

YOUR GUIDE TO

RUG CARE & PLACEMENT

THE RUG COLLECTION · HANDMADE



GENERAL RUG CARE TIPS

Treat your rug with a little love to prolong its lifespan.

VACUUM REGULARLY

Use a flat suction head on your vacuum cleaner. We suggest avoiding brush or motorised powerheads, as stiff bristles and strong suction can damage the pile.

USE FLAT HEAD ON TEXTURED OR LOOP-PILE RUGS

Never use a brush head or motorised power brush head on the vacuum cleaner.

CLEAN SPILLS & SPOTS IMMEDIATELY

The prompt removal of stains or soil marks is necessary to maintain the appearance of a rug. If the stain cannot be removed, like paint, nail polish, shoe polish, it is important to seek specialist advice.

NEVER RUB A SPILL, INSTEAD BLOT ANY LIQUIDS

Use a dry absorbent white cloth or white paper towel to blot dry any liquids.

ROTATE YOUR RUG

Every 6 months we recommend rotating your rug to ensure even wear.

DRY CLEAN ONLY

Do not steam clean. Do not machine wash. Use a professional rug or carpet cleaner.

BE GENTLE ON ARTSILK RUGS

Cleaning requires a gentler approach than pure wool rugs. Do not wet an artsilk rug and seek advice from a professional cleaner.

SUNLIGHT & FADING

Avoid placing a rug in direct sunlight if possible. Rotate regularly if sunlight is falling on one area of the rug.

AN ANNUAL PROFESSIONAL CLEAN IS RECOMMENDED

By a reputable rug or carpet cleaner to extend the lifespan of your rug.

Right: Palmas Rug



THE RUG COLLECTION · HANDMADE



MATERIALS & CONSTRUCTION

Timeless weaving techniques by artisans create different styles and yarns, to suit different purposes.

Left: Boucle Rug / Theodore Table / Lily Sofa



FLATWEAVE RUGS

A FLATWEAVE RUG CONSTRUCTION IS:

Without a pile or knots. Crafted on a loom, the warp (vertical) is tightly intertwined with the weft (horizontal) threads to create a slim-line and flatweave.

Handmade from 100% wool makes it thicker and stronger than traditional dhurries made from cotton.

Native to India and surrounding regions, flatweaves can be coarsely or finely woven.

[EXPLORE FLATWEAVE COLLECTION](#) →

THE BENEFITS:

SUITABLE FOR HIGH FOOT TRAFFIC AREAS

Including custom created hallway runners.

LIGHTWEIGHT

Easy to move if you like frequent changes to your décor.

TIMELY WEAVING

Flatweave constructions are usually less time-consuming to hand craft than high pile rugs as they don't require a base material.

EASY CARE

Having no pile, flatweaves offer easier care than their high pile or shag rugs counterparts. A regular vacuum with a flat head will extend its lifespan.

UNIQUE

Handmade by artisans, each rug hold it's unique footprint with not one rug being exactly the same.

REVERSIBLE

Majority of our wool flatweaves have a mirrored design on the back.

HANDMADE FROM NATURAL WOOL

A good option for those concerned about mould and mildew, as wool is naturally resistant to these allergens.

DURABLE

Flatweaves are designed to withstand high foot traffic and with no pile, it's an ideal choice for under the dining table.

YEAR ROUND COMFORT

Wool offers warmth under foot in the cooler months and flatweaves are light and breathable, trapping less heat during the cooler months.



The 'go-to' rug for durability in high traffic areas and everyday family living

Palmas Rugs

HANDMADE · THE RUG COLLECTION

THE BENEFITS:

TIMELY

Using a tufting gun instead of knotting makes it a quicker method to produce a handmade rug.

ACCESSIBLE

More affordable option than a premium Handknot rug.

DURABLE

Pure wool handtufted rugs are suitable for family rooms and high traffic areas like entryways and hallways.



Viper Rug

HAND-TUFTED RUGS

TIMELY QUALITY

Many of our unique rug collections are created using the hand-tufted technique in a variety of yarns, textures and colours.

Commonly used to create both classic and contemporary designs, hand-tufting is an effective and time-efficient method to produce a rug design by hand, using a tufting gun.

The design is traced and then a handheld tufting gun is used to stitch loops of fibre through a backing cloth, which creates various patterns and textures.

When the hand-tufting process is complete, a backing is glued to the rug. Once dry, a final protective cloth backing and binding is applied for a neat finish. The backing also gives more stability and aids in keeping the rug lying flat on the floor.

The rug is then placed on a finishing surface for shearing, carving or bevelling as the design requires, which in turn creates the pile.

[EXPLORE HAND-TUFTED COLLECTION](#) →

Hand-tufted rugs
are thick and plush.

THE BENEFITS:

UNIQUE

Handknot rugs are crafted by highly-skilled artisans and are generally considered works of art.

LUXURY

The intricate design details and complex technique can only be achieved by a highly skilled artisans.

INVESTMENT

Hand-knotted rugs have a longer lifespan if cared for correctly.

INTRICATE DESIGN

Handknots are often more detailed in design and colour, due to the intricate and precise production technique.

Valencia Rug



HANDKNOTS

LUXURY

For thousands of years, the age-old handknotting technique has been a renowned construction. The intricate design details and complex technique can only be achieved by a highly skilled artisan. New Zealand Wool and Artsilk are the primary materials used to construct our handknots, with each knot tied individually by hand.

The introduction of this detail-oriented technique has flourished as an oriental art, with tiny details and precision in design. The number of knots per square inch is directly proportional to the intricacy of the design and durability.

[EXPLORE HANDKNOT COLLECTION](#) →

Handknotted rugs
have been classed as
the pinnacle of comfort,
luxury and beauty.

LUXURY HANDKNOT PREMIUM

FEATURES AND CHARACTERISTICS OF A WOOL RUG

DURABLE

Sheep's natural oils repel water, dust and dirt, therefore, a rug made from wool will stay thicker, plusher, and more colourful in high traffic areas for longer than other rug yarns.

EASIER TO CLEAN

Wool is naturally water repellent, meaning if liquid spills are instantly wiped up it can reduce the risk of liquids being absorbed and causing permanent stains.

EASIER ON THE BODY

With its natural cushioning, wool is gentler on the body and provides softness and comfort underfoot.

NATURALLY NON-ALLERGENIC

Wool can naturally absorb and filter some unwanted airborne toxins and odours that can cause irritation to humans.

NOISE INSULATOR

Wool rugs are natural noise insulators and can improve the acoustics of busy spaces by absorbing sound and softening the volume.

FLAME RESISTANT

Wool has inherent flame resistant properties. Wool is difficult to ignite, burns slowly and is easy to extinguish.

BREATHABLE

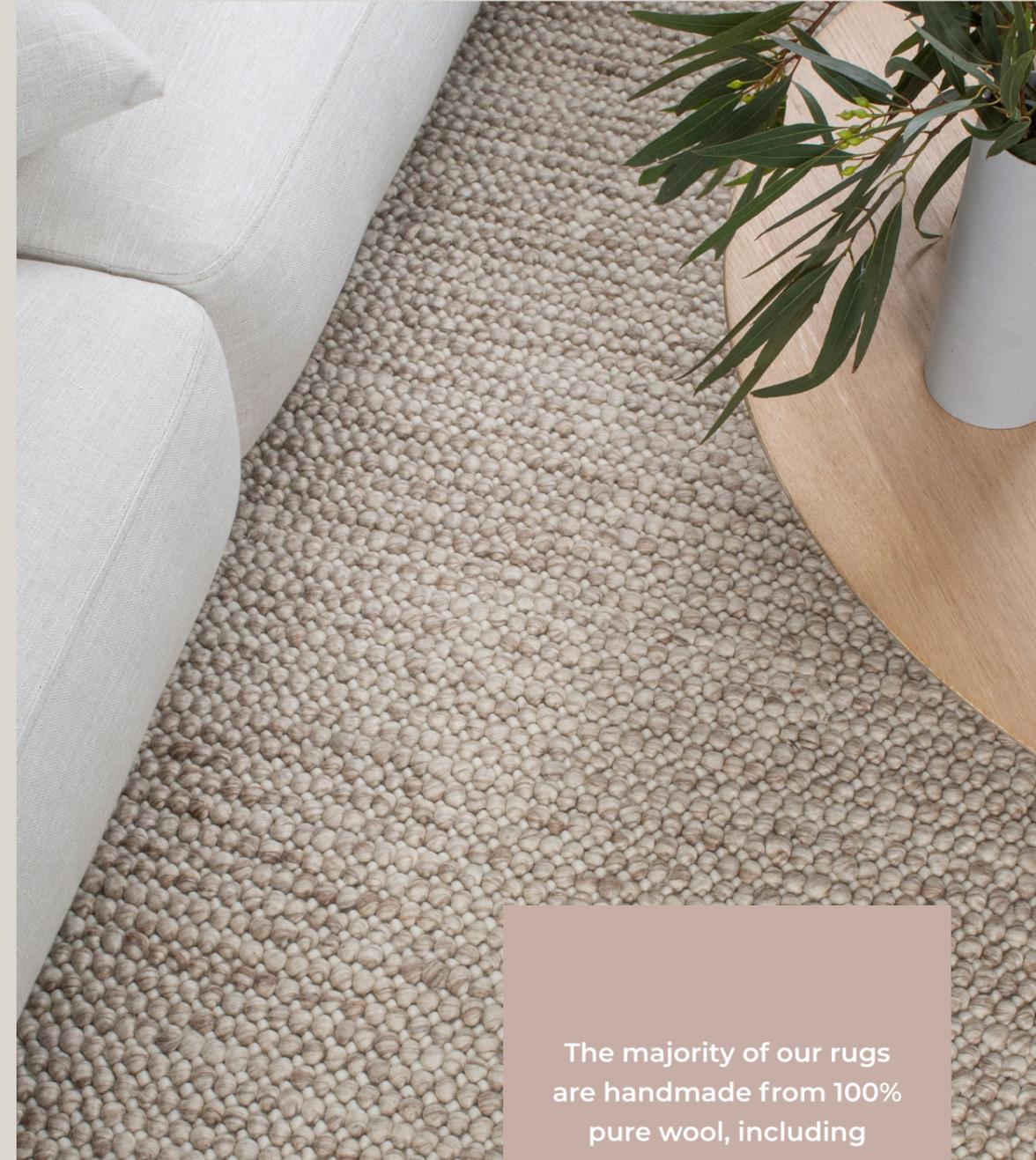
Wool has a natural ability to regulate the humidity of an interior, put simply it 'breathes.' Wool can absorb moisture when the atmosphere is damp and release it when the atmosphere is dry.

CAN REDUCE ENERGY COSTS

Due to its natural insulation properties and ability to regulate humidity, wool rugs can help keep you warm in Winter and cool in Summer



CHARACTERISTICS OF OUR WOOL RUGS



Magic Rug

The majority of our rugs are handmade from 100% pure wool, including renowned NZ wool.



CHARACTERISTICS OF OUR ARTSILK RUGS

Artificial silk or 'Artsilk' is a synthetic fibre that resembles silk, but typically costs less to produce. Artsilk is also referred to as viscose or bamboo silk. It is a soft man-made fibre with a luminous sheen, made from a synthetic fibre (like rayon) which creates the luxurious look and feel of real silk, without the price tag.

CHARACTERISTICS OF OUR ARTSILK RUGS

DELICATE

Artsilk rugs are not as hardwearing or as easy to care for as wool rugs. Suitable for low traffic areas – for example, formal lounges or the bedroom. Not suitable for high traffic living areas or under dining tables, where they are likely to encounter spills.

LIQUID

Artificial silk fibres react poorly to moisture. This is due to the fact that water or other liquids weaken the fibre and change the appearance of the fibre pile. Spilling water on the rug may look like a stain because the fibre has been altered in the area of the spill.

PROFESSIONAL CLEAN ONLY

Artsilk fibres are weaker than wool and may be damaged by aggressive vacuuming. If a client has a spill or stain on an artsilk rug, it is important to have it professionally cleaned to avoid, where possible, setting the stain into the fibres.

CRUSHING

Artsilk is highly susceptible to crushing. This means the fibres can easily crease or flatten under foot traffic or with furniture sitting on top.



Luxuriously soft, with the look and feel of more costly silk.

Lava Rug



CLEANING & CARE

Rug care differs by construction and material. A regular vacuum and rotation of a rug in high traffic areas and prompt treatment of spills will extend the life of your rug.

Left: Elm Rug / Harry Table / Lily Sofa



Elm Rug



Viper Rug

IMPORTANT! Do not use a brush head or motorised power brush head on the vacuum cleaner.

CLEANING WOOL RUGS

Follow the below steps for cleaning a wool or polyester rug:

A GENTLE VACUUM REGULARLY

To remove any dust and debris.

NO BRUSH OR POWERHEAD

Do not use a brush head or motorised power brush head on the vacuum cleaner. On loop-pile or highly textured weaves it will cause rug damage.

SCOOP UP SOLIDS

Gently lift off as much of the foreign material as possible.

DO NOT USE DETERGENT DIRECTLY ON A RUG.

Clean with appropriate cleaning agents and ensure never to apply detergent directly to a rug. Always test any detergent/cleaning solutions on an inconspicuous area of a rug first and if any damage is noticed from the cleaning product, the cleaning solution should not be used. Do not continue to use it if colour lifts off when blotted with a white paper towel or if a watermark remains on the rug from the cleaning product.

BLOT, DON'T RUB

Use an absorbent white paper towel and blot out as much liquid as possible.

DO NOT SCRUB RUGS

It can cause permanent pile damage/disruption.

DRY USING A COLD AIR FAN OR BLOT DRY.

DO NOT STEAM CLEAN. DRY CLEAN ONLY.

Use a professional rug or carpet cleaner is highly recommended.

A PROFESSIONAL CLEAN IS RECOMMENDED EVERY YEAR.

Dry clean only by a reputable rug or carpet cleaner.

HANDLE WITH CARE · GENTLE



Lava Rug

Cleaning requires a gentler approach than pure wool rugs. Extra care by a professional cleaner must be taken.

CLEANING ARTSILK RUGS

Follow the below steps for cleaning an artsilk rug:

DO NOT WET AN ARTSILK RUG

Seek advice from a professional cleaner.

DO NOT RUB OR SCRUB

It will cause permanent pile damage/disruption.

A GENTLE VACUUM REGULARLY

To remove any dust and debris.

SCOOP UP ANY SOLIDS

Use a spoon or dustpan to scoop up soils.



Essence Rug

HANDMADE · EACH RUG IS UNIQUE ·



Diva Round Rug

Each rug is individually created and has its unique handmade characteristics.

MANUFACTURING VARIATIONS

SIZE

Being a handmade article, the size can vary by approximately 3% from the size ordered.

PILLING

Pilling can occur due to traffic, moving of furniture, vacuuming or other mechanical agitation. This can be carefully trimmed with scissors.

COLOUR

Our products are made primarily from natural and hand-dyed fibres. Every effort is made to ensure there is minimal colour variation however some variation can be expected between dye lots.

DESIGN & CONSTRUCTION

Minor variations may be evident in the design and construction, including design lines or weave thickness, which is due to the fact that the product is a handmade item.

FADING

Placing rugs in direct and continuous sunlight will cause them to fade. Dark coloured products will fade more obviously in natural light or sunlight. Some colour may transfer on light coloured surfaces. Rotate your rug to minimize damage caused by natural light.

SHEDDING

Often new rugs begin to produce fluff as a result of loose fibres that remain in the rug after the manufacturing process. This is not a fault of the rug, but a standard characteristic of woollen rugs. With regular vacuuming, this will reduce over time.

SHADING

Shading may occur due to changes in a pile and weave direction. Areas of the rug may appear to have changed colour where the pile is facing a different direction. This is a natural effect on the rug and cannot be prevented.

SPROUTING

Occasionally loose yarn ends will rise above the pile surface. This is a characteristic of the type of weave, and all hand-tufted rugs, not a manufacturing fault. The loose yarns can be carefully trimmed or pushed through.

THE RUG COLLECTION · HANDMADE



RUG SIZE & PLACEMENT

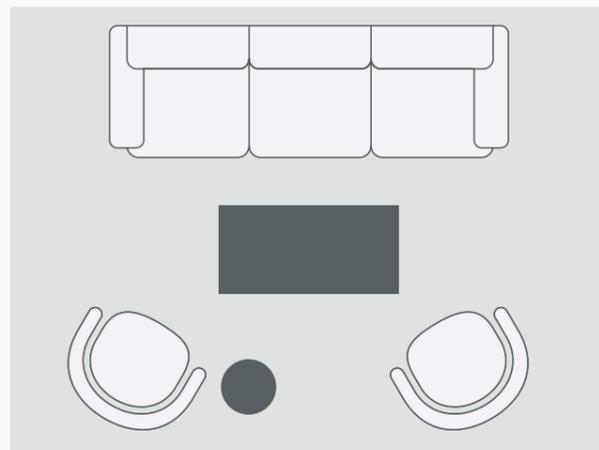
Choose the size of a rug first. A rug that is too small, can cause a room to appear smaller and make the furniture feel disconnected, therefore, opt for a larger size rug.

In an open-plan room, a rug can define an area and enhance a room's overall aesthetic.

Left: Regency VN 80 Rug / Theodore Table / Evie Sofa

ALL LEGS ON THE RUG

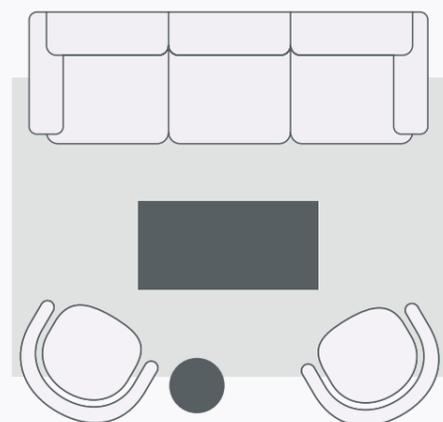
Ideal in open plan living areas



common sizes
250x350, 300x400 cm

FRONT LEGS ON THE RUG

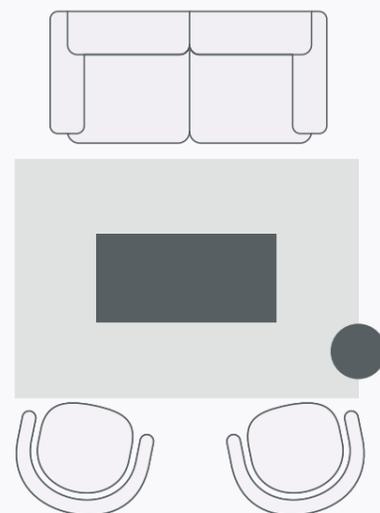
Connects a space and creates a sense of retreat



common sizes
200x290, 250x350 cm

OFF THE RUG

A more formal look and feel



common sizes
160x230, 200x290 cm

LIVING ROOM RUG SIZE & PLACEMENT

The size of a rug is vital for connecting a room and tying everything together to create a balanced space.

The size of the rug should be the first thing to decide on, before selecting the rug design, colour and composition. The correct rug size will enhance the aesthetic of a room.

Opt for the largest size that fits in the space, as it will unify the room and define the space. A rug that is too small will make the room look smaller and can even make furniture look disconnected.



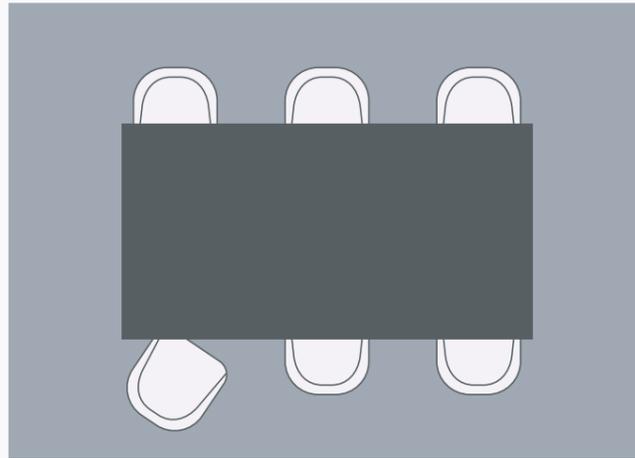
3 QUICK TIPS

1. Select the rug size first.
2. Go big. A rug that is inadequately sized may cause a room to feel smaller.
3. Opt for a durable wool rug in high traffic living areas.

DINING ROOM RUG SIZE & PLACEMENT

RECTANGULAR

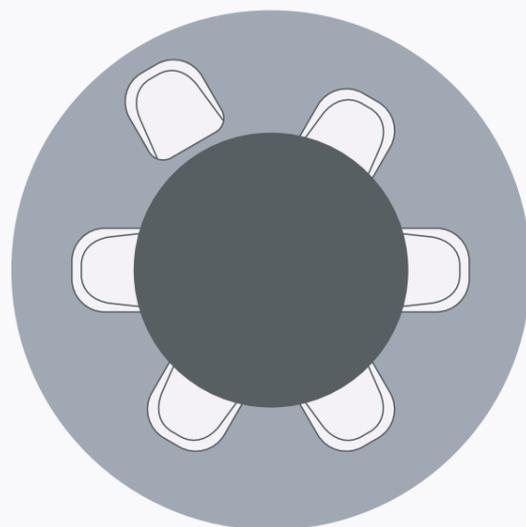
A dining chairs back legs to always remain on the rug.



common sizes
250x350, 300x400 cm

ROUND

Choose a rug base on the table shape.



common sizes
250, 300 cm (dia)

The back of the chair legs should always be on the rug, even when being used.

For Dining rooms, the rug should always be in proportion to the table. The rug should always accentuate the shape of the table, if you have a round table then choose a round rug.

It is best to always leave enough space on either side of the table for chairs to be pulled out.

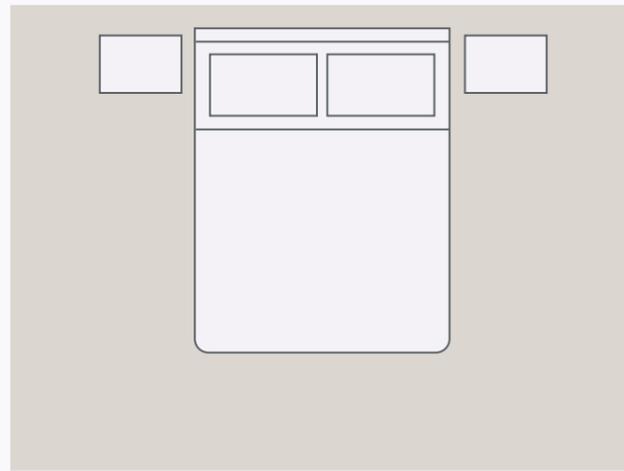
The rug needs to be approximately 1.2m-1.5m wider and longer than a dining table, at least 65-75cm around the perimeter of the table for the chairs to avoid 'catching' the back of the rug. The back of the chair legs should always be on the rug, even when being pushed back.



3 QUICK TIPS

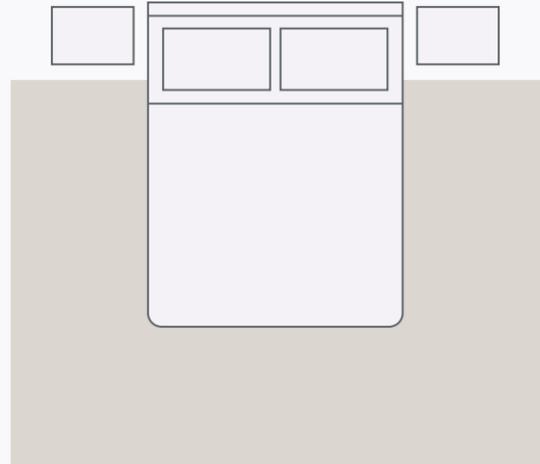
1. The back of the chair legs should always sit on on the rug, even when being pushed back.
2. Go with a rug the same shape as the table - a round table, round rug.
3. Pure wool flatweave rugs are ideal for family dining areas.

ALL FURNITURE ON THE RUG



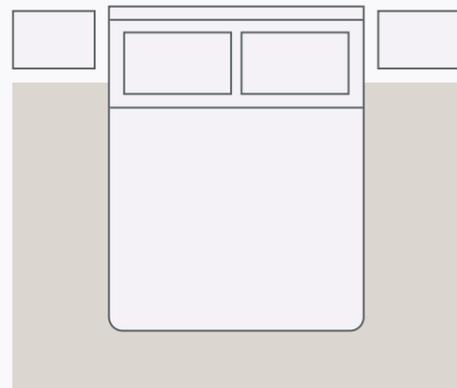
common sizes
250x350, 300x400 cm

SIDE TABLES OFF



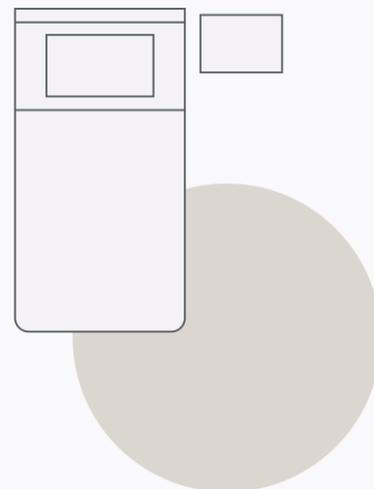
common sizes
250x350, 300x400 cm

SIDE TABLES LINED UP



common sizes
200x290, 250x350, 300x400 cm

ROUND RUG



common sizes
200, 250 cm (dia)

BEDROOM RUG SIZE & PLACEMENT

Add warmth and softness to a bedroom with hard flooring to make it feel cosier.

The rug should be underfoot when someone gets out of bed and large enough to sit underneath the bed and side tables, or just stopping short of the side tables.

Another option is a set of custom runners for either side of the bed.

3 QUICK TIPS

1. The rug should be underfoot when getting out of bed.
2. Choose a soft, plush rug for barefoot luxury.
3. Wool rugs deflect noise, therefore, Shoes, furniture, toys and pet feet are quieter on rugs.

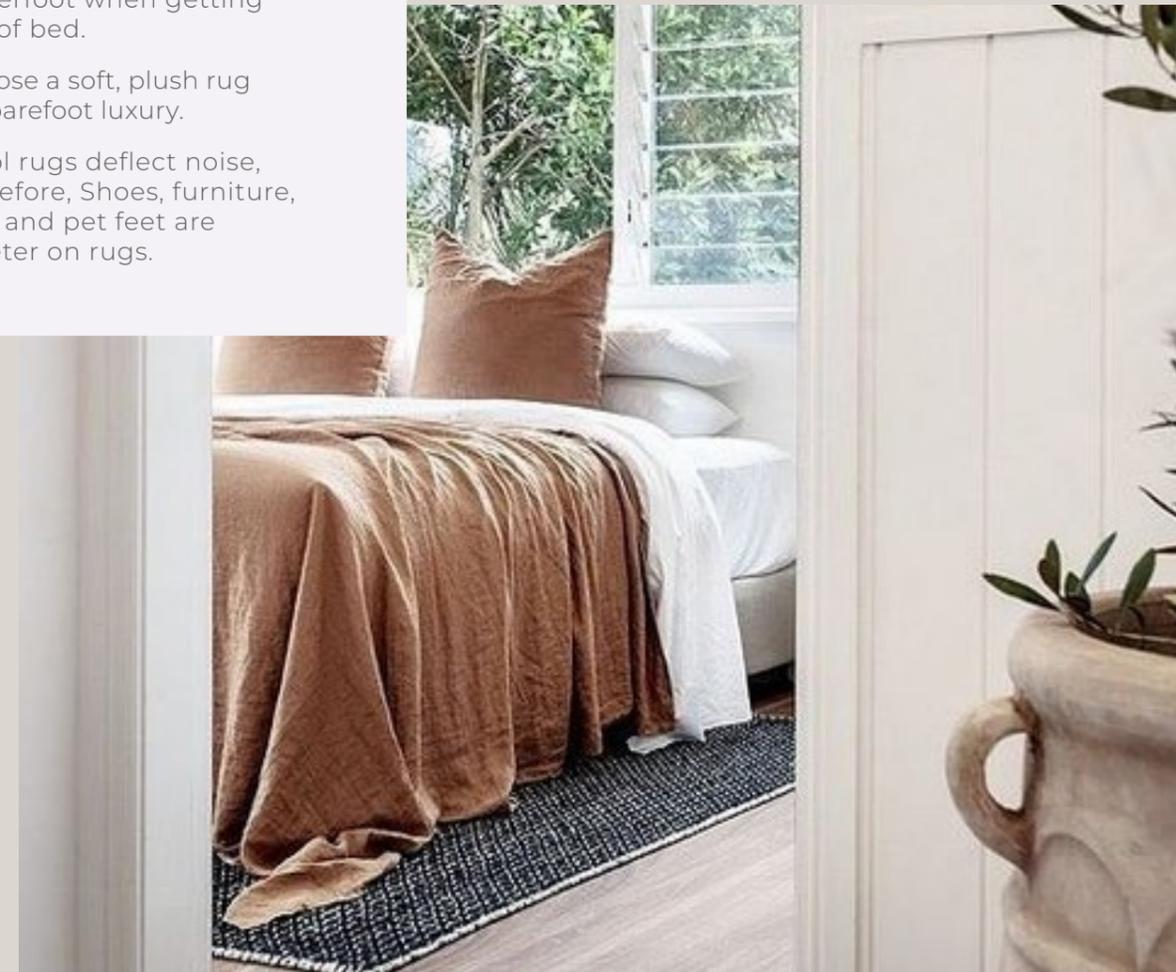


Image Credit: @kellysilver_design

START A CONVERSATION

We would love to hear from you

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