



Carpets & Underlay



- 15 YEAR WEAR
- 15 YEAR STAIN RESISTANCE
- 15 YEAR COLOUR FAST
- LIFE TIME ANTI STATIC

+10 YEARS IF INSTALLED ON SLEEPYHEAD ULTRAPET UNDERLAY

UltraPet Carpet Introduction

Your carpet will give you years of hard-wearing service if you care for it and maintain it on a regular basis. This document details how to best care for your carpet.

Please read these instructions carefully.

What you need to do

To enjoy the protection of our warranties, it will help if you take these few simple steps:

1. Please retain your receipt of purchase together with this booklet in a safe place.
2. Please retain a portion approx. 18 x 18 cm of excess, unused carpet after installation.
3. Have your carpet cleaned in accordance with the care and maintenance instructions contained in this booklet and have it professionally cleaned once every 12-18 months starting from the date of purchase.
4. Keep all receipts of professional cleaning and, also keep a list of all products used to clean and maintain your carpet.



The Carpet

A true testament of versatility and endurance, UltraPet carpets are designed to create the perfect environment for both you and your furry friends!

Made from cutting edge technology, UltraPet carpets are able to withstand the hustle and bustle of both paws and feet; the increased durability and stain repellent properties that they provide mean there's no longer any need to restrict your beloved fur babies from entering all rooms in your home!

Cold water can easily clean most stains and pet accidents (such as urine and faeces) in the wag of a tail, giving you peace of mind as you navigate through the other stresses of looking after your boisterous pup or spirited cat.



Pawsome for Pets



Unparalleled Colour Retention



Hassle Free Cleaning



Ultra-Soft Comfort



Family Friendly

The Underlay

UltraPet carpet underlay is specially formulated to provide superior comfort underfoot and outstanding durability.

It also features StainShield, an innovative new multi-layered high density protective barrier that helps to guard against most common household spills and pet stains. UltraPet is also treated with a proven antimicrobial, Fresh Protect, which is derived from coconut oil and is safe for pets, people, and the environment. This helps prevent odours and the growth of bacteria, mould, and dust mites.



Sleepyhead
STAINSHIELD



Sensitive Choice, approved for the healthier home.



New Zealand made and guaranteed for the life of the carpet.



Environmentally friendly, fully recyclable.



UltraPet Carpets Colour Options

UltraPet carpets come in a range of ten beautiful colours thoughtfully selected to harmonise with diverse interior design styles. So, whether you prefer the grounded colour palette of browns and neutrals or monochromatic charcoals and greys, we've got you covered in 3 different weights.

Also, while with some carpets the colour is only visible on the yarn surface, much like a radish, UltraPet carpets have colour built inherently into the yarn fibres, just like a carrot. This means your UltraPet carpet will maintain its colour for years to come.

Birman

Birman is a budget friendly carpet range that achieves a look of luxury without compromising on its resilience. A perfect choice for kid's bedrooms where all the splotches and splashes take place.

Basenji

Basenji strikes a perfect balance between durability and comfort. This carpet is an ideal choice for rooms that you want to add a little bit of richness to, such as the bedroom or living room.

Akita

Akita is an undeniably lush and attractive twist pile constructed with innovative technology to provide you with ultra-soft comfort underfoot. This denser, heavy weight range offers maximum durability and resilience against the wear and tear of an active household.

Regular Maintenance

We highly recommend, before vacuuming your newly installed carpet, that you vacuum an offcut piece of carpet to ensure your current vacuum cleaner will not agitate the fibres and cause unnecessary fuzziness.

Frequent vacuuming removes soil particles from the surface before they work their way below the pile surface. It is recommended to vacuum at least once a week and more for heavy traffic areas. It is recommended to use either upright vacuums or quality barrel vacuums with adjustable brush heads. Extra care must be taken in heavy traffic areas, including entrance areas.

Cut Pile Carpets: You can use a height adjustable regular-suction, rotary turbo or power brush head for your cut pile or cut and loop carpet; however, excessive use of a rotating brush head may disturb the overall appearance of your carpet.

We recommend using a height adjustable regular-suction vacuum with a rotary turbo brush roller driven by airflow and, if the function is available on the vacuum, moving the brush roller to an OFF position for 'suction only' cleaning as also recommended for loop pile vacuuming. Only occasionally vacuum with your turbo or power brush head to avoid tuft-tip distortion and loss of pile appearance. Some vacuum cleaners that have coarse bristles have been known to be too aggressive and cause excessive removal of the fibres.

Please note that Victoria Carpets do not recommend the use of robot or stick vacuums for regular carpet maintenance. They are very abrasive on the fibre and leave permanent marks on them.

If you are not sure about what type of vacuum cleaner should be used for the carpet you have chosen, please contact us at info@victoriacarpets.com.au. We will assist you on this promptly.

Periodic Maintenance

However meticulously both regular and interim maintenance are carried out, the time will come when the carpeting will require a thorough, deep or restorative clean. Carpet should be professionally steam-cleaned (hot water extraction) every 12-18 months. Steam cleaning should be carried out by a reputable professional steam cleaner and in accordance with the Australian and New Zealand carpet cleaning and maintenance standard AS/NZS3733.

Do-it-yourself steam cleaning, shampooing or dry cleaning is not recommended.

Additional steps to protect your carpet and keep it looking better for longer:

- Use furniture cups or felt pads under furniture.
- Place mats at exterior entrances to capture dirt, grit and moisture from footwear.
- Place rugs/mats or carpet protectors in areas that receive a lot of traffic or regular pressure (i.e. in front of couches, beside beds) to protect against uneven wear. Ensure you keep rugs/mats or carpet protectors clean and vacuum the carpet pile underneath.
- In areas subject to prolonged exposure to direct sunlight, protect your carpet with curtains, blinds, shades, or awnings.



Spot Cleaning Procedures

Immediately remove as much of the spill as possible. To remove stains, it is generally best to use general carpet cleaning liquids designed specifically for spot cleaning. The recurrence of stains after spot cleaning is not uncommon for a concentrated spill, so a repeat treatment is necessary.

Never rub or scrub the carpet as it may cause fuzzing or change the appearance of the carpet.

Always work from the outside of the stain towards the middle to avoid further spreading.

It is recommended to pre-test any cleaning agents on a small obscured area of your carpet to ensure they do not affect the appearance or colour of the carpet.

It is most important to rinse the cleaned area thoroughly with water and blot dry after removing any spills. If the cleaned area is not sufficiently rinsed, a sticky detergent residue remains which attracts soiling.

Spills should be attended to as they occur - the older the stain, the more difficult it is to remove.

Dry Stains

Gently remove as much of the substance as possible using a small soft hand brush or spatula to break up any crusted material and then vacuum thoroughly.

Wet Stains

Blot with absorbent white cloth or paper towel, or use a spatula to remove any excess, then blot. For larger spills, a portable extraction unit or wet/dry vacuum, or professional cleaning is best.

Your 100% UltraPet carpet will clean most stains with just water. With the help of a sponge or sprayer, apply clean water on the stained area. Blot up with a sponge or a wet/dry vacuum cleaner to remove excess water. Repeat these steps 4-5 times or until the stain is completely removed from the carpet. Once the stain is completely removed, blot dry with paper towel or cloth. Do not walk on the carpet until it is completely dry.

If you prefer to use household cleaning agents to maintain your carpet, we suggest you follow the cleaning methods outlined in this booklet.

Recommended Cleaning Methods

Rinse the cleaned area thoroughly with clear cold water after each cleaning step and blot dry.

Detergent

Use commercially available general carpet cleaning or spot removal detergent. Apply detergent sparingly to the stained area then blot to remove residue and rinse thoroughly with clear water. Blot dry.

Ammonia solution

Mix one tablespoon of non-bleaching household ammonia with one cup of warm water.

(Note: Do not mix with chlorine bleach.) Gently apply ammonia solution sparingly. Blot the stained area to remove the substance. Rinse thoroughly with clear water. Blot dry.

Vinegar solution

Mix one-part white vinegar and one-part water. Apply the white vinegar solution to the entire area that has been cleaned. Rinse thoroughly with clear water. Blot dry.

Alcohol

Clear alcohol; use as is. Apply only enough alcohol to dampen the stain. Blot dry. Repeat as long as the stain continues to transfer.

Clear water

Rinse the cleaned area thoroughly with clear water and blot dry.

If stains fail to respond to treatments, contact a professional carpet cleaner immediately.

UltraPet Cleaning Table

Stain	Step 1	Step 2	Step 3	Step 4
Asphalt	Alcohol	Detergent	Vinegar solution	Clear water
Beer	Detergent	Ammonia solution	Clear water	
Berries	Detergent	Ammonia solution	Clear water	
Blood	Detergent	Ammonia solution	Clear water	
Bleach	Detergent	Ammonia solution	Clear water	
Butter	Alcohol	Detergent	Vinegar solution	Clear water
Chalk	Detergent	Ammonia solution	Clear water	
Chewing Gum	Chill	Scrape off	Clear water	
Chocolate	Alcohol	Detergent	Vinegar solution	Clear water
Clay (red)	Detergent	Ammonia solution	Clear water	
Coffee	Detergent	Vinegar solution	Clear water	
Crayon	Alcohol	Detergent	Vinegar solution	Clear water
Faeces	Detergent	Ammonia solution	Clear water	
Felt Tip Marker	Alcohol	Detergent	Vinegar solution	Clear water
Fruit Juice/Drinks	Detergent	Ammonia solution	Clear water	
Furniture Polish	Alcohol	Detergent	Vinegar solution	Clear water
Glue	Detergent	Ammonia solution	Clear water	
Gravy	Detergent	Ammonia solution	Clear water	
Grease	Alcohol	Detergent	Vinegar solution	Clear water
Hair Dye	Detergent	Ammonia solution	Clear water	
Ice Cream	Detergent	Ammonia solution	Clear water	
Ink (washable)	Detergent	Ammonia solution	Clear water	
Ink (permanent)	Alcohol	Detergent	Vinegar solution	Clear water
Insecticides	Alcohol	Detergent	Vinegar solution	Clear water
Iron Rust	Detergent	Ammonia solution	Clear water	
Lipstick	Alcohol	Detergent	Vinegar solution	Clear water
Liquor	Alcohol	Detergent	Vinegar solution	Clear water
Mascara	Alcohol	Detergent	Vinegar solution	Clear water

Stain	Step 1	Step 2	Step 3	Step 4
Medicines	Detergent	Ammonia solution	Clear water	
Milk	Detergent	Ammonia solution	Clear water	
Motor Oil	Alcohol	Detergent	Vinegar solution	Clear water
Mouthwash	Detergent	Ammonia solution	Clear water	
Mustard	Detergent	Vinegar solution	Clear water	
Nail Polish	Alcohol	Detergent	Vinegar solution	Clear water
Oil	Alcohol	Detergent	Vinegar solution	Clear water
Ointment	Alcohol	Detergent	Vinegar solution	Clear water
Paint (oil base)	Alcohol	Detergent	Vinegar solution	Clear water
Paint (water base)	Detergent	Ammonia solution	Clear water	
Petroleum jelly	Alcohol	Detergent	Vinegar solution	Clear water
Plant Food	Detergent	Ammonia solution	Clear water	
Salad Dressing	Alcohol	Detergent	Vinegar solution	Clear water
Shoe Polish	Alcohol	Detergent	Vinegar solution	Clear Water
Soft Drinks	Detergent	Ammonia solution	Clear water	
Soy Sauce	Alcohol	Detergent	Vinegar solution	Clear Water
Tea	Detergent	Vinegar solution	Clear water	
Tomato Sauce	Detergent	Ammonia solution	Clear water	
Toothpaste	Detergent	Ammonia solution	Clear water	
Urine	Detergent	Vinegar solution	Clear water	
Vomit	Detergent	Vinegar solution	Clear water	
Water Colours	Detergent	Vinegar solution	Clear water	
Wax (candle)	Alcohol	Detergent	Vinegar solution	Clear water
Wine	Detergent	Ammonia solution	Clear water	

Characteristics Of Carpet

The below are common characteristics of broadloom carpet and are not considered manufacturing faults.

Appearance Retention

Carpets are a textile, and the appearance will change over time due to – but not limited to – foot traffic. The pile of the carpet will flatten particularly in high foot traffic areas as well as under heavy furniture. This occurs in all tufted carpet and is not considered a manufacturing fault.

Tracking

Tracking is the visible footprints and indents in the carpet. Tracking is more pronounced in carpets that have a higher pile and or softer yarn. This can be reduced by regular vacuuming.

Colour Variation

Installed carpet will show a colour variation from the in-store sample. We recommend, where possible, that all the carpet in your home is from the same dye-lot / production to avoid batch to batch colour variations.

Fading, Delamination & Rubbling / Rippling

Carpets are a textile product and will experience colour loss over time when exposed to direct sunlight. Extensive and intensive exposure to direct sunlight could also lead to the breakdown of the latex, causing carpet delamination or bubbling/rippling in an extreme case.

The use of curtains, blinds, shades, and other window coverings is recommended to protect your carpet from prolonged exposure to direct sunlight, particularly on north or west-facing glass doors or floor-to-ceiling windows. Moving furniture around regularly, when possible, will also help to expose all areas evenly.

Some household cleaning agents, heating fuels, air conditioners, pesticides, etc. could emit ozone and discolour wool carpets. Care should be taken when using these chemicals.

Pile Reversal / Shading:

Irregularly shaped lighter and darker patches appearing on cut pile carpets are known as shading, puddling or watermarking. Areas of disturbed pile that reflect light in a contrasting way to the body of carpet surrounding it is caused by permanent pile reversal shading. This phenomenon is permanent and cannot be removed by brushing or vacuuming. While it remains unclear why permanent pile reversal shading occurs, it is not perceived as a manufacturing fault or detrimental to the durability of the carpet. So far, it is an unexplained industry phenomenon.

Pattern Match / Bowing & Skewing

Slight variations between the length and width directions of loop piles are the result of stress and pressure differences during the manufacturing process. Consequently, the pattern running along the length of the carpet may not exactly match that running across its width. This is more likely to occur in large areas or situations where the carpet has been sourced from more than one production run.

Special care needs to be taken during installation, but even then, some irregularities may be visible, especially when viewing across multiple width installations. An experienced installer who is familiar with pattern matching can usually minimise the effect of any pattern variations and achieve a visually acceptable result.



Shift Lines

Parallel lines appearing at regular intervals on the surface of loop pile carpets are known as shift lines. These are more evident on carpets with large designs or more elaborate patterns; however, they are not visually intrusive or considered a manufacturing defect.

Correct and regular maintenance will increase the life span of a carpet and help maintain its good appearance. Cleaning should be proportional to the amount of soiling the carpet is subject to – the more dirt deposited on the carpet, the more intensive the maintenance program required.

Wrinkling / Rucking

This effect might occur after installation due to excessive humidity, inadequate underlay, not using the recommended installation procedures (especially power stretching), or even dragging heavy objects across the carpet. A professional installer can usually correct this issue by re-stretching the carpet.

Seam Peaking

Seams peaking is normal when joined carpet is stretched into place. Lighting conditions can accentuate a carpet seam and create the impression that the pile on the side closer to the light source is a lighter shade than the pile on the other side of the join. Carpet seams are never invisible, but they should be straight, aligned and as flat as possible. It is recommended that they are installed away from any light source. Seam peaking is not considered a manufacturing defect.

Roll Pressure Marks

Roll pressure marks is a temporary flattening of the carpet pile, often in strips and most likely to occur with plush pile carpets. It causes distortion in the perceived carpet's colour, texture, and pile height. These marks are caused by the weight of the carpet pressing down the layers underneath or when two rolls are rolled at different tension and lay next to each other. This is not a manufacturing defect. It will disappear gradually with regular vacuuming and general traffic.

Odour Emissions from New Carpets

This is very common in new carpets. The so called 'new carpet smell' will lessen provided that good ventilation is provided to the room of installation (e.g., open windows and doors).

Missing / Damaged / Sprouted Tufts

Missing or damaged tufts in new carpets can occur and should be replaced by hand sewing. It is recommended that the missing tufts or small areas of tuft damage are repaired by an experienced technician or through professional repair. This can be arranged through your retailer. This issue should not detract from the quality or the durability of the carpet.

Missing/damaged tufts may be produced as a result of normal wear (e.g., due to pets' claws, movement of furniture, etc.), pulling the tuft from the backing. These can also be easily replaced by hand or re-tufting, carried out by a professional.

Sprouting is the release onto the carpet surface of extra-long tuft legs that are trapped within the carpet pile during manufacturing, installation, or use. Sprouts can be carefully trimmed with napping shears/scissors without damaging the carpet.

Shedding

Shedding is the term used to describe the release of very short fibres that are collected at the surface of the carpet. It is very common in cut pile carpets (particularly spun yarn products).

Yarns spun from staple fibres (e.g., many woollen yarns) consist of short fibres that are twisted together to form the yarn. This is in comparison to BCF (Bulk Continuous Filament) yarns which are produced with one long filament (thread), resulting in continuous bundles of yarn that are less prone to shedding loose fibres. Many of the short fibres in staple yarns are not bound at the back of the carpet; they then work their way to the surface, often leaving areas of fuzz on the face of the carpet. Shedding is activated by foot-traffic and vacuuming. It is only observed on new carpets. Shedding settles with time and regular cleaning with a soft brush vacuum cleaner.

Stairs

Carpets will naturally be worn faster on stairs, particularly at the lower end, due to repetitive localised pressure. Victoria Carpets synthetic carpets are suitable for stairs, but this does not deter any wear or appearance retention.





The *purrfect*
Carpet and
Underlay for
the *whole*
household.



UltraPet Carpet Underlay

If your housemates are of the canine or feline variety, it's important that you keep them in mind when you are selecting your new floor covering. At the end of the day we all know that accidents can happen!

Thankfully UltraPet Carpet Underlay is here to make your choice easier. This innovative new carpet underlay has been cleverly designed to protect against most common household spills and pet stains.

Added protection

UltraPet Carpet Underlay has been engineered to limit any fluids soaking into the underlay thanks to its protective barrier Stainshield. This advanced technology provides a thicker, more moisture resistant laminate barrier, so fluids can be easily cleaned up before penetrating the underlay.



Comfort that lasts

This 11mm/130kg underlay provides superior comfort underfoot, UltraPet carpet underlay also provides outstanding durability, ensuring that your new carpet feels great and lasts longer! What's more, it's also treated with a proven antimicrobial, Fresh Protect, which is derived from coconut oil and is safe for pets, people, and the environment. This helps prevent odours and the growth of bacteria, mould and dust mites. UltraPet Carpet Underlay is also Sensitive Choice approved as a better choice for people with asthma and allergies.

New Zealand made

Proudly New Zealand made, you can be confident that you've chosen a quality product that will last the test of time. Plus, it's guaranteed by Sleepyhead for the life of your carpet.

After all...



it's what you can't see, that makes the difference!



UltraPet Carpet



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UltraPet Carpet Underlay



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