

Carpet & Area Rug Care & Installation Warranty



Empire Today® Carpet and Area Rug Product Care

Thank you for choosing Empire® for your carpet and area rug needs. We know that installing carpet is a substantial investment in your home. This package will help you properly care and maintain your product by developing a regular maintenance schedule. These recommendations can help you maximize the life of your purchase.

We look forward to helping you maintain your carpet or area rug for years to come and protect your investment using easy care recommendations.

All carpet care information in this package applies to area rug purchases as well, unless otherwise specified in the product's warranty. To maximize the information provided, please verify whether your carpet or area rug is made of synthetic or wool fiber prior to engaging in maintenance and care procedures.

IMPORTANT NOTE:

Empire guarantees the workmanship on all of its installations for one year. To retrieve the manufacturer's warranty for your new carpet or area rug, please either visit the Warranty Information link on the product care website or call 800-588-2300. Our Empire Customer Service Representatives can assist you with obtaining the proper manufacturer's warranty for your newly installed carpet or area rug. Empire is not responsible for installations which are not performed by professional installers selected by Empire.

Note that the care and maintenance information shared in this package is provided for customers who have purchased carpet and area rugs through Empire. The information has been provided by our manufacturers. Empire is not responsible for the information obtained from the manufacturers, the effectiveness of the care information or for inappropriate application or use of the information shared in this package. Please call Empire Customer Service at 800-588-2300 if you have any questions about the information provided or any other product concerns.





maintenance

Proactive maintenance of your new carpet or area rug can significantly extend the life and performance of your new purchase. The maintenance suggestions in this package are designed to help you easily care for your new carpet or area rug. These simple steps can maximize your product's life cycle.

performance characteristics

Proactive care of your new carpet or area rug can add significantly to the performance of your purchase. Carpet and area rugs are textile products. You may therefore notice some common textile characteristics in your new purchase. Below are examples of the most common textile characteristics you may experience along with care recommendations.

Shedding

It is not uncommon for new carpet to shed, but this is dependent upon the product style. Carpet shedding frequently occurs due to the loose fibers that result from the manufacturer's milling process.

- **Care recommendation:** Ensure that you are vacuuming your carpet frequently to minimize shedding.

Sprouting

Sprouting can be caused by a variety of different elements that have sharp edges, such as a vacuum cleaner, a child's toy, high heels, or an animal's nails. These loose ends are known as "sprouts" due to their appearance.

- **Care recommendation:** If the loose ends extend above the rest of the carpet pile, carefully clip them so that they are even with the pile surface. It is important that you never try to pull out any loose ends because it may cause the carpet to unravel. After clipping the ends, ensure that you smooth the area with your fingers.



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Pile Crushing

All carpet fibers crush under heavy stationary loads. These “crushed” areas can appear to be flattened and tightly packed together over time.

- **Care recommendation:** Crushing may be reduced by shifting the furniture or object regularly. These areas may also be improved by covering them with a damp, clean white cloth and then briefly applying low heat with an electric iron that does not damage carpet fibers. This also depends on the fiber type used in the manufacturing process. It is recommended that you test carpet in an inconspicuous location. Keep traffic off of the treated area until it is dry.

Shading

Shading is commonly mistaken for color fading. Pressure from footsteps and vacuuming can cause shading, a process which results from the change in a carpet pile’s direction. This may make some areas of the carpet appear lighter or darker, depending on the carpet style.

- **Care recommendation:** Brushing the pile all in one direction may temporarily correct shading. However, shading is also part of the carpet styling and should be expected in varying degrees.

preventative care

The key maintenance suggestions below are designed to help you easily care for your product. They are simple steps that can be done to maximize your carpet’s life cycle.

- Vacuuming is critical to carpet care. It should be done thoroughly and frequently, particularly in high-traffic areas. Soil can potentially damage carpet fibers over time if it is not vacuumed regularly.

For rooms with light traffic, it is recommended that you vacuum the primary traffic areas approximately twice weekly and the entire area approximately once weekly. Those rooms with heavier traffic may require that the primary traffic areas be vacuumed daily and the entire area should be vacuumed approximately twice weekly.

- It is important to understand that no carpet is absolutely stain proof. Even though carpet styles have stain resistant treatments to improve your ability to clean up messes, they do not necessarily prevent stains from setting.
- Walk-off mats are recommended for all home entrances to absorb soil and moisture, especially during inclement weather.



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- It is recommended that you move heavy furniture occasionally to avoid excessive pile crushing. Put coasters underneath furniture intended for use in carpeted areas. There is potential for long-term damage if coasters are not used with furniture over a period of time.
- When moving heavy wheeled furniture such as pianos or buffets, you can help to avoid damage by placing a protective barrier of heavy cardboard or plywood between the furniture wheels and the carpet.
- If you use area rugs over your carpet, be sure to remove and clean them regularly. Ensure that you clean and restore the carpet's pile underneath. Be certain to check area rugs for colorfastness and ensure that they are dry before putting them back over the carpet. You want to avoid having them potentially bleed color on the underlying carpet. It is recommended that you use an area rug underlayment between the floor and the area rug to prevent slippage.
- Installing window treatments (such as blinds or shades) or awnings can help protect your carpet from prolonged periods of direct sunlight.





cleaning synthetic

It is important to identify if you have a synthetic carpet product to adhere to the proper cleaning methods. If you are unsure, please check with Empire Customer Service or refer to your warranty information to confirm the product's material prior to proceeding with any cleaning program.

understanding staining versus soiling

It should be noted that people often get confused about the difference between soiling and staining. The majority of stain complaints are actually soil-related. For example, many sugar-based spills, such as soft drinks, leave a residue after removal. This sticky residue attracts soil from ordinary shoe traffic, and the resulting discolored area appears to be stained.

The same thing happens when spills are cleaned with a detergent solution and the area is not sufficiently rinsed with plain water. These spills can leave a sticky detergent residue. It is important to rinse the areas thoroughly with water and blot dry after removing any spill. It is important to avoid over-wetting any affected area.

general cleaning

Prompt attention to spots and spills is essential to maintaining your carpet's appearance. No carpet is stain proof, although many styles are stain resistant and allow for more time to act against certain stains.

Even though vacuuming is important and can remove most dry soil, it is also necessary to professionally clean your carpet on a regular basis to remove the additional soil that builds up in the pile from tracked-in dirt, air pollution, and cooking vapors. The soil particles that get trapped in carpet fibers can cause gradual but significant dulling on carpet. If this type of soiling is allowed to accumulate, it begins to attract and hold the dry soil. If the soil is allowed to remain trapped in the product for an extended period of time, it can become grimy and difficult to remove.

The following are cleaning recommendations that can be used in addition to vacuuming for any solid or liquid spills:

- Scoop up any solid matter first by scraping gently with a spoon or a dull knife
- Absorb wet spills as quickly as possible by blotting them repeatedly with white paper or cloth towels. Never rub or scrub them abrasively because this may damage the carpet



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fibers, potentially creating fuzzy areas on the carpet. When blotting, work in toward the center of the spot to avoid spreading the spill.

- Always follow up with water to remove residue that may become sticky and cause rapid re-soiling. Rinse the stain carefully with cold water and use a clean cloth.
- Draw out any remaining moisture by placing several layers of white towels over the spot. It is recommended that you weigh them down in the area with a heavy object that will not transfer color to ensure the best removal results.

professional & do it yourself cleaning

It is a myth that cleaning the carpet before it is absolutely necessary will cause it to get dirtier faster. Carpet in a typical household should be professionally cleaned every 6 to 12 months, depending upon the traffic volume and amount and type of activity. The recommendations below are offered by respected carpet manufacturers and represent the best current industry knowledge. If the information is followed correctly, it should help prolong the time between cleanings.

Professional Carpet Cleaners

Research indicates that the hot water extraction system provides the best capability for cleaning. This cleaning system is commonly referred to as "steam cleaning" although no steam is actually generated. The process consists of applying a cleaning agent onto the carpet pile and using water in the extractor to recover the used solution and soil. This can be done from a truck-mounted unit outside the home with the hose and wand brought inside or, where a truck-mounted unit cannot reach, by a portable system brought into the home.

It is to your advantage to use professional carpet cleaners because their experience enables them to do a better job than many homeowners can do on their own. Their equipment has more extraction power than the rental units available to you, and the carpet should dry more quickly. True professionals have also made the investment in training to understand the equipment, to know the proper cleaning agents for the situation at hand, and to recognize the differences in fibers and carpet construction. One way to locate a professional cleaner is to contact the Institute of Inspection, Cleaning and Restoration Certification (IICRC) at 800-835-4624. This organization maintains a national directory of independent professional cleaners who are trained and certified in a variety of cleaning specialties. Call them and explain that you have purchased carpet from Empire. Be sure to ask for a cleaner near you who uses the hot water extraction system.



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Do-It-Yourself Systems

If you prefer to rent carpet cleaning equipment and do it yourself, check several cleaning systems before making a selection. Most rental units available do not adequately clean and may actually damage the carpet.

Consider the following:

- Some rental companies have cleaning equipment that is similar to what the professionals use
- The cleaning equipment should have enough vacuum power to allow the carpet to dry within 6 to 12 hours after cleaning
- Avoid rental equipment found in many retail and grocery stores that do not have enough power to adequately extract the cleaning solution from the carpet. This may actually damage the carpet due to over-wetting
- Avoid over-wetting the carpet. Prolonged dampness may promote growth of mildew and bacteria in the carpet or cause separation of the backing. A carpet that is wet for a period of time could develop a growth of mold and mildew

Most problems that result from do-it-yourself cleaning are due to over-wetting and excessive use of detergent. Use a cleaning solution with a pH less than 10, preferably near nine, with a minimum of nonstick residue. The attraction between the detergent and the particles of soil and oil is critical during the cleaning process. However, detergent residue will continue to attract particles of soil and oil after cleaning. Increasing the amount of cleaning solution beyond the recommended level probably will not greatly increase cleaning performance, but it can make removal of detergent more difficult. Because buildup of detergent residue is the most common cause of accelerated re-soiling complaints, avoid the use of extra cleaning solution. Empire recommends a clear water rinse after cleaning.

Carpet with stain resistant treatments must be cleaned with products formulated for this purpose, or the stain resistance will be impaired and the warranty voided. Avoid use of cleaning or spotting solutions that contain bleaches or optical brighteners because they can discolor the carpet. In addition, avoid use of silicone-based anti-soil treatments on carpet products provided by Empire. Reduce drying time by using several fans to move air across the carpet in combination with a dehumidifier or air conditioner to pull moisture out of the air. Carpet should be dry within 12 hours.





spot & spill removal

Removing spots from your carpet can be time consuming. Keeping a carpet cleaning kit in your home could come in handy the next time you have a stain. It is not recommended that you use standard household cleaners other than those listed below for spot and spill removal since many household products contain chemicals that may permanently damage your carpet.

A good home cleaning kit for handling spills should include the following items:

- A solution made with mild liquid detergent (no more than $\frac{1}{4}$ teaspoon of detergent to 32 oz of water). A clear, non-bleach liquid dishwashing detergent is also recommended. Do not use detergents that are cloudy or creamy because they may leave a sticky residue
- A solution of one part vinegar to one part water
- White cloths or white paper towels
- An ammonia solution of one tablespoon of ammonia to one cup of water

IMPORTANT NOTE:

Do not use the ammonia solution on wool or wool-blend carpets

- *Non-oily nail polish remover*
- *Chewing gum remover (freeze or solid type)*
- *Spot remover specifically for grease, oil, or tar*

IMPORTANT NOTE:

Difficult stains on carpets made from solution-dyed fibers such as polypropylene (olefin) may be removed with a mild bleach solution (One part chlorine bleach to five parts water).

WARNING:

Do not use bleach solution unless you are absolutely certain your carpet is solution dyed. Carpet dyed by other systems will be damaged. If you are unsure, check with the Empire Customer Service Team at 800-588-2300.

The following recommendations from well-known carpet manufacturers should be followed for spot cleaning. The codes indicate corresponding stains, and all instructions should be followed in the recommended sequence. Note that some stains are marked PRO, indicating that professional cleaning and professional equipment are necessary.



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PRO—Professional cleaning and professional equipment needed

A—Water Soluble Stains—Absorb as much as possible with white towels. Blot the stained area with white towels dampened with cool water until there is no more transfer of the stain onto the towels.

If any trace of the stain remains, use the detergent solution previously described. Apply the solution lightly onto the spot and blot repeatedly with white towels, working from the outer edge in toward the center of the spot to avoid spreading.

Rinse thoroughly by spraying with clean water, then blot to extract the stain. Do not use too much detergent because the residue will contribute to rapid re-soiling.

A-1—Follow recommendations in A, **but** before using detergent, apply the white vinegar solution to a white towel and blot or spray onto spot.

A-2—Follow recommendations in A, but before using detergent, apply a household ammonia solution to a white towel and blot or spray onto spot. **Do not use this solution on wool or wool blend carpet.** Rinse as recommended in A.

B—Oil-Based Stains—Blot them as much as possible with white paper towels. Apply the special oil and grease spot remover to a **white** paper towel and repeat blotting.

IMPORTANT NOTE:

Protective gloves should be worn because the solvent can quickly remove oils from the skin and could result in irritation. Do not pour or spray oil and grease spot remover directly on the carpet pile because damage to the backing or adhesive underneath could result. Use the towels to transport the solvent to the carpet. Repeat this step as often as necessary. Always test the cleaning product in an inconspicuous location (behind a door) prior to attempting to remove a spot or stain in a more visible location.

Provide adequate ventilation while using these removal methods. Do not use flammable solvents. Follow along with procedures recommended in A.

C—Solidified Stains—Freeze stains such as chewing gum and candle wax with ice or a commercially available product. Carefully break the stain with a blunt object and vacuum it before the chips soften. Follow up with solvent as recommended in B.



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Stain	Complete Stain Removal Recommendations in the Following Sequence
Alcoholic Beverages	A
Asphalt	B, PRO
Beer	A
Betadine	PRO
Berries	A
Blood (Wet)	A
Blood (Dry)	A-2
Butter	B
Chewing Gum	C
Chocolate	A-2
Coffee	A-1
Cola Drinks	A
Cosmetics	A
Crayon	B
De-icer (Calcium Chloride)	Vacuum, A
Excrement	A
Food Dyes	A
Furniture Polish	A, B, PRO
Glue (White)	A
Gravy	A
Grease (Auto)	B, PRO
Grease (Food)	B
Ice Cream	A
Ink (Ballpoint)	B, PRO
Ink (Permanent)	B
Ink (Washable)	A, PRO
Jelly	A
Lipstick	B
Milk	A
Mud	A
Mustard	A
Nail Polish	PRO
Paint (Latex, wet)	A
Paint (Latex, dry)	B
Paint (Oil)	B, PRO
Rust	PRO
Shoe Polish	B
Tea	A
Urine	A-1, PRO
Vomit	A-1
Wax	C
Wine	A-2



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WARNING:

Certain products in most homes can cause irreparable damage to your carpet. Bleaches, tile cleaners, mildew removers, oven cleaners, and drain openers contain very strong chemicals that can damage, discolor or dissolve carpet fibers. Acne medications containing benzoyl peroxide, a very powerful bleach, are capable of permanently damaging your carpet and most other fabrics as well. If carpet is cleaned regularly before it becomes too unsightly, the cleaning chore will be easier and more successful.

cleaning wool

It is important to identify if you have a wool carpet product to adhere to the proper cleaning methods. If you are unsure, please check with Empire Customer Service or refer to your warranty information to confirm the product's material prior to proceeding with any cleaning program.

general cleaning

In order to effectively treat spots and stains on your wool carpet, it is recommended that you following the steps below and refer to the Cleaning Guide below.

- Scoop up any solid matter first by scraping gently with a spoon or a dull knife.
- Absorb wet spills as quickly as possible by blotting them repeatedly with white paper or cloth towels. Never rub or scrub them abrasively because this may damage the carpet fibers, potentially creating fuzzy areas on the carpet. When blotting, work in toward the center of the spot to avoid spreading the spill.
- Clean with the appropriate treatment from the Cleaning Guide. All recommended cleaning agents should be tested on an inconspicuous area of the carpet prior to full application. Apply the cleaning agent to a clean white cloth, not directly to the carpet.
- Draw out any remaining moisture by placing several layers of white towels over the spot. It is recommended that you weigh them down in the area with a heavy object that will not transfer color to ensure the best removal results.
- Always follow up with water to remove residue that may become sticky and cause rapid re-soiling. Rinse the stain carefully with cold water and use a clean cloth.
- Always test the cleaning product in an inconspicuous location (behind a door) prior to attempting to remove a spot or stain in a more visible location.



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spot and spill removal

Cleaning Guide (Note: Try each step individually and in order, only moving to the next step if the previous one is unsuccessful)			
Stain	Step 1	Step 2	Step 3
Alcoholic Beverages	1	2	N/A
Bleach	1	11	N/A
Blood	1	2	N/A
Butter	4	2	N/A
Candle Wax	9	4	N/A
Chewing Gum	5	4	N/A
Chocolate	4	2	N/A
Coffee	1	2	6
Cola Drinks	1	2	N/A
Cooking Oil	4	2	N/A
Cream	2	4	N/A
Egg	2	11	N/A
Excrement	2	3	11
Floor Wax	4	2	N/A
Fruit Juice	1	2	N/A
Furniture Polish	4	2	N/A
Gravy and Sauces	7	2	N/A
Ink (Ballpoint)	8	2	N/A



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Cleaning Guide (Note: Try each step individually and in order, only moving to the next step if the previous one is unsuccessful)			
Stain	Step 1	Step 2	Step 3
Ink (Felt Tip)	4	2	N/A
Lipstick	4	2	N/A
Milk	2	4	N/A
Mustard	2	N/A	N/A
Nail Polish	11	4	N/A
Oil and Grease	4	2	N/A
Paint (Oil)	11	4	N/A
Paint (Acrylic)	1	2	N/A
Rust	6	11	N/A
Salad Dressing	2	4	N/A
Shoe Polish	4	2	N/A
Soot	10	4	N/A
Tar	11	4	N/A
Tea	1	2	6
Tomato sauce	7	2	N/A
Urine (Fresh)	1	2	3
Urine (Old stain)	11	N/A	N/A
Vomit	2	3	6
Wine	1	2	6
Unknown Material	4	2	N/A



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Stain Removal Methods

1. Cold water
2. One teaspoon of wool detergent with one teaspoon of white vinegar and one liter of warm water
3. Clear household disinfectant
4. White spirits, available from hardware stores (use only on dry carpet)
5. Chill with ice cubes in a plastic bag (pick or scrape off gum)
6. Mix 1/3 cup of white vinegar with 2/3 cup of water
7. Warm water
8. Surgical alcohol
9. Place absorbent paper over wax and apply hot iron to paper. Wax will melt and be absorbed by the paper
10. Vacuum clean
11. Seek assistance from a professional carpet cleaner

The following are also recommended cleaning agents for wool carpet spot removal. Always pre-test a cleaning agent in an inconspicuous place, such as under a piece of furniture or in the corner of a room, to ensure that it does not remove color.

- Detergent Solution: Mix one teaspoon of clear dishwashing liquid or detergent powder (containing no bleaches or strong alkalis) with a cup of warm (not hot) water. This solution must be well-rinsed with clear water.

WARNING:

Some chemicals are hazardous (corrosive, flammable, toxic, etc.) and should be used with great care, strictly in accordance with their use and safety instructions.

Don't apply solvent-containing products to bonded carpet (defined as carpet that is not tufted or woven, but where the pile is bonded to the backing). When applying solvent-containing products to carpet, ensure that you work in a well-ventilated area.

Don't apply stain repellent treatments which contain any silicone because they tend to accelerate carpet soiling. (Some carpet manufacturers do not accept responsibility for complaints where these treatments have been used.)





frequently asked questions

Our Frequently Asked Questions section lists the questions and answers we're most often asked about your newly purchased product.

carpet

What do I do if my carpet is shedding?

It is not uncommon for new carpet to shed. Please refer to the Performance Characteristics section for additional details.

Does Empire provide carpet cleaning services?

Empire does not provide carpet cleaning services. You can contact the Institute of Inspection, Cleaning and Restoration Certification (IICRC) at 800-835-4624. The IICRC is an organization that maintains a national directory of independent professional cleaners who are trained and certified in a variety of cleaning specialties. You can also research local certified carpet cleaning companies.

Does Empire repair or service existing products beyond the warranty expiration date?

Empire does not usually repair or service existing products unless the issues fall within the product and installation warranty specifications. Please contact Empire Customer Service at 800-588-2300 for more details.

Where can I find my manufacturer's warranty?

Most manufacturer product warranties can be accessed via www.empiretoday.com/warranties. If your product warranty is unavailable on the site, please contact Empire Customer Service at 800-588-2300.

Who should I contact regarding a product or installation issue or concern?

Please contact Empire Customer Service at 800-588-2300 to let us know how we can be of assistance.





area rugs

Does Empire provide area rug cleaning services?

Empire does not provide area rug cleaning services. You can contact the Institute of Inspection, Cleaning and Restoration Certification (IICRC) at 800-835-4624. The IICRC is an organization that maintains a national directory of independent professional cleaners who are trained and certified in a variety of cleaning specialties. You can also research local certified carpet cleaning companies.

How do you make an area rug lay flat?

One way to flatten an area rug is to use the reverse roll procedure. Simply roll the rug in the opposite direction.

Can I return or exchange an area rug if I don't like it after it has been delivered?

Area rugs may be exchanged or returned within ten (10) days of delivery. A restocking fee per area rug may be applied. Call Empire Customer Service at 800-588-2300 for more details.

If I return an area rug, why is a restocking fee applied?

A restocking fee covers costs incurred during the inspection, pick-up and handling and transportation of the area rug.

Where can I find my manufacturer's warranty?

Most product warranties can be accessed via www.empiretoday.com/warranties. If your product warranty is unavailable on the site, please contact Empire Customer Service at 800-588-2300.

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