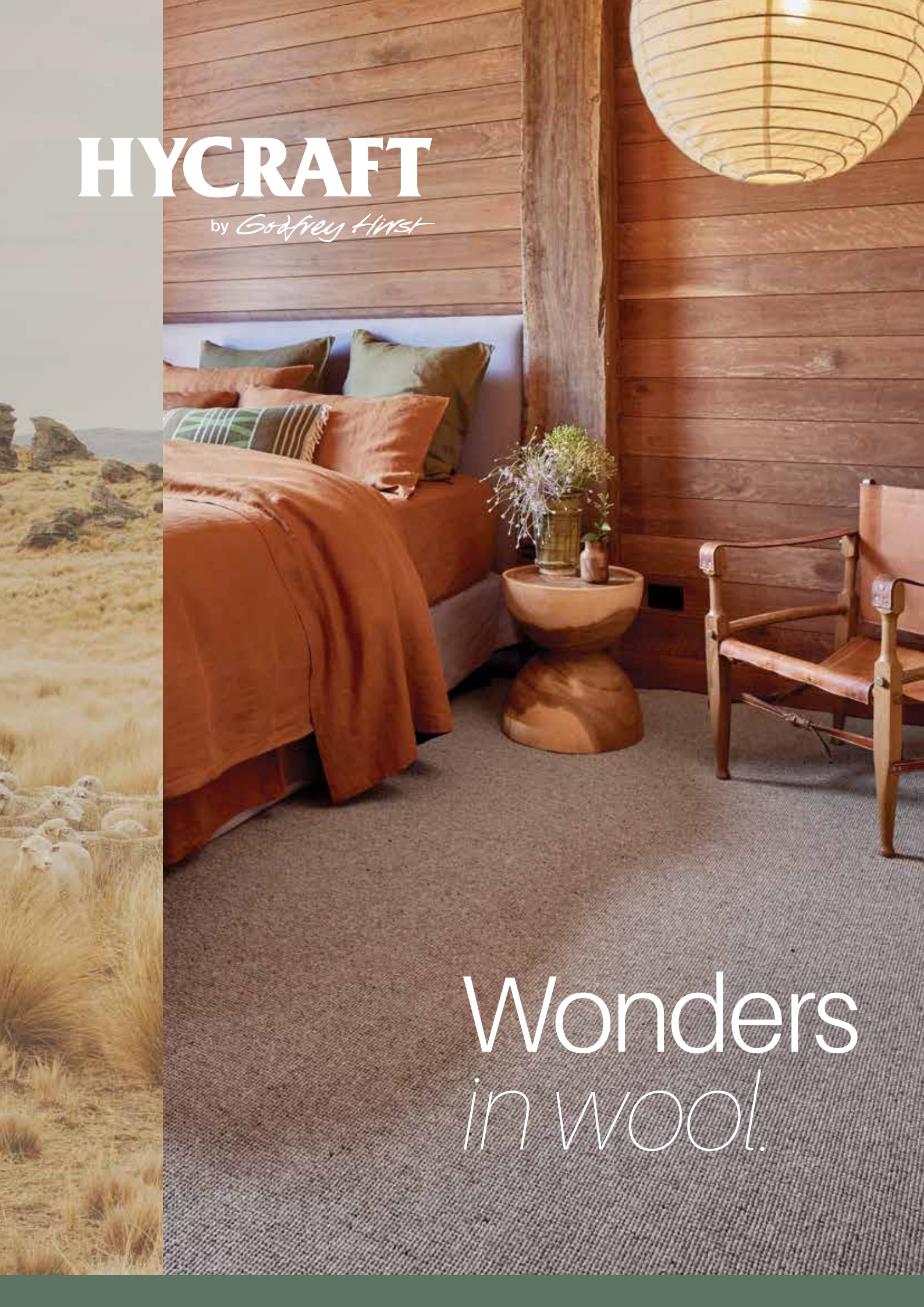


# HYCRAFT

by *Godfrey Hirst*



Wonders  
*in wool.*

# The *natural* choice

**We believe that exquisite interiors begin with the perfect flooring. For unrivaled comfort, you can't go past the look and feel of a Hycraft by Godfrey Hirst wool carpet.**

We proudly handcraft a diverse range of wool carpets designed to complement every home. Hard wearing and naturally insulating for year-round comfort, our multiple carpet styles are available in an array of sublime, earthy tones creating the ideal foundation for your interior space.





**HYCRAFT**  
*by Godfrey Hirst*

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**The Hycraft brand is synonymous with uncompromising quality and performance. We proudly handcraft our stunning wool carpets from the very best New Zealand wool in our state-of-the-art Australian and New Zealand plants.**

## *Our* story

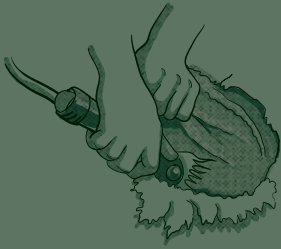
Drawing inspiration from the raw beauty of the natural world, and then merging these elements with global interior trends and colours, our expert team of designers create modern classics and enduring styles to suit every home.

Widely recognised as market innovators with an ongoing commitment to continuous improvement in reducing the environmental impacts of manufacturing practices, our investment in research and development ensures we will continue to deliver premium carpet products well into the future.



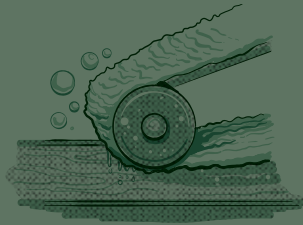


# How our carpet *is made*



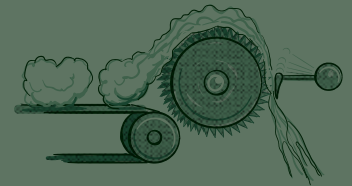
## 1 SHEARING

Sheep shearing is the process by which the woollen fleece of a sheep is carefully removed.



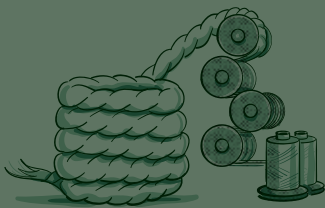
## 2 SCOURING - CLEANING

Wool scouring is the process of gently washing wool in soap and hot water to remove contaminants and then drying it.



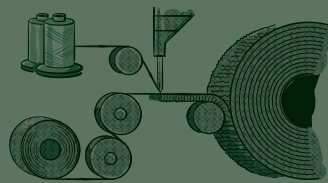
## 3 CARDING - BRUSHING

Carding combs, cleans and intermingles the fibres to produce a continuous web or sliver suitable for subsequent processing.



## 4 SPINNING INTO YARN

Spinning is the twisting technique where the fibre is drawn out, twisted, and wound onto a bobbin.



## 5 TUFTING - FINISHED CARPET

Finally, tufted carpet is created by sewing the wool yarn into the fabric which is then adhered to the backing using a non-toxic, odour free and biodegradable adhesive.

# The *Manufacturing* Process of Wool Carpet

The Hycraft wool carpet manufacturing story begins simply enough; sheep, sunlight, water and grass combine to produce over 60,000 tonnes of raw fleece for us each year.

Using the perfect marriage of cutting-edge technology and hand-crafted techniques, this quality wool is then transformed into high performance flooring.

From the pasture to your floor, our wool carpets tell a story of meticulous craftsmanship, rigid quality control and genuine passion for a world leading product.



# Benefits of Wool Carpet



## insulating

Wool carpet can absorb and desorb significant quantities of moisture from the air to buffer humidity changes in a room. This not only saves on energy (heating or cooling) but also controls comfort to occupants. Wool can save anywhere from 5 - 13% of energy costs compared to synthetic carpets. This also reduces the likelihood of static shocks in the home.



## reduces odours

Microorganisms living on dogs produce a range of odours that we know as typical dog smell. Tests carried out by AGRESEARCH in NZ have confirmed that wool carpet absorbs a lot of these odours which reduce this dog smell in the home. They tested wool, nylon and triexta carpets for 3 months as bed covers for 16 dogs.



## hypoallergenic

Wool carpets are naturally hypoallergenic making them suitable for those with allergies.



## fire resistant

Wool carpet has natural flame resistant properties due to its ability to char when burnt and not melt like synthetic fibres.



## biodegradable

As a natural resource, wool fibre is biodegradable. When wool fibre is disposed of, it will naturally decompose in soil in a matter of months or years, slowly releasing valuable nutrients back into the earth.



Just like a favourite snuggly jumper, we all love the cosy softness of wool carpets, but the benefits of this 100% natural fibre go far beyond comfort.



### stain resistant

The wool fibres' natural structure consists of overlapping scales, arranged much like roof shingles. These scales inhibit dirt from adhering to the fibre and help fleck it away.

NOTE: eventually the wool will naturally absorb stains so cleaning is best done immediately.



### beautifully textured

Wool is effortlessly beautiful due to its rustic, subdued appearance. It can be manufactured into an on-trend, chunky loop pile carpet, something that can't be achieved with synthetic fibres. It also retains its alluring look and feel over time, thanks to its natural resilience.



### renewable

A renewable material, wool is shorn from sheep every 9-12 months and produced by sheep consuming a totally renewable resource - grass.



### Declare® Red List Free

Hycraft by Godfrey Hirst are proud to have our wool carpets officially certified Declare® LBC Red List Free.

To learn more, please visit our website via scanning the QR Code below.



<sup>^</sup>Cooper, A., 2016. *Wool Carpets Help Prevent Pet Odours*. Christchurch: AgResearch.

<sup>^</sup>Ingham, P & McNeil, S & Meade, W & Sunderland, M. (2016). *Wool and Carpets - 6000 Years of Innovation, Quality and Sustainability*. Christchurch: AgResearch.

<sup>^</sup>Hodgson A., Collie S. (December 2014). *Biodegradability of Wool: Soil Burial Biodegradation*. Presented at 43rd Textile Research Symposium in Christchurch - AWI Client Report.



Ensure your carpet stands the test of time.

# 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.

Consider your carpet type when selecting a vacuum. Adjustable height and suction are important features

as they enable your vacuum to be used on a wide variety of carpet constructions.

Luxuriously thick, soft cut pile carpets: Use a high height setting so any beater bar/rotating brush just lightly touches the carpet surface. Use a suction level that allows the vacuum to move easily whilst lifting dirt and other foreign matter. Avoid vacuums with very concentrated or sealed suctions. Large wheels will ensure the vacuum glides easily across the carpet.

Loop pile or long pile carpets (including cut loop and berber): Vacuum with suction only. Vacuum powerheads, beater bars and rotating brushes should never be used as they may cause excessive fuzzing of the pile surface.

Other carpet constructions: Use a vacuum with a beater bar to agitate the pile and loosen any foreign matter in the pile.

Change or empty dust collection bags frequently (vacuum cleaner efficiency can be reduced when half full). Ensure the vacuum is kept in sound mechanical condition. Replace filters as recommended by the manufacturer. Check the height of beaters (if fitted) and ensure brushes are cleaned and replaced when worn out.

### SPOT CLEANING

Carpet is not 100% stain proof, but the natural resistance of Hycraft wool fibres provides you with time to act as liquid spills stay on top of the pile longer, rather than seep into the base of the pile and backing. To ensure best results from spot cleaning, follow the easy steps on page 11 of this brochure.

### STEAM CLEANING

Depending on usage, carpet should be professionally steam cleaned (hot water extraction) every 12-18 months to revitalise your Hycraft 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 the latest Australian/New Zealand Standard AS/NZS 3733 "Textile floor coverings - Cleaning maintenance of residential and commercial carpeting".

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 steam 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.

### MOTHS AND CARPET BEETLES AND WOOL CARPETS

All Hycraft wool carpets have insect resistant treatments applied during manufacture. The treatment does not stop insects from entering your home and moths/ beetles can build up an immunity and in some areas have developed a tolerance to treatments. The insect deterrent treatment is embedded in the carpet fibre and needs to be ingested by the insect to have an effect and stop further spreading - such that some fibre loss may occur and good housekeeping is essential.

Regular vacuuming along the skirting, under furniture and in corners will discourage insects and reveal any infestations at an early stage. If you believe there may be a minor infestation thoroughly vacuum the area (spraying the contents of the vacuum cleaner with insecticide prior to disposal) and treat the infested area, extending 15 cm beyond the boundaries of the activity, with an insecticidal aerosol spray or dust following manufacturer's directions and precautions.

In the case of serious infestations or if the initial treatment is not successful, it is recommended you contact a professional pest control operator.





Prompt and immediate attention to any spillages or stains is paramount to avoid the penetration of a stain into the carpet fibres. Liquids (particularly hot liquids) must be attended to immediately. If allowed to cool or dry, the stain will be almost impossible to remove. Care must be taken as haphazard attempts at spot removal can cause permanent stain setting, pile distortion and loss of colour.

# Spot Cleaning *Guide*

## **BASIC CARPET CLEANING STEPS:**

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. NEVER scrub or rub the carpet during the stain removal (or rinsing) process as a fuzzy area may result. Always work from the outside of the stain or spillage towards the middle to avoid further spreading using a blotting or dabbing motion.
2. Most common household food and beverage stains (not including stains containing strong dyes or substances which destroy or change the colour of carpet) need to be treated solely with warm, not hot, water immediately applied to the stained area. Repeat treatment above until no stain is evident on the cloth or towels used to press dry the area.
3. Ensure carpet is press dried with a clean white cloth or white paper towel to remove excess moisture. Do not rub, as rubbing can alter the carpet's texture.
4. Should the stain remain, using a clean white cloth or sponge, treat with a mixture of 1 teaspoon of approved wool laundry detergent and one teaspoon of white vinegar in 1 litre of warm water. Rinse with warm water, repeating treatment until no stain is evident on cloth or towels.
5. 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. A hairdryer may be used to speed up the drying process but do NOT overheat the area. Do not walk on the carpet until dry.
6. Sometimes stains will reappear due to 'wicking' as stains hidden in the pile resurface as the carpet dries. If so, allow the carpet to dry fully and repeat the above treatment until no stain is evident (this process may need to be repeated over a number of days).
7. If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately.

Stains should be differentiated from soiling. Ensure that any residue from spills or cleaning mixtures are fully removed. For example, many sugar based spills, such as soft drinks and coffee, leave a sugar residue after removal. Similarly, when spills are cleaned with a detergent solution and the area is not sufficiently rinsed, a sticky detergent residue can remain. This sticky residue attracts soil from ordinary foot traffic and the resulting discolouration appears to be a stain. If so, repeat stain removal procedures above.

# 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. If possible, all carpet in your home should be laid from the same production run. Our quality assurance program (AS/NZS ISO 9001 certified) seeks to minimise potential for variance and ensures any variation is within recognised textile industry standards.

## **PILE REVERSAL (SHADING & DISTURBANCE)**

Light can make particular areas of carpet appear lighter or darker than others, depending on the angle from which they are viewed. This is caused by disturbed pile reflecting the light differently in each area. 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 very noticeable. 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 (free call 1800 188 822 or visit [www.carpetinstitute.com.au](http://www.carpetinstitute.com.au)).

## **WRINKLING (OR RUCKING)**

Wrinkling may occur after installation due to excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially power stretching. In areas of high humidity use of an air conditioner or dehumidifier is recommended during summer months. Dragging of heavy objects across the carpet can also cause the carpet to stretch and wrinkle, and when moving heavy items it is best to lift the item or use plywood or similar to walk the item over the carpet. Should rucking occur, a professional installer can usually correct this problem by restretching the carpet.

## **TRACKING/FOOTPRINTS**

The softer, more lustrous and longer the pile, generally the more noticeable will be footprints and movements over the carpet (known as tracking). The effect can be quite pronounced but can be lessened by careful vacuuming. This effect is not considered a manufacturing defect, however, this is a matter of personal taste and if you are concerned with the effect, carpets with these features are not recommended.

## **SHIFT LINES**

Shift lines are parallel lines appearing on the surface of patterned loop pile carpets at regular intervals, due to the nature of carpet construction. Lines may be more apparent with "large" designs or patterns. Colour, directional pile lay and light sources are also contributing factors. Certain light sources shining across the carpet may accentuate these lines in the form of shadowing. This is not a manufacturing defect and will not affect the carpet's wear or durability.

## **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.

## **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.

## **SHEDDING**

Shedding is a normal characteristic of cut pile wool carpets, particularly staple or spun yarn products. It is caused by some of the outside fibres of yarn bundles becoming detached during early carpet wear stages. Regular cleaning with a vacuum fitted with a beater bar will remove most of the loose fibres during the first year.

## **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 (e.g. 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 wool 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. Speak to your carpet retailer for more information.

## **PATTERN MATCHING/BOWING & SKEWING**

Hycraft uses the best available techniques to minimise pattern distortion during manufacture. However some distortion due to shrinkage or stretch during and after manufacture is unavoidable. Repeating patterns may not precisely match along the length or width of carpet or from one production run to another. Installation methods and site and storage conditions can also contribute to instability in the pattern, such that perfect pattern match cannot be guaranteed.

Installation of patterned carpet requires more time and effort which should be considered in the original labour quotation. A competent carpet layer should be able to obtain a close pattern match in most circumstances. However some irregularities may still be visible. If concerned, please discuss further with your retailer and/or carpet layer.

All carpets are subject to some degree of bowing and/or skewing. Bowing of up to 40mm over any single width of carpet is generally acceptable. Full details of the tolerances of Hycraft carpets are set out in the Hycraft Carpet Installation Recommendations (available at [www.godfreyhirst.com](http://www.godfreyhirst.com) or by calling 1300 444 778).

## **FADING**

All Hycraft carpets meet Australian Carpet Classification Scheme (ACCS) standards for lightfastness. However, carpets like all other dyed textiles, will slowly lose colour over time when exposed to direct sunlight. Carpet should be protected from prolonged periods of direct sunlight with curtains, blinds, shades, or awnings and furniture moved periodically to expose all areas evenly. Some quality wool carpets will upon initial exposure to light, undergo a rapid lightening/brightening over the first few weeks. This is an inherent phenomenon referred to as 'first fade'.

Colour change can also occur as the result of ozone, emissions from heating fuels and air conditioners, pesticides, cleaning agents, benzol peroxide and other household items. Care should be taken when using these items. The occurrence, known as ozone damage, is largely unexplained, but appears to be more prevalent in coastal areas with a high ultra-violet content. Some colours are more susceptible than others. If you believe there may be a risk of ozone damage, please discuss your choice with your retailer.

It is not considered to be a manufacturing defect and does not effect the performance of the carpet.

# Installation

All carpets must be laid, in accordance with AS 2455.1 "Textile floor coverings - Installation practice - General" and the Hycraft Carpet Installation Recommendations (available at [www.godfreyhirst.com](http://www.godfreyhirst.com) or by calling 1300 444 778).

Carpet should always be installed with new, quality underlay. Underlay and carpet are designed to work together as a complete flooring system and underlay should always be used. Quality underlay will provide better comfort and resilience while extending the life of your carpet. Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per AS 4288 "Soft underlays for textile floor coverings" 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.

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.

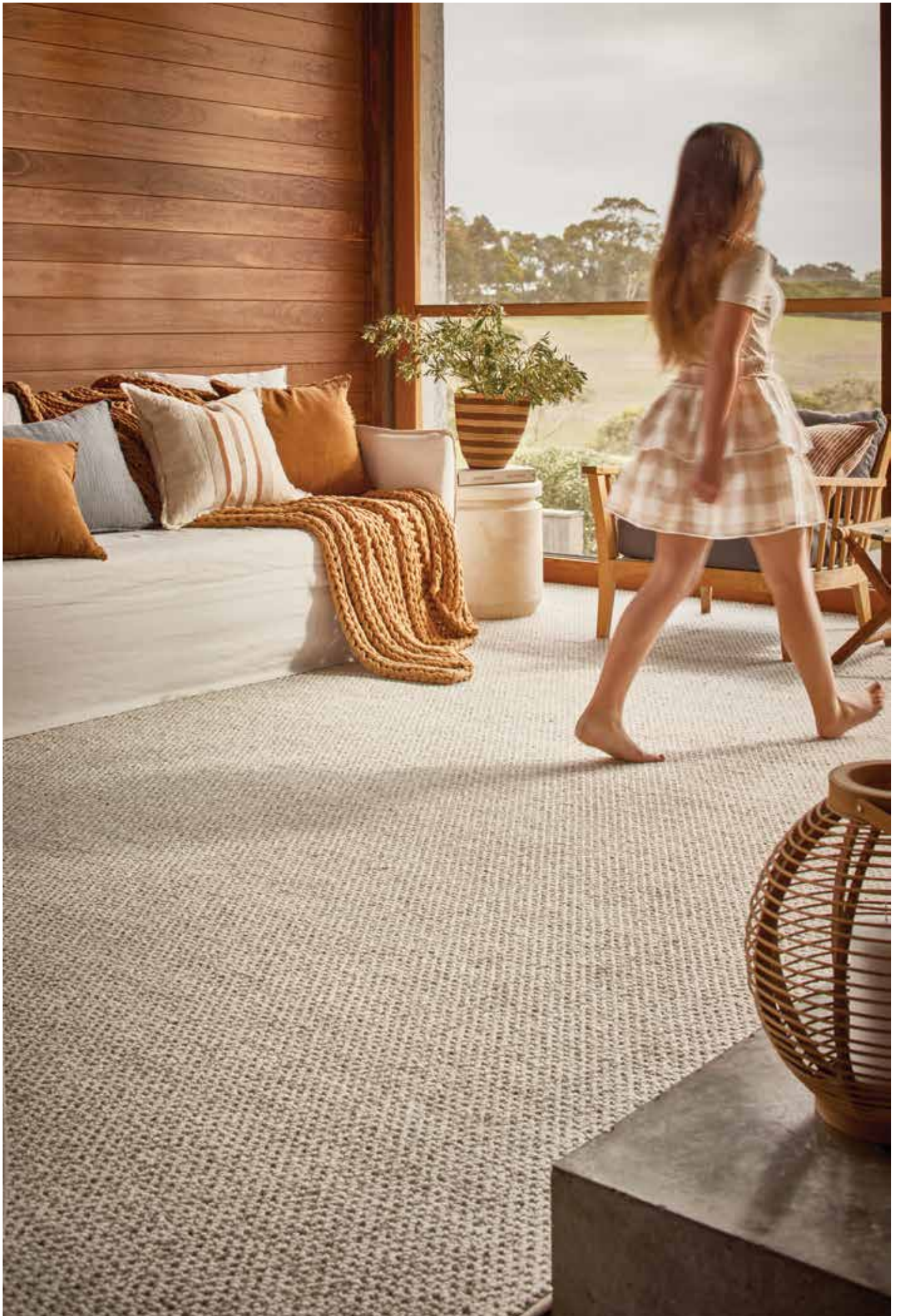
Use a solvent base seam seal adhesive on direct glue down applications or a latex base seam seal adhesive for conventional installations. Seams form part of your installation and are therefore not covered by the Hycraft Wool Limited Residential Guarantee.

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 may adversely affect the performance of your carpet.





# Guarantees

We endorse and recognise all rights of the consumer under the Australian Consumer Law. All our products are manufactured under a management system independently and externally certified as complying with ISO9001 (Quality Assurance & Management Systems) and ISO14001 (Environmental Management Systems). We are proud of our manufacturing processes and guarantee all our carpets against defects in materials and workmanship. We do not guarantee against normal wear and tear, damage due to improper installation, failure to properly maintain your carpet or damage caused by accident or abuse. Our Australian After Sales Service team can be relied upon to respond to any consumer queries or concerns with our products.

In addition, we provide the Hycraft 15 Year Wool Limited Residential Guarantee for new carpet installed indoors in owner occupied premises, if properly installed and maintained. This guarantee is in addition to consumers' rights under the statutory consumer guarantee provisions in the Australian Consumer Law, which may exceed the rights under this Guarantee. The amount recoverable under the guarantee decreases after five years. For full information in respect to the scope and limitations of this guarantee, please refer to the full terms and conditions available from your retailer, by calling 1300 444 778, or by downloading from [www.godfreyhirst.com](http://www.godfreyhirst.com).





# HYCRAFT

by *Godfrey Hirst*

For information about your Hycraft carpet  
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Details correct at time of printing January 2024

Please see [www.godfreyhirst.com](http://www.godfreyhirst.com) for information updates.

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