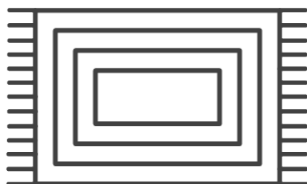


We love the jute rug you chose! Natural materials thrive with a little special attention. Here are some handy care tips to keep your rug looking brand-new for years to come.



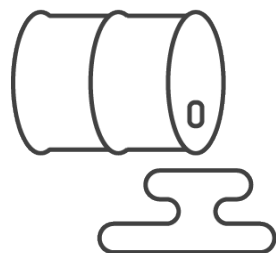
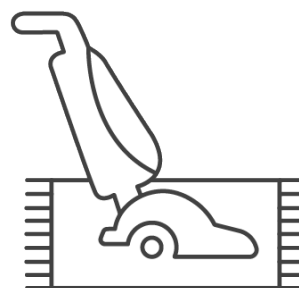
### Lay it flat.

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.