A misty landscape with sheep in a field. The scene is dominated by a soft, hazy atmosphere. In the foreground, several sheep with thick, light-colored wool are scattered across a green field. One sheep is prominently featured in the center, looking towards the camera. To its left, another sheep stands looking forward. To the right, a group of sheep is grazing. The background consists of a line of bare trees and a dense forest of evergreens, all shrouded in a thick mist or fog. The overall color palette is muted and natural, with greens, greys, and earthy tones.

Godfrey Hirst

The Essentials

A Buyer's Guide to Carpet

CHOOSE THE RIGHT PATH

to an earth friendly environment with wool carpet that is rich and varied in visual textures and subtle tone on tone patterns.

Since 1865, Godfrey Hirst has built a reputation for quality and has evolved into Australia's largest carpet manufacturer. It is a company with a proud history of combining innovation with tradition and skill in crafting its fine wool products.

The longevity and success of the company can be attributed to its willingness to embrace change without compromising its standards of quality and service. Our customers can rely on

our high standards. Godfrey Hirst has always been at the forefront of the Australian carpet industry and we continue to lead the way through successful strategies of vertical integration.

The company is firmly focused on the future, investing in research and technology to maintain its reputation for quality and innovation, and to ensure that the Godfrey Hirst name remains the standard by which others are measured. And as one of the largest manufacturers of wool carpet in the world, Godfrey Hirst can provide an exceptional selection of value priced carpets.

Which carpet is right for you?

Never underestimate the power of the floor - it helps set the tone for the character of your entire home. Godfrey Hirst has been providing beautiful, long-lasting wool for over 150 years and will for years to come. Godfrey Hirst, the brand you know and trust, offers many solutions to your design needs. So, how do you choose?

We have developed this easy to use guide to help you better understand things you should consider before purchasing your carpet.

Rest assured, no matter what type of carpet you are considering, Godfrey Hirst brings you the best designs, technology, quality and environmentally friendly carpet.



Which carpet is right for you?



WOOL

Luxurious and soft to the touch, with the integrity of outstanding environmental credentials, beauty, performance maintenance and health benefits - **wool is the only authentic naturally sustainable fiber that synthetics strive to emulate.**

Wool is the ultimate renewable fiber. With sheep grazing freely on grass, wool grows continuously before being shorn every 9 - 12 months and returned to their pastures to grow more wool.

Wool is biodegradable. In soil, wool readily biodegrades to produce essential plant nutrients such as potassium, nitrogen and phosphorous. Even in a landfill, wool pile will decompose leaving no harmful residues. Wool is composed entirely of amino acids, the building blocks of life and at the end of its useful life, pile from wool carpet can be returned to the ground, releasing nutrients as it decomposes, promoting further grass growth.

Wool is energy efficient. Wool is produced from totally renewable and natural resources - water, sun and grass and requiring far less energy to produce than synthetic fibers. Wool carpet reduces heating and cooling energy requirements by preventing heat loss and heat rise through floors.

Wool has innate stain and soil resistance. Chemical stain resistance treatments are not necessary. Wool's unique fiber structure of overlapping, had, microscopic scales (much like roof shingles), make it durable and hard wearing, while inhibiting dirt adhering to the fiber and giving significantly better soil release than other fibers.

Wool is the most forgiving and easiest fiber to clean and maintain. Wool does not attract lint so vacuum cleaning is easier and in wet cleaning fibers swell and release dirt particles.

Green Tip:

Get back to basics. Think how people lived generations ago, with natural materials, such as wool products that lasted a lifetime.

Carpet's Appearance

A carpet's appearance, texture and longevity are determined by its fibers. The pile can be natural, synthetic, or a blend of several fibers. Understand the properties of common carpet fibers

(wool, nylon, polyester, olefin, triexta and acrylic) and consider them carefully when deciding what kind of carpet to buy to guarantee you make the right decisions for your home.

Which carpet is right for you?

WOOL

Wool is naturally safe. Wool is renowned for its outstanding flame resistance due to high moisture and protein content, difficult to ignite, with low flame spread and heat release properties. Wool does not melt or drip and has excellent self-extinguishing properties.

Wool naturally improves indoor air quality. Wool stabilizes relative humidity by absorbing or releasing moisture during periods of high or low atmospheric humidity. If maintained, it absorbs and neutralizes airborne particles and fumes such as formaldehyde, sulphur dioxide and nitrous oxides.

Wool carpets provide all year comfort. Wool provides underfoot comfort since is resistant to static build up and slips while providing excellent sound absorption and heat insulating properties.

Wool carpets are naturally crush resistant. The wool fiber is naturally curly which causes it to bounce back into shape when crushed.

Wool carpet is hypo-allergenic. Wool does not promote the growth of dust mites or bacteria or give off harmful emissions.

Wool carpet is affordable. Godfrey Hirst is one of the largest manufacturers of wool carpet in the world, so it can provide an exceptional selection of value priced carpets.



Synthetic Fibers & Triexta

Synthetic fibers such as nylon, polyester and olefin are manufactured from man-made petrochemicals. These products can take centuries to decompose and recycling often consumes more energy than original extrusion. With limited stain resistance, chemical stain resistance treatments are necessary. This requires more energy to manufacture. Stain and anti-static treatments are usually necessary for normal residential or commercial uses.

Nylon is generally the most durable (and expensive) of the synthetic fibers, while lower cost fibers such as olefin lack

comfort, performance, appearance and flammability control.

Triexta is a relatively new synthetic fiber made from **corn sugar, however only 37% of the fiber is actually derived** from renewable resources, while diverting resources from the food chain. Though stain resistance chemicals are not required, production of the fiber still requires far more energy than wool.



Making a commitment to the environment means

We hear various messages regarding “green” products. Many of the efforts appear to be Recycling of carpet is a good example. It takes millions of kilowatts to recycle carpet back cost to collect and sort post consumer carpet, adds a component of hidden costs that are synthetic materials in the fiber.

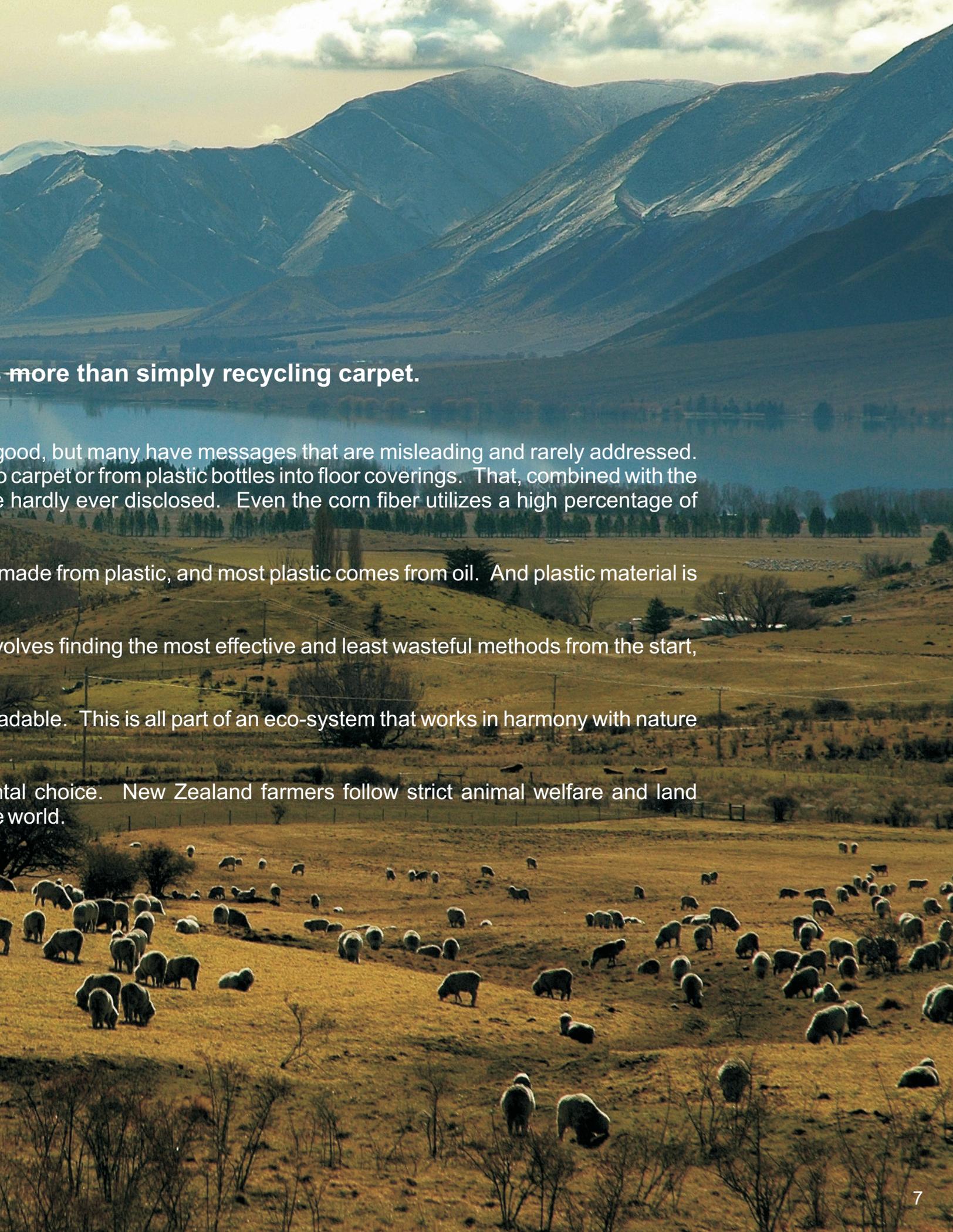
The difference between natural and synthetic materials is vast. Synthetic fibers are made not biodegradable and will remain in the landfills for many, many, years to come.

Making a commitment to the environment means more than simply recycling carpet. It includes its choice of fiber.

Carpet from Godfrey Hirst is made from wool, which is renewable, sustainable and biodegradable while caring for our planet’s resources for future generations.

Noted for its luxurious feel and exceptional wear, wool makes an excellent environmental management techniques that help contribute to its being the cleanest and whitest wool in the world.

Wool is the real definition of what “green” really means - to you and to us.



more than simply recycling carpet.

good, but many have messages that are misleading and rarely addressed. From wool or from plastic bottles into floor coverings. That, combined with the information is hardly ever disclosed. Even the corn fiber utilizes a high percentage of

material made from plastic, and most plastic comes from oil. And plastic material is

involves finding the most effective and least wasteful methods from the start,

available. This is all part of an eco-system that works in harmony with nature

the right choice. New Zealand farmers follow strict animal welfare and land management practices that are world-leading.

Flooring Considerations



Some of the most important things to consider when choosing carpet are:

What “look” do you want? Our wide array of carpets have inspiring looks from natural ranges to graphic designs.

The room it will be in. We have a vast selection to choose from for every room in your home.

The amount of foot traffic to which the carpet will be exposed. Different types of construction work well for a variety of traffic issues.

Do you have an active household? Children and pets should be considered when deciding on the appropriate carpet.

Answering these questions cannot only help you in your color decisions, but also in the type of carpet construction you use. Darker colored carpets or multi-colored or patterned carpets (compared to solid colored lighter carpets) are especially effective in hiding soil. Performance of the carpet is related to the amount and quality of fiber in the pile. The better the fiber and denser it is packed, the better the carpet’s performance. You should seek to buy the highest quality carpet that you can afford.

Color appearance can vary depending upon the type of light under which a sample is viewed and the light sources where the carpet is installed. You should seek to view the sample at your residence and under as many different light conditions as possible prior to making your final decision.

Green Tip:
Define your green. “Green” is different for different people. Some want natural “ingredients”, others, floors that last a very long time or keep a home allergy free. Wool carpet is all of these.

Carpet Manufacturing Techniques

Carpet manufacturing today is a mix of 21st century innovation and old world craftsmanship. Carpet is manufactured in two ways: tufted or woven. Most carpets are tufted- consisting of rows of machine sewn yarns held together by adhesive and a backing. The tufting process is similar to using a large sewing machine about 13 feet wide with hundreds of needles sewing the yarn into a backing. Tufted carpets make up 90% of all manufactured carpet.

Woven carpets are made on a loom and are known for their longer life span (often over 30 years). These types of carpets are popular for areas where longevity and design flexibility are a big part of the design process, especially in the hospitality industry. Many homeowners use woven wiltons and axminsters as design statements.

Extensive studies have established that properly installed and maintained carpet is safe and non toxic to humans and domestic animals. However, there are isolated incidents of individuals who are hypersensitive to certain items including furnishings and cleaning materials. If you have experienced this hypersensitivity, consult an environmental medical specialist for guidance in selecting appropriate products.

Flooring Considerations

Types of Carpet Construction

CARPETS have three basic constructions:

Cut Pile - achieved by shearing across the tops of the loops

Loop Pile- where the carpet pile is a loop formed as the yarn is threaded through a backing then sewn back through.

Loop and Cut Pile - a combination of both cut and loop tufts.

CUT PILE



Saxony: Sometimes called plush or velvet, a saxony has short strands of yarn that are cut evenly and twisted together for a soft, smooth, formal look. These carpets have a tendency to display temporary shading from footprints or vacuuming. This is regarded as a characteristic of the style, and has no detrimental impact on the carpet's performance.

Frieze: Short, durable, extra twisted yarn in the frieze style often has flecks of color, giving it a casual look that's highly versatile. Longer, more irregular friezes are called shags. Quality of friezes have improved with better yarns and more varied constructions such as mixing thick and thin as well as long and short yarns. Extremely durable, it also provides a sensual and luxurious feel.

CUT AND LOOP PILE



Cut and Loop Pile: Tufts of different height give a textured and patterned appearance, or level, providing a stylish finish with a smooth, soft feel. Because of its unique construction, a range of distinctive patterns can be combined with colors that appeal to individual tastes.



LOOP PILE



Level Loop: Often called Berber, carpet with loops of equal height. It hides footprints and vacuum marks. It is very durable and great for informal, high-traffic areas.

Multi Loop: Yarns of varying heights, often create patterns that help conceal dirt. Multi-loop is not as lush as cut pile, but longer loops make it softer than level loop.

Sisal: A loop pile carpet made with textured loops in straight rows. Popular due to its classical appearance and adaptability to almost any interior design.

Installation Considerations

Insist on trained professional installers to install your carpet. Generally, your carpet dealer will have installers on staff or recommend an independent installer. All carpet should be laid in accordance with the guidelines outlined by the Carpet & Rug Institute Installation Standard CR-105, along with specific manufacturers recommendations where applicable.

Before Installation: Have a clear understanding of the services provided by the installer and what you must handle, i.e., who moves furniture? Godfrey Hirst recommends that the carpet be allowed to condition overnight, preferably unrolled, in a temperature of not less than 65 degrees to allow the backing to be more pliable and easier to install.

Seams: Seams may be required during carpet installation. If possible seams should run perpendicular to windows to minimize light reflecting off the seam. There are no invisible seams, and seams may be slightly more apparent with a loop pile carpet rather than a cut pile.

During Installation: Thicker carpet may prevent doors from swinging free and clear, requiring trimming of the doors.

Stairs: On stairways, the pile should sweep down. A little hidden extra carpet should be folded back at the top and bottom of the stairs so, as the edges of the tread are worn down, the carpet can be moved to hide a wear point. Purchasing extra carpet to redo stairs is recommended.

After Installation: You may notice shedding (caused by some of the outside of the fibers of yarn bundles becoming detached during early carpet wear stages) or sprouting (single tufts extending beyond the carpet surface). Frequent vacuuming in the first week, followed by regular vacuuming will remove most loose fibers during the first year and any sprouts should be trimmed (do not pull them out). Should any tufts be missing or damaged, they can easily be replaced by hand or by retufting, and be readily fixed on site by a skilled installer. It is recommended a small piece of spare carpet be retained to provide a source of additional tufting yarn. There may be a “new carpet smell”, most of which will generally dissipate within 24 hours.



Making Sense of Carpet Pad

All carpet need a pad (or cushion) underneath, and although you can't see it, the pad is almost as important as the carpet itself. The right pad can add sole-soothing comfort to the carpet, and helps insulate the floor so your room feels warmer and quieter. Generally, quality pad will extend the useful life of your carpet. The pad also allows air to circulate between the carpet and the floor, so your carpet can breathe better and your vacuum will suction up dirt.

The composition of pads can range from polyurethane foam and recycled bonded foam to natural materials, including wool. Carpet cushion and carpet are designed to work together as a complete flooring system. Ask your carpet dealer to match a quality pad with the quality and proposed use of your carpet.

For residential uses, cushion thickness of not less than 1/4" not exceeding 1/2" with a 6 lb. per cubic foot of density for optimum performance (or for berbers 3/8" and 8 lb. density). Firmer, thinner pads generally perform better.

FAILURE TO HAVE YOUR CARPET INSTALLED ON APPROPRIATE PAD USING THE ABOVE GUIDELINES CAN VOID YOUR WARRANTIES.

Performance Considerations

Warranties and Guarantees

You can establish specific guarantees applicable to a particle carpet by checking the labels on the back of carpet samples, or by asking the retailer.

All our guarantees are subject to the general conditions written on pages 10 and 11 of our **Carpet Maintenance and Guarantees**.**

All the Godfrey Hirst guarantees are located on our website at:

www.godfreyhirstusa.com
www.godfreyhirstcanada.com

Carpet Care

Today's wool carpet offer easy maintenance to keep the carpet good looking over time. With regular care, you can add years to the life of carpet. Regular vacuuming, steam cleaning and spot cleaning all contribute to prolonging its life and enhancing its appearance.

More in depth information regarding the care and maintenance of wool carpet can be found in our **Carpet Maintenance and Guarantees** on pages 4, 5 and 6.

This information can also be found on our website at:
www.godfreyhirstusa.com
www.godfreyhirstcanada.com

The Godfrey Hirst Difference

Design Excellence: No matter what style of home, from classic to modern, there's a Godfrey Hirst wool carpet to suit your decor. For diverse styles and luxurious comfort in fine wool carpets, Godfrey Hirst is the natural choice.

Performance Excellence: With a long standing tradition for quality and performance, Godfrey Hirst carpets are produced from premium wools. As further testament to its reputation, every Godfrey Hirst carpet comes with either a 7 or 10 Year Wear Guarantee.**

Environmental Excellence: Sun, water, grass. Nature's most elemental ingredients blend together with sheep to provide the most sustainable carpet fiber - wool.

Excellent Value: As one of the largest manufacturers of wool carpet in the world, Godfrey Hirst is able to provide a vast selection of exceptional value priced carpets.

The combination of design, performance, environmental sustainability and excellent value are the reasons for the Godfrey Hirst Difference.

** Please refer to the Godfrey Hirst Cleaning Guide and Warranty Information Brochure



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