

RUGS 101

your guide to buying
decorative area rugs

OVERVIEW

Decorating with area rugs is a great way to add personality, instant comfort and style to your room. A good rug can anchor the entire composition of a room, define a space, create a mood, add a pop of color and bring something unexpected as a focal point or conversation piece. Area rugs are the perfect finishing touch to unify the color scheme, furniture placement and accessories in any room.



How to Choose the Perfect Area Rug

Things to Consider:

Your Lifestyle: For a rug that's going to last, you'll want to make sure it can hold up to your lifestyle. Do you have young children or pets? Are you placing your rug in a high-traffic area, such as an entryway or family room? If so, you'll want to select a rug that's durable and easy to clean. A dark-colored, patterned rug will also help to hide stains or dirt in high-activity areas.

Your Personal Style: Decorating with area rugs is a great way to add personality, instant comfort and style to your room. Take a look at the design and color scheme that you've already started to create in the room to make sure your rug complements the décor. To tie the look of the room together, you'll want to select a rug that coordinates with the paint color, furniture and accessories already placed in the room.

General Design Rules & Ideas:

Neutral walls and furnishings allow a bold rug to take center stage.

If your primary furniture, such as a sofa, is a solid color, consider selecting a patterned rug.

On the flip side, if your primary furniture has a lot of color and pattern to it, select a solid color neutral rug that coordinates to ground it.

Consider coordinating your rug color with your pillows, drapes, wall color or other accents in the room.

Placing an area rug under your bed in a bedroom is a great way to add warmth and comfort while eliminating cold feet in the morning.

Don't limit your space to just one rug, using multiple rugs can help define different spaces within a large room.

For the trend-setters, layering a rug can be a great way to bring in multiple colors and textures.





How to Measure

Tools Needed: Tape Measure

Sizing is just as important in selecting a new rug as the color and style. A perfectly sized rug can enhance the decor of your room while a rug that is too large or too small can seem out of place.

First, get out the tape measure. It may seem easy to judge the size of the rug that you will need for your room, but it's better to do the measuring up front before you go shopping when you find the perfect rug for your room

Bedrooms: There are a couple of options for placing area rugs in your bedroom. You can either use a large size area rug or several smaller size rugs around the bed. Depending on which option you choose, the rug size should be large enough for you to take a step or two when getting out of bed.

Dining Rooms: Measure the length and width of your dining table and add 4 feet overall to allow enough space for chairs to be easily pulled in and out. Most dining room tables require a rug that is at least 8 feet wide.

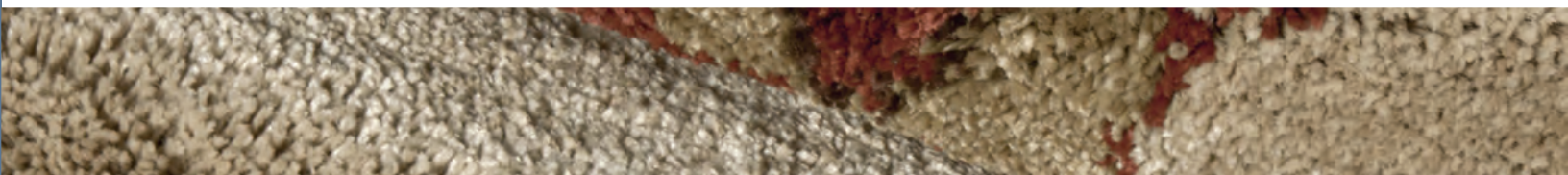
Living & Family Rooms: There a couple of questions to consider when measuring your living or family room for an area rug because furniture can centered on the rug or positioned off of the rug depending the size of the room and the look that you are trying to create.

Do you want all of your furniture to be on the rug?: If so, measure the perimeter of your furniture grouping and add six to twelve inches past each grouping, depending on the size of your room.

Do you only want the area rug to be placed under the coffee table as an accent?: If so, measure your coffee table and add enough to the length and width for it to be to scale within the furniture grouping.

Entryways & Hallways: Consider purchasing a rug that can handle the high traffic that will occur in these areas. Popular rug choices for entryways and hallways are smaller size scatter rugs and runners. You can also add visual interest with different rug shapes like a round rug in these areas.

Kitchens & Bathrooms: Most people prefer to place smaller size scatter rugs, accent rugs or runners in kitchens and bathrooms due to the size and function of this space in the home. Kitchens and bathrooms can handle more than one rug in smaller sizes depending on where the rugs will be placed. Scatter rugs are available in a variety of smaller sizes.





Care & Cleaning

Vacuuming:

Once a week will do. (More often in heavy traffic areas.) This is an effective way to remove dirt before it becomes embedded in the pile of the carpet. For best results, empty your vacuum bag when half full.

Preventative Measures:

Place absorbent mats at entrances to your home. Change or wash when these mats become dirty.

Regularly change filters in your heating and air conditioning system.

Clean high-traffic areas periodically with a suitable cleaning agent.

Do not apply stain repellent treatments that contain any silicone, because they tend to accelerate carpet soiling.

Spot & Stain Removal:

Always follow the manufacturer's directions when using commercial products.

Blot up liquids with paper towel or absorbent cloth. Scoop up solids with the end of a knife or spoon.

Use a light, colorfast cotton cloth for the treatment of spots.

Treat the spot with a removal agent that is explicitly recommended for cleaning carpets and rugs and leaves no sticky residue.

Always work from the outer edge towards the center to prevent spreading. It is a good idea to replace the cotton cloth as soon as it's soiled.

Carefully rinse the area with clean water and a sponge after having cleaned it. Do not soak the carpet pile. Afterwards, blot as dry as possible with a clean towel, or with a hairdryer.



Frequently

How long will my area rug last? Area rug durability is generally determined by the material, construction and amount of traffic in a space. By carefully considering where the area rug will be placed and how it will be used, you can anticipate its longevity.

Will my area rug fade? In areas with high sun exposure, some fading may occur over time when considering the area in which the rug will be placed. Most area rugs will provide years of vibrant color that do not fade under normal light conditions.

Is a non-skid rug pad necessary? We strongly encourage the use of a non-skid rug pad to protect your area rug and floor from abrasion and to keep them in place. A quality rug pad can add years to the life of your area rug while providing additional safety and acoustic benefits. Size the rug pad two inches smaller than the rug, so it doesn't peek out and it will allow the rug ends to lay flat.

What do I do if a problem occurs? Please immediately contact the retailer customer service department where you purchased your area rug. Their professional knowledge and assistance will help you solve the problem.

Asked Questions

My area rug just arrived and it appears to be creased. Do I have a problem? During shipping, area rugs may develop creases due to being compressed in the packaging which usually disappears when you lay it out flat on the floor within two weeks.

How to clean my area rug? It cannot be stressed enough: "Vacuum, Vacuum, Vacuum!" Area rugs receive a lot of dirt, sand, dust, various spills and foot traffic. Vacuuming an area rug on a regular basis will go a long way towards prolonging the appearance and life of your rug.

Should I have my area rug professionally cleaned? To keep your rugs looking great, have them professionally cleaned every 2 - 5 years. Not all area rug fibers will withstand steam cleaning; some may need to be professionally cleaned using other methods. Always take your rug to an experienced, knowledgeable rug cleaning professional. Commercial rug cleaners use special equipment to remove dirt and dust from the area rug's foundation, and to thoroughly dry the rug to prevent odors and mildew.

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