



AIYARA TEXTILE

Carpet Care and Maintenance

How to keep handmade and woven carpets
looking good for decades

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Before you start

A well-made carpet can last thirty years or more, but only if it is looked after. Most of the damage we see on returned or repaired carpets was not caused by heavy use. It came from grit left in the pile, spills that were rubbed instead of blotted, the wrong cleaning product, or a rug that was never turned.

This manual covers everyday care, spot cleaning, deep cleaning and the small problems that come up over the life of a carpet. It applies to all our collections. Where a construction or fibre needs different treatment, the text says so.

Know your carpet

Every Aiyara carpet has a label sewn on the back with the order number, construction and face fibre. Keep the label. It tells you, your cleaner and us exactly what the carpet is made of.

Construction	Collections	Main care points
Hand-knotted	Taj	Very durable. No glued backing, so it can be cleaned more thoroughly than tufted carpet. Silk areas need gentle handling.
Hand-tufted	Zahra, Sarab	Latex holds the tufts in. Avoid soaking and solvents. Carved and multi-level piles collect dust in the grooves.
Handwoven flatweave	Sadu	Thin and light. Use a non-slip underlay. Many can be turned over to wear evenly on both faces.
Natural fibre	Safa	Jute and sisal stain and shrink with water. Dry cleaning methods only.
Machine-woven	Majlis	Dense and even. Suited to hot water extraction by a professional.

Fibres that need extra care

- **Wool** is naturally resistant to soil and recovers well from crushing. It is damaged by high heat, strong alkalis (many household carpet shampoos) and chlorine bleach.
- **Silk** is strong but delicate on the surface. It loses its sheen if rubbed, and water can leave rings. Blot only.
- **Viscose and bamboo silk** are weakest when wet. Water can make the pile mat, yellow or lose its shine permanently. Treat every spill on viscose as urgent and use as little moisture as possible.
- **Jute and sisal** absorb water quickly and can brown, shrink or ripple. Keep them dry.

1. Everyday care

Dry soil (grit, sand and dust) does more harm than anything else. It works down into the pile and cuts the fibres every time someone walks over it. Regular vacuuming is the most important thing you can do.

Vacuuming

Carpet	How often	How
Wool, hand-knotted or tufted	Twice a week; daily in busy areas	Upright or canister vacuum. Beater bar on a high setting, or switched off on long or carved pile.
Silk, viscose, bamboo silk	Once a week	Suction only, with a smooth floor head. Never use a rotating brush.
Flatweave	Once or twice a week	Suction only. Lift the corners so the rug is not sucked into the head.
Jute and sisal	Twice a week	Suction only. Dust works through to the floor underneath, so lift the rug and clean under it once a month.
Machine-woven, wall-to-wall	Daily in corridors and lobbies	Commercial upright vacuum with brush roll and good filtration.

- Vacuum slowly, in overlapping strokes, first against the pile and then with it. Finishing with the pile leaves an even look.
- Do not vacuum fringes. Turn them under the rug or clean them by hand.
- Empty the vacuum bag or bin when it is half full. Suction drops sharply after that.

Stopping dirt at the door

Most soil comes in on shoes. A mat outside and a second mat inside each entrance, each long enough for two full steps, removes a large share of it before it reaches the carpet. Clean the mats more often than the carpet.

Turning and moving

- Turn rugs end to end every six to twelve months, so that traffic and sunlight are spread evenly.
- Turn flatweaves over as well as end to end, if the design allows.
- Move furniture a few centimetres from time to time so the same spots are not always under load.

Sunlight

All dyed fibres fade in strong sunlight over time, wool less than silk and viscose. Use blinds, sheer curtains or UV film on windows that get direct sun, and turn rugs regularly so that any fading is even.

2. Spills and spot cleaning

Speed matters more than the product you use. A spill blotted up in the first minute usually leaves nothing behind. The same spill left overnight may need a professional.

The basic method for any spill

- **Remove solids** with a blunt knife or spoon. Lift; do not spread.
- **Blot liquids** with a clean, white, absorbent cloth or paper towel. Press firmly, change to a dry part of the cloth, and repeat until nothing more comes up.
- **Work from the outside in**, so you do not spread the stain.
- **Never rub or scrub.** Rubbing untwists the yarn, fuzzes the pile and pushes the stain deeper. On silk and viscose it causes permanent damage.
- **Test first.** Before using any cleaning solution, try it on a hidden area and blot with a white cloth to check that no colour comes off.
- **Rinse and dry.** Blot with a little clean water to remove any cleaner, then press with dry towels. Leave the area to dry with good airflow. Detergent left in the pile attracts dirt.

Cleaning solutions you can make

Solution	How to make it	Use on
Mild detergent	1/4 teaspoon of clear, pH-neutral washing-up liquid in 1 cup (250 ml) of lukewarm water. Avoid products with bleach, enzymes or "oxy".	Most food and drink spills on wool and synthetics
White vinegar	1 part white vinegar to 2 parts water	Neutralising, coffee, tea, urine (after blotting)
Dry solvent	A commercial dry-cleaning spotter for textiles, used sparingly on a cloth, never poured on	Oil, grease, make-up, ink on wool. Do not use on hand-tufted backings.

Common stains

Stain	What to do
Red wine, fruit juice, cola	Blot. Apply mild detergent, blot. Then vinegar solution, blot. Rinse with water, blot dry.
Coffee and tea	Blot. Vinegar solution, blot. Mild detergent, blot. Rinse and dry.
Milk, egg, vomit, blood	Use cold water only. Heat sets protein stains. Blot, then mild detergent, rinse and dry.
Urine	Blot as much as possible at once. Vinegar solution, blot, rinse. Old urine can change dye colour permanently; call a professional.
Oil, butter, make-up	Scrape off. Dry solvent on a cloth, blot. Then mild detergent, rinse and dry.
Candle wax	Let it harden. Break off what you can. Place brown paper over the rest and touch it briefly with a warm iron so the paper absorbs the wax. Do not use this on silk or viscose.
Chewing gum	Harden it with an ice cube in a plastic bag, then break it off. Dry solvent for any residue.
Mud	Let it dry completely, then break it up and vacuum. Treat any mark left with mild detergent.

On jute and sisal, use only dry methods: blot, use a dry carpet cleaning powder, and vacuum. On silk and viscose, blot and call a professional for anything more than a small water-based spill.

3. Deep cleaning

Even with good everyday care, carpets need a deep clean to remove the fine soil and oils that vacuuming cannot reach.

How often

Location	Professional cleaning
Low-use rooms: formal living rooms, bedrooms	Every 2 to 3 years
Family rooms and dining rooms	Every 12 to 18 months
Hotel rooms and suites	Every 6 to 12 months, with interim cleaning between
Corridors, lobbies, restaurants	Interim cleaning every 1 to 3 months; deep cleaning every 6 months

Cleaning methods

Method	Suitable for	Notes
Hot water extraction	Wool and synthetic machine-woven carpet; hand-knotted wool by a specialist	The most thorough method for fitted carpet. Water temperature should stay below 60 °C for wool. Must be dried quickly.
Low-moisture encapsulation	Commercial wall-to-wall between deep cleans	Fast drying, good for areas that cannot close for long.
Dry compound	Jute, sisal, silk, viscose	An absorbent powder is brushed in and vacuumed out. Little or no water.
Full immersion wash	Hand-knotted rugs and flatweaves	Done in a specialist rug washing facility, with controlled drying. Not for hand-tufted rugs.

What to avoid

- Rotary shampoo machines on wool. They leave sticky residue and can distort the pile.
- Soaking hand-tufted rugs. Too much water weakens the latex, which can let the tufts loosen and leave a smell.
- Steam cleaners on silk and viscose.
- Drying rugs in direct sun. It can fade dyes and make backings brittle.
- Walking on a carpet before it is dry, or putting furniture back too soon. Use plastic or foil tabs under furniture feet until the carpet is fully dry.

Choosing a cleaner

Ask whether the cleaner is trained to clean wool and handmade rugs, and show them the label. A good cleaner will ask what the rug is made of before quoting, test for colour run and tell you which method they will use. If a cleaner proposes the same method for every rug, find another.

4. Common problems and what to do

What you see	Why it happens	What to do
Loose fibre and fluff on a new wool rug	Short fibres from spinning and shearing working their way out. Normal.	Vacuum with suction only, two or three times a week. It reduces within a few weeks.
A tuft or loop standing above the pile (sprouting)	A tuft pulled up by a shoe, claw or vacuum brush.	Trim it level with sharp scissors. Never pull it.
Light and dark patches in the pile (shading)	Pile lying in different directions reflects light differently. Normal in cut pile, especially silk and viscose.	Not a defect. Brushing or vacuuming in one direction evens it out for a while.
Flattened areas and furniture dents	Weight crushing the pile.	Place an ice cube in the dent, let it melt, then fluff the pile with your fingers or a spoon when it is damp. Use furniture cups to prevent it.
Ripples or curling corners	Rug stored rolled or folded; changes in humidity.	Reverse-roll the rug for a day, or lay it flat in a warm room. A good underlay holds it flat.
Colour coming off on a white cloth	Loose dye, usually after wetting.	Stop cleaning. Dry the area at once with towels and a fan. Call us or a specialist cleaner.
Small holes or bare patches in wool	Moth larvae, which feed on wool in dark, quiet areas under furniture.	Vacuum under furniture and the back of the rug regularly. Treat with a moth spray safe for wool, or have the rug professionally treated.
A smell after cleaning	Carpet stayed wet too long.	Increase airflow and dry fully. If it lasts, call a professional.

5. Storage and moving

- Clean and dry the rug fully before storing it.
- Roll rugs with the pile facing outwards, around a tube, in the direction of the pile. Never fold a rug for storage; folds can crack backings and leave lasting creases.
- Wrap in breathable fabric or acid-free paper. Plastic traps moisture and can lead to mould.
- Store flat, off the floor, in a dry, cool room. Do not stack heavy items on top.
- For wool rugs, add a natural moth repellent such as cedar, and check them every few months.
- When moving a large rug, carry it rolled, with one person at each end and one in the middle. Dragging it by one end stretches the edges.

Repairs

Most damage can be repaired: worn edges can be rebound or re-overcast, fringes rebuilt, burns or small holes re-knotted or re-tufted, and loose tufts reset. Contact us with photographs of the damage, the label and the size of the rug, and we will advise whether the work can be done locally or should come back to our workshop.

Quick reference

Do	Do not
Vacuum often	Rub a spill
Blot spills at once with a white cloth	Use bleach, ammonia or "oxy" cleaners
Test any cleaner on a hidden area first	Soak hand-tufted rugs
Turn rugs every 6 to 12 months	Steam clean silk or viscose
Use a good underlay	Pull out sprouting tufts
Keep the label	Store a rug folded or in plastic

Contact

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