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Godfrey Hirst Carpets Register PO Box 93 Geelong Vic 3220



## Godfrey Hirst Carpets Contact Details

For any information about Godfrey Hirst eco+® carpet or any assistance in respect to carpet care or guarantees please contact:

GODFREY HIRST CARPETS CUSTOMER SERVICE PO Box 93 GEELONG VIC 3220

Email: general.enquiries@godfreyhirst.com Freecall: 1800 630 401 www.ecopluscarpet.com.au

Proudly manufactured by Godfrey Hirst Australia Pty Ltd ABN 58 000 849 758



Manufactured under a management system certified as complying with ISO 9001, ISO 14001 and AS 4801 by accredited certification bodies.







# CARPET MAINTENANCE AND GUARANTEES Godfrey Hirst eco+® triexta carpets

with Sorona<sup>®</sup> polymer made from natural corn sugar~

na® contains 37% renewably sourced™ ingredients by weigh

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Godfrey
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Registration

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Godfrey Hirst eco+® Product Name(s):

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Price per Lineal Metre:

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## Selection of your Carpet

Some of the most important things to consider when choosing carpet include which rooms of your home you are carpeting, your lifestyle and décor. How much foot traffic is your new carpet likely to be exposed to? Do you have children or pets?

Answering these questions helps you to select a suitable carpet colour and style for your home.

A carpet's appearance, texture and longevity are largely determined by its fibre type. Godfrey Hirst eco+<sup>®</sup> carpets are made from triexta, one of the most durable, stain resistant and colourfast fibres, ensuring your carpet will look better for longer. Stubborn household food and beverage spills can be removed with just cold water.

When selecting carpet, you should view a sample at your home during the day and at night prior to making your final decision, as colour appearance can often vary under different lighting conditions. With a 25 Year Colourfast Guarantee, your eco+<sup>®</sup> carpet will hold its colour against ultra violet light and even ozone.

Darker, multi-coloured and patterned carpets are especially effective at hiding soiling compared to solid shade, lighter carpets.

Performance of carpet is related to the amount and quality of fibre in the pile. The better the fibre and the denser it is packed, the better the carpet's performance.

Plush and twist pile carpet constructions can show a suede-like pile reversal (see page 9), a characteristic that is a matter of personal taste, whereas textured and loop pile carpets offer a more uniform finish.

Many domestic pets are best suited to plush and twist pile carpets as their claws do not catch like they can with textured or loop pile carpets. With a Lifetime Full Pet Guarantee, your eco+® carpet is guaranteed to resist stains from pet urine and feaces.

You should seek to buy the highest quality carpet you can afford so that you can enjoy it for years to come.

## Caring for your Carpet

### **Regular Vacuuming**

Thorough and frequent vacuuming, particularly in high traffic areas, is important for prolonging the life of your carpet and also assisting to enhance its appearance.

After your carpet is laid, vacuum to remove surface lint, dust and fluff. Thereafter, continue to vacuum thoroughly at least weekly and more frequently in high traffic areas. This will remove soil and grit before it works its way below the pile surface, where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Three vacuum passes for light soiled areas is recommended, with five to seven passes for heavily soiled areas. Vacuuming against the natural pile direction first lifts the pile, helping to unsettle and remove dirt and grit while reducing matting. Then, vacuum in the direction of the pile to achieve a uniform finish.

To effectively clean your carpet use only a quality vacuum cleaner. Vacuums fitted with micro filter systems ensure fine particles (such as dust mite allergens) are removed and stay in the collection bag or canister. This is particularly important if you are dust sensitive. A vacuum with a rotating brush which agitates the pile and loosens the soil is best for low cut pile carpet. To prevent excess fuzzing turn the brush off, or change the head when vacuumig loop pile, cut loop pile or berber carpet. Ensure the vacuum is kept in sound mechanical condition and brushes are cleaned and replaced when worn out.

Check and adjust the height of beaters (if fitted) regularly to ensure the carpet is not damaged by excessive beating. Vacuum cleaner efficiency can be considerably reduced when half full. Change or empty dust collection bags frequently and replace filters as recommended by the manufacturer.

### Spot Cleaning

To ensure best results from spot cleaning, follow the easy steps set out in this booklet on page 4.

### **Steam Cleaning**

Depending on usage, carpet should be professionally steam cleaned (hot water extraction) every 12-18 months to revitalise your carpet and remove any oily, sticky and well-settled soils that cause gradual significant dulling of colours. Steam cleaning should only be undertaken by a professional carpet cleaner (who is a member of a professional association) in accordance with Australian/New Zealand Standard AS/NZS 3733:1995. Shampooing, do-it-yourself steam cleaning or dry cleaning is not recommended.

### **Other Ways to Protect Your Carpet**

Place mats at all exterior doorways and entrances to carpeted areas to trap dirt and moisture from shoes. Clean mats regularly.

Use furniture cups and coasters and occasionally rearrange furniture to alleviate pressure marks. Plastic, slip free chair mats should be used under desk chairs with castors. Take care when moving furniture with wheels by placing a protective barrier between the wheels and the carpet.

Use scatter rugs or carpet protectors in high traffic areas and in front of chairs to protect carpet from localised and uneven wearing. Rugs should be cleaned regularly, at which time you should clean and restore the pile of the carpet underneath. Check rugs for colourfastness before placing them on carpet, as the colour in some rugs may bleed through. After cleaning, allow carpet to dry completely before replacing rugs.

Exercise caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like. They are strong chemicals that can permanently discolour or dissolve carpet fibres.

Protect your carpet from prolonged periods of direct sunlight with curtains, blinds or awnings.

## Spot Cleaning Guide

Prompt and immediate attention to spillages or stains is recommended to avoid the penetration of a stain into the carpet fibres. Care must be taken to treat stains as recommended below:

1. Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon. Blot up liquids by applying pressure with white paper towels or tissues. Use a wet/dry vacuum for large spills.

2. Cold water and an absorbent sponge is all that's needed to remove most stains from Godfrey Hirst eco+<sup>®</sup> carpets. Always work from the outside of the stain or spillage towards the middle to avoid further spreading using a blotting or dabbing motion. If the stain persists, gentle rubbing is advised but use caution to avoid altering the texture of the carpet.

3. Once the stain has been removed with cold water, press dry with a clean white cloth or white paper towel.

4. After the spill or stain has been treated, place several layers of white paper towel over the area and place a flat weight on them until dry. Do not walk on the carpet until dry.

5. If the stain fails to respond, repeat the above treatment until no stain is evident (this process may need to be repeated over a number of days).

6. Removal of non household food and beverage stains cannot be guaranteed. No responsibility is accepted by Godfrey Hirst for claims arising from any non-recommended treatments. If stains fail to respond to treatment, contact a professional steam cleaner immediately.





### **Carpet Installation**

All carpets should be laid in accordance with AS/NZS 2455.1:2007 "Textile floor coverings – Installation practice – General" and the Godfrey Hirst Carpets Installation Recommendations (available at www.ecopluscarpet.com.au or Freecall 1800 630 401) and should be installed using new underlay. Underlay and carpet is designed to work together as a complete flooring system. Quality underlay extends the life of your carpet, while providing better resilience and comfort.

Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per Australian Standard TM AS 4288-2003 i.e. light residential, general, luxury, commercial or heavy commercial) with the quality and proposed use of your carpet.

Insist on trained professional tradespeople to install your carpet. Before making any cut from a roll, ensure your installer examines the carpet and checks for length, quality, pattern, colour and dyelot. Once a roll has been cut, claims will generally not be accepted for these issues.

All carpets should be power stretched; otherwise bubbling and wrinkling may occur. Seam adhesive (sealer) must be used for all seams (widthwise and lengthwise). If the seams are not permanently bonded together, the carpet may unravel and begin to break down at the edges, making it appear badly fitted and causing premature wear. Use a solvent base seam seal adhesive on direct glue down applications or a latex base seam seal adhesive for conventional installations. Seams are not covered by manufacturer's guarantees.

Carpet pile should run in the same direction throughout the house, sweeping towards the main entrance where possible. Seams and cross joins in the wrong place can spoil the appearance of your carpet and lead to premature wear. Generally seams should run in the same direction as most foot traffic. Seams should also be avoided in high traffic areas and be kept as far away from windows as possible so light does not fall across the seam making it more obvious. Ask the installer where they will place seams and cross joins.

On stairways the pile should sweep down. A little hidden extra carpet should be folded back at the top and bottom of stairs so as the edges of the tread are worn down, the carpet can be moved to hide the wear point. Purchasing extra carpet to update stairs is recommended.

Failure to have your carpet installed using the above guidelines can void your guarantees.



### Guarantees

Subject to the "General Guarantee Conditions" (Page 7) and "Homeowner Obligations" (page 8), Godfrey Hirst provides the following specific guarantees.



LIFETIME STAIN PROTECTION GUARANTEE

Godfrey Hirst guarantees that the surface pile of your eco+<sup>®</sup> carpet will resist stains from any food and beverage (including mustard, hot coffee, herbal teas and bleach, provided the bleach is not used as a cleaning agent which will void this guarantee) and other water soluble, non-wax or non-oil based stains for the life of the carpet. No carpet is completely stainproof.

The following are specifically excluded from this guarantee:

Stains caused by acids or oil based or wax based substances (including, but not limited to tar, shoe polish, paints, lipstick or mascara), non domestic pet faeces, vomit or urine.

Soiling in high traffic areas such as stairs.

Staining that becomes permanent due to the failure to carry out the care and stain removal procedures contained in this booklet.



LIFETIME FULL PET GUARANTEE

Godfrey Hirst guarantees that the surface pile of your eco+<sup>®</sup> carpet will resist stains from pet (domestic cat or dog) urine or faeces for the life of the carpet.

To qualify for coverage under the Stain and Full Pet guarantees, you must have attempted to clean the affected area of your carpet by using the recommended cleaning procedures. If the affected area remains unsatisfactory after you have tried these cleaning procedures, then you must have the affected area of your carpet professionally cleaned. If the affected area still remains unsatisfactory after the professional cleaning, notify your retailer as set out in the "Making a Claim" section of this brochure (page 8). As a condition of this guarantee you must provide proof of professional cleaning undertaken within the last 30 days.



### 25 YEAR WEAR GUARANTEE

Godfrey Hirst guarantees that the surface pile of your eco+<sup>®</sup> carpet, given normal residential wear, will not abrasively wear more than 10% within 25 years following the original installation (the percentage wear being determined by Godfrey Hirst after inspection and testing of the carpet).

Abrasive wear means fibre loss from the carpet through normal abrasion, not from crushing or flattening of the carpet pile in any area, or from staining, soiling, fading, or other changes in carpet appearance. Matting (the loss of twist from the tips of pile and entanglement of the fibre), crushing (the non-restorable loss of pile thickness due to foot traffic, a castor wheel or pressure of furniture) or any other change in appearance retention do not constitute abrasive wear and are excluded from this guarantee.

Also specifically excluded from this guarantee, in addition to exclusions set out in the General Guarantee Conditions, is damage caused by tears, pulls, pilling, burns, furniture or wheels.



25 YEAR COLOURFAST GUARANTEE

Godfrey Hirst guarantees that your eco+<sup>®</sup> carpet will not show a permanent colour change due to exposure to sunlight or atmospheric contaminants (including ozone or oxides of nitrogen) greater than one unit as measured by the American Association of Textile Chemists and Colorists Gray Scale for 25 years from the original installation.





LIFETIME SOIL PROTECTION

Godfrey Hirst guarantees that your eco+<sup>®</sup> carpet will not have a noticeable colour change due to deposits of dry soil resulting from normal indoor household foot traffic for the life of the carpet.



LIFETIME MANUFACTURER'S DEFECT GUARANTEE

Godfrey Hirst is so confident as to its manufacturing process that your eco+<sup>®</sup> carpet is guaranteed against all manufacturing defects for the life of the carpet.



LIFETIME ANTI-STATIC GUARANTEE

Godfrey Hirst guarantees that your eco+® carpet is inherently anti-static to reduce static build-up.

### **General Guarantee Conditions**

These guarantees apply only in Australia in respect of carpet purchased after 1 May 2012. Consumer rights remain in effect in addition to these guarantees.

Godfrey Hirst guarantees are extended to the original purchaser of the carpet and are not transferable. The guarantees are solely for the residential indoor use of the carpet in an owner-occupied single-family private residence in accordance with the recommendation/s made on the ACCS rating (if applicable). The guarantees only apply to first quality carpets and are not applicable to carpets sold as seconds, irregulars, shorts or used. The guarantees only cover the surface pile and not the carpet backing. Carpets must be properly installed over underlay in accordance with the installation recommendations set out in this booklet under "Carpet Installation" (page 5). Carpet also requires routine maintenance and should be properly maintained in accordance with the recommendations described in this booklet under "Caring for Your Carpet" (page 3), including steam cleaning performed by a trained, qualified carpet care professional at least every 12-18 months as specified. Failure to appropriately install the carpet and to provide such care could void all or part of the guarantee coverage.

### The guarantees do not cover:

Any non-residential or commercial applications of the carpet or tenanting of the premises in which the carpet has been installed. Any carpet installed on stairs (unless appropriately stair rated by the ACCS scheme), outdoors, in utility areas such as bathrooms, kitchens etc, or in areas subject to other than ordinary shoe traffic. Any defects due to improper installation (eg. wrinkling, tuft losses, seam peaking) or due to the failure or non usage of underlay. Normal carpet wear, routine cleaning and/ or regular maintenance. Carpet odours. Damage to the carpet caused by improper maintenance, application of improper cleaning agents, methods, mishaps or inadequate care. Abuse by any athletic equipment such as roller skates, golf shoes or gym equipment. Damage or appearance problems caused by wrapping carpet around nosing of stairs. Damage resulting from accidents, abuse (being any use considered unreasonable given the normal and expected use of carpet in a residence) or abnormal wear (soiling, burning, flooding, cutting, pet damage, smoke etc.) or from wetting or persistence of excessive moisture or exposure to very hot substances. Any changes in carpet colour or fading or other discolouration resulting from external causes such as spills of household chemicals and other nonfood and non-beverage substances or chemical influences. Any carpet which has been treated after installation with any protective material, or defects or damage due to application of any topical treatments (including fungicides, bactericides, biocides, antistatics, stain resistance, some cleaning agents etc.) which has adversely affected the soil resistance, stain resistance and/or other attributes of the carpet. Normal or minor differences between the colour and texture of samples and the installed carpet. Yellowing due to causes including yarn lubricants, over application of stain treatments, changes in alkalinity and cleaning solutions and fume fading.

## What will Godfrey Hirst do if eco+® carpet fails to perform?

If any part of your carpet fails to perform in accordance with these guarantees, Godfrey Hirst will offer an allowance or arrange a credit equal to the cost of the carpet material, in the affected area of the carpet extending to the nearest wall, doorway or entrance, including the reasonable cost of installation. The credit will apply only to a new carpet of the same or comparable quality manufactured by Godfrey Hirst, the cost of the carpet and installation being depreciated as set out below:

Year	Replacement
First 15 years	100%
Years 16 - 17	75%
Year 18	50%
Year 19	25%
Years 20+	10%

Any charges for carpet disposal, new underlay or moving furniture etc are your responsibility. **Godfrey Hirst excludes and will not pay consequential or incidental damages under these guarantees**. This includes any loss, expense or damage other than to the carpet itself that may result from a defect in the carpet, including without limitation, mileage, movement of furniture, delivery delays, extra handling and labour involved in bordering or sculpturing.

### **Other Guarantees**

Godfrey Hirst guarantees that its carpets which display the ACCS mark will be appropriate for use for the purposes described on the labels. Otherwise to the fullest extent permitted by law, any implied guarantee or condition, statutory or otherwise and whether as to quality, capability, condition or fitness for any particular purpose, is expressly excluded.

In respect to transactions with consumers (as set out in s3 of the Australian Consumer Law): These guarantees are provided by Godfrey Hirst and are in addition to other rights and remedies of the consumer under a law in relation to the goods. These goods also come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure. Godfrey Hirst will not, unless otherwise required by consumer legislation, be liable or otherwise responsible for the cost of furniture and fittings removal or accept any liability or responsibility for any special, incidental or consequential damages or expenses of any kind, whether resulting from the wilful negligence of Godfrey Hirst or not, even if Godfrey Hirst has been advised of the possibility of such potential loss or damage.

### **Homeowner Obligations**

In order to maintain and protect your coverage under the terms of these guarantees, you must:

Keep proof of purchase in the form of a receipt, bill, invoice or statement from the retailer, showing the price you paid for the carpet, together with proof of installation date.

Have your carpet installed in accordance with Australian/New Zealand Standard AS/NZS 2455.1:2007 "Textile floor coverings – Installation practice – General" and otherwise in accordance with the guidelines set out in this booklet.

Maintain your carpet with regular vacuuming and cleaning.

Be able to demonstrate steam cleaning by a reputable professional carpet cleaner at least every 2 years in the form of a receipt, invoice or statement including a description of the cleaning service provided.

Guarantees should also be validated by submission of the completed guarantee form within thirty days of installation of your Godfrey Hirst eco+<sup>®</sup> carpet.

### Making a Claim

Should you believe your carpet is failing to perform in accordance with these guarantees or your consumer rights, please notify your retailer to arrange an on site inspection of the installation. Be sure to describe the specific problem and to include a copy of your invoice. The retailer will take appropriate action, including the notification to Godfrey Hirst if necessary. The Godfrey Hirst guarantees are given by Godfrey Hirst duarantees.

Should you be unable to contact your retailer, or if you do not get a satisfactory reply from them, please contact Godfrey Hirst directly. Refer to contact details on the back of this booklet.



## **Carpet Characteristics**

### Colour Variation

It is normal for installed carpet to show minor colour variation from selling samples or minor variations between production runs and dye lots. Our quality assurance program (Australian/New Zealand AS/NZS ISO 9001:2000 certified) seeks to minimise potential for variance and ensure any variation is within recognised textile industry standards.

### Pile Reversal (Shading & Disturbance)

Light can play strange tricks with carpet. From certain angles particular areas may appear lighter or darker than others. This is caused by disturbed pile reflecting the light differently in the affected areas. This is a feature characteristic of plush and twist pile carpets (particularly solid colour).

Temporary changes in appearance may be able to be removed or lessened by vacuuming or brushing of the pile. However, in fine cut pile carpets, permanent pile reversal (also known as shading, watermarking or puddling) can occur and at times may become quite severe. Years of research and inquiry have failed to find a reason to explain the underlying cause, such that it is considered a phenomenon related to the location of the carpet which cannot be predicted or prevented. It is not a manufacturing defect and apart from affecting appearance, has no detrimental effect on the performance of the carpet. As this characteristic can affect the appearance of a carpet, you are advised to discuss this with your retailer when considering your purchase. Further information on permanent pile reversal is also available from the Carpet Institute of Australia.

### Shift Lines

Due to the method of manufacture of some carpets, there may be the occurrence of shift lines across the width of the carpet. Light shining across the carpet from certain angles may accentuate the shift line effect. This is not a manufacturing fault and will have no detrimental effect on the performance or durability of the carpet.

### **Design Characteristics**

An effect known as phasing can occur where carpet design includes the random use of contrasting colours when at times these colours may coincide in production. Similarly in loop pile carpets, shading effects of colour patterning can appear as panelling down the length of the carpet. Both phasing and panelling are an accepted part of the design and in no way affect the performance of the carpet.

### Appearance Retention

All carpets will change in appearance over time, primarily due to foot traffic.

Matting generally occurs as a result of pile flattening together with the entanglement of fibres tuft to tuft. It occurs in all tufted carpets to some degree, but is more likely to occur in high traffic areas (eg. in front of seating areas, doorways etc.). This may result in the loss of sharpness of the carpet pattern. Though induced by wear, matting can be caused by underlay failure or improper maintenance including inadequate vacuuming, or inappropriate or ineffective treatment of spots and spills. It is not considered a manufacturing fault unless it happens rapidly or to an unacceptable degree.

Fuzzing or blooming is caused due to the tips of the fibres in a cut pile carpet losing a degree of yarn twist over time. Most apparent in traffic areas or in front of chairs, this is normal and should be expected. Generally, fuzzing can be corrected by shearing away the cobweb of fibres on the installed carpet, with use of a special machine.

### Wrinkling (or Rucking)

Wrinkling may occur after installation due to excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially relative to power stretching. A professional installer can usually correct this problem.

### Missing or Damaged Tufts

Tufts may be damaged or identified as missing following stretching of the carpet during installation, damage caused by pet claws, or the movement of furniture. In the case of loop pile carpets, tufts can be pulled from the backing resulting in long, lengthwise pulls out of the carpet.

Sprouts, or snagged tufts, can be easily trimmed without damaging the carpet and missing or damaged tufts can be easily replaced by hand or by retufting. These can be readily fixed on site by a skilled installer or carpet professional. It is recommended a small piece of spare carpet be retained to provide a source of additional tufting yarn.



## AUSTRALIAN MADE AND GUARANTEED

With over 140 years manufacturing experience Godfrey Hirst eco+<sup>®</sup> is Australian made and guaranteed, with after sales support you can count on.

