

## **Care Instructions for Coir Mats**

Use this doormat in a sheltered area such as a covered porch. Do not expose to direct sunlight or excessive moisture. Some color transfer may occur onto natural stone, concrete or other surfaces if the mat is excessively exposed to the elements. Slight variations in size, color and texture are normal and add a special character for each individual mat. During the first few weeks, it is normal for coir doormat to shed fibers. Brush or shake mat regularly to maintain its best appearance and to minimize dust and dirt build up.

1. During the first few weeks, it is normal for this door mat to shed fibers. An occasional brushing or a good shake will help maintain its best appearance.
2. Shaking or brushing periodically will also help prevent excessive dirt build up.
3. To best preserve your mat, use in sheltered areas and avoid prolonged exposure to sunlight and water.
4. Some color transfer can be expected onto natural stone, concrete or other surfaces if mat is exposed to the elements.

## **The Coir Story**

Coir mats are hand made from coconut fiber using a method that has been handed down through generations of artisans in the coastal villages of South India. The protective husks of the coconuts are seasoned in lagoons or storage tanks and the golden fiber is extracted with wooden mallets. This fiber is hand spun into yarn. The yarn is then tufted on to a vinyl base. The finished mat is hand stenciled with color fast dyes. Each door mat is crafted with the greatest of care and is a functional, durable work of art.

Our door mats...

- are made of the highest quality coir fiber extracted from organically grown coconut trees.
- have a pile height of 1 inch, thicker than standard vinyl backed coir door mats.
- have the thickest and toughest bristles that will remove all the dirt from shoes.
- stand up to any amount of foot traffic.
- are heavy and will stay in place.
- absorb considerable amounts of moisture from shoes.
- are stenciled using fade-resistant and non-toxic dyes.
- are naturally mold and mildew resistant.

