



**Brintons**

**COMMERCIAL  
CARPET SOLUTIONS**



At Brintons we bring space to life by creating outstanding carpet solutions for commercial and residential use. The ultimate in wool rich and nylon woven axminster and wilton carpets, tiles and hand tufted rugs.

Brintons has been at the forefront of the global woven carpet manufacturing industry for more than 230 years.

Committed to the concept of thinking globally and acting locally. Brintons has design studios, offices and agents in all major markets around the world.

We use our experience and knowledge to push the boundaries of design and technical development to ensure the very highest standards of product quality, flexibility and service are delivered to the customer.

## ABOUT US

From hotels to airports, restaurants to convention centres, cruise ships to offices, Brintons has produced award-winning carpets that have combined innovative design with quality and outstanding commercial performance.

In the 1950's, Brintons invented the 80% wool, 20% nylon blend, which is now the global standard for axminster around the world.

The blend combines the comfort of wool with the strength and durability of nylon. We also design and develop our own looms, and to this day, each carpet is checked and finished by hand.

image: The Westin St. Francis (photography The Westin St. Francis)

cover image: Fairmont Hotel, Vancouver (photography Ema Peter)



**INSPIRING BEAUTY AND EXCELLENCE IN HOTELS AND RESORTS GLOBALLY**

## HOSPITALITY

Impress guests by enlivening their senses with a distinct design, creating a unique atmosphere of comfort and sophistication. Luxury carpets designed for hotels, resorts, clubs and spas that provide the ultimate in performance and value.

An axminster carpet is the uncontested flooring of choice providing:

- Unparalleled design and colour match, delivering distinctive design
- Greater comfort underfoot
- Noise reduction
- Improved air quality
- Safety against slips and falls
- Ease of cleaning and maintenance
- Comparably lower cost over the life of the flooring
- Use of colour and design to create atmosphere and ambience

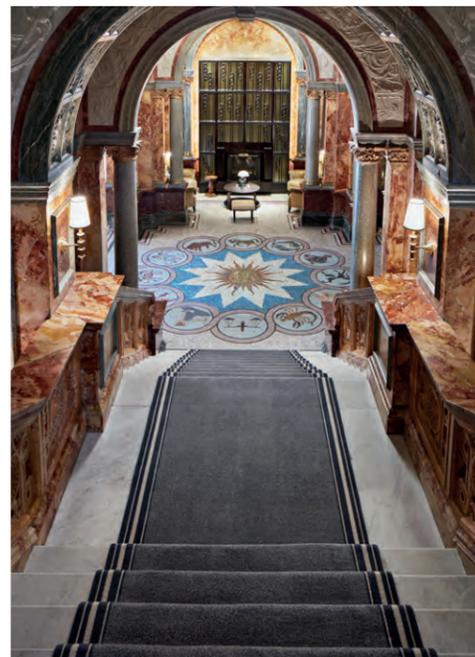


image top: The Collectionist Hotel, Sydney image bottom: Kimpton Fitzroy, London



## LEISURE AND GAMING

Carpet is key to the design theme within any leisure environment, providing the feeling of comfort and luxury, perfectly suited for a large-scale design. It plays a crucial role in attracting customers again and again, making their visit pleasurable and memorable.

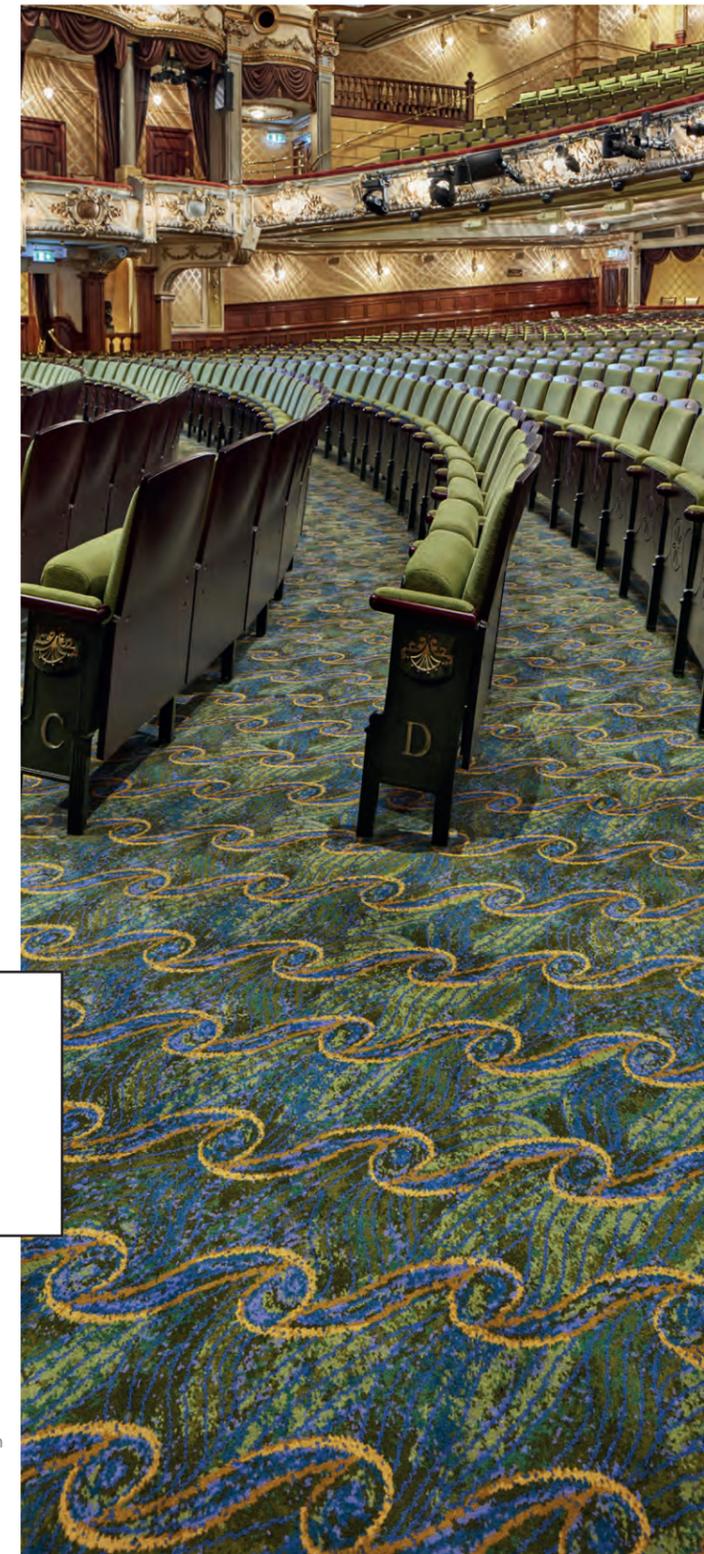
Brintons is the only woven axminster tile manufacturer in the world to guarantee critically matched tiles.

Stock and custom woven axminster solutions in broadloom and tile:

- Meet stringent performance standards for commercial interiors
- Meet flammability and fire code standards
- Improve noise reduction
- Improve air quality
- Provide ease of maintenance

**SUPERIOR WOVEN AXMINSTER CARPET AND TILES FOR CLUBS, SPAS, THEATRES, RESTAURANTS AND CASINOS**

image top: Maxims Casino, Knightsbridge image right: Victoria Palace Theatre, London





## PUBLIC SPACES

Brintons woven axminster carpet plays a leading role in the creation of practical and inviting space. Extremely comfortable underfoot, it can be designed to enhance any interior scheme and will stand up to the demands of the heaviest pedestrian traffic whilst reducing background noise in the largest of areas, such as airports, convention centres and stadiums.

There is no compromise between style and functionality when choosing Brintons with:

- Unlimited design potential in scale and repeat
- Enhanced comfort underfoot
- Noise reduction
- Improved air quality
- Safety against slips and falls

## PROVIDING UNIQUE STYLE AND FUNCTIONALITY TO CREATE DISTINCTIVE ENVIRONMENTS

image: Changi Airport, Singapore



## INVITING DESIGN CERTIFIED FOR CRUISE SHIPS, SUPER YACHTS, FERRIES AND RIVERBOAT CASINOS

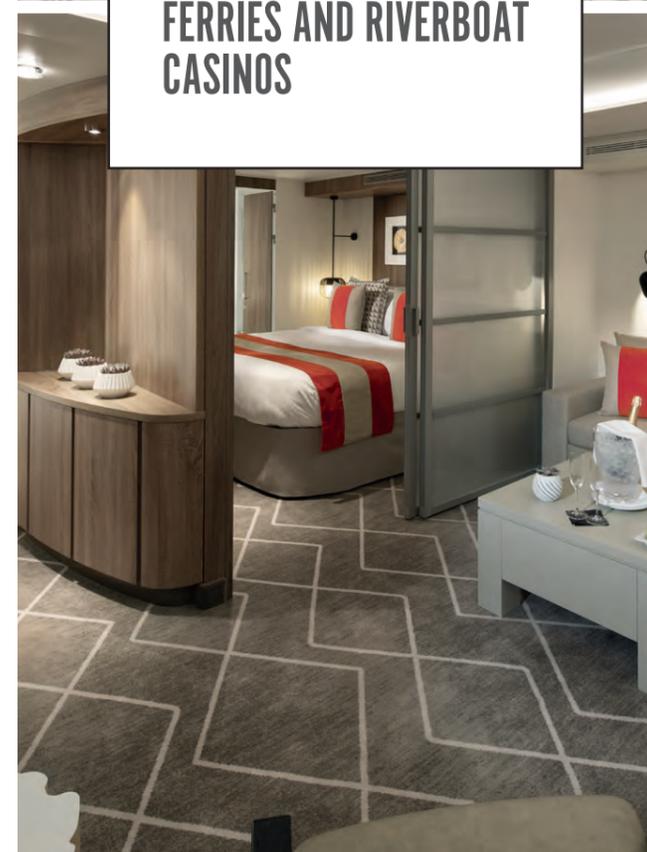


image: Celebrity Edge Cruise Ship

## MARINE

Carpet exudes a feeling of luxury and comfort, and the colour and design elements of axminster carpet set the mood. No other carpet lends itself to multi-coloured and large-scale design like an axminster. Brintons has an excellent track record with the world's largest ship owners, shipyards and marine designers and our specialist marine division has supplied carpet to more than 500 vessels, for use in public areas, cabins and corridors.

Brintons offers stock and custom solutions with full marine certification for cruise ships, ferries, casino riverboats and other offshore installations. With a range of stocked products readily available with marine certification, choose from different styles, colours, patterns and textures:

- Meeting stringent flammability and fire code standards
- IMO (International Maritime Organization) Wheelmark accreditation
- US Coastguard requirements



## HEALTHCARE

Brintons high quality axminster carpet with styling and performance that is aimed at the healthcare environment. Available with Impervious Backing which acts as a moisture barrier preventing any liquids from penetrating through the carpet into the subfloor and an Anti-Microbial treatment inhibits growth from mould and bacteria, providing an added layer of protection.

- Durable wool blend for the ultimate in comfort; or a fully synthetic Solution Dyed Nylon alternative where frequent and intense cleaning is likely to be required
- Our Sanitized® Anti-Microbial technology is added for an extra layer of protection
- Solution Dyed Nylon offers outstanding resistance to fading resulting in unparalleled appearance retention

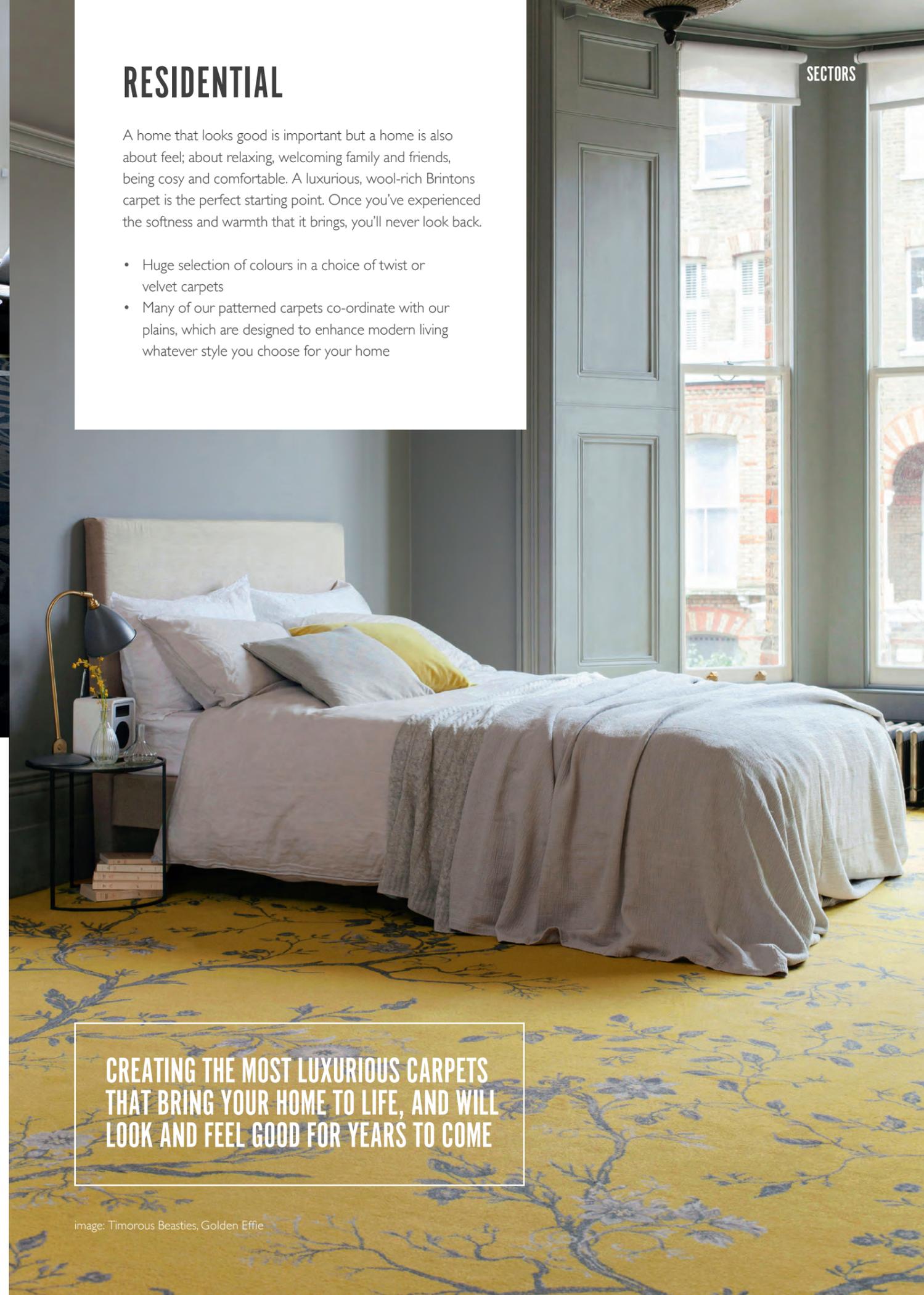
## PRACTICAL AND COMFORTABLE FLOORING SOLUTIONS FOR THE ELDERLY AND HEALTHCARE ENVIRONMENTS

image: Blue Hills Rise, Melbourne

## RESIDENTIAL

A home that looks good is important but a home is also about feel; about relaxing, welcoming family and friends, being cosy and comfortable. A luxurious, wool-rich Brintons carpet is the perfect starting point. Once you've experienced the softness and warmth that it brings, you'll never look back.

- Huge selection of colours in a choice of twist or velvet carpets
- Many of our patterned carpets co-ordinate with our plains, which are designed to enhance modern living whatever style you choose for your home



CREATING THE MOST LUXURIOUS CARPETS THAT BRING YOUR HOME TO LIFE, AND WILL LOOK AND FEEL GOOD FOR YEARS TO COME

image: Timorous Beasties, Golden Effie



## DESIGN

Brintons is recognised as a powerful creative source, pushing the boundaries of how people think about pattern and colour on the floor.

Our ability to combine thoughtful design with experience and technical knowledge allows us to deliver high performance floor coverings that will take your breath away.

By choosing to work with Brintons, you will have access to our global network of design studios and talented field designers, as well as our innovative online design studio 'DSO' and one of the industry's largest floor covering design archives.

Brintons' innovative 'Design Studio Online' (DSO) provides interior design clients with the tools to access thousands of digital designs online. Our locally-placed designers can meet the demands of any bespoke design brief. We have the ability to design to any scale or budget ensuring we always surpass your expectations.

This online tool enables registered clients to search by design category and then by installation type, to identify a carpet design that fits the bespoke brief. Once a design has been selected, the interactive software can be used to re-colour it to suit a specific interior design scheme. The programme will then produce an image of the carpet in a computer-generated 3D interior.

## ARCHIVE

Brintons owns one of the world's largest commercial design archives and historical pattern libraries in the industry, dating back to the 1700's, restored and preserved by our own dedicated archivist.

As a design-led company, our archive is a unique reference tool and point of true inspiration to our clients, and our highly skilled design team that clearly distinguishes us from our competitors. With 100,000+ custom designs, the archive is used as a source of daily design inspiration for clients' specific style projects, and for Brintons' design collections.

The archive is used worldwide by Brinton's team of designers as a daily resource, both for research and inspiration for Brintons' design collections. Best of all, it is available online for clients and Brintons own designers through the unique Design Studio Online (DSO).

At Brintons we're driven to create exceptional products and provide the highest standards of service to meet the exacting needs of your project, no matter the size, scale or specification.

## SERVICES

### Sampling

Bringing your creative vision to life is an essential part of the custom design process.

To help you achieve this we offer:

- A full custom sampling service
- Bespoke colour development
- Design print outs
- Woven trials

### Total quality assurance

When it comes to weaving your carpet, we have complete control of every step in the process, from the sourcing, dyeing, spinning, weaving and finishing of yarn, to give you an exceptional woven carpet that is beautiful, hard-wearing and easy to install.

### Project management

You can be confident that your project will be delivered on time and to budget.

From start to finish your custom project will be championed by your own project manager, who will guide you through the entire process from initial project shaping, planning and estimating right through to installation, aftercare and maintenance.

### Installation & aftercare

In partnership with our global network of installation professionals, we can offer you a full installation service including technical supervision and on-site advice.

We don't disappear after your project is completed. We are always available to provide you with the information and support you need to ensure your carpet keeps its good looks and performs to specification.



## MANUFACTURING

Our carpet manufacturing process is totally integrated from start to finish, meaning we control every aspect from selecting and blending the wool, right through to the finished weave.

We have our own yarn preparation and dyeing plant and use the latest equipment and production techniques ensuring our rigorous high standards are maintained at all of our manufacturing plants.

Colour control is especially important to us so we make full use of spectrophotometers for measurement and computer analysis.





## WHY WOOL? WHY BRITISH WOOL?

Wool is a durable fibre with a natural resistance to dirt and it has a variety of environmental benefits:

- A natural and renewable resource
- Has the natural ability to absorb indoor air contaminants resulting in cleaner breathing air
- Is reusable and recyclable

Wool is by far the largest component of a Brintons carpet, being a naturally occurring and renewable product, sourced from sheep which are “fuelled by grass” in some of the most beautiful countryside in the world. All types of wool selected and used by Brintons are sheared off annually as a natural by-product.

The British climate and landscape are both factors as to why British Wool is the best. The bulk and resilient characteristics of the wool mean that it is ideally suited for the manufacture of quality carpets. It is of low lustre, and more highly crimped than other wools.

British Wool benefits from the ability to bounce back after being compressed, making it the ideal product for a carpet and enabling it to look good for longer.



## ENVIRONMENT

The true meaning of sustainability is that a product meets our needs today without depleting the world's resources for future generations, and in that respect wool-rich carpet is a great choice.

As a global manufacturer and distributor, Brintons is aware we have a direct impact on the environment and a responsibility to limit that effect wherever possible. Actively working to improve our environmental performance across all activities and thereby reducing our impact on the environment, we continually develop our environmental policies and procedures across all operations worldwide.

Brintons carpets make a significant contribution to improve indoor living standards and conservation of energy. Our wool-based products are both sustainable and offer superior benefits.

We are continually working towards reduced energy and water consumption across all sites with the corresponding reduction in carbon emissions, including high efficiency lighting, reduced water consumption in dyeing, rainwater harvesting and many more.

In recognition of its sustainability credentials, a Brintons carpet contributes positively to the Leadership in Energy and Environmental Design (LEED) building certification criteria. It also meets the stringent standards of the Carpet and Rug Institute Green Label Plus programme, contributing to a healthy indoor environment.

## BENEFITS

- Wool has a natural resistance to dirt and water making it exceptionally easy maintenance
- Naturally flame retardant, wool is safe for use in commercial interiors
- A renewable and biodegradable natural source
- Sourced and manufactured with little impact on the natural landscape, it is one of the most environmentally friendly products
- Highly energy efficient, reducing heat loss in the home
- Natural ability to absorb indoor air contaminants
- Acoustic insulator, limiting the spread of sound

## WOVEN AXMINSTER

In a Brintons axminster carpet, each tuft of yarn is woven and locked into place by shots of backing yarn to create a strong, integrated three-dimensional structure. This method of carpet manufacture not only creates a high-performance floor covering which meets the demands of the heaviest traffic areas, it also allows for the creation of complex designs incorporating multiple colour and yarn combinations.



image: Fora, Clerkenwell, London



image: Majestic, Polished Silver

## WOVEN WILTON

Brintons is also renowned for cut pile wilton carpets. These are made on face-to-face looms where two carpets are woven at the same time. We can achieve a number of textures in our wilton carpets from hard twists to super plush velvets.



## WOVEN AXMINSTER TILES

If you want your commercial project to have the design impact of an axminster carpet, but you need the practicality of a tile, then Brintons axminster tiles offer the perfect solution.

With our critical match capability, we can reproduce almost any broadloom design in a tile to give you the ultimate broadloom-in-a-box solution. Our tiles are comfort backed and are available in two sizes 0.91m x 0.91m and 0.48m x 0.48m.

image: Holland Casino, Rotterdam

## WOVEN AXMINSTER LOOSE LAY RUGS

Carpet is the foundation of any interior. As the largest design element in the space, carpet has an important role to play in the overall scheme. With a rise in hard surface flooring, the key to weaving décor elements into a cohesive whole is a custom axminster rug. Endless design possibilities allow for a custom axminster rug to be transformative; making a bold statement or simply adding another layer of textural luxury to the interior, woven with our signature standard 80% wool, 20% nylon yard blend.

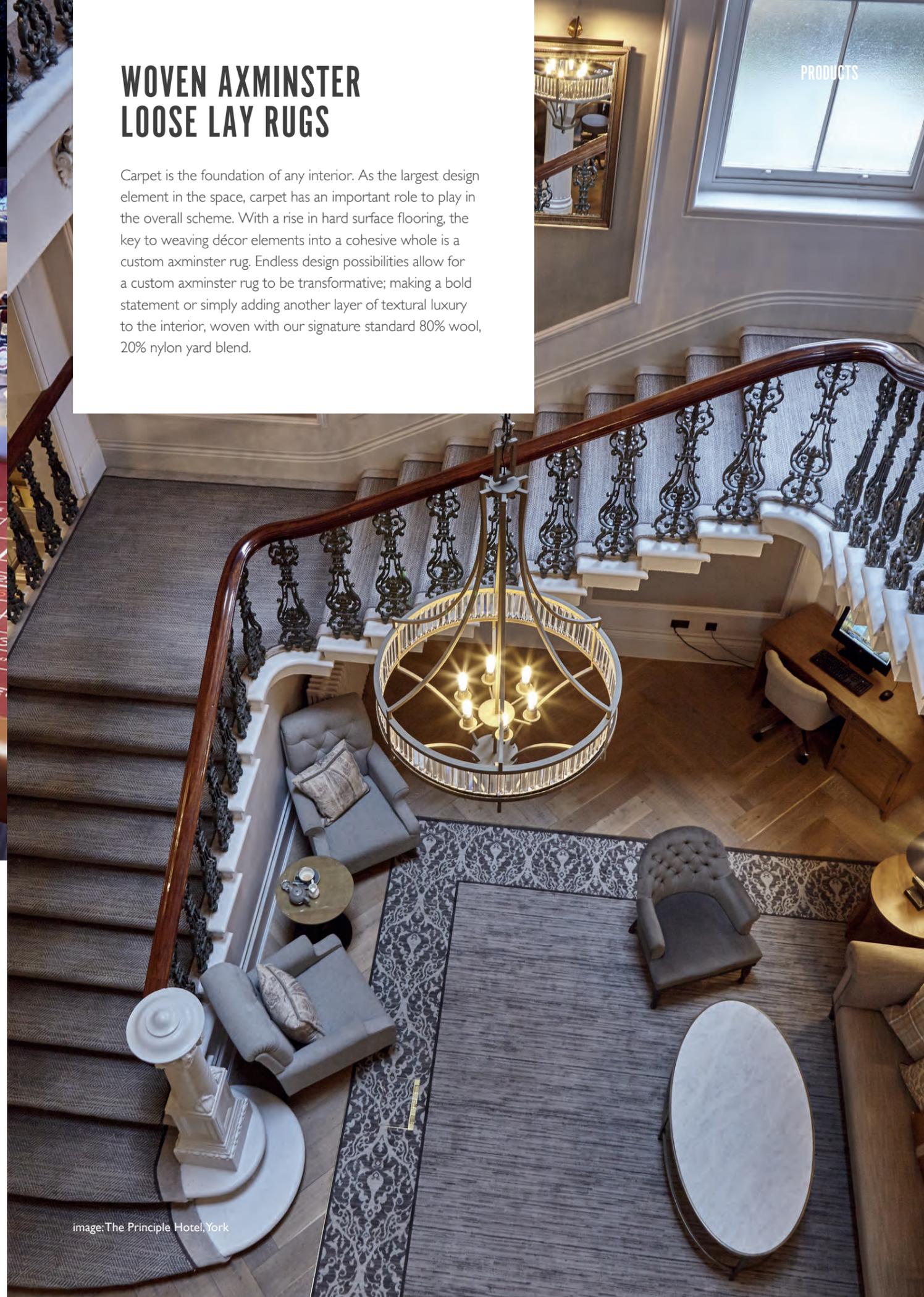


image: The Principle Hotel, York



## HAND TUFTED RUGS

If you are looking to create the ultimate, luxurious interior then look no further – we can create the most exquisite hand tufted rugs and wall-to-wall carpets using the finest wools. The opportunities with hand-tuft are almost limitless in terms of colour, design treatments and textural effects. The size and scale of our hand tuft carpets are only limited by our physical capability to transport extremely large pieces.

image: Kimpton Hotel Allegro, Chicago

## WOVEN WILTON CUT AND LOOP



Carpet is the foundation of the guestroom. As the largest design element in the space, carpet has an important role to play in the overall interior.

With a 100% wool wilton carpet, woven in sophisticated restrained palettes of two and three colours, the floor can act as a solid neutral base or a textured statement to build your room atop of.



QuickWeave™

**ULTRA FAST  
TURNAROUND WITH  
NO COMPROMISE ON  
QUALITY AND CHOICE  
OF DESIGN.**



## QUICKWEAVE™

To meet the growing demand among installers for design-led quality carpet that can be made-to-order and installed in below average lead-times, Brintons has developed the innovative QuickWeave series to provide installers and project designers on a tight deadline with the widest choice yet of woven axminster designs in a broad spectrum of colours that are manufactured in up to 6 weeks.

Brintons' award-winning design team developed the series to reflect today's trends with contemporary patterns complementing transitional styles such as plaids, stripes, geometric, abstract and layered design themes. Clever texturing

techniques including mottles, striés and fades have been used within the patterns to give depth to the designs whilst optimising practical application for hospitality and other contract projects.

QuickWeave broadloom woven axminster carpet is made using the 'Brintons blend' of 80% wool / 20% nylon and is available in four quality specifications from 7 to 10 rows, making it suitable for all types of area from light to heavy use. Regardless of specification, the wool element in Brintons' famous blend results in a luxurious soft feel while the nylon component ensures the carpet will be hardwearing for longevity.



## HIGH DEFINITION WEAVE

### Revolutionary 32 colour HD weave capability

Always one step ahead of the game, spotting trends and forecasting future fashions ensures we have grown and adapted to increasingly demanding consumer and corporate markets. Brintons is recognised as a powerful creative source, pushing the boundaries of how people think about pattern and colour on the floor.

Our ability to combine thoughtful design with experience and technical knowledge allows us to deliver high performance floor coverings that will take your breath away. We have pushed the boundaries of technical development further than any other carpet manufacturer with our revolutionary 32 colour 'High Definition Weave' capability, producing photorealistic, three-dimensional definition.

## photogenius™

Brintons has developed a unique process to convert photographic images into photorealistic, three-dimensional carpet designs. Photogenius™ carpets are produced on Brintons' pioneering High Definition Weave looms, which can weave up to 32 colours at any one time.

image: Zuzunaga, Somerset House, London

## SOLUTION DYED NYLON

Solution Dyed Nylon is manufactured through a unique process where colour pigments are added during the early stages of production. This means the colour penetrates all the way through the fibre, resulting in one of the most colourfast yarns in the industry.

Specifying a woven axminster carpet made with Solution Dyed Nylon provides numerous advantages, including unparalleled appearance retention and durability, creating a desirable and comfortable environment, and providing a low maintenance, easy to clean flooring even when frequent and intense cleaning are needed.

Solution Dyed Nylon carpet can be used in installations from hotels to airports, healthcare facilities to offices, restaurants to senior residences, and is particularly useful in settings where stains and soiling can be an issue. Brintons Solution Dyed Nylon is available in 200 specially selected colours, so now you don't have to choose between design and functionality.



## BRINLAY

To complement our extensive range of stock and custom carpets, Brintons also offers its own underlay.

Carpeting is an important investment, which should deliver the highest possible returns in terms of comfort and convenience. Whether you buy, sell or install carpets it is important to know that a good quality underlay contributes significantly to the underfoot comfort and luxury whilst prolonging the effective life of your carpet. A Brintons underlay gives your carpet flexibility, making it more comfortable and pleasant to walk on.

The application of an underlay has other important major advantages too. For instance, its cushioning effect means less wear, which prolongs the life and aesthetic appearance of the carpet whilst acting as a barrier to prevent heat loss, thereby reducing energy costs. In addition our underlay's sound absorbing capacity means that a carpeted floor is significantly quieter than one without.

A Brintons carpet installed on a Brinlay™ underlay not only extends the performance of your Brintons carpet but is part of our ultimate warranty upgrade for added peace of mind installations.

### Brinlay options

#### **Brinlay™ Luxury Black Underlay**

Suitable for guest rooms, corridors, public areas and high traffic areas.

#### **Brinlay™ Black Velvet Underlay**

Suitable for guest rooms, corridors, public areas and high traffic areas.

#### **Brinlay™ Comfortbase Underlay**

Suitable for guestrooms, corridors and medium traffic areas

#### **Brinlay™ Classic Black Underlay**

Suitable for guestrooms, corridors and medium-high traffic areas

image: River Landing at Sandy Ridge, North Carolina

# DESIGNER COLLECTIONS WITH BRINTONS

Brintons has been at the forefront of the global woven carpet manufacturing industry for more than 230 years. This has opened up opportunities to create exceptional new carpet collections with a number of prestigious designers including Stacy Garcia, Timorous Beasties and Zuzunaga. These fruitful collaborations have become extremely important to Brintons in developing their portfolio of commercial carpets, creating the opportunity to explore more adventurous styles. Most recently, Brintons have worked with Kelly Hoppen and Studio Elke to create two different and unique collections.

With its collaborative collections, Brintons draws on a combination of perspectives, experiences and ideas from a variety of different design sources. These examples demonstrate Brintons' adaptability and openness in the design process, unique qualities for a manufacturer with such a strong heritage.

Here is a selection of some our design collections:



## Studio ELKE

Studio Elke, a multi-disciplinary design studio led by founder and Creative Director, Elke Kramer collaborated with Brintons to translate Elke Kramer's vision into a suite of customisable carpet designs. The new venture is the Australian designer's first ever carpet collection.



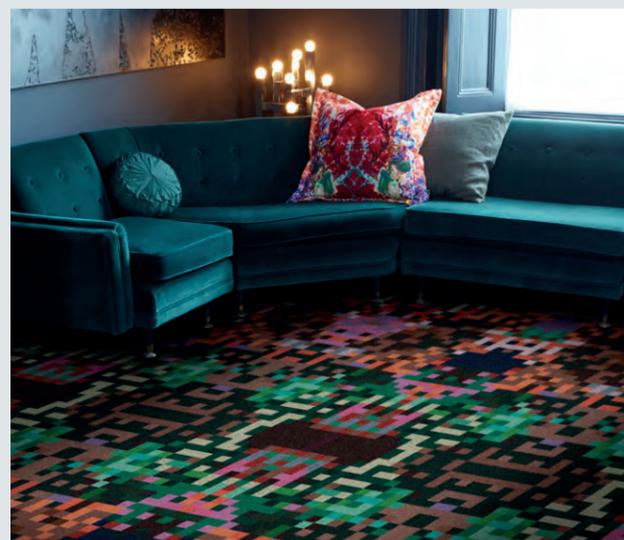
## Kelly Hoppen

Brintons joined forces with Kelly Hoppen MBE to create a bold new collection of contemporary woven carpets. The venture is the renowned interior designer's first ever carpet collection and brings the designer's unparalleled eye for trend-leading design to the commercial carpet sector.



## Timorous Beasties

Brintons have collaborated with one of the UK's leading textile design firms, Timorous Beasties. Their surreal and provocative design styles transform interior landscapes and challenge the norm. A collection of designs which play with the notion of pattern in the interior space. This becomes a dramatic feature in its own right whilst going against every conventional rule with many of the designs being large in scale; very directional yet beautifully drawn.



## Zuzunaga

International designer Cristian Zuzunaga, specialises in unique, colourful interior projects, textiles and fashion accessories. Zuzunaga's designs engage with squares and colours to repeat, reproduce and build creative new patterns from unique formal prototypes. The mandala styling and repeating symmetry is the motif; minute shapes creating new shapes, building from the tiny abstract pixel to the maximal image. All of this is only possible on Brintons' High Definition Weave looms.



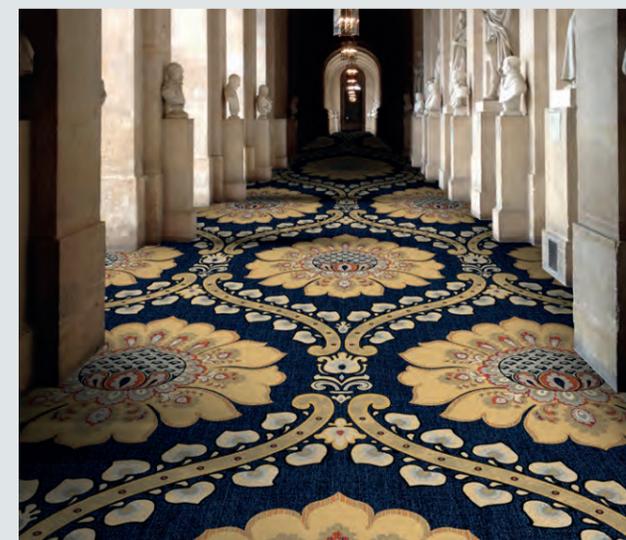
## Virginia Langley

Designer and artist Virginia Langley has a strong reputation for designing textiles for the hospitality industry. Being an artist and combining this skill with design research and international travel brings together her ability to create new and fashion forward designs for a worldwide market. Her handcrafted designs for Brintons are derived from the wonders of nature and travel.



## Oren Sherman

Artist-illustrator Oren Sherman, brings a restrained simplicity to the world of axminster, resulting with the truly collaborative collection of elementally flexible designs. Constructed with harmonious textures and contemporary colour palettes, his designs offer a multitude of ways to balance colour and shape, manage scale and proportion, turn corners, and extend perspectives.



## Stacy Garcia

Brintons successful partnership with designer Stacy Garcia has spanned almost a decade. Stacy's interior insight results in unique and distinctive designs specifically created with the hospitality sector in mind. Her design collections range from intense and mystique fairytales, to 1920's Art Deco to nature's transient moments.

# CLEANING AND MAINTENANCE

In any prestigious location, each aspect of the decor adds to the overall image of the installation.

This is especially true of carpet or carpet tiles when used in a large open area. In fact, the carpet is often the most noticeable feature in the installation; it has a powerful psychological impact on visitors and needs to be maintained in peak condition throughout its life.

We would suggest that a care and maintenance programme is put in place immediately after the carpet has been installed. The responsibility should be given to experienced personnel trained in the use of cleaning machines and who would be capable of recommending the frequency of the various cleaning operations.

This information is intended to provide general guidelines on the care and maintenance methods suitable for Brintons carpets.

## Cleaning frequency guidelines

Soiling level	Maintenance required	Spot removal	Vacuum of traffic areas	Full vacuum	Interim maintenance	Intense cleaning
Light	Light	Daily	Daily	Weekly	6-9 months	12-24 months
Medium	Medium	Daily	Daily	2-3 Days	4-6 months	9-15 months
Heavy	Intense	Daily	Daily	Daily	3-4 months	6-9 months
Very heavy	Very intense	Daily	Daily	Daily	As required	As required

*It must be recognised that these are guidelines only and trained facilities personnel are required to assess and change these guidelines according to the requirements of the installation.*

## Daily and periodic procedures

Two elements essential to an efficient maintenance programme include daily procedures encompassing both regular vacuuming and spot cleaning, and scheduled overall cleanings to remove discolouring grime and to refresh the pile.

Overall grime not only causes discolouration, it presents another undesirable quality. Carpet that is not cleaned and reconditioned regularly,

no matter how faithfully it is vacuumed, will tend to permanently crush and mat down. As grease, present in smoke, or pollutants in the air settle on the carpet, pile yarns may become gummy enough to stick to each other and flatten in use. Matted carpet appears to be worn out, even if there is no real pile loss.

## Vacuuming schedules and equipment

Of all the carpet maintenance procedures, vacuuming is the most important and also the simplest to implement

**High traffic** - Vacuum daily (extremely high traffic lanes may require vacuuming several times daily).

**Medium traffic** – Vacuum two to three times weekly.

**Light traffic** - Vacuum weekly

“Track-off” areas at the building and/or kitchen entrances should be vacuumed multiple times daily. An upright heavy-duty commercial vacuum with power driven brushes and dual motors must be used. Brushes are usually more effective than “beater bars” in commercial installations. A more powerful “pile lifter” type vacuum may also be used before and/or after periodic cleaning for optimum pile agitation and restoration. Proper vacuuming requires three to five slow passes over the same area. Brushes must be cleaned frequently and replaced when worn.

## Cleaning methods

There are many methods that can be used on location to clean carpet. However, it is not possible to become an instant expert by reading descriptions, advantages and disadvantages of each method. Many successful carpet cleaning firms and equipment manufacturers will use different methods and often debate that their system is superior.

## Interim cleaning methods

### Absorbent powder compound

This is a very effective dry carpet cleaning system. The compound is made up of a mixture of processed organic fibres moistened with a water/detergent/solvent emulsion. Its purpose is to break down and absorb particles of soil from the carpet pile. The absorbent powder compound is sprinkled evenly over the carpet and brushed in using a special counter rotating brush machine. The brushes help to lift the pile and restore surface appearance as well as cleaning the fibres. After the powder has dried (approximately 30 minutes) it should be removed from the pile of the carpet using a powerful upright vacuum cleaner.

Absorbent powder cleaning has the advantage that only the badly soiled areas of the carpet need be cleaned. These areas can then be blended in with the rest of the carpet by brushing the powder slightly into the unsoiled areas to provide a good appearance overall. The correct amount of cleaning compound should be used, in strict accordance with the manufacturer’s instructions. A slight misting of traffic lane cleaner before application of the powder can improve performance in heavily soiled areas, it is also imperative that a very good brushing action vacuum cleaner is used after the compound has dried, in order to completely remove the compound from the carpet pile.

Failure to carry out these recommendations may result in an unwanted build up of compound in the carpet pile, which can be difficult to remove and eventually may affect the overall colour of the carpet. The powder is very safe in use and there is no requirement for personnel to be excluded from the area during cleaning. Absorbent powder compounds are not suitable for use in areas where the carpet is already wet or likely to get wet during the cleaning operation. Some machines which apply the powder and vacuum it back up are available.

### Crystallising shampoo or dry foam cylindrical application

In this method, a high-foam, low soil crystallising shampoo solution is fed from a container onto cylindrically rotating brushes, which brush the foam into the carpet pile. At the same time, as well as cleaning the carpet pile, the brushing action helps to lift the pile and restore surface appearance.

This system is relatively easy and cheap to operate. The foam dries very quickly but the dried crystals needs to be removed from the carpet pile using a powerful vacuum cleaner. Shampoo residues can build up in the pile if they are not completely removed so hot water extraction is recommended at regular intervals.

## Intensive deep cleaning methods

However carefully the vacuuming, spot cleaning and interim cleaning methods are carried out, there will come a time when overall deep cleaning is necessary. Hot water extraction is one of the best deep cleaning methods available as it effectively flushes soil, grit and other debris from the pile of the carpet.

Types of deep cleaning systems:

### Hot water extraction - spray extract system

Hot water extraction machines work on the principle of spraying jets of water/cleaning solution into the carpet pile and extracting with a vacuum head, which follows behind the jets.

### Hot water extraction – spray brush extract system

Some machines incorporate a brushing action between the spray head and vacuum. Various sizes of machines are available and single machines can be joined together in tandem to increase efficiency.

### Hot water extraction – rotary extraction system

In this system individual spray jets slowly rotate delivering shampoo solution to the carpet pile and immediately vacuuming it back out again.

### Truck mounted machines

These are very powerful machines usually operating outside the building from a van or trailer. Long hoses snake into the installation delivering pressurised shampoo solution, which is immediately vacuumed up again. Either one of the types of head outlined above (spray/extract, spray/brush extract or rotary extract) can be used with this system.

Rotary Shampoo and Bonnet/Absorbent Pad (“Spin Bonnet”) are not recommended methods for axminster carpet. It is critical when cleaning axminster cut pile carpet not to use spin bonnets, rotary brushes or rotary extractors. The rotary action of this equipment can severely distort the pile yarn. In addition,

the spin bonnet method can leave chemical residue, which builds up on the carpet. Brintons produce carpet with mixed backing materials, and all pile yarns are pre-dyed for excellent colourfastness, so wet cleaning can be used without causing shrinkage, seam splitting or fading. When using any wet cleaning method, be careful not to over-wet the carpet and allow adequate time so that the carpet will be dry before resuming use.

Any carpet which has been wet-cleaned needs to be dried as quickly as possible. Experienced cleaners with well-maintained machines should leave the carpet in a good condition so that it dries within approximately 4 hours. However, in confined spaces such as on a ship it may be necessary to use air blowers. These powerful machines create a fast and sometimes heated flow of air over the carpet to speed up the drying process. The cleaning company may have their own machine, or it is possible to hire them.

It is important to develop a regular maintenance schedule undertaken by qualified individuals. The frequency of cleaning will be determined by the severity of the soiling and environmental conditions. Certain areas such as entrances and main traffic aisles, might need more frequent cleaning than the rest of the installation.

Many installations have been successful in utilising a combination of methods, such as dry extraction for interim cleaning of heavy traffic areas followed by hot water extraction of the entire carpet on a periodic basis.

### Woolsafe approved Cleaning Companies

Whenever it is necessary to employ outside contractors to clean the carpet it is important to ensure that only Woolsafe approved companies are used. They must use only Woolsafe approved cleaning products and methods approved for use by Brintons. Bonnet buffing and rotary brushing are expressly excluded from use.

## Spot and stain removal

Identification and immediate action are the keys to effective stain removal procedures. To minimise time and effort, it is helpful to know what causes a stain so that treatment can begin without guesswork. The longer a stain “sets”, the more difficult it may be to remove. If it remains too long, it might react with the carpet dyes and cause permanent discoloration. Hence, alert staff and a well-stocked stain removal kit are important to a good carpet maintenance programme.

Use a blotting action in spot removal rather than brisk rubbing which may create a fuzzy texture. Be careful not to use a high pH cleaner (above 8.0) on wool or wool blends, and do not let any carpet stay wet for over 24 hours.

For wool-rich carpets we would recommend the use of cleaning chemicals, which have been approved by the WoolSafe® Organisation. Please visit [www.woolsafe.org](http://www.woolsafe.org) for further information

## Normal characteristics of new carpet

Your new carpet may exhibit certain visual characteristics that are normal, but may be new to you:

### Shedding

It is normal for some loose fibres to be present in new cut pile carpet. Their number is quite small compared to the total fibre content of the carpet and is of no consequence. Regular vacuuming will remove these without harming the carpet.

## Shading

All carpet (woven, tufted or handmade) is subject to a natural phenomenon known as “shading”, “pooling”, or “watermarking”, which may be unsightly. Its occurrence cannot be predicted or prevented, and it creates a permanent change in the carpet’s appearance, usually within 2-6 weeks after installation.

the difference in the way light reflects off the side of a yarn and the tip of a yarn as the pile yarns lay in different directions. Shaded areas will appear light from one direction, and dark from the other. The “spots”, usually curved in nature, will virtually disappear when observed from directly above. No one knows why the pile, which when installed is laying in one direction, changes direction permanently.

Shading is not a manufacturing defect and does not affect the durability of the carpet. The appearance of “shaded” carpet is created by



image: Davenport Grand Hotel, Spokane



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