

# Your guarantee

*from*

## CORMAR CARPET CO



Register your Cormar guarantee with us at  
[cormarcarpets.co.uk/guarantee](https://cormarcarpets.co.uk/guarantee)



Excellent



★ Trustpilot



# Thank you

## for purchasing a Cormar carpet

Your Cormar carpet has been made in accordance with the fine manufacturing traditions of Cormar Carpet Company.

To create all our carpets, we only use materials that meet the highest standards. We strive to make sure all our carpets are made to the finest quality, to look and feel fantastic under-foot and to create the perfect finishing touch to any home. We hope your new Cormar carpet gives you satisfaction for years to come.

For that extra peace of mind, all our carpets come with a range of warranties.

To validate your carpet warranty with us, please go online and register at: [cormarcarpets.co.uk/guarantee](http://cormarcarpets.co.uk/guarantee)

### Your Manufacturing Warranty

Your Cormar carpet is covered by a Two Year Manufacturing Warranty in line with the Carpet Foundation's Code of Practice. This in turn is approved by Trading Standards UK.

If you find a fault with your carpet in the first two years after fitting, get in touch with the retailer that you purchased it from. If the issue is a manufacturing default, the retailer will then contact us directly.

### Stain & Wear Warranties

In addition to our 2 Year Manufacturing, some of our carpets carry a 10 Year Stain and/or a 10 Year Wear Warranty.

All our carpets made from polypropylene have a 10 Year Stain Warranty. They can be cleaned with a solution of bleach and have built in resistance to staining, which means you'll be covered against stains from regular household food and drink spillages. Cleaning instructions are also provided on page 4.



To give you that extra peace of mind, the Wear Warranty will cover the carpet for any abrasive fibre loss associated with household use. This is provided the carpet is regularly and correctly maintained.

'Wear' in relation to the terms of this warranty is the wearing of the pile surface through to the backing, of approximately 10cms in diameter, under normal conditions of domestic use. Whilst we construct our product to be suitable for a wide variety of applications, we cannot warrant against change of surface appearance or pile flattening whilst in general use.

### Caring for your carpet

Your carpet should complete the perfect look in your home. Adding style, comfort and warmth. Naturally, you'll want the look, feel and enjoyment to last. To help you do just that you'll need to take good care of it, maintain it as well as you can, and clean it properly.

Your carpet should be professionally cleaned at least once every two years. You should retain your receipts and invoices to validate any claim you may wish to make.



# Contents

Cleaning & Maintenance	p. 4
Cormar Warranty Chart	p. 5
Your Obligations	p. 6
Frequently Asked Questions (FAQs)	p. 7
Your Guarantee: Inclusions & Exclusions	p. 9
Further Guidance	p. 10
Terms & Conditions	p. 12



*Loved for life*

# Cleaning & Maintenance

The key to good maintenance is to **avoid particles of loose dirt and dust working their way into the carpet pile where they can act abrasively on the fibres and discolour the carpet.**

- Vacuum regularly at least 2–3 times a week.
- A large doormat will help reduce dirt from outside being spread around the house.
- Removing shoes at the front door will lessen the impact of everyday wear & tear.
- Avoid where possible, laying light coloured carpets next to external entrances.

## Vacuum Cleaning

Man-made and wool carpets should be vacuumed regularly as soon as they are laid.

### Loop Pile Carpet

Loop Pile carpets should be vacuumed with a cylinder cleaner, using the suction head only. Avoid using beater heads and brushes – they can catch and lift the fibres and eventually this can give your carpet a bobbled or felted appearance.

### Cut Pile Carpet

Cut pile carpets should ideally be vacuumed with an upright vacuum cleaner with a beater bar and brush. You can also opt to use a cylinder vacuum cleaner with a similar attachment.

### Soft Deep Pile Carpet

We recommend a vacuum cleaner with an adjustable height for soft, deep, cut pile carpets. This helps ensure proper airflow over the pile surface during cleaning.

## Stain Removal

In a busy household with a young family, pets, or plenty of visitors, spills and stains can happen at any time.

The good news is that carpets can be cleaned easily by following the recommended guidelines below:

- Tackle spillages & stains immediately, don't leave them until later or allow them to dry.
- Blot away all the liquid with kitchen towel or a clean white, dry cloth.
- Semi-solid substances should be removed with a plastic spatula.
- Try not to rub vigorously or over-soak the carpet
- Always work from the outside of the stain inwards to minimise it spreading.
- To clean off any remaining stains, blot with a clean, damp cloth soaked in warm water.

For our easy-clean, polypropylene carpets, a solution of bleach and warm water can be used. Simply dilute one part bleach to ten parts water.

**Note:** Do not use this on wool carpets and take care not to over-soak the carpet. Repeat if required or contact a professional cleaner if more persistent stains remain.

For more information on our warranties and Terms & Conditions, please visit our website:  
[www.cormarcarpets.co.uk/guarantee](http://www.cormarcarpets.co.uk/guarantee)

*...because  
accidents  
happen*

# Cormar

## Warranty Chart

	2 year Warranty	10 Year Stain Warranty	10 Year Wear Warranty
<b>Soft Deep Pile</b>			
Riva	Yes	Yes	Yes
Sensation	Yes	Yes	Yes
Silken Serenity	Yes	Yes	Yes
<b>Easy Clean Twist</b>			
Apollo Elite	Yes	Yes	Yes
Apollo Plus	Yes	Yes	Yes
Inglewood Saxony	Yes	Yes	Yes
Kingston	Yes	Yes	Yes
Linwood	Yes	Yes	Yes
Primo Choice	Yes	Yes	Yes
Primo Grande	Yes	Yes	Yes
Primo Naturals	Yes	Yes	Yes
Primo Plus	Yes	Yes	Yes
Primo Tweeds	Yes	Yes	Yes
Primo Ultra	Yes	Yes	Yes
Trinity	Yes	Yes	Yes
Zenith	Yes	Yes	Yes
<b>Easy Clean Loop</b>			
Primo Textures	Yes	Yes	Yes
<b>Wool Loop</b>			
Fairisle	Yes	No	Yes
Pimlico	Yes	No	Yes
Pimlico Stripe	Yes	No	Yes
Malabar Two Fold	Yes	No	Yes
Shetland	Yes	No	Yes
<b>Wool Twist</b>			
Hampstead	Yes	No	Yes
Natural Berber Twist	Yes	No	Yes
Pembroke	Yes	No	Yes
Woodland Heather Twist	Yes	No	Yes

# Your Obligations

**In order to ensure your carpet guarantee is valid, you should:**

1. Know which guarantee is applicable to your particular carpet. Guarantee information is provided in-store, on point of sale and carpet sampling, including the duration and type of guarantee on offer.

This can also be found and on page 5 in this leaflet.

2. Your contractual obligations are with the retailer and any complaint or queries you have should be directed to the retailer from who you purchased your Cormar carpet. For that reason, we advise that you retain your proof of purchase in the form of a receipt or invoice statement from your Cormar retailer.

This will show the price paid and the date purchased and/or the date the carpet was fitted.

3. Your Cormar carpet should always be installed by a professional carpet fitter. Correct installation will help ensure the longevity and quality of your carpet.

Wrongly or poorly installed carpet may cause issues such as delamination, wear and creasing. It may also invalidate your guarantee if your carpet is not professionally fitted.

4. Your carpet should be fitted with a good quality underlay. We do not currently recommend a particular brand of underlay, but your Cormar retailer will have given you advice when purchasing and arranging installation of your carpet. Carpet not fitted with adequate underlay will invalidate your guarantee.

5. Please refer to our carpet maintenance and cleaning guide in this leaflet and on our website  
**[www.cormarcarpets.co.uk/  
advice/carpet-care](http://www.cormarcarpets.co.uk/advice/carpet-care)**

# Frequently Asked Questions

## **Q: When does my guarantee start from?**

**A:** Your guarantee is valid from the date your carpet is fitted.

## **Q: When should I register my guarantee?**

**A:** You can register your guarantee anytime between the date your carpet was purchased or fitted and before the expiry date of your guarantee. As above, the period/duration of the guarantee commences from the date your carpet was fitted, so you should retain your receipt/proof of purchase.

## **Q: What is covered and not covered?**

**A:** Depending on the carpet you have had fitted, please refer to the inclusions/exclusions on page 9 and the Terms and Conditions page.

## **Q: Is the guarantee transferable?**

**A:** The guarantee is non-transferable and only valid in the name of the first purchaser, unless written authority is received from Cormar Carpet Company. The warranty is invalidated for the new owners of the residence/home unless authorised by Cormar Carpet Company.

## **Q: Do I have to register my guarantee online?**

**A:** Your guarantee will still be valid provided you have followed the Terms and Conditions and retained the receipt with a date of purchase. We recommend registering your guarantee online for your own protection and to ensure we have your details in the unlikely event of a complaint or query.

## **Q: What do I do if I want to claim?**

**A:** Your contract is with the retailer from whom you purchased your carpet, so in the first instance, you should always contact them first. This is why it is important to retain your receipt in case of a claim. If the retailer believes there is a fault with the carpet, then the retailer will contact us to investigate further. We may then arrange for an independent inspector to visit and assess the carpet to determine which course of action to take.

## **Q: What is the guarantee for my Cormar carpet and what does it cover?**

**A:** All Cormar carpets come with a minimum 2 Year Manufacturer Guarantee. Additionally, some of our carpets include a 10 Year Stain and/or a 10 Year Wear Warranty.

## **Q: Are all Cormar Carpets 'moth proofed'?**

**A:** The yarn used to manufacture our wool carpets is treated with a moth resistant agent during the wool scouring process. This will not always prevent moths from eating the carpets, therefore the best course of action is to thoroughly remove the moth infestation before laying down a new carpet.

If fitting a carpet at premises where a moth infestation already exists, the treatment will not prevent further attack. Therefore we advise that the infestation is thoroughly removed in situ before fitting a new carpet.

# Frequently Asked Questions

## **Q: Which underlay should I use?**

**A:** We always recommend fitting a new, good quality underlay, professionally fitted by an experienced carpet fitter. Fitting a new carpet on old underlay will affect the durability of your carpet and therefore invalidates your 10 Year Wear Warranty. Your local Cormar retailer will have plenty of options to advise on which is the best choice for you.

## **Q: What is normal wear and tear for my carpet?**

**A:** Over time, all carpets eventually show signs of general wear and tear. It is therefore important to choose the right style of carpet for your requirements to ensure longevity. When browsing our ranges, take a look at the product information and suitability by room. Areas with heavy foot traffic such as stairs aren't always well suited to very soft, deep pile carpets, so please follow our basic guide and always seek advice from one of our professional carpet retailers. We recommend purchasing new underlay when buying a new carpet, as it can prolong the life of your carpet too! For more advice, take a look at our Carpet Care Guide.

## **Q: How often should I vacuum my carpet?**

**A:** The simple answer is regularly! We recommend vacuuming at least 2-3 times a week to remove trapped dirt

and dust which affects the durability and appearance of the carpet. Vacuuming also helps keep the carpet pile in shape by lifting up the fibres.

## **Q: Which vacuum cleaner should I use?**

**A:** We don't currently recommend specific brands of vacuum cleaners, although it is important your vacuum cleaner is "carpet-friendly". Generally we recommend that cut pile carpets are vacuumed using an upright cleaner with beater bar and brush. Whereas loop pile carpets benefit from a cylinder cleaner with suction head, which is a less abrasive clean. Take a look at our Carpet Care Guide for more information.

## **Q: How do I treat stains and spills?**

**A:** How you treat a stain can vary depending on the type and how long before it was treated. Our simple guide to 'Treating Common Stains' on page 4 can be of help. Please also refer to our 'Inclusions and Exclusions' page on page 9 to check whether it is covered by the guarantee.

*we've got  
you covered*



# Your Guarantee:

## Inclusions & Exclusions

### 10 Year Stain Warranty

All our carpets carrying the 10 Year Stain Guarantee can be cleaned with a bleach solution, ensuring regular household spills and stains can be removed. Below is a list of the common inclusions and exclusions to our stain warranty.

#### *Included*

Soil and mud  
Wax crayons  
Tea/Coffee  
Felt tip pens  
Water based paint  
Vomit  
Pet faeces and urine  
Make-up  
Soot  
Clothing dye, including denim  
Ink  
(ball-point and fountain pen only)  
Flower pollen  
Cat litter  
Proprietary cleaning products  
(e.g., Vanish, 1001)  
Plasticine and Play-Doh

#### *Not Included*

Oil based paint  
Printer carbon  
Furniture polish  
Brass cleaner  
Nail varnish  
Oil (e.g., from door hinges,  
bicycles, engines)  
Escape of liquid from radiators  
and appliances  
Candle wax  
Water from leaks or flooding

### 10 Year Wear Guarantee

To give you that extra peace of mind, the Wear Warranty will cover the carpet for abrasive fibre loss from the carpet pile. This is provided the carpet is regularly and correctly maintained and a new underlay is fitted when the carpet is first laid.

### Procedure for making a complaint

In the first instance, you should contact your retailer or distributor from where your carpet was purchased.

- Ensure you retain your receipt or invoice for payment
- Once your retailer has contacted us, we will then, if required, arrange an independent inspection to be carried out to inspect the carpet in situ.

# Further Guidance

## Shedding

All carpets using a spun yarn will shed excess fibre when first installed. The duration of the shedding varies depending on how often you vacuum your carpet and the type of machine used. Shedding is a natural, common occurrence and is not considered to be a manufacturing defect or a form of wear. The short fibres lost over time represent a very small fraction of the overall pile.

## Flattening

All cut pile carpets of any fibre type will flatten over time, especially in high traffic areas of the home. This can give the appearance of a different shade but is in fact caused by the pile reflecting light differently. It's a normal occurrence and not related, or detrimental to, the performance of the carpet. Regular cleaning and maintenance reduces this significantly.

## Indentations

The feet of furniture will create indentations on a carpet or rug. To help reduce marking, regularly move the position of furniture and other heavy objects where possible. To help lift the pile back up, use a coin to gently 'tease' the pile upright.

## Footprints

Cut-pile carpets, especially those with a high lustre pile, will show footprints and vacuum cleaner marks. This is a characteristic of the carpet and is not considered a manufacturing defect. Selecting a carpet with a lower pile height and denser construction will help to minimize this effect.

## Long Tufts

After having the carpet fitted, very occasionally you may find a stray tuft extending above the pile surface. Provided your carpet is a cut pile, carefully cut the tuft with sharp scissors to the level of the surrounding pile. This will not affect

the look or the durability of the carpet.

## Natural Fibres

As a natural fibre, pure new wool is washed and scoured before being spun into carpet yarn. Throughout the manufacturing process wool is always inspected with any natural minor imperfections removed. Even so, fitted wool carpets may, on rare occasions, contain slight traces of the sheep's outdoor environment. If this is the case, we reserve the right to carry out small on-site rectifications. This won't affect your statutory rights.

## Pile Reversal

As with shading, this can occur when the pile, or "nap" of the carpet changes direction and reflects light at different angles, creating an effect which can become permanent. Sometimes this is referred to as "water-marking". It may be more apparent on plain carpets, whereas patterned carpets can mask this effect. There has been a lot of research conducted in this area, without conclusive proof of the causes. For this reason it is not considered to be a manufacturing fault and is not covered by the guarantee.

## Fading

Carpets with a high wool content can fade over time. Fading is caused by continuous exposure to strong ultra violet (UV) light, which lightens, or bleaches the wool. The speed and extent of fading can vary depending on the colour and exposure to sunlight. You should always try to reduce the exposure of carpets to sunlight, by using curtains, blinds and by moving furniture around regularly.

# Further Guidance

## Pole Pressure Marks

Occasionally, carpets can display a lighter area close to the edge, created by the tube around which carpets are tightly wrapped around during transportation and storing. With regular vacuuming and use, such lighter areas should gradually diminish in appearance over approximately 4 weeks as the carpet becomes acclimatised to your home.

## Pilling

Pilling can sometimes occur on loop pile carpets. The expression is used to describe little balls of fibres which collect on the pile surface – it's similar to the 'bobbling' effect which can occur on clothing. To avoid pilling, vacuum with a cylinder cleaner using the suction head only. Also try and restrict the use of rubber soled shoes and pets' claws, as they can both act abrasively on the pile surface.

## Treatments

If you intend to apply stain-guard treatment to your carpets, be cautious. Don't over apply the solution as too much saturation can result in damage to the structure of the carpet.

Please Note: This advice is offered as a service to our customers. Cormar cannot be held liable for any loss, damage or injury arising out of any action taken on the advice given in this leaflet. For more information and to register your warranty go to:

**[www.cormarcarpets.co.uk/guarantee](http://www.cormarcarpets.co.uk/guarantee)**

Please note your contractual obligations are with the retailer and any complaint or queries you have should be directed to

the retailer from who you purchased your Cormar carpet. For that reason, we advise that you retain your proof of purchase in the form of a receipt or invoice statement from your Cormar retailer.

# Terms & Conditions

**To be eligible for cover under the warranty, all carpets should be fitted in accordance with good trade practice. New carpet should also be fitted with new underlay.**

Failure to meet these terms may invalidate your warranty. In any enquiry or query about the quality of your carpet, your local retailer from where you purchased your Cormar carpet is your first point of contact.

To ensure your warranty is valid, please follow the below steps:

- Register & activate your warranty online at [cormarcarpets.co.uk/guarantee](http://cormarcarpets.co.uk/guarantee)
- Keep the original receipt/invoice as proof and date of purchase. This should include the name, address and contact details from where your carpet was purchased, date of purchase, range name and colour.
- Please also ensure you retain any cleaning receipts.
- If possible, ask your fitter to provide you with a cutting from your carpet and keep for reference in case of any future query.

As the purchaser, you agree to follow the advice given in this leaflet.

The guarantee is non-transferable and only valid in the name of the first purchaser, unless written authority is received from Cormar Carpet Company.

The warranty is invalidated for the new owners of the residence/home unless authorised by Cormar Carpet Company.

The guarantee is only applicable to Cormar Carpets sold and fitted in the UK, Eire & The Channel Islands, by approved Cormar retailers, wholesalers or distributors.

Your carpet should be vacuumed regularly, at least 2-3 times per week. Loop pile carpets should be vacuumed carefully using a suction cleaner head.

Avoid using a beater bar and brush on Loop pile carpets. These can catch and lift the fibres and can after prolonged use, lead to a bobbled or felted appearance. Use of a beater bar can invalidate your

guarantee if used on a Loop pile carpet.

Please refer to our cleaning and maintenance guide at:  
**[cormarcarpets.co.uk/advice/carpet-care/](http://cormarcarpets.co.uk/advice/carpet-care/)**

Your carpet should be professionally cleaned at least once every two years. You should retain your receipts and invoices to validate any claim you may wish to make.

Spillages should be tackled immediately and, if left for prolonged periods of time, can invalidate your guarantee.

For cleaning instructions, refer to our carpet care guide online at  
**[cormarcarpets.co.uk/advice/carpet-care/](http://cormarcarpets.co.uk/advice/carpet-care/)**

Take care not to over soak the carpet when cleaning up spills and stains, as this can invalidate your 10 Year Guarantee.

The guarantee is only applicable to the room in which it is fitted. This guarantee does not include any fitting or any other additional costs regarding removal or installation.

The guarantee will be invalid if/when damage occurs due to negligence, malice, removal of the carpet, transit due to fire or water/flood damage.

The guarantees we provide do not cover damage to your Cormar carpet caused by improper cleaning, maintenance or the use of cleaning materials, or equipment and/or inadequate care. All carpets require regular cleaning and maintenance, details of which are listed this leaflet and on our website.

We do not cover any guarantee if the carpet is fitted inadequately with unsuitable or no underlay and this will invalidate any guarantee and any subsequent claim.

No carpet guarantee is valid if fitted outdoors.