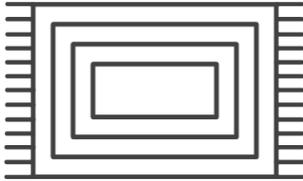


We love the jute rug you chose! Natural materials thrive with a little special attention. Here are some handy care tips to keep your rug looking brand-new for years to come.



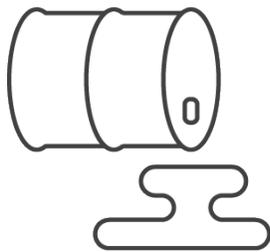
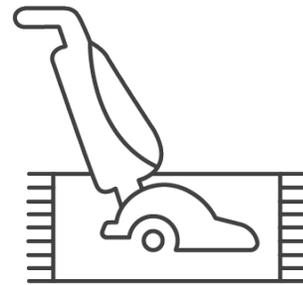
Lay it flat.

Unpack your rug and lay it flat on the floor to avoid creasing it.

Deter dust.

Vacuum the rug regularly, both top and bottom, to keep dirt from wearing down its fibers. Vacuuming will also pick up the dust that the jute (naturally!) produces.

Tip: Always vacuum in the same direction of the sewn binding to avoid damage.



Clean up spills.

Life is messy! To clean a spill or stain on your rug, just wipe it up gently with a damp cloth.

Don't use shampoo or a steam cleaner – they can both damage it.

Get expert help.

Some problems are too big to be solved with a wet towel. To clean *really* tough stains, take the rug to a professional carpet cleaner.