

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

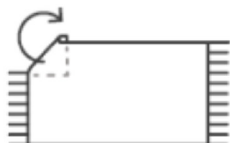
Scent.



Yes, that's the scent of a new rug. It comes from being rolled up tight during shipping to get it to you as quickly as possible. Not to worry! Leave your rug in a well-ventilated space for 72-hours and soon your nose won't notice the smells.

Reverse Rolling/Folding.

If your rug arrives rolled:



1 **Fold the corners** underneath the rug and let it rest for a day or two.



2 **Vacuum the rug.** You can also steam the rug after vacuuming.



3 **Move furniture** onto the rug and walk on it.

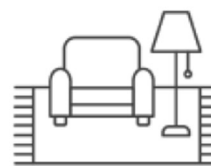
If your rug arrives folded:



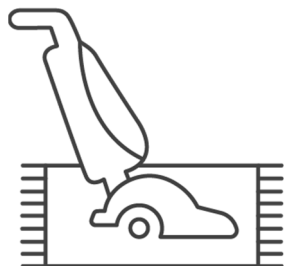
1 **Fold your rug** in the opposite direction of how it's currently folded.



2 **Vacuum the rug.** You can also steam the rug after vacuuming.



3 **Move furniture** onto the rug and walk on it.



Fraying.

Shedding of loose fibers is normal and will diminish over time. Expect the most shedding to occur within the first 3–6 months. Vacuum regularly on a low power setting. This will also keep dirt from wearing down the fibers. Use a vacuum cleaner without a beater brush, as it may damage the pile.

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