



COURISTAN®  
The foundation of any great room.

## AREA RUG

*Warranty, Care and Maintenance*



# Thank You

Thank you for your recent purchase of one of our fine Couristan area rugs.

You have selected one of the most exquisite area rugs available in the floor covering industry today. From traditional to contemporary, transitional and casual, Couristan's dedication to quality, luxury and style is right in step with today's most popular color and fashion trends for the home. Not only are we confident that you will be satisfied with your investment, we are also certain that your new area rug will add beauty and comfort to your home for years to come.

Into every Couristan product we weave four key components – trust, style, quality and innovation. This commitment has earned us over 93 years of long-standing success in the floor covering industry, while providing our customers with the highest levels of style and design. Couristan selects only the finest premiere wools and synthetic fibers for each and every one of our products, guaranteeing you unmatched quality.

Again, thank you for choosing Couristan. We hope that you enjoy your new purchase and remember to visit us at [www.couristan.com](http://www.couristan.com) to see the new designs we're adding to our assortment everyday.



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## COURISTAN AREA RUG WARRANTY CERTIFICATE

### FOR RESIDENTIAL APPLICATION

Couristan provides a one-year limited repair or replacement warranty. Couristan warrants (to the original purchaser) that our area rugs will be free from any material or manufacturing fault or defect which would prevent our area rugs from giving satisfactory service for a period of one-year from the date of delivery to the original seller. This limited warranty does not include the area rug's serging or fringe and specifically excludes any damage to the area rug caused by normal or extraordinary wear and tear, commercial use, improper maintenance or any damage caused by factors not inherent in the area rug at the time of purchase. Material and manufacturing defects will be determined by an Authorized Couristan Inspector.

Couristan, at its sole discretion, will replace, repair, refund or give credit (to the original purchaser) for the price of the area rug if a manufacturer's defect develops under normal use during the warranty period.

To register a complaint under this warranty, simply contact your Authorized Couristan Dealer. Proof of original purchase is required. Couristan's repair or replacement warranty does not cover certain inherent characteristics in area rugs, including, but not limited to those described in this booklet, which may affect the product's appearance and/or performance over time. This warranty shall not apply to defects first notified to Couristan in writing more than one-year after delivery to the original purchaser.

*\* Couristan's one-year limited warranty is not applicable to the following collections: Kashimar and Old World Classics. Please see specific warranties published in this booklet for those collections listed above.*

# COURISTAN KASHIMAR, AND OLD WORLD CLASSICS AREA RUG COLLECTIONS WARRANTY CERTIFICATE

## 25-YEAR LIMITED WARRANTY

Couristan is proud to extend a limited 25-year warranty for our Kashimar and Old World Classics area rug collections. This limited warranty protects against material and manufacturing defects which may arise over a 25-year period from the date of delivery to the original seller. It does not cover the area rug's serging or fringe and specifically excludes any damage to the area rug caused by normal or extraordinary wear and tear, commercial use, improper use or maintenance or any damage caused by factors not inherent in the area rug at the time of purchase.

Couristan will repair or replace the area rug, at its option, if a material or manufacturing defect develops under normal use during the warranty period.

To register a complaint under this warranty, simply contact your Authorized Couristan Dealer. Proof of original purchase is required. Couristan's repair or replacement warranty does not cover certain inherent characteristics in area rugs, including, but not limited to those described in this booklet, which may affect the product's appearance and/or performance over time. This warranty shall not apply to defects first notified to Couristan in writing more than 25-years after delivery to the original purchaser.



## WARRANTY LIMITATIONS

Couristan's repair or replacement warranty does not cover certain inherent characteristics including, but not limited to those described in this booklet which may affect the product's appearance and/or performance over time. It is only applicable to products used in indoor living environments (unless a product is categorized for outdoor/indoor usage) that are maintained at normal temperature and humidity.

### ABNORMAL WEAR AND ACCIDENTS

We do not cover damage resulting from abuse or accidents, such as staining, soiling, burning, flooding, cutting or spilling; damage caused by pets; or damage caused by improper cleaning methods and materials. We do not cover products placed on stairs or ramp entrances that are subject to heavy traffic.



### CHANGES IN AREA RUG COLOR

We do not cover changes in area rug color resulting from external causes, such as fading due to spills of household chemicals and other non-food and non-beverage substances.

### DIFFERENCES OF COLOR VARIATIONS

We do not cover minor and normal differences between color and texture from specification samples.

### DISCONTINUED MERCHANDISE

This warranty does not apply to any area rug purchased as special merchandise, irregulars or below standard price.

### IMPROPER PADDING

Warranty may be void if improper padding is used. Padding of insufficient density will cause your area rug to wear out prematurely. Please refer to the Care and Maintenance section (Page 6) of this booklet for padding recommendations.

### SHADING OR PILE PRESSURE

We are not responsible for shading or pile pressure which may affect pile fibers due to varying weight and traffic on or over your area rug's surface during use. We are not responsible for damage caused by failure to use protective chair pads under chairs with roller casters.

### USE OF TOPICAL TREATMENTS

Warranty will be void if topical treatments are used. Topical treatments include any aftermarket soil, stain or insect repellents.

### GEOGRAPHIC LOCALE

These warranties are only applicable in the United States and Canada.

*\* The warranties extended on Couristan area rugs are intended for the protection of the initial purchaser and are not transferable to any other party.*

## HOW TO FILE A COURISTAN MATERIAL OR MANUFACTURING DEFECT CLAIM

In the event that your Couristan area rug does not meet the standards described in this warranty, you may file a claim by contacting the Authorized Couristan Dealer who sold you the area rug. In order to file a claim, you must provide a copy of the original invoice or receipt for the area rug.



## RESIDENTIAL USE TIPS AND FACTS

An area rug can visually integrate or harmonize eclectic elements in any décor and revitalize a room with its warmth, color and vibrancy. No other household purchase can better communicate the style and tone of your home than an area rug; it is an investment that has long-lasting value. Proper placement and regular maintenance are essential to enhancing your area rug's performance. The following pages provide a few useful tips and facts to help you preserve your investment.





## AREA RUG CARE AND MAINTENANCE GUIDELINES

The Couristan area rug you have purchased represents a significant investment and, like all quality home furnishings, proper care is required to maintain its beauty. With the correct care and maintenance you will extend the life of your area rug and assure many years of comfort and satisfaction. We recommend that you follow this maintenance guideline section to protect your area rug.

When placing your Couristan area rug on hard surface flooring such as hardwood, ceramic, tiles, parquet, and resilient vinyl, or on soft surface flooring, such as carpeting, we recommend that you purchase a pad to put beneath your area rug. This will keep your area rug from sliding, which can cause premature wear and potential risk of injury. Couristan's Eco Stay™ and Eco Grip™ non-slip area rug pads are constructed of natural soy bean oil and polyester textile coated with polymer. These hand-washable pads keep your area rug in its place, protect your floor, help your area rug last longer and make vacuuming easier. Eco Stay™ and Eco Grip™ pads can be cut to fit any area rug rectangle size or special shape. Using padding of a lower standard or insufficient density will cause your area rug to wear prematurely and could void our limited warranty.

In addition to proper padding it is important to rotate your area rug periodically. Over time, set traffic paths in your home and/or sunlight patterns can cause fading or uneven wear to an area rug that is not occasionally rotated.

Area rug fibers are designed to hide soil and reflect light. Consequently, soil in an area rug is not as visible as it is on smooth flooring where soil remains on the surface and is easily seen. The lack of apparent soiling does not eliminate the need for regular cleaning. Soil can damage the fibers permanently if allowed to remain in the pile. Do not wait until your area rug is soiled, proper vacuuming is

the easiest and most effective way to remove everyday dirt and dust. We recommend vacuuming area rugs in your home that receive the most traffic once a day to keep soil from accumulating. Ideally, all floor coverings should be vacuumed a minimum of once a week. We suggest using a good quality vacuum that features a beater brush that can be adjusted to pile height. Improper maintenance or overly aggressive vacuum methods may cause the pile of a hand-knotted area rug to sprout (Special care should be taken as vacuuming with a beater bar can catch or pull the knots and fringe, causing severe damage to your hand-knotted area rug).

For the best cleaning results, inspect your vacuum periodically to be sure it is functioning properly:

- Keep brushes clean and replace when worn.
- Keep vacuum hoses and attachments free of obstructions that restrict airflow.
- Inspect the vacuum head for rough edges or bent metal that may damage your area rug.
- Inspect belts frequently to make certain they are working properly.
- Always keep a spare belt for replacement as needed.
- Follow the vacuum cleaner manufacturer's instructions and change the filter bag when it reaches the "full line."

## SPOT CLEANING TECHNIQUES:

Daily vacuuming is the most important cleaning activity, however immediate treatment must be taken for spills, spots or stains. Remember to act quickly! Many spills can be removed if immediate action is taken; the longer the delay the higher the probability of a spill becoming a permanent stain. Complete removal of many common spills may require repeated use of a single solution or the use of a combination of solutions.

Always use the solutions in the recommended concentration. Continue using each solution as long as there is noticeable improvement or transfer of the spill. Follow these simple steps carefully in sequence:

### Step One

Blot liquids with a dry, white absorbent cloth or a white paper towel with no printing. Do not scrub the stain! Scrubbing can cause pile distortion in the affected area. Continue to use a dry cloth or paper towels until the area is completely dry.

For water-soluble stains (with or without odor), spray with a solution mixture of ¼ teaspoon of clear dishwashing liquid (non-bleach, non-lanolin, no optical brighteners) and 1 cup of warm water. Allow the detergent solution to remain on the affected area for 10 to 15 minutes to lift the stain. Blot in a single direction with a white paper towel. Spray with water to rinse. Blot dry in a single direction with a white towel and repeat if necessary. Never use an automatic dishwasher detergent because many contain bleaching solutions that can destroy the area rug's color and damage fibers. Never use a laundry detergent of any type as they may contain optical brighteners (fluorescent dyes) that dye the fiber.

For semi-solid spills, gently scrape up with a rounded spoon. Solids should be broken up and vacuumed until completely removed. If the spot can be identified, locate the substance in this section's Spot Removal Guide (Page 9) and follow the directions carefully.

### Step Two

If water fails, the next step is a solvent. Pre-test any spot removal agent with a few drops to an inconspicuous area of the area rug to make certain the solvent will not damage the fiber or the dye. After applying several drops to the testing area, hold a white cloth on the wet area for 10 seconds. Examine the area rug and cloth for color transfer, color change or damage to the area rug. If a change occurs, select another cleaning solvent.

Apply a small amount of the selected solvent to a white cloth, allow it to sit for about 10 minutes and work in gently. Work from the edges of the spill (or stain) to the center to prevent the spill (or stain) from spreading. Do not scrub! Blot the area, absorbing as much as possible, and repeat if necessary.

## PROFESSIONAL CLEANING

Unusual spots and stains may require specialized removal procedures to avoid permanent damage to fibers or dyes. We suggest sending your area rug to a reputable professional who is accustomed to cleaning area rugs of such high quality. You should always check their references. In-home cleaning is not recommended.



## CARING FOR YOUR OUTDOOR/INDOOR AREA RUG

- Vacuum or sweep your area rug regularly. This will avoid dirt from getting deep into your area rug's fibers. It is also advised to sweep under your area rug in order to prevent damage from mildew or mold.
- In the event of spills on your area rug, blot the affected area (do not rub), with a soft absorbent cloth. To remove dirt spots, use a solution of mild soap or water.
- Hosing your area rug is a cleaning option. To hose the whole area down, spray the area rug off using a garden hose and allow it to dry under the sun. Turn the area rug over to make it possible for the other side to dry, if required. Be sure the entire area rug is dry before placing it back down (especially in the home), as mold or mildew can form in wet areas.
- While your outdoor area rug is suitable for outdoor/indoor use, it is strongly recommended that you store your area rug indoors during severe or prolonged weather conditions.
- If you have purchased a hand-hooked outdoor/indoor area rug, special care should be taken when vacuuming with a vacuum that has a beater bar. The beater bar could catch or pull the loops in the area rug's pile, causing severe damage. If loops or tufts appear above pile of the area rug, do not pull them. This is not a defect, it is a common condition called "sprouting". Use a pair of scissors to cut the loop or tuft and trim the ends even with the area rug's pile.

*\* Helpful Hint! Attempting to clean your area rug with a wet process of any kind, including, but not limited to, hot water extraction, carpet shampooing, or commercial aerosol foam products intended for carpeting may permanently damage your area rug and will void your warranty.*



## TYPES OF TREATMENT

1. Cold water
2. Detergent solution or carpet shampoo solution
3. Ammonia solution
4. Solvent
5. Chill with aerosol freezing agent or ice cubes in a plastic bag. Pick or scrape off gum.
6. Vinegar solution
7. Warm water
8. Clear nail polish remover (preferably acetone)
9. Alcohol or Methylated Spirits Mineral Turpentine
10. Rust remover
11. Absorbent powder (e.g. salt, talc or proprietary absorbent powders)
12. Absorbent cleaner (Host®, Dri-Matic® or Capture®)



## ORDER OF TREATMENT

SPOT	STEP 1	STEP 2	STEP 3
Alcoholic Beverages	1	2	–
Bleach	1	3	–
Blood	1	2	–
Butter	4	2	–
Candle Wax **	–	–	–
Chewing Gum	5	4	–
Chocolate	2	3	6
Coffee	1	2	4
Colas & Soft Drinks	1	2	–
Cooking Oils	4	2	–
Cream	2	4	–
Egg	2	–	–
Floor Wax	4	2	–
Fruit Juice	1	2	–
Furniture Polish	4	2	3
Gravy and Sauces	7	2	–
Ink (Fountain Pen)	1	2	–
Ink (Ball-point)	4	9	2
Ink (Felt Tip)	7	2	8
Ketchup	7	2	–
Lipstick	4	2	–
Mercurochrome *	2	3	6
Milk	7	4	2
Mustard	2	–	–
Nail Polish	8	4	–
Oil and Grease	4	2	–
Paint (Latex)	1	2	4
Paint (Oil)	9	4	2
Rust	4	2	10
Salad Dressing	2	4	–
Shoe Polish	4	2	–
Soot	4	2	3
Tar	4	–	–
Tea	1	2	4
Urine (Fresh)	1	2	–
Urine (Old)	2	3	6
Vomit	2	–	–
Wine	11	1	2
Unknown Material	4	12	2

\* Repeat Step \*\* Absorbent Paper and Hot Iron

## AREA RUG APPEARANCE AND CHARACTERISTICS

We have included the following section in your Warranty, Care and Maintenance Information Booklet to help answer any questions pertaining to common characteristics and appearance changes of an area rug. Many of these characteristics occur for a short duration and are usually remedied easily. Further questions can be directed to the Authorized Couristan Dealer in your area.

### FADING OR COLOR LOSS

Give your area rug the normal protection from direct sunlight that you would give to any colored fabric. Fading can be caused by emissions from heating fuels or chemicals, such as pesticides, household cleaning agents and other household products.

### PILLING/FUZZING

Small filaments of yarn that dislodge and gather on the area rug surface, especially in busy areas, cause pilling and fuzzing. This can be minimized with regular vacuuming.

### PILE CRUSH

Pile crush is unavoidable and will occur to some degree. It will be most noticeable in high traffic lanes and under the legs of heavy pieces of furniture. More frequent vacuuming will help minimize this condition in heavy traffic areas.

### ROLL MARKS

Roll marks are caused by the rolling of your area rug for shipment and will normally disappear after a few weeks with routine vacuuming. Rolling your area rug for shipping may also cause seam peaking. Carefully rolling your area rug in the opposite direction helps to offset this problem.

### SHADING PILE REVERSAL, "WATERMARKING" OR "POOLING"

Shading is not a change in color, but a change in pile direction that sometimes randomly appears in an area rug. It may look darker or lighter from different directions. Shading may be more prevalent in a solid color cut-pile area rug than in patterned and textured styles. This is not considered a manufacturing defect and is usually permanent and has no known cause. Area rugs often change color in certain areas. This phenomena does not involve true color change, rather the condition occurs due to the difference in light reflection between the sides and the tips of the yarn strands. As the pile surface is disturbed, the yarn sides will reflect more light than the tips, resulting in the highlighting feature so common in today's styles.

### SHEDDING

The balls of fluff found on the area rug surface or in the vacuum cleaner bag are merely loose bits of fiber left in the area rug from the manufacturing process. With proper vacuuming, using a quality vacuum cleaner, most shedding gradually disappears within the first year.

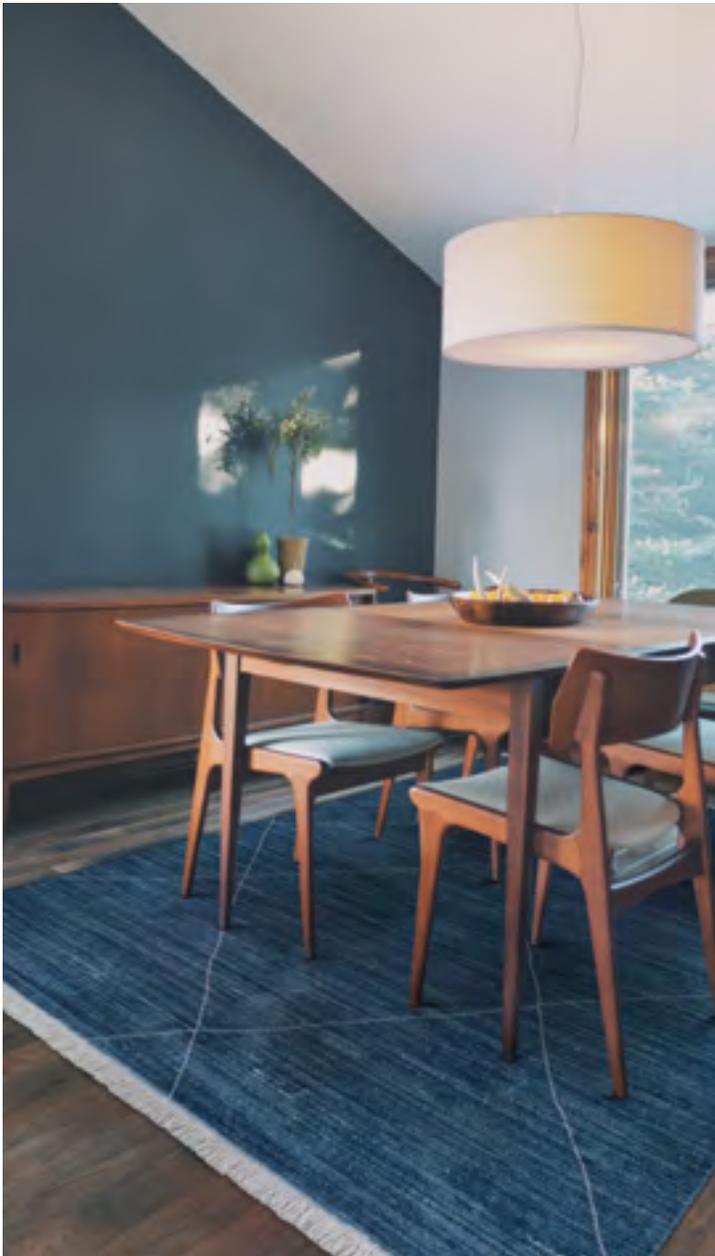
### SPROUTING

Occasionally a yarn tuft will rise above the pile surface of an allergy. Just snip these tufts off to make them level with other tufts. Do not pull them out!



## FIBERS WITHIN YOUR AREA RUG

When it comes to choosing an area rug, the fiber content of an area rug's pile could play a major role in your decision-making. Choosing either a natural or synthetic fiber depends on a number of factors; the style of the area rug you are desiring, traffic within the setting you are purchasing for and overall cost. Within our extensive assortment we offer a number of natural and synthetic fibers within our area rugs, here are their benefits and points to consider.



FIBER	NATURAL / SYNTHETIC	BENEFITS AND CONSIDERATIONS
Cotton	Natural	<ul style="list-style-type: none"> <li>• Strong and stable</li> <li>• Soft and generally inexpensive</li> <li>• Durable for high traffic areas</li> <li>• Washable perfect for kitchens</li> <li>• Tends to attract dirt easily</li> </ul>
Viscose	Derived from a natural fiber	<ul style="list-style-type: none"> <li>• Soft and comfortable</li> <li>• Easily dyed in vivid colors</li> <li>• Strong and durable</li> <li>• Abrasion resistant</li> </ul>
Jute	Natural	<ul style="list-style-type: none"> <li>• Coarse, silky luster</li> <li>• High tensile strength and flexibility</li> <li>• Resistant to heat and fire</li> <li>• Suited for low traffic areas</li> <li>• Do not place in high-moisture areas</li> </ul>
Bamboo	Natural	<ul style="list-style-type: none"> <li>• Durable</li> <li>• Pliable</li> <li>• Biodegradable</li> <li>• Like wool, a smart choice for allergy sufferers</li> <li>• When hand-spun it is soft and durable</li> <li>• Can be difficult to clean</li> </ul>
Polyester	Synthetic	<ul style="list-style-type: none"> <li>• Provides a soft, thick feel</li> <li>• Easy to clean</li> <li>• Strong color retention</li> <li>• Ideal for rooms meant to be lived in</li> </ul>
Linen	Natural	<ul style="list-style-type: none"> <li>• Durable and strong</li> <li>• Cool and smooth feel, natural luster</li> <li>• Resists dirt and stains</li> <li>• Has a no pilling tendency</li> </ul>

## FIBERS WITHIN YOUR AREA RUG

CONTINUED

### BENEFITS OF WOOL

Wool area rugs have outstanding easy care properties. Flame resistance, stain resistance and resiliency are characteristics inherent of wool and are not achievable by chemical treatments.

### NATURALLY FLAME RETARDANT

The high moisture content of wool fibers, along with its protein constituents, provide wool area rugs with excellent natural flame resistance. Wool fibers will not support combustion, are difficult to ignite and are self-extinguishable.

### NATURALLY STAIN RESISTANT

The surface of a wool fiber is covered by a thin protective membrane which allows wool the ability to shed water. This membrane prevents water from readily penetrating the individual wool fibers. When you consider that 80% of area rug stains are water-based, you begin to realize how important this property is and how much natural protection is built into your wool area rug.

### NATURALLY RESILIENT

Each wool fiber has a three-dimensional spiralling crimp which gives it natural elasticity. This elasticity means that a wool fiber can stretch up to 30% more than its original length and then bounce back - - like a miniature spring.

Wool is a non-allergenic fiber and does not promote the growth of bacteria or dust mites, or give off chemical emissions.

### BENEFITS OF COURTRON™ POLYPROPYLENE

Couristan's branded Courtron™ polypropylene represents the world's finest synthetic fiber available in today's floor covering market. Due to its manufacturing process, Courtron™ polypropylene is an extremely comfortable and strong synthetic fiber that resists wear and permanent stains and is resistant to fading and deterioration from chemicals, moisture and mildew.

A value-oriented fiber, Courtron™ polypropylene can be easily cleaned and generates low levels of static electricity. Courtron™ polypropylene performs best when heat-set and used in a dense construction. Heat-setting is a process that sets the twist by heat or steam, enabling yarns to hold their twist over time, thus increasing the overall performance and appearance retention of the area rug.







 **COURISTAN**<sup>®</sup>  
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