NORMAN ELLISON
CARPETS

NOVEMBER 2014

WARRANTY, PERFORMANCE AND CARE GUIDE

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At Norman Ellison, we know carpet. We've been making it since 1975 and you can be assured that by choosing a Norman Ellison carpet, you are not compromising on quality, style or value.

Our Norman Ellison Warranty, Performance and Care guide outlines what you can expect from a Norman Ellison Carpet and what you need to know to keep it looking its best and to protect your coverage under our Norman Ellison warranties. For information on the performance rating for a specific carpet, please refer to the sample label on that carpet. The Performance Guide on page 10 gives you an indication of what each of these rating areas cover.

YOUR WARRANTIES AT LAW

We happily acknowledge and respect the terms of the New Zealand Consumer Guarantees Act 1993 and Australian Consumer Law 2012. Our carpets come with guarantees provided by the Consumer Guarantees Act and Australian Consumer Law 2012 that cannot be excluded. Under Australian Consumer Law you are entitled to a replacement or refund for a major failure and for compensation for any other foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure.

A summary of your rights and remedies under the New Zealand Consumer Guarantees Act can be found at the Ministry of Consumer Affairs' website at www.consumeraffairs.govt.nz. Further detail on Australian Consumer Law can be found at www.consumerlaw.gov.au.

Your rights under the New Zealand Consumer Guarantees Act or Australian Consumer Law commence from the date of purchase and may run for the life of your carpet.

YOUR NORMAN ELLISON WARRANTIES

Norman Ellison also provides a number of express warranties (which are set out below) in relation to its carpets. These warranties do not limit or affect your entitlements under New Zealand or Australian consumer laws, including the Consumer Guarantees Act and Australian Consumer Law 2012. You may have additional rights under these laws than are provided for in the warranties below.

Under your Norman Ellison warranties, should a problem arise and we accept that you have a valid warranty claim under the warranties set out in the booklet, at our discretion, we will either:

- Repair the carpet
- Replace the carpet in the affected area
- Provide a refund for the carpet in the affected area. The refund will be based on a new carpet of the same or comparable type made by Norman Ellison Carpets.

In the event of a problem

If you have a concern about your Norman Ellison carpet and would like to make a claim under your Norman Ellison warranties (e.g. rather than under the Consumer Guarantees Act or Australian Consumer Law), you should contact the retailer who sold and installed your carpet. They will make an inspection and if unable to remedy the issue, they will lodge a formal request to our Consumer Services team to take this further. A member of the Consumer Services team will be in touch to discuss the issue and arrange an inspection if required.

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Phone 0800 222 473
7 Grayson Ave, Papatoetoe
P O Box 97 040, Manukau
Auckland 2241

Australia

Phone 1800 251 172
165-169 Lower Gibbes St
Chatswood, NSW 2067
P O Box 845, Willoughby, NSW 2068

Norman Ellison strives to comply with all of its obligations at law and you are free to contact Norman Ellison or the retailer who sold and installed your carpet, should you wish to make a claim under the Consumer Guarantees Act or Australian Consumer Law 2012 in relation to your carpet.

Performance Guide and Care Guide

The Performance Guide and Care Guide featured in this document contain important information about your carpet. We recommend reading this information carefully and following the guidelines provided. Failure to properly maintain your carpet in accordance with the care guidelines may affect your coverage under the Norman Ellison warranties and in some cases could result in all or part of these warranties being voided, at Norman Ellison's sole discretion.

NORMAN ELLISON WARRANTIES

Warranties are extended to the original purchaser of the carpet and are not transferable. The warranty is solely for the use of carpet in a private residence.

There are two separate warranties issued by Norman Ellison Carpets – one for synthetic carpets and one for wool carpets. Warranty conditions vary depending on whether the carpet carries a Heavy Duty or Extra Heavy Duty grade from ACCS (the Australian Carpets Classification Scheme).

Please note that carpets carrying our manufacturer's grade only do not have a specific warranty and you should refer to the Performance Guide rating label for an indication of its expected performance.

Please check the sample label on the back of the carpet for information on the specific grade and performance rating that applies.

WOOL CARPET WARRANTY

	Heavy duty	Extra heavy duty
Abrasive Wear	7 years	10 years

Your carpet is protected against fibre loss during normal domestic wear.

Fibre Loss from abrasive wear is defined as actual loss of fibre, due to abrasion, from the surface pile of the carpet. We warrant that your Norman Ellison carpet will not experience fibre loss from abrasion by more than 10% under normal domestic wear conditions.

Abrasive wear does not mean crushing or flattening of the carpet pile in any area.

Please note that in areas exposed to extreme sunlight such as doorways, and areas with floor to ceiling glass, wool carpets are subject to photo-degradation and fibre loss may occur over time.

Exclusions to this warranty include:

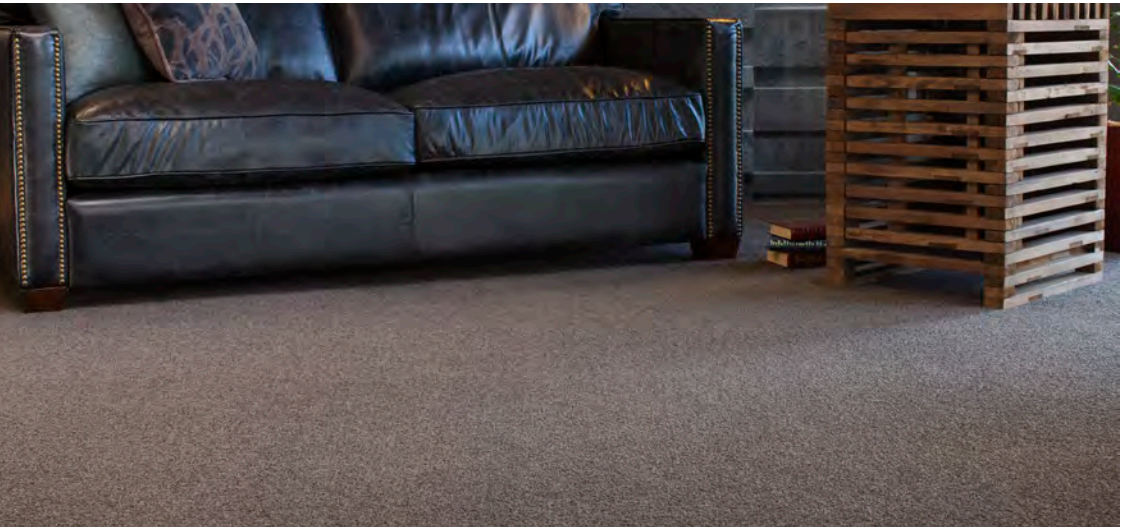
- Changes in carpet appearance caused from staining, soiling, fading or furniture pressure.
- Damage from tears, pulls, cuts or burns.
- Pilling or shedding
- Damage caused by pets
- Damage from chairs with roller castors, carts with wheels, or damage due to abuse by any athletic equipment such as roller skates, ski boots or golf shoes. Exercise equipment such as cross-trainers, cycles and weights need to be used with protective mats underneath.

	Heavy duty	Extra heavy duty
Insect resistance	5 years	5 years

All Norman Ellison wool carpets are treated to deter insect and moth infestation. Should a problem be reported within five years of purchase, we will repair, replace or treat the affected area, providing the carpet has been properly maintained, as set out in our care guide, and used for residential purposes in a private household.

It is important to note that the insect deterrent chemical is embedded in the carpet fibre and needs to be ingested by the insect to have an effect and stop further spreading – this will mean some fibre loss can occur. This treatment does not stop insects from entering your home. To protect your carpet and help retain your coverage under this Norman Ellison warranty, you should follow the Care Guide provided in this booklet. In particular, thorough and regular vacuuming around the skirting boards and under infrequently moved furniture will help prevent infestation.

Failure to properly maintain these areas may affect this Norman Ellison warranty, which, as a result, could be reduced or voided at Norman Ellison's sole discretion.



SYNTHETIC CARPET WARRANTY

	Heavy duty	Extra heavy duty
Stain (food and beverage) Resistance	10 years	15 years

We warrant that your Norman Ellison synthetic carpet will resist most common household food and beverage stains that occur during normal residential use, so long as:

- You attend to all spills and stains promptly as per the recommended care and cleaning procedures at the end of this booklet. If the affected area remains unsatisfactory after you have tried these cleaning procedures, then you must have the affected area of your carpet professionally cleaned. If the affected area still remains unsatisfactory after the professional cleaning, and you can provide proof of that cleaning, then we will replace the affected area.

Note: No carpet is fully stain proof. There are some stains that are excluded from this warranty and these include:

- Non-food and non-beverage stains caused by substances such as cosmetics, bleaches, inks etc.
- Stains caused by substances that change or destroy the colour of the carpet such as stains caused by dyes (such as clothing or food colouring), bleaches, acne medications, drain cleaners and plant food.
- Human or other pet stains (such as vomit, blood and faeces).
- Colour change due to fading

	Heavy duty	Extra heavy duty
Fade Resistance	10 years	15 years

Norman Ellison Carpets warrants that your synthetic carpet will not display significant fading due to light exposure. If we determine that noticeable colour change due to u/v exposure has occurred we will repair or replace the carpet as per our warranty conditions.

There are some exclusions to this fade resistance warranty:

- Changes in carpet colour resulting from external causes, such as spills of household chemicals or improper cleaning.
- Fading from food or beverages excluded from the stain warranty or from the build-up of dry soil from foot traffic.
- Changes in carpet colour due to air purifiers, photo-copiers or other electronic equipment that may emit ozone in noticeable quantity.
- Gradual fading over time from pesticides or cleaning agents,

	Heavy duty	Extra heavy duty
Abrasive Wear	10 years	15 years

Your carpet is protected against fibre loss during normal domestic wear.

Fibre Loss from abrasive wear is defined as actual loss of fibre, due to abrasion, from the surface pile of the carpet. We warrant that your Norman Ellison carpet will not experience fibre loss from abrasion by more than 10% under normal domestic wear conditions.

Abrasive wear does not mean crushing or flattening of the carpet pile in any area.

Exclusions to this warranty include:

- Changes in carpet appearance caused from staining, soiling, fading or furniture pressure.
- Damage from tears, pulls, cuts or burns.
- Pilling or shedding
- Damage caused by pets
- Damage from chairs with roller castors, carts with wheels, or damage due to abuse by any athletic equipment such as roller skates, ski boots or golf shoes.

	Heavy duty	Extra heavy duty
Insect Resistance	10 years	15 years

Norman Ellison warrants that your synthetic carpet, used for residential purposes in a private household, will not require any chemical treatment or application to guard against infestation from insects that can damage your carpet within the period specified above.

	Heavy duty	Extra heavy duty
Anti-static	10 years	15 years

Norman Ellison warrants that your synthetic carpet will not generate static greater than 5.0 kilovolts which is the accepted standard for residential carpets within the period specified above.

PERFORMANCE GUIDE

For a specific rating on each of the following performance characteristics, please refer to the rating label on the back of the carpet sample.

Colour fastness

Solution-dyed nylon carpets have the colour locked into the fibre, protecting it from fading. You should see no significant colour change with a solution-dyed nylon carpet as a result of exposure to UV light or atmospheric contaminants. Polypropylene and polyester carpets also enjoy the same level of colour fastness as solution-dyed nylon carpet but some non-solution dyed synthetic carpets may exhibit fading over time.

Wool is a natural textile and will exhibit some fading over time in areas consistently exposed to sunlight. We strongly recommend the use of UV window protection along with curtains, blinds, shades and awnings to reduce the impact in highly exposed areas.

Stain Resistance

No carpet is completely stain-proof but a solution-dyed nylon carpet should provide a good level of protection against stains from common household spills and stains.

The unique scaly structure of wool fibre gives it a natural stain resistance. Provided you attend promptly to spills and stains, most common household spills should be able to be removed.

Please refer to the stain guide at the back of this booklet for advice on how to treat stains on both wool and synthetic carpets.

Durability

Most synthetic carpets don't wear out, but lose their looks due to crushing, matting of fibres, staining and from harsh treatment. A reasonable durability and wear lifespan for Norman Ellison synthetic carpets, for residential use in a private household, would be seven years for a heavy duty grade carpet and 10 years for an extra-heavy duty carpet.

Wool is a tough natural fibre and exhibits excellent durability. Under normal residential use conditions in a private household, Norman Ellison heavy duty carpets would have a durability and wear lifespan of seven years for a heavy duty grade carpet and 10 years for extra-heavy duty carpet.

Comfort

Synthetic carpets don't hold moisture but this also means they don't have the ability to breathe or regulate the indoor air environment. They can become cool to touch in winter and hot under your feet in summer. They can feel damp if there is high humidity.

Wool has a unique ability to breathe – controlling the humidity levels within a room and keeping the air temperature more constant. Wool carpet feels dry and warm to the touch in winter and dry and cool in summer.

Softness

Softness is a function of the thickness and style of yarn used, as well as the density and style of carpet. Plush pile carpets which use straight fibres will feel softer than a hard-twist cut pile, and loop pile carpets will vary depending on the type of construction.

IMPORTANT CARPET CHARACTERISTICS

Carpet is a textile that exhibits particular characteristics you need to be aware of before buying. These characteristics are an inherent feature of the carpet itself, and are not manufacturing defects.

Permanent shading on cut pile carpets. Cut pile carpets, particularly plush pile carpets, will develop lighter or darker patches over time. Known as 'shading', 'puddling' or 'watermarking', it is caused by the permanent bending of the carpet pile fibres which then reflect the light differently. The extent to which shading occurs cannot be accurately predicted or prevented and is most often related to the location of use. It does not affect the wear or performance of the carpet and is not recognised by Norman Ellison Carpets as a manufacturing flaw or defect.

Supplied product colour and/or texture may vary from dye-lot to dye-lot and from the supplied sample.

Fading. For floor areas that are exposed to strong sunlight, UV window protection along with the use of curtains, blinds, shades and awnings will assist in fade reduction.

Pattern matching. While our carpets have been manufactured to exacting standards to minimise pattern distortions, the extensible nature of textile products means that some distortion is likely. Even with special care during installation, some irregularities may be visible, especially when viewing across multiple-width installations.

Repetitive or excessive wear, for example from chairs with castor wheels, will cause wear and damage, unless adequate protection is provided (such as a plastic mat).

CARING FOR YOUR CARPET

CARING FOR YOUR CARPET

No carpet is completely stain-proof. However, if you follow our simple maintenance recommendations and stain removal guidelines, then you can help ensure your carpet keeps its good looks for longer.

Routine maintenance

A regular maintenance programme helps to remove soil before it can build up and potentially damage carpet fibre and dull its appearance. Vacuuming should be carried out at least once a week and more often in high traffic areas such as hallways and entranceways.

Professional cleaning should be carried out when your carpet still looks dirty after vacuuming – and every two years at a minimum. You should consult a professional cleaner for the best method of cleaning. Do-it-yourself carpet shampoo machines are not recommended as the associated detergent products can often leave a sticky residue – which attracts soil to the fibre and makes it become dirty more quickly.

Place walk-off mats at all entrances and use carpet protectors under heavy furniture and furniture with castor wheels. Chairs with roller wheels should have protector mats underneath.

If you have wool carpet, then you must vacuum regularly using your vacuum nozzle along skirtings, underneath doorways and behind curtains and furniture, in order to prevent insect damage.

Dealing with spills and stains

When spills occur it is important that they are cleaned up immediately. Even though some carpet fibres have inbuilt stain resistant properties, no carpet is immune from staining if spills are left untreated.

BEFORE using any recommend stain treatment or remedy, please make sure you have 'contained the stain' – firmly blotting up any excess liquid spills with a wad of clean paper towels and scraping up any solids.

And please – NEVER rub or scrub wet carpet as this can cause permanent damage to the pile.

Once you have taken action to remove the worst of the stain, please refer to the appropriate stain guides on the following pages and use the six-step procedure outlined here. Make sure the stain is dry before proceeding to the next step in the order of recommended treatment.

Step 1 Test the recommended cleaning solution on a hidden piece of carpet or carpet mat.

Step 2 Apply a small amount of the selected cleaning solution to a clean white cloth and work in gently. Work from the edges of the spill to the centre to prevent the spill from spreading.

Step 3 Continue using the recommended stain treatment as long as there is a transfer of the spill to the cloth. You don't need to use the second or third treatment suggestions if this first one works.

Step 4 Dab (don't drown) the affected area thoroughly with cold water and blot up using a wad of paper towels until all of the solution has been removed.

Step 5 Apply a thick layer of white paper towels and weigh it down with a flat heavy object. Continue to change the paper towels as needed till as much moisture is gone from the carpet as possible.

Step 6 When the carpet is completely dry, vacuum to restore the pile texture.

STAIN GUIDE FOR WOOL AND WOOL-RICH CARPETS

Code	Cleaning agents / methods
1	Lukewarm water
2	One teaspoon of wool detergent with one teaspoon of white vinegar and one litre of warm water.
3	Clear household disinfectant.
4	**Cavalier Bremworth Carpet Stain Remover for DRY stains. 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	Nail polish remover (should not contain lanolin).
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	Mineral turpentine.
12	Seek assistance from a professional carpet cleaner.

STAIN REMOVAL GUIDE – WOOL CARPET

Type of treatment	Step 1	Step 2	Step 3
Wine, beer, spirits	1	2	-
Bleach	1	12	-
Blood	1	2	-
Butter	**4**	2	-
Candle wax	9	**4**	-
Chewing gum	5	**4**	-
Chocolate	**4**	1	-
Coffee	1	6	-
Cola & soft drinks	1	2	-
Cooking oil	**4**	2	-
Cream	1	**4**	-
Egg	1	12	-
Faeces	1	3	12
Floor wax	**4**	1	-
Fruit juice	1	2	-
Furniture polish	**4**	1	-
Gravy & sauces	1	2	-
Ink - ballpoint	8	1	-
Ink – felt-tip	**4**	1	-
Lipstick	**4**	2	-
Milk	1	**4**	-

STAIN REMOVAL GUIDE – WOOL CARPET

Type of treatment	Step 1	Step 2	Step 3
Mud	10	**4**	-
Mustard	1	2	-
Nail polish	7	**4**	-
Oil & grease	**4**	2	-
Paint (oil based)	**4**		-
Paint (acrylic)	1	2	-
Rust	6	12	-
Salad dressing	1	**4**	-
Shoe polish	4	2	-
Soot	11	**4**	-
Tar	12	**4**	-
Tea	1	2	6
Tomato sauce	7	2	-
Urine (fresh)	1	2	3
Urine (old stain)	12		-
Vomit	1	3	6
Wine	1	6	-

Cigarette damage: to remedy damage to wool carpet, just brush off the charred tips with your fingers or a coin.

STAIN GUIDE FOR SYNTHETIC CARPETS

Hot water extraction, performed by a trained, qualified carpet care professional, is recommended every two years to remove ingrained dirt that can damage your carpet pile. With this method, a detergent solution is sprayed on the carpet and removed by extracting the dirt and solution with a powerful vacuum from a portable unit. A professional has been trained to use the equipment properly so that the carpet will not be damaged. Additionally, the equipment used is much more powerful than rental units available to you.

Code	Cleaning agents / methods
1	Dry cleaning fluid
2	Nail polish remover
3	Detergent mix – two tsps. mild liquid detergent mixed with two cups water
4	Lukewarm tap water
5	Vinegar solution – one cup vinegar to two cups water
6	Ammonia solution – two tbsps. household ammonia to one cup water
7	Cavalier Bremworth Dry Stain Remover
8	Professional clean advised

See overleaf for synthetic stain removal guide.

STAIN REMOVAL GUIDE – SYNTHETIC CARPET

Stain	Method
Acne medication	1,3,6,5,4,8
Alcoholic beverages	3,6,5,4,7,8
Bleach	3,4,8
Blood	6,3,4 (cold), 7, 8
Candle Wax	2,1,8
Charcoal	9,3,7,8
Chewing Gum (freeze with ice, then chip away)	1,8
Chocolate	3,5,4,7,8
Coffee/tea with milk/sugar	3,5,4,7,8
Cosmetics	2,1,3,6,5,4,7,8
Crayon	1,3,8
Food	3,6,4,8
Fruit juice	3,6,5,4,7,8
Furniture polish (water based)	3,4,1,6,7,8
Furniture polish (solvent based)	2,1,3,6,5,4,7,8
Grass	2,1,3,6,5,4,7,8
Grease	1,3,4,8
Ink	2,1,3,6,5,4,7,8
Iodine	1,3,6,5,4,8
Lipstick	2,1,3,6,5,4,7,8
Milk	1,3,6,5,4,8
Mud	3,4,8
Mustard	3,5,4,7,8
Nail polish	2
Oil	1,3,7,8
Paint	3,6,4,7,8
Plant food	3,6,5,4,7,8
Rust	5,3,4,7,8
Shoe polish	2,1,3,6,4,7,8
Soft drinks	3,6,5,4,7,8
Tar	1,7,8
Toothpaste	3,5,6,4,8
Urine – wet	3,6,5,4,8
Urine – dry	3,4,5,6,8
Vomit	3,6,5,7,8
Wine	4,3,5,7

Note: some spills contain chemicals that may discolour or even damage the carpet fibre or dyes. If you have doubts about what caused the stain, and how to remove it, please contact a professional carpet cleaner.

While this advice is offered in good faith, no responsibility is accepted for claims arising from the recommended treatments.

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CARPETS

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