Godfrey Hirst

Carpet collection

A guide to selecting & caring for your carpet.

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Selecting 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.

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 will perform.

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

Carpets with soft, luxurious, long pile can be susceptible to tracking (see page 34), while plush and twist pile carpet constructions can show a suede-like pile reversal (see page 35), and textured and loop pile carpets offer a uniform finish. These characteristics are a matter of personal taste and should be taken into account when selecting your carpet.

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.

Many Godfrey Hirst carpets are durable, stain resistant and fade resistant to provide long lasting comfort in your home. You should seek to buy the highest quality carpet you can afford so you can enjoy it for years to come.

Colour

Colour is one of the most important factors to consider when decorating a new home or renovating.

Colour impacts on the mood, feeling and personality of a room. It can help enhance the appearance of a room's size, allowing you to make the most of natural and artificial light.

Setting the mood.

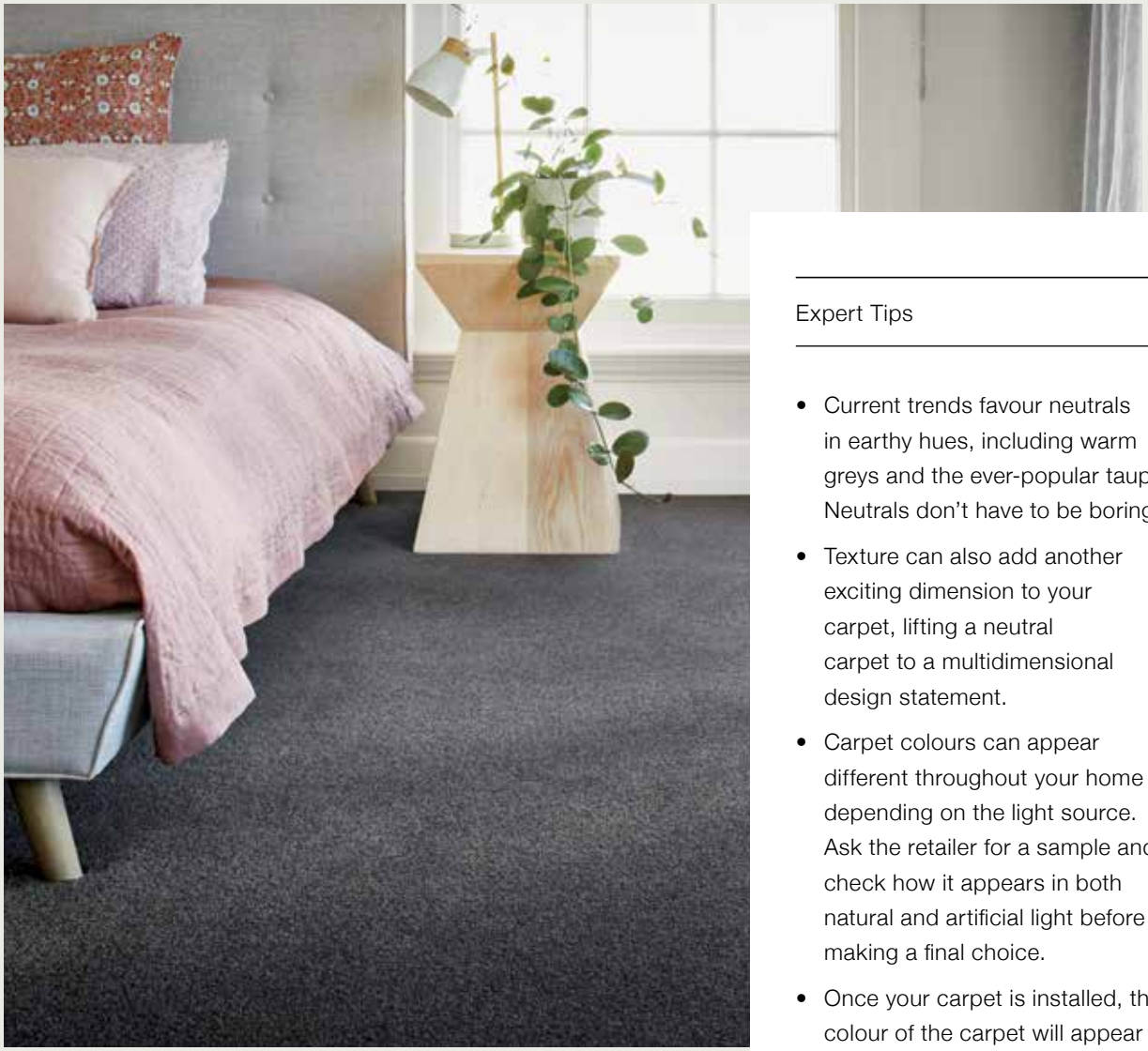
The colour palette you choose will influence the feeling, light and space in each room. Room colour can affect people in many ways, influencing your mood and energy.

Experimenting with vivid hues, especially in smaller areas, can deliver real impact, lifting a room and creating a unique space.

Carpets are available in a more limited range of colours than paint, so choose your flooring first.

Cool colours are considered calming and serene; they are often recommended for bedrooms.

In halls, entries and small spaces, warm colours can feel expansive and welcoming.



Expert Tips

- Current trends favour neutrals in earthy hues, including warm greys and the ever-popular taupe. Neutrals don't have to be boring!
- Texture can also add another exciting dimension to your carpet, lifting a neutral carpet to a multidimensional design statement.
- Carpet colours can appear different throughout your home depending on the light source. Ask the retailer for a sample and check how it appears in both natural and artificial light before making a final choice.
- Once your carpet is installed, the colour of the carpet will appear slightly lighter than when viewed in store.

Think about the space.

No matter how big or small the area, the colour of the floor will have a major impact on the feeling of space within the room. If the area is small or lacks natural light, a lighter shade of carpet will make it appear larger and brighter. Conversely, darker hued carpets will warm a room, giving larger spaces a cosiness while adding depth and character.

Considering how each room is going to be used is important when selecting your carpet. In homes with energetic young families and pets, a hard-wearing, stain resistant carpet in a darker tone is a great option. For those that like to entertain, a loop pile carpet in mid-tones works well. For a low traffic home, you may opt for a plush-pile carpet in a lighter shade.

- Bright colours in a large expanse can make a dramatic statement.
- Light colours are expansive and airy, making rooms seem larger and brighter while dark colours are sophisticated and warm, they give large rooms a more intimate appearance.
- Very light and very dark colours show far more debris than mid tones.
- Multi-coloured and patterned carpets are especially effective at hiding stains and soiling.

Carpet styles

Your Godfrey Hirst carpet will be with you for a long time so it's important to think about how the space will be used. Our variety of styles will provide plenty of options to ensure you pick the right carpet to fit your lifestyle and design requirements.

Cut Pile Carpet

Cut pile carpet is a very popular style. It comes in a variety of qualities and price. High weight, longer pile styles offer a luxurious feel and opulent look.

Cut pile carpets can show footprints and other tracking, so bear this in mind when selecting your carpet. A lower, tightly packed pile will show less tracking.

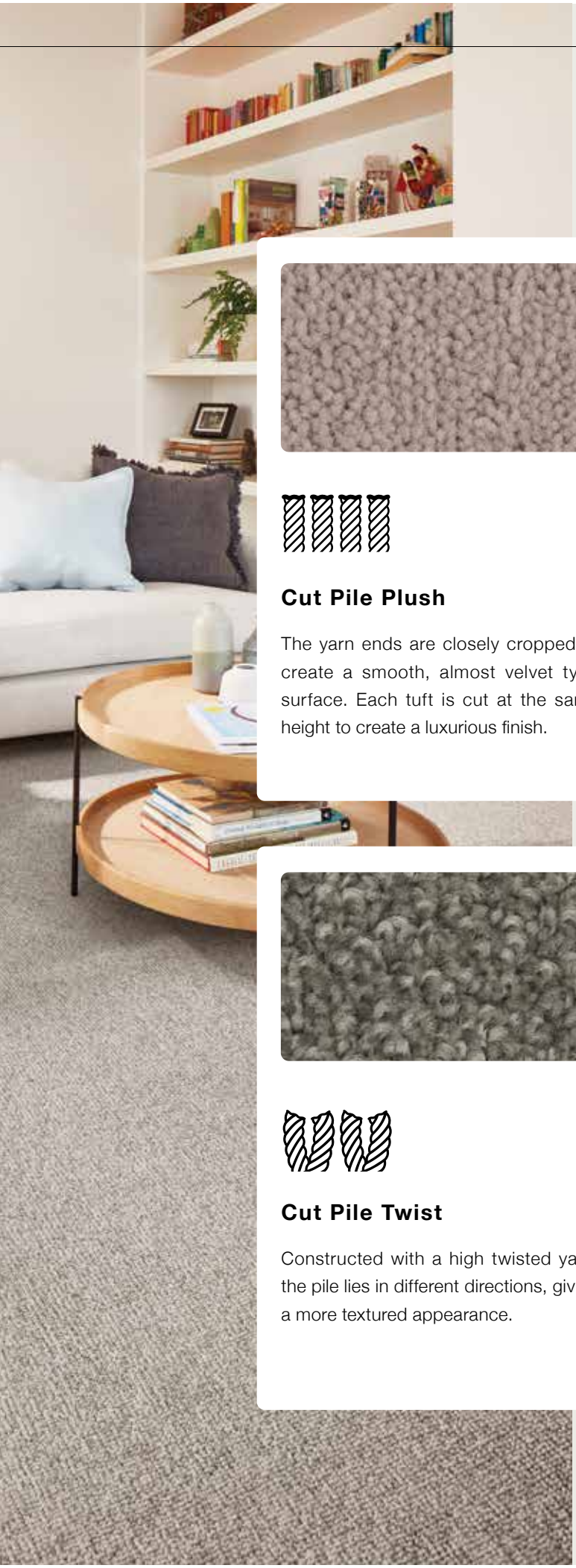
Cut pile carpets offer a more uniform look and are now available in soft to touch synthetic options, adding another level of comfort.

Loop Pile Carpet

Loop pile carpets can work well with casual lifestyles. These are a good option for those who don't like the look of tracking or shading. Loop pile carpets are hard-wearing and durable and are a great choice for family living.

However, if you have pets, loop piles may not be the best option as the loops can be snagged by claws of cats and dogs.

By combining different coloured fibres and varying the height of the loops, different styles and patterns can be created.



Cut Pile Plush

The yarn ends are closely cropped to create a smooth, almost velvet type surface. Each tuft is cut at the same height to create a luxurious finish.

Multi Level Loop

Multi level loop pile is created by using loops of various heights to create a textured appearance. The loops in the carpet make it extremely durable for medium to high-traffic areas.

Cut Pile Twist

Constructed with a high twisted yarn, the pile lies in different directions, giving a more textured appearance.

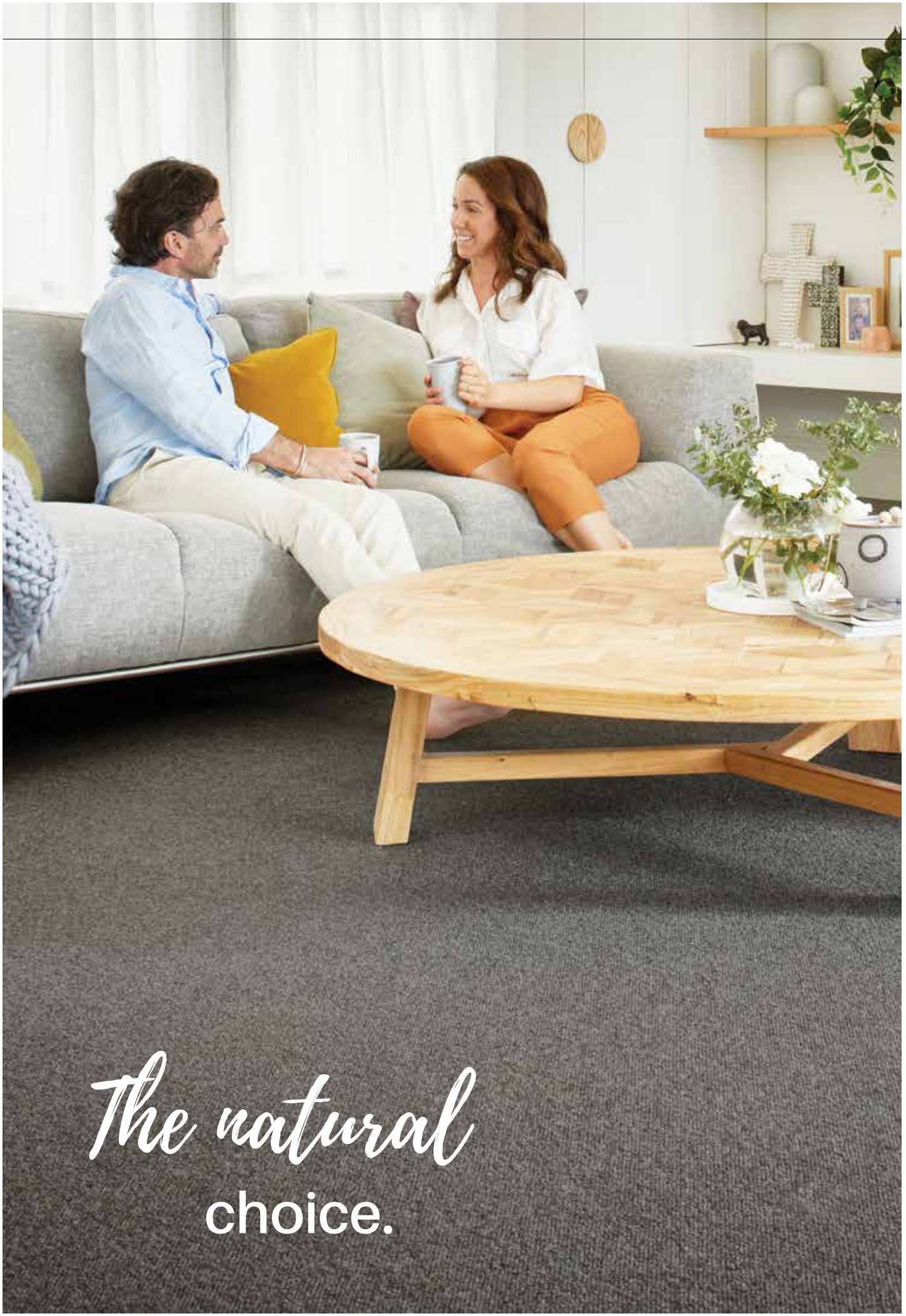
Level Loop Pile

Level loop pile carpet has all of the loops at a uniform length. It has a distinct texture with low and tight loops which do not show footprints. This is a great carpet choice for very high-traffic areas.

Carpet fibres

The carpet fibre you choose determines the appearance, texture and longevity of your carpet.

When selecting a carpet fibre, it is important to consider your lifestyle, the area the carpet will be installed, who will be using it, the level of foot traffic and your budget.


The natural
choice.

Wool

Features

Thermal insulation and humidity control

Treated to deter insects

Hypoallergenic

Made in Australia & New Zealand

Wool carpet adds unmistakable elegance to interior spaces. The natural beauty of wool stems from the inherent complexity of the fibre itself, evolved to protect sheep, no matter the conditions! That's why we still wear wool, sleep with wool, insulate with wool and enjoy walking on wool.

Natural Insulation and Humidity Control

Wool carpet is a natural insulator, helping to keep your home warm in winter and cool in summer. Because of wool's natural inbuilt crimp, air is retained in millions of tiny pockets which provide an insulating effect, thus creating a comfortable environment.

The unique properties of wool react to changes in temperature, absorbing and desorbing large qualities of moisture from the air to control humidity. In cold, damp conditions (high relative humidity) moisture is absorbed by wool and heat is given off. In warm dry conditions, moisture is released by wool, resulting in a cooling effect.

Hypoallergenic

Wool carpet is ideal for allergy and asthma suffers as it does not promote the growth of bacteria, mould and mildew. This reduces the likelihood of spores, mycotoxins and volatile organic compounds from developing in the home, helping to prevent allergies and respiratory problems. Wool fibre also deters the growth of dust mites – the most common single cause of asthma.

The natural
performer.

Triexta

Features

Ultimate stain protection that won't wear or wash off

Made from plant based materials

Pet Friendly

Australian made carpet

You can live worry free with a soft, high-performing Godfrey Hirst triexta carpet that is ideal for busy family households. Constructed with high performing and renewably sourced materials, triexta offers exceptional stain, soil, wear and fade resistance. It is also incredibly soft and cleans with just water.

The performance fibre

Permanent stain resistance is built into the core of each fibre that will never wear or wash off so you can clean most spills with just water.

The spring-like triexta fibre molecules ensure your carpet will bounce back into shape after vacuuming, even after years of foot traffic.

The sustainable fibre

Godfrey Hirst triexta carpet is manufactured locally in Australia from innovative triexta yarn, which is derived from renewable plant based ingredients.

The breakthrough triexta fibre technology means that no topical stain treatment is needed, and spills can be cleaned with just water for chemical free cleaning.

Triexta also uses 20% less energy and releases 63% less greenhouse gases during fibre production (compared to nylon 6 production).

Made for busy
family homes.

Solution Dyed *Nylon*

Features

Stain resistant

Durable for busy households

Excellent fade resistance

Made in Australia & New Zealand

The demands of everyday family life can mean constant activity, wear and tear in the home. With great durability, stain and fade resistance, a Godfrey Hirst solution dyed nylon carpet will endure messy toddlers through to the tough teenage years and beyond!

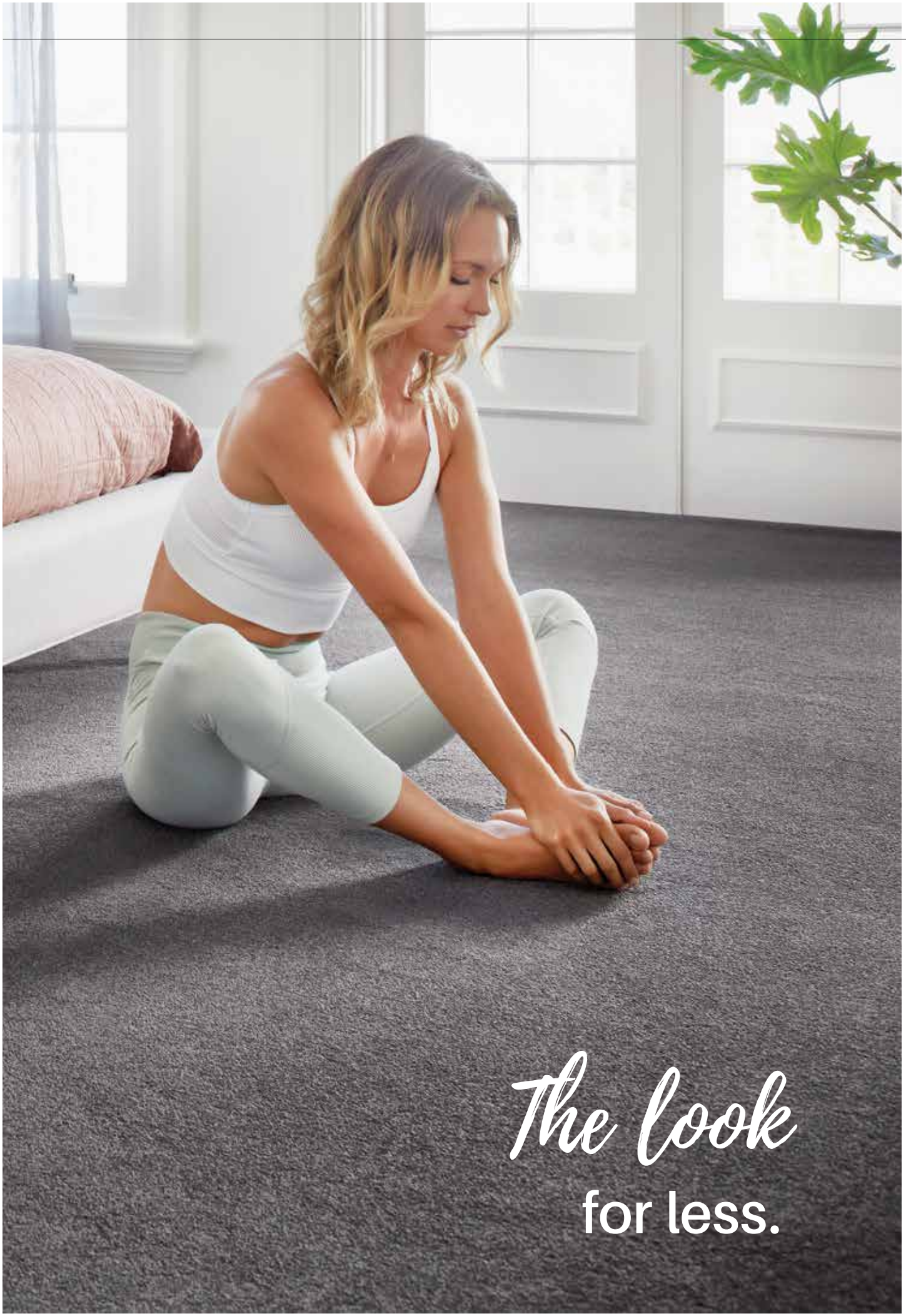
Quality and Performance

Godfrey Hirst solution dyed nylon carpets provide the ultimate in carpet colourfastness, stain protection and performance.

The polymers that make up Godfrey Hirst solution dyed nylon carpets are coloured using only the very best quality colour pigments available. These solution dyed nylon fibres are then processed into yarns suitable for tufting into carpet. This means the colour is locked into the core of the yarn fibres prior to the manufacture of the carpet.

The Practical Choice

Godfrey Hirst solution dyed nylon carpets are true all-rounders. With correct maintenance, the carpet will continue to look impressive for many years. For this reason, they are a popular choice for young families, as they are stain resistant, durable, resilient, stylish and comfortable.


The look
for less.

Polyester

Features

Stain and fade resistant

Soft feel underfoot

Great value for money

Australian made carpet

Create a comfortable and stylish home with a Godfrey Hirst polyester carpet. With the perfect balance of performance and value, polyester is ideal for updating your home interior on a budget.

Stain Resistance

Made from closed-cell fibres, Godfrey Hirst polyester carpets do not have any open dye sites for stains to adhere to, making them stain resistant.

Softness

Polyester carpets offer a velvet like handle, softness and flexibility in both colour and design. The inherently bulkier yarns can offer heavy, soft textured carpets that feel cosy and luxurious underfoot.

Invest Wisely in Your Home

This fibre type is best suited to low traffic areas within the home as it is not as resilient as some other more expensive fibres. We recommend you choose Godfrey Hirst polyester carpets with a higher pile and medium-high density to ensure maximum appearance retention and longer wear.

The budget
friendly option.

Polypropylene

Features

Stain resistant

Great value for money

Australian made carpet

A great value flooring solution, Godfrey Hirst polypropylene carpet is resistant to moisture and staining. This entry-level carpet is an ideal budget friendly option for refreshing your interior.

Cost-effective

Due to the lower cost of raw materials and production, Godfrey Hirst polypropylene is a very affordable option.

Ideal Usage

Usually manufactured into low profile loop style carpets, polypropylene carpets are suitable for low traffic areas as they are not as resilient as some other fibres.

Care and Maintenance

How to keep your Godfrey Hirst carpet looking its best year after year.

Carpet ratings.

The Australian Carpet Classification Scheme (ACCS) is an independent star rating system administered by the Carpet Institute of Australia to help make choosing the right carpet for your home easy.

It's important to think about the level of foot traffic in your home and select a carpet with a suitable rating to match.

Room	Foot Traffic	Star Rating
Bedroom with light traffic flow	Residential Light Duty	★
Living room or entertainment area with light to medium traffic flow	Residential Medium Duty	★★
A hallway or entertainment area with heavy traffic flow	Residential Heavy Duty	★★★ or ★★★★
Areas with extra heavy traffic flow	Residential Extra Heavy Duty	★★★★★ or ★★★★★★★

The ratings table indicates the minimum quality of carpet required for certain areas. We recommend that you purchase the carpet with the highest rating possible within your price range to enjoy your carpet for as long as possible.

ACCS Carpet Rating Labels

The Australian Carpet Classification Scheme (ACCS) is one of the most comprehensive 'all fibre' carpet grading schemes in the world. Carpets are classified under the ACCS according to their performance characteristics. The carpet classification is determined using technical data supplied by manufacturers and results from testing conducted by independent laboratories.

An expert panel assesses the test results and samples of carpet provided by the manufacturer to determine a 'star' classification for that particular carpet, which relates to the performance characteristics of the carpet. The more stars the higher the ACCS grading.

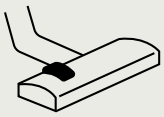
Environmental Certification Scheme: Look for the Green Label

The Environmental Certification Scheme (ECS) is an extension of the ACCS certification and provides an indication of the environmental performance of the carpet. Look for the green label on the back of your carpet sample, this grading ranges from level one to four, the higher the grading the better it performed to environmental testing.

In order to obtain this certification, carpets must perform well when tested for volatile organic compound (VOC) emissions, noise reduction and thermal insulation properties. Each carpet manufacturer must also comply with Code of Practice for Environmental Management which provides performance standards for raw materials, carpet manufacturing, in-service use and final disposal.

This grading has four levels of certification, each level with a more demanding performance criteria. The best ECS rating achievable is Level 4.

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 enhancing 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 to ensure best results from spot cleaning, follow the easy steps on page 28/29 of this booklet.

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 the latest version of 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 Godfrey Hirst 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.

Spot Cleaning guide

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.

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. **Triexta carpets:**

Cold water is all that's needed to remove most stains from Godfrey Hirst triexta carpets. Always work from the outside of the stain or spillage towards the middle to avoid further spreading the stain. Apply clean cold water to the affected area with a sponge or spray while avoiding over wetting the carpet and blot up with a sponge or use a wet/dry vacuum to remove the water. Repeat until no discolouration is evident in the carpet or removed water. Once this has been achieved repeat the cleaning 4 or 5 times to remove any remnant stain hidden in the pile

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

Other carpets:

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 cold water (for solution dyed nylon, polyester & polypropylene carpets) or warm water (for wool and wool blend carpets) 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.

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.

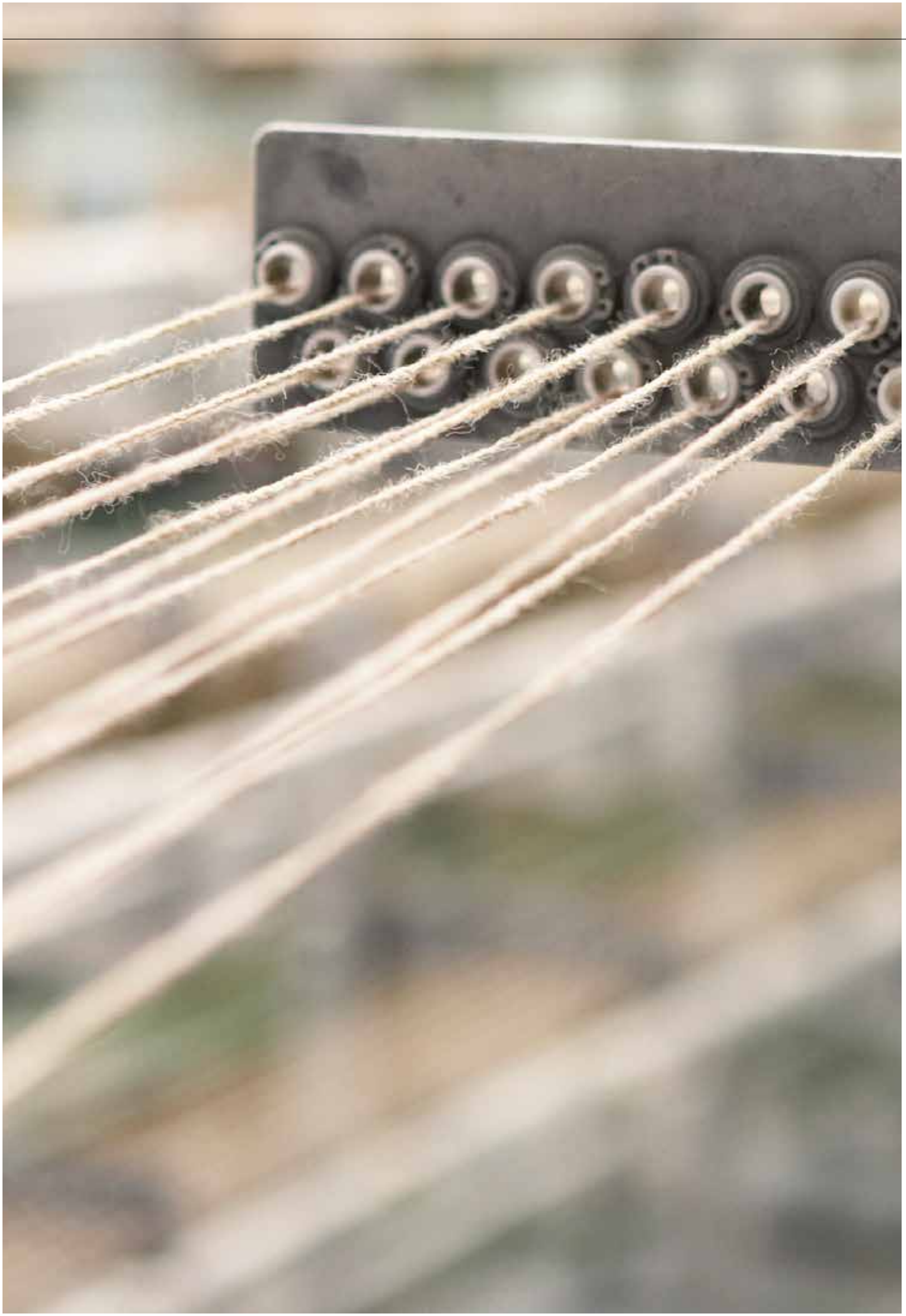
Should the stain remain, using a clean white cloth or sponge, treat with a mixture of 1 teaspoon of laundry detergent and one teaspoon of white vinegar in 1 litre of warm water. Rinse with cold water, repeating treatment until no stain is evident on cloth or towels. Alternatively, try using Godfrey Hirst Spot Out® Carpet Stain Remover spray. This non-toxic, PH neutral carpet cleaner is gentle on carpet but tough on stains. Available from Godfrey Hirst carpet stockists. See packaging for usage instructions.

3. After the spill or stain has been treated, place several layers of white paper towels over the area and place a flat weight on them until dry. A hair dryer may be used to speed up the drying process but do NOT overheat the area. Do not walk on the carpet until dry.

4. 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).

5. If stains fail to respond adequately to treatment, call a professional carpet cleaner immediately. It is important professional steam cleaners continually treat any areas affected by stains until there is no sign of discolouration in the carpet or removed water, following which the cleaning cycle should be repeated a number of times to minimise the risk of wicking.

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.



Installation

All carpets must be laid, in accordance with AS 2455.1 "Textile floor coverings – Installation practice – General" and the Godfrey Hirst Carpets Installation Recommendations (available at 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 Godfrey Hirst Residential Carpet 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 may adversely affect the performance of your carpet.

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.

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.

Fading

All Godfrey Hirst 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.

Colour changes are not considered to be a manufacturing defect and does not effect 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 (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 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. Speak to your carpet retailer for more information.

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 lusterous 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.

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).

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.

Shedding

Shedding is a normal characteristic of cut pile 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.

Pattern Matching/Bowing & Skewing

Godfrey Hirst 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 Godfrey Hirst carpets are set out in the Godfrey Hirst Installation Recommendations (available at www.godfreyhirst.com or by calling 1300 444 778).

Guarantees

As Australia's largest carpet manufacturer, 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 Godfrey Hirst Limited Residential Guarantees for new carpet installed indoors in owner occupied premises, if properly installed and maintained. Any individual product's guarantee can be established by checking the labels on the back of carpet samples or by asking the retailer. These guarantees are in addition to consumers' rights under the statutory consumer guarantee provisions in the Australian Consumer Law, which may exceed the rights under these guarantees. The amount recoverable under these warranties decreases after five years. For full information in respect to the scope and limitations of these warranties, please refer to the full terms and conditions available from your retailer, by calling 1300 444 778, or by downloading from www.godfreyhirst.com

About Godfrey Hirst

Godfrey Hirst has built a reputation as one of Australasia's leading carpet manufacturers, through consistently providing consumers with innovative, high quality and stylish floor covering solutions.

ESTABLISHED

1865

1000+
RETAILERS

In Australia & New Zealand

Benefits of Purchasing from Godfrey Hirst

Godfrey Hirst contributes to a more beautiful, comfortable and sustainable world to live, work, learn and play.

Recognised as one of the top carpet manufacturers in the world, Godfrey Hirst has spinning mills, dye houses, design studios and manufacturing plants in Australia and New Zealand.

Since 2018, Godfrey Hirst has been part of Mohawk Industries Inc., the world's market leader in flooring. The utilisation of world class technologies in continuous dyeing, wool yarn, state-of-the-art tufting equipment and finishing lines means Godfrey Hirst produces innovative broadloom carpets which are manufactured to the highest standard.

The company will strive to continue to use its extensive technological and experienced human resources to maintain a leadership role in the manufacturing and distribution of carpet in Australia and New Zealand.

Godfrey Hirst is an Australian / New Zealand manufacturer with a global success story.

Details correct at time of printing
OCTOBER 2020.
Please see www.godfreyhirst.com
from information updates.

Godfrey Hirst

For any information about your Godfrey Hirst carpet or any assistance in respect to guarantees and care please contact:

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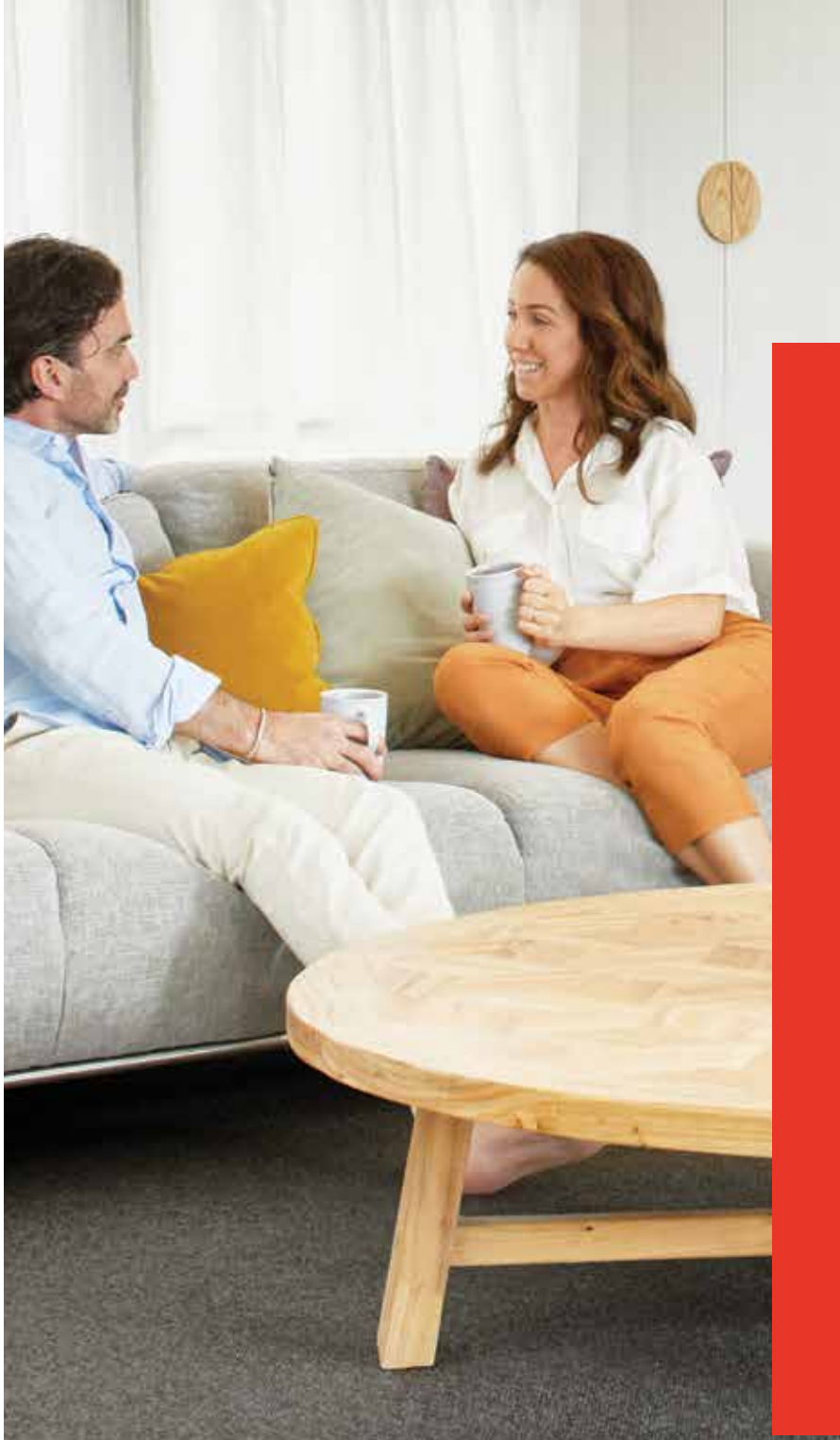

Made in Australia
& New Zealand