

## Insure Your Rug at its True Value

Unless you obtain a rider, your Oriental Rugs may have limited coverage on your homeowner's insurance policy. Most policies only cover up to \$5,000 per rug with a limit of \$10,000 total for all fine rugs. Today's realities of embargo, war, and market changes make a current appraisal a wise decision.



Remember, under IRS Guidelines, with a property loss you may be able to claim the loss of an Oriental Rug, but only for the **lesser of**— actual original cost or fair market value. In case of a loss, your rug bought years ago may be deductible at a fraction of its replacement cost, making proper insurance invaluable.

<http://www.irs.gov/publications/p17/ch25.html>

A rug's value is determined by its condition, size, dyes and materials used, construction, design, age, country of origin, age and scarcity. A full written appraisal is required by insurance agents to properly ensure your rug. We can help arrange for an appraisal.



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### "Tall" Paul Schleuniger Owner Operator

Paul is a Member of The Academy of Oriental Rugs, elite group of Oriental Rug Professionals selected for membership. Membership is by invitation only to those men and women who the Fellows of the Academy recognize as experts in the field of Oriental Rugs. Paul is : IICRC RCT, CCT, WRT, UFT, FCT, ACT, and Wool Safe Certified, an Interlink Rug Cleaning Graduate, and a Member of the Association of Rug Care Specialists, the Textile Museums of LA and DC, and Temecula and Murrieta Chambers of Commerce. Gentle Genie Rug Care Fully Insured.

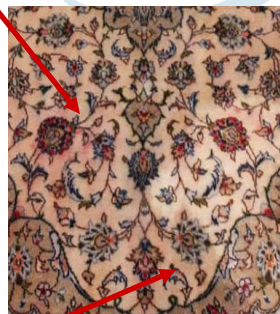
## Never Clean Your Special Rug Like Wall to Wall Carpet

Oriental and Specialty Rugs are tightly hand or machine woven of wool or silk and dyed with vegetable or synthetic dyes making these rugs a challenge to clean. Special products equipment, and processes are required to thoroughly but gently clean them.

Vacuuming, cannot completely remove dry soil from the tightly knotted pile of these rugs. Dry soil is abrasive on a rug's fibers and when wet becomes cement like. These rugs must be dusted, washed and then thoroughly rinsed to remove all traces of product, dirt and urine to prevent future damage. This can only be accomplished with cold water flushing.

According to Industry Experts, Oriental and Specialty Rugs should not be cleaned using the same methods as wall-to-wall carpet because these methods can:

- yellow, dim, dull and fade natural fibers and cause dye bleeding, migration and color loss.
- shrink natural fibers, curl corners, and irreversibly distort or wrinkle a rug.
- be too harsh for natural fibers making them dry, brittle and prone to breakage.
- loosen and/or damage the fibers in a woven rug.
- leave deeply embedded dirt which becomes cement like making the rug stiff and brittle and/or can act like sandpaper on the fibers and foundation.



Bonnet—in-home "dry" cleaning could distort the pile of delicate rugs as a result of high friction and this damage may be irreversible.

Not even all cleaners claiming to be rug care specialists are equal. Never let your Rug Cleaner use chlorine or "oxy" bleach on fringe or on wool, silk or cotton. Beware of "Tub Cleaners" who wash multiple rugs all together in large tanks to which they add Dichlor which turns to chlorine in the bath water and is bad for a rug in the long term.

**IICRC/RTC and Rug Care Instructors, & Experts from all over the world recommend an in-studio, full immersion, hand washing process for Oriental and Specialty Rugs.**

## Protect Your Treasured Rugs



***Oriental and Fine Area Rugs are an important part of the look and feel of your home.***

***With care, rugs will give you many years of service and good woven rugs often last for generation***

***The secret is proper care.***



## Keeping Your Rugs Looking Good

### Vacuuming

This is one of the best ways to keep a rug looking nice. Rugs do not wear out at the surface they wear out at the foundation. Industry studies show that a rug can hold up to a pound per square foot of dry particulate matter before looking “bad” and this dirt can cause permanent damage to your rug.

Don't use a beater bar vacuum on the fringe. The fringe is the foundation of the rug and vacuuming the fringe shortens a rug's life.



Vacuuming cannot remove all of the grit, dirt and particulates. To preserve the rugs, it is advised to have them professionally DUSTED every six months to one year. This will extend the life of your rug and can help give some relief to people with allergies as well.

### Rotate Your Rugs

Turning a rug ensures even wear and prolongs its life. The effects of foot traffic and sun fading are reduced when the rug is rotated periodically.



Moth and other pests can cause expensive repair bills or even destroy a wool rug. Larvae thrive in dark moist places such corners of rooms or a under a couch. Pests are also less likely to damage a clean rug free of food crumbs or spills. If you have a large rug have your rug cleaner turn the rug after you have it cleaned.

### Use a Good Rug Pad

By using a good pad, the rug does not wear out as quickly. A good pad keeps the rug from shifting and wrinkling as much. A wrinkle from creeping and shifting is a safety hazard and the cost of a good pad is nothing compared to the liability of a bad fall. Rug experts recommend a quality pad such as those made by Jade Industries and No-Muv.

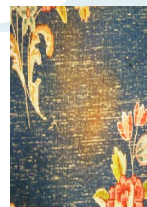


### Protect Your Rug From Water

Letting a rug stay wet for too long can lead to dry rot, mold, and mildew. Never place a live potted plant on your rug. No matter how careful you are when watering, moisture from the bottom of the of the pot or saucer can migrate into your carpet.



If your rug gets wet from an open window and an unexpected storm blot up any water you can and then put a fan on it. No matter how a rug gets wet, dry rot is a threat if it is not dried promptly.



### Spills

Never let a spill sit; it only gets worse. Never smear a spill, or scrape it up. Blot it up with cloth or paper towels carefully so as not to spread it or cause dye bleed

**Pet Urine and Vomit:** Pet accidents can cause dye loss, bleeding, discoloration, stains from food dye, and odor if not dealt with immediately and completely removed. Spoon or pick up any solid matter and then blot to remove as much liquid as possible. Consult the Stain Guide for treatment. You may want to take your rug to a professional cleaner that is experienced in preventing color loss.



**Caution:** Supermarket spot removers are made for manmade fibers and can damage wool and silk. “Oxy” anything is a bleach and most spotters can remove color. Most spots can be cleaned, but loss of color from bleaching is a far more serious issue.

### Spill and Stain Guide

Always test a rugs dye stability by using white cloth dampened in hot water and pressing it firmly onto the rugs surface. If the cloth shows color, STOP and consult a professional.

**Do this: Blot—Rinse—Repeat**, till gone.

Work from spills outer edges inward so as not to spread the spill or cause dye migration.

**Do Not: Rub—Wipe—Swab**, as this can matt a rugs fibers and pile or cause dye migration.

**Always:** Attempt to use Cold Water or Soda Water first —and Blotting always Blotting—

#### Cleaning Solutions

- Clear dish soap (Ivory): 1/4 tsp per quart
- 3 % Hydrogen peroxide first, then soapy water.
- White Vinegar and Water 50—50%
- Rubbing Alcohol — full strength
- Clear household Ammonia (3%) 1Tbs to 1/2 cup water.
- Warm Water

A/B	B/E	C
Blood, Berries, Candy, Coffee Chocolate, Mud Gravy, Rust,	Cough Syrup Mixed Drinks Water Color Paint	Beer, Urine Fecal Matter

D	E	F
Tar, Crayon, Grease, Lotion, Make-up, Ballpoint Ink	Cough Syrup, Make-up, Fecal Matter Soy Sause	Ketchup , Pop. Felt Tip Pen, Milk, Oil Paint

#### Miscellaneous:

Nail Polish: Non oily polish remover.

Chewing Gum: Freeze with ice cubes and chip off.

Wax: Paper Bag on the wax then iron it over the bag.

**Finish** Follow any cleaning solutions with soapy water and a clear or vinegar water rinse. Place a towel underneath and on top of the spill and walk on it. Then prop the rug up and point a fan at the spill to ensure it dries on both sides.

**For a more comprehensive guide please visit our website or call us.  
We would be happy to help.**