



THREADS OF NATURE

PREMIUM AUSTRALIAN MADE WOOL CARPET



Threads of Nature is a collection of immaculately designed carpets that encapsulate the superior versatility of wool, and deliver a colour palette so beautiful, they're a work of art.





Features & Benefits



MADE BY NATURE: Wool is a natural, biodegradable, and organic fibre that grows in a thick coat on the whole body of the sheep. It is also a renewable resource, which means wool has the ability to regrow and restore itself endlessly.



BETTER FOR YOU: Wool has a breathable fibre structure that does not promote the growth of dust mites and bacteria. Wool carpets are hypoallergenic meaning, they stop the dust from being airborne by trapping them until they are vacuumed. Studies have also shown that wool fibres also absorb gases like nitrous oxide and formaldehyde, thereby purifying the indoor air quality and improving your health and wellbeing.



EARTH APPROVED: Wool is made up from a protein called keratin, very much like our skin and hair. When you bury an old wool carpet at the end of its life in soil, under the right conditions, it will naturally biodegrade by microorganisms and will not pose any risk to the environment. Our Wool carpets also have a natural jute backing which is decomposable.



LOCALLY MADE: All our wool yarn is spun locally at our state-of-the-art wool spinning mill in Bendigo (country Victoria), the only one in Australia. The homespun yarn is then tufted at our manufacturing plant in Dandenong (Victoria). The local manufacturing also ensures quality standards are maintained at every stage of production and you get the best comfort underfoot.



15
YEAR

LIMITED
WEAR

15
YEAR

STAIN
RESISTANCE

15
YEAR

INSECT
RESISTANCE

15
YEAR

COLOUR
FASTNESS



ERGONOMICALLY COMFORTABLE: Wool's natural ability to regulate humidity and temperature makes it ideal for every climate. Sheep can be seen in the mountains and on arid desert plains. The air pockets in the crimp of the wool have the effect of insulation. They maintain warmth in cold weather and keep it cool in hot weather in a way that no synthetic fibre has ever done. Those same millions of air pockets make wool a great sound insulator.



INSPIRING COLOURS: Creative sophistication merges with classical magnetism in this, wool, and wool rich threads of nature collection. From Scandinavian to Mid-century modern, no matter what your decorating style is, this collection has colour options available to complement every home décor style.



LONG LASTING DURABILITY: The natural crimp of wool fibres allows them to have greater elasticity, resist compression by feet, and spring back to shape exceptionally. Due to this characteristic, wool carpets retain their looks for years to come, even in high traffic areas. Wool fibre also has a distinctive structure of overlapping scales called cuticle cells that make it difficult for liquids to penetrate through the carpet, giving you ample of time to clean up after an accident.



EASY CARE: Because you walk on your carpet, it is inevitable that it will end up with dust, soil, and other dirt on it. Therefore, proper, and regular maintenance is a must. Regular vacuuming to loosen and remove dirt will ensure your wool carpet maintains its beautiful look for a long period of time.

Caring for your Wool Carpet

Regular Maintenance

We highly recommend, before vacuuming your newly installed carpet, that you vacuum an offcut piece of carpet to ensure your current vacuum cleaner will not agitate the fibres and cause unnecessary fuzziness.

Frequent vacuuming removes soil particles from the surface before they work their way below the pile surface. It is recommended to vacuum at least once a week and more for a heavy traffic area. It is recommended to use either upright vacuums or quality barrel vacuums with adjustable brush heads. Extra care must be taken in heavy traffic areas, including entrance areas.

Loop pile carpets: If you have a loop pile carpet, we recommend the use of an adjustable regular-suction type vacuum cleaner. Turbo or power brush head attachments may reduce surface fuzziness or crimping - however excessive use can lead to fuzzing especially on berber carpets. Power bar and rotating brushes should only be used on the lightest settings. Some vacuum cleaners available in the market can damage the yarn bundle and cause fuzziness across the carpet surface due to their coarse bristles. We highly recommend before vacuuming your newly installed carpet, that you vacuum an offcut piece of carpet to ensure your current vacuum cleaner will not agitate the loops of the fibres and cause unnecessary fuzziness.

Cut Pile and Cut & Loop carpets: You can use an adjustable regular-suction, turbo or a power brush head for your cut pile or cut and loop carpet; however, excessive use of rotating brush head may disturb the overall appearance of your carpet. We recommend using an adjustable-regular suction head and occasionally vacuuming with your turbo or power brush head. Some vacuum cleaners that have coarse bristles have been known to be too aggressive and cause excessive removal of the wool fibres.



Periodic Maintenance

However meticulously both regular and interim maintenance are carried out, the time will come when the carpeting will require a thorough, deep, or restorative cleaning. Carpet should be steam-cleaned (hot water extraction) every 12-18 months. Steam cleaning should be carried out by a reputable professional steam cleaner and in accordance with the Australian and New Zealand carpet cleaning and maintenance standard AS/NZS3733-1995.

Do-it-yourself steam cleaning, shampooing or dry cleaning and steam mops are not recommended.

Additional steps to protect your carpet and keep it looking better for longer:

- Use furniture cups or felt pads under furniture.
- Place mats at exterior entrances to capture dirt, grit, and moisture from footwear.
- Place rugs/mats or carpet protectors in areas that receive a lot of traffic or regular pressure (i.e., in front of couches, beside beds) to protect against uneven wear. Ensure you keep rugs/mats or carpet protectors clean and vacuum the carpet pile underneath.
- In areas subject to prolonged exposure to direct sunlight, protect your carpet with curtains, blinds, or awnings.







Stain Removal Guide for Wool Carpets

Correct and regular maintenance will increase the life span of a carpet and also help maintain its good appearance. Cleaning should be proportional to the amount of soiling the carpet is subject to – the more dirt is deposited on the carpet, the more intensive the maintenance program required.

Spot Cleaning Procedures

Immediately remove as much of the spill as possible. To remove stains, it is generally best to use general carpet cleaning liquids designed specifically for spot cleaning. The recurrence of stains after spot cleaning is not uncommon for a concentrated spill, so repeat if necessary.

Never rub or scrub the carpet as it may cause fuzzing or change the appearance of the carpet. Always work from the outside of the stain towards the middle to avoid further spreading.

It is recommended to pre-test any cleaning agents on a small, obscured area of your carpet to ensure they do not affect the appearance or colour of the carpet.

Immediately remove as much of the spill as possible. To remove stains, it is generally best to use general carpet cleaning liquids designed specifically for spot cleaning. The recurrence of stains after spot cleaning is not uncommon for a concentrated spill, so repeat if necessary.

It is most important to rinse the cleaned area thoroughly with water and blot dry after removing any spills. If the cleaned area is not sufficiently rinsed, a sticky detergent residue remains which attracts soiling. Spills should be attended to as they occur - the older the stain, the more difficult it is to remove.



Dry Stains

Gently remove as much of the substance as possible using a small soft hand brush or spatula to break up any crusted material and then vacuum thoroughly.

Wet Stains

Blot with absorbent white cloth or paper towel, or use spatula to remove excess, then blot. For larger spills, a portable extraction unit or wet/dry vacuum, or professional cleaning is best.

Recommended Cleaning Methods

Rinse the cleaned area thoroughly with clear cold water after each cleaning step and blot dry.

1. Cold water
2. Detergent solution: One teaspoon of wool detergent (for example, Softly) and one litre of warm water
3. Clear household disinfectant
4. Dry cleaning solvent such as White Spirit or Murlex (available from hardware stores). Use only on dry carpet.
5. Chill with ice cubes in a plastic bag. Pick or scrape off substance.
6. Vinegar solution: Mix 1/3 cup of white vinegar with 2/3 cup of water
7. Warm water
8. Nail polish remover (should not contain lanolin)
9. Surgical alcohol
10. Vacuum clean
11. Mineral turpentine or Methylated spirit
12. Consult a professional carpet cleaner

If stains fail to respond, contact a professional carpet cleaner immediately.

Wool Carpet Cleaning Table

Refer to the Recommended Cleaning Method number on the previous page

Stain	Step 1	Step 2	Step 3
Alcoholic drinks, Beer	1	2	
Asphalt	11	4	
Berries	2	12	
Bleach	1	12	
Blood	1	2	
Butter	4	2	
Chalk	2	4	
Chewing Gum	5	4	
Chocolate	4	2	
Coffee	1	2	6
Cream	2	4	
Egg	2	12	
Faeces	2	3	12
Fruit Juice/Drinks	1	2	
Glue	12		
Gravy	7	2	
Grease	4	2	
Hair Dye	12		
Ice Cream	2	4	
Ink (ballpoint pen)	9	2	
Ink (Felt tip pen)	4	2	
Insecticides	12		



Stain	Step 1	Step 2	Step 3
Lipstick	4	2	
Liquor	1	2	
Milk	2	4	
Mouthwash, Toothpaste	2	4	
Mustard	2		
Nail Polish	8	4	
Oil	4	2	
Ointment	4	2	
Paint (oil base)	11	4	
Paint (water base)	1	2	
Rust	6	12	
Salad Dressing	2	4	
Shoe Polish	4	2	
Soft Drinks	1	2	
Tea	1	2	6
Tomato Sauce	7	2	
Urine (fresh stain)	1	2	3
Urine (old)	12		
Vomit	2	3	6
Water Colours	1	2	
Wine	1	2	6
Unknown substance	4	2	12

Characteristics of Carpet

The below are common characteristics of broadloom carpet and are not considered manufacturing faults.



Appearance Retention:

Carpets are a textile, and the appearance will change over time due to - but not limited to - foot traffic. The pile of the carpet will flatten particularly in high foot traffic area as well as under heavy furniture. This occurs in all tufted carpet and is not considered a manufacturing fault.

Tracking: Tracking is the visible footprints and indents in the carpet. Tracking is more pronounced in carpets that have a higher pile and or softer yarn. This can be reduced by regular vacuuming.

Colour Variation: Installed carpet will show a colour variation from the in-store sample. We recommend, where possible, that all the carpet in your home is from the same dye-lot / production to avoid batch to batch colour variations.



Fading: Carpets are a textile product and will experience colour loss over time when exposed to direct sunlight. The use of curtains, blinds and other window coverings is recommended to protect your carpet from prolonged exposure to direct sunlight.

Pile Reversal / Shading: Irregularly shaped lighter and darker patches appearing on cut pile carpets are known as shading, puddling or watermarking. Areas of disturbed pile that reflect light in a contrasting way to the body of carpet surrounding it is caused by permanent pile reversal shading. This phenomenon is permanent and cannot be removed by brushing or vacuuming. While it remains unclear why permanent pile reversal shading occurs, it is not perceived as a manufacturing fault or is detrimental to the durability of the carpet. So far, it is an unexplained industry phenomenon.

Pattern Match / Bowing & Skewing: Slight variations between the length and width directions of loop piles are the result of stress and pressure differences during the manufacturing process. Consequently, the pattern running along the length of the carpet may not exactly match that running across its width. This is more likely to occur in large areas or situations where the carpet has been sourced from more than one production run. Special care needs to be taken during installation, but even then, some irregularities may be visible, especially when viewing across multiple width installations. An experienced installer who is familiar with pattern matching can usually minimise the effect of any pattern variations and achieve a visually acceptable result.

Shift Lines: Parallel lines appearing at regular intervals on the surface of loop pile carpets are known as shift lines. These are more evident on carpets with large designs or more elaborate patterns; however, they are not visually intrusive or considered a manufacturing defect.



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by VICTORIA  CARPETS®

Established 1895

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