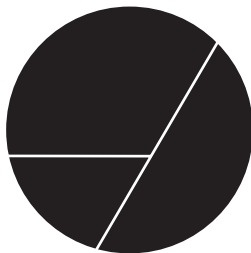


# Row

Care instructions

Design by  
Studio Terhedebrügge



**Northern**

## Row rug series

### Warnings

1. Indoor use only.
2. Be careful when unwrapping the product, not to damage the rug.
3. Do not use a knife to open the packaging.

### Quality

The Row rug collection are handmade by skilled craftsmen. The rugs are woven on a handloom and made from high quality New Zealand wool. Craftsmen carve the pile by hand to form the long, even lines that create the rug's contrasting pattern. All rugs are finished with care and are quality checked before shipment.

### Wear & maintenance

All rugs retain their appearance for longer if you remove dirt and stains regularly. Dust and sand particles which will wear and tear the rug over time if not removed. Vacuum your rug regularly. We recommend using a vacuum cleaner without brushes set to medium power. Shaking or beating a rug can damage the warp, so vacuum and air the rug instead.

We strongly recommend the use of a non-slip rug pad to prolong the life of your rug and prevent it from slipping on the floor. To get a more even exposure to sunlight and to distribute wear evenly, we recommend that you rotate the rug regularly.

### Cleaning instructions

We recommend professional cleaning of the rug when necessary. In case the rug becomes stained, remove the stains immediately to reduce any possible damage. Stains can be attempted to be removed very gently with a clean damp cloth. Dampen the stain, soak up the water with a dry cloth, then repeat the process until the stain is gone. Northern cannot guarantee that this method will remove all stains and attempts on stain removal are the users own responsibility. Do not rub the stains. Rubbing to remove stains can damage the fibers.

### **Shedding**

All new cut-pile wool rugs will shed fibers. Shedding is caused by fibers in the yarn that are cut short and get detached from the pile. This will subside over time, depending on traffic and wear. The humidity in the room where the rug is located will affect the fibers in the rug. If the humidity is less than 40% the fibers will become dry and more fragile. If humidity falls to this level spraying the rug with water can be a good idea.

### **Loose yarn**

Loose yarn or sprouts, are a normal part of the break-in process of handmade rugs. Please do not pull the yarns out if this happens, use a scissor to cut them even with the rest of the pile. Pulling the threads out may cause other threads to loosen too and is not recommended.

### **Colour variations**

Small colour variations between batches are common for handmade rugs as dye lots may slightly differ over a period of time. The colour on the rugs can also slightly fade and a slight discoloration is normal. When exposed to direct sunlight, rug colours will fade over time. Shading is an effect occurring due to the change of light reflection. This is characteristic for most pile rugs and will change naturally during use.

### **Size variations**

Handmade rugs may vary slightly in dimensions and weaving structure. The pattern on each rug is carved by hand and differences in the pattern is the character of the individual rug and should not be considered a quality issue. No two rugs are the same and each piece is unique.

### **Creases & odour**

Creases should disappear within a week or two when the rug is laid out flat. Smells may occur and are caused by dyes, yarns and shipping for long distances in sealed wrap. Most odours will vanish within a week once the rug is removed from its packaging.

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More information about our products and updated user manuals are available on our website.