Care Guide & Warranty Information
CONGRATULATIONS on your purchase of a Shaw Floors carpet. You have purchased a product that promises outstanding performance, unsurpassed quality, and overall value. Caress™ by Shaw comprises a collection of unique carpet styles. Sophisticated design and exceptional natural colors come together in the creation of ultra-soft carpets that offer the ultimate experience in luxury and comfort.
Like any fine fabric, Caress by Shaw Floors products require proper care, and this booklet provides guidelines on keeping your carpet looking its best for years to come. Please read these guidelines carefully, particularly in regard to the vacuum instructions, because some types of vacuums can damage certain carpet styles. The care you give your carpet will protect your investment.
Prevention
Keep the dirt/soil out. Use walk-off mats at entrances and other areas to keep outside dirt and moisture from being tracked onto the carpet. Clean mats frequently. Keep your sidewalks and entrances free of excessive dirt.

Vacuum frequently
The best way to reduce dirt accumulation and prolong the life of your carpet is to vacuum regularly. Most dirt, even dust, is in the form of hard particles. When left in the carpet, these gritty, sharp particles abrade the pile as effectively as sandpaper.

How frequently should you vacuum and what kind of vacuum cleaner should you use? The frequency depends on the amount of foot traffic and household soil to which your carpet is exposed; more use means more frequent vacuuming.

Be aware that some vacuums have overly aggressive action which may damage the surface of your carpet. An inexpensive, less efficient vacuum can remove surface dirt but will not effectively remove the hidden particles embedded in the pile.

Special Note On Vacuum Selection for Caress by Shaw Floors Carpets:
Most vacuums are not designed to work perfectly with all types of carpet. Caress by Shaw Floors luxurious, soft products require a vacuum that can be easily maneuvered across the thick surface. The operation of certain types of vacuums is impeded by the plush, ultra-soft surface, and the machine cannot be easily pushed across the carpet. See our booklet, “Caress by Shaw Floors— Care and Maintenance Recommendations,” for detailed information on vacuum characteristics and a list of recommended vacuum models.
SPOTS & SPILLS

Prompt attention to spots and spills is essential. Some spilled materials will stain or discolor carpet if not removed promptly. Other spills can leave a sticky residue that may result in increased soiling if not removed.

GENERAL STAIN REMOVAL INSTRUCTIONS

No carpet is stain proof, although many are stain resistant, which allows time for removal.

Scrape: Remove as much of food spills as possible by scraping gently with a spoon or dull knife.

Absorb: Absorb wet spills as quickly as possible by blotting repeatedly with white paper or cloth towels.

Blot: Always blot; never rub or scrub abrasively, as a fuzzy area may result. When blotting, work from the outer edge in toward the center of the spot to avoid spreading the spill.

Rinse: Always follow up with water to remove detergent residue that may become sticky and cause rapid resoiling.

Weight: Remove remaining moisture by placing several layers of white towels over the spot and weigh them down with a heavy object that will not transfer color, such as a plastic jug of water.
STAIN REMOVAL & CLEANING SOLUTIONS

Spot removers:

Shaw's R2X® Stain & Soil Remover is recommended for all types of spot cleaning and is available from your floor covering retailer or through shawfloors.com. It is approved under the Carpet and Rug Institute’s (CRI) Seal of Approval certification. Additional cleaning products in the CRI certification program are listed at www.carpet-rug.org. Do not use any household cleaners other than those listed in this program, since many household products contain chemicals that may permanently damage your carpet.

If one of the recommended products is not readily available you may use the guidelines below:

Cleaning solutions:

Detergent: Mix 1/4 teaspoon clear hand dish-washing detergent with one cup warm, not hot, water. Use a clear, non-bleach liquid dishwashing detergent such as Dawn, Joy, or clear Ivory.

Hydrogen Peroxide/Ammonia:
Mix 1/2 cup hydrogen peroxide (3% solution available in drug stores) with one teaspoon undiluted, unscented, clear (non-sudsy) household ammonia. Use within two hours of mixing.

Vinegar: 1 part white vinegar to one part water.

Ammonia: One tablespoon to one cup water.

Solvent: Liquid, non-oily, non-caustic type sold for spot removal from garments. Use products for grease, oil, and tar removal such as Carbona and Afta. Do not apply directly to carpet to prevent carpet damage. (See Procedure A)
STAIN REMOVAL PROCEDURES

The following chart lists the most common household stains and the procedure used to remove them. If using more than one procedure, allow to dry in-between.

The stain removal procedures recommended here are provided to assist in maintaining your carpet and reflect the best information available. Remember, no carpet is stain proof.

**WARNING:** Certain products found in most homes can cause irreparable damage to your carpet. Bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, pesticides, and some plant foods can have strong chemicals which discolor or dissolve carpet fibers. Acne medications containing benzoyl peroxide, a very powerful bleach, are capable of permanently damaging your carpet and most other fabrics as well.

**Reminder:** Always follow up with water to remove detergent residue that may become sticky and cause rapid resoiling.
Procedure A: Apply solvent to dry towel/cloth. Blot, don’t rub. Repeat application as above. Blot, don’t rub. Follow with Procedure B.

Procedure B: Scrape or blot up excess spill. Apply detergent (see “Cleaning Solutions”), use damp towel. Blot, don’t rub. Apply water with damp towel. Blot; finish with weighted pad of towels.

Procedure D: Scrape or blot up excess spill. Apply detergent (see “Cleaning Solutions”), use damp towel. Blot, don’t rub. Apply ammonia (see “Cleaning Solutions”), use damp towel. Blot, don’t rub. Apply white vinegar (undiluted), only after stain is removed. Apply water rinse with a damp towel. Blot; finish with weighted pad of towels.

Procedure G: Scrape or blot up excess spill. Freeze with ice cubes. Shatter with blunt object such as back of spoon. Remove chips before they melt.

Procedure L: Apply solvent remover (non-oily acetone type) to a white, cotton towel and apply to spill. Do not saturate carpet. Pick up softened material using a clean, white paper towel, push toward center of the spot (to avoid spreading material). Repeat above, soften and carefully remove a layer of the material each time. Haste may spread the stain and/or damage the carpet. Follow with Procedure B.

Procedure M: Apply detergent solution (see “Cleaning Solutions”) to white towel, leave 3-5 minutes. Blot, don’t rub. If stain is removed, finish with a water rinse, then blot, then apply a pad of weighted paper towels. If stain is not removed, continue as follows: Apply hydrogen peroxide solution (see “Cleaning Solutions”), let stand 2-3 hours under a weighted sheet of plastic wrap. Repeat application of hydrogen peroxide and allow to dry until removal is complete. Apply white vinegar only after stain is removed. Apply water with damp towel. Blot and dry with weighted pad of paper towels.
Procedure O: Scrape off excess material. Cover with white cotton towel or brown paper. Lightly apply warm iron to towel or paper until material is absorbed. Be sure towel is large enough to cover the stained area. Never touch the iron directly onto the carpet, as the fiber may melt! Change towel or rotate same towel to a clean area and repeat until all material is absorbed.

Procedure P: Vacuum as much as possible. Loosen remaining material by tapping with a scrub brush or toothbrush. Tap with brush, do not scrub. Vacuum again. Follow with procedure “B”.

Clean Most Frequently Used Areas More Often

The most frequently used areas of your carpet—entrances, doorways, traffic lanes, seating areas, etc. will collect dirt much faster than other areas. By cleaning these areas when they first show signs of soilng you can prevent the dirt from spreading to the rest of the carpeted areas of the house.
Periodic professional cleaning of the overall carpet is highly recommended. The frequency of overall cleaning may vary depending on the level and type of traffic and the conditions to which your carpet is exposed. This may range from as little as 6 months to 24 months between cleanings. Your carpet should be properly cleaned at least once every 24 months to maintain its appearance and useful life.

Shaw recommends only hot water extraction, utilizing carpet cleaning products, equipment, and systems certified through the Carpet and Rug Institute’s Seal of Approval Program. These products are listed at www.carpet-rug.org. Warning: Non-approved cleaning products and topical treatments, applied by you or by a professional carpet cleaner, may result in damage to your carpet that will not be covered by your warranty.

Shaw recommends that professional service be performed by an IICRC certified firm. Locate a professional cleaner through the Institute of Inspection, Cleaning and Restoration Certification (IICRC) at 1-800-835-4624 or www.iicrc.org. Cleaning by other professional services may result in damage that will not be covered by your warranty.

**Do-it-yourself systems**

If you decide to rent a steam cleaning machine and do it yourself, remember recommended carpet cleaning equipment and cleaning products should have certification in the CRI Seal of Approval Programs (www.carpet-rug.org).
**Shading/Vacuum Cleaner Marks**
Shading is normal in luxurious, cut pile carpet constructions, such as velvets or saxonies. This visual effect is a result of light reflecting differently from the tips of the carpet tufts versus the sides of the tufts. It is an aesthetic quality built into the carpet design and not considered a defect.

**Seams**
Reputable carpet stores use qualified installers who know how to minimize the appearance of seams. Seams may be slightly more apparent with a loop pile carpet than with a cut pile carpet.

**Footprints**
Most deep, cut pile carpets will show shoe or foot impressions. If you find this objectionable, a low pile carpet with a denser construction can help minimize this condition. Textured saxonies and frieze constructions are ideal for minimizing the appearance of footprints.

**Indentations**
Shift the location of furniture from time to time. Brush the dented area or use a grooming tool or fork to gently loosen or stand the crushed tufts upward. Holding a steam iron several inches above the carpet surface, steam the indented area lightly and brush the tufts upward with your fingertips. Do not let the iron touch the carpet!

**Tip Bloom**
Over time, day-to-day foot-traffic can cause the tips of cut pile carpet tufts to untwist and splay open, or “bloom”. This is a normal occurrence. Look for carpet styles with dense pile and tightly twisted tufts to minimize the likelihood of excessive tip bloom.
Crushing
Crushing is the compression of the carpet tufts. Heavy foot traffic and furniture indentations can crush the surface pile of the carpet. Use a vacuum with a beater bar unit and/or your fingers to lift and groom the pile. It may take several days for the pile to “recover” or fill in. To minimize crushing, select a dense, low pile carpet construction with tightly twisted tufts.

Matting
Matting is the physical entanglement of the fibers on the surface of the carpet. Many factors can contribute to matting. For example, tip bloom, foreign (abrasive) material, residue from spills, or unnursed carpet shampoos can result in fiber entanglement and matting. Runners or walk-off mats can rub the surface pile of your carpet and promote untwisting of the tufts and also accelerate “matting”. Proper maintenance is the key to reducing matting problems. Remember to vacuum regularly!
The following details the residential limited warranties issued by Shaw Industries, Inc. (“Shaw”) for all Caress™ by Shaw Anso® residential carpets.

A. Who is covered:
These warranties protect you, the original purchaser, if you have purchased a Caress by Shaw Floors carpet for your own residential use in an owner-occupied residence. These warranties are transferable providing both parties can supply proof of purchase and proof of proper maintenance.

B. What these residential limited warranties cover:
Subject to Shaw’s General Warranty Terms and Conditions, the following outlines the warranty coverage of your Caress by Shaw Floors residential limited warranties. All Caress by Shaw Floors warranties are non-prorated and include reasonable labor for installation.

1. Limited Lifetime Stain Warranty
Shaw warrants that your Caress by Shaw Floors carpet will remain stain resistant to most household food and beverage substances from the date of the original installation in an owner-occupied residence for as long as you own your carpet. Caress by Shaw Floors carpets are treated with Shaw’s R2X® Stain and Soil Resistance for enhanced protection. This warranty coverage runs from the date your carpet is installed for as long as you own it.

Exclusions
This Limited Lifetime Stain Warranty specifically excludes stains from substances such as bleaches, caustic chemicals, insecticides, paints, shoe polish, lipstick, plant food, iodine, very strong dyes, acids, feces, oil-based substances, and vomit.

2. Limited Lifetime Pet Urine Stain Warranty
Shaw warrants that your Caress by Shaw Floors carpet will resist staining caused by pet urine stains. Stain resistance means the ability of your carpet pile to resist (i.e., minimize or withstand) permanent stains for as long as you own your carpet.
Exclusions
This warranty excludes any urine stain other than pet. Pet feces and vomit are excluded. Odor resulting from the covered pet urine stain is excluded. Wicking may occur requiring the pet urine area to be cleaned more than once. If above-mentioned stains are saturated and result in wicking, these stains will release with additional re-cleaning. Wicking is defined as a reappearance of previously cleaned stains due to liquid remaining in carpet backing or padding.

Cleaning of the affected area should begin immediately upon discovery. The more time that elapses before removal, the more difficult a stain will be to remove.

PLEASE NOTE: NO CARPET IS ABSOLUTELY STAIN PROOF. While your Shaw carpet is inherently stain resistant, some staining may still occur, especially over time and in high-traffic areas. These carpets will enhance your ability to clean up stains, not prevent stains. Depending on the type of substance causing the stain, removal may require substantial repeated cleanings, and some stains may not be removable.

Shaw may, at its sole option, elect to have the affected area of the carpet cleaned professionally.

3. Limited Lifetime Soil Warranty
Shaw warrants that Caress by Shaw Floors carpets will resist soiling by most common household soil. If you properly maintain your carpet, soil will clean up more thoroughly, and less residue will remain on your carpet. This warranty coverage runs from the date your carpet is installed for as long as you own it.

Soil resistance means the ability of your carpet to resist (i.e. minimize or withstand) retention of the common dry dirt normally associated with carpet. Keep in mind, light-colored carpets will show soiling more than darker colors and will require more frequent maintenance to retain their appearance.

These warranties also specifically exclude: any carpet which has been treated after installation with any silicone-based anti-soil treatments; any carpet in any nonresidential use; any carpet subjected to abnormal abuse; any carpet exposed to very hot substances or other abusive conditions; damage due to the
application of improper cleaning agents; deterioration in appearance not related to staining of pile fibers. Failure to follow recommended carpet care and cleaning instructions described in this booklet may result in damage to your carpet that will not be covered by your warranty.

Cleaning of the affected area should begin immediately upon discovery. The more time that elapses before removal, the more difficult a stain will be to remove.

4. Limited 20-Year Texture Retention Warranty
Shaw warrants that your Caress by Shaw Floors carpet will not exhibit significant twist loss or loss of texture from foot traffic for a period of twenty (20) years when used in an owner-occupied residence in a proper indoor installation. Proper installation requires use of a suitable pad meeting FHA/HUD requirements, following the Carpet & Rug Institute Installation Standard effective October 1, 2009. (Note: Shaw Industries recommends a pad with a maximum thickness of 7/16 for optimum performance.) Consult your retailer for details.

Exclusions
Carpet installed outdoors or in areas subject to other than ordinary shoe traffic is excluded from this warranty. Carpet installed on stairs is also excluded from this warranty. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

(NOTE: The texture of any carpet will change to some degree in heavy traffic areas. Such conditions constitute normal wear and tear and are not covered by this warranty, which is intended to protect you from excessive appearance change.)

5. Limited 20-Year Abrasive Wear Warranty
Shaw warrants that the surface pile of your Caress by Shaw Floors carpet will not abrasively wear away by more than 10% in any area of the carpet for a period of twenty (20) years when used in an owner-occupied residence in a proper indoor installation. Proper installation requires use of a suitable pad meeting FHA/HUD requirements, following the Carpet & Rug Institute Installation Standard effective
October 1, 2009. (Note: Shaw Industries recommends a pad with a maximum thickness of 7/16 for optimum performance.) Consult your retailer for details. Abrasive wear means fiber loss, and not changes in appearance such as crushing or matting.

Exclusions

Carpets installed outdoors or in areas subject to other than ordinary shoe traffic are excluded from this warranty. Carpet installed on stairs is also excluded from this warranty. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

6. Limited 20-Year Quality Assurance Warranty

This warranty covers manufacturing defects that could occur in any Caress by Shaw Floors carpet for a period of twenty (20) years when used in an owner-occupied residence in a proper indoor installation. By manufacturing defect we mean any defect in material or workmanship.

Carpet must be correctly installed in a proper indoor installation using a pad that meets FHA/HUD requirements, following the Carpet & Rug Institute Installation Standard effective October 1, 2009. Consult your retailer for details.

Exclusions

Matting and crushing, or any change in appearance retention, are not manufacturing defects and are excluded from this warranty. For the purpose of this warranty, matting is defined as the physical entanglement of the fibers on the surface of the carpet. Crushing is defined as the loss of pile thickness due to foot traffic. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

Shaw will not provide credit for labor charges for appearance-related manufacturing defects that should have been detected before or during installation, such as missing tufts, dye spots, tears, loose backing, etc.
7. Limited 20-Year SoftBac® Platinum Warranty

Shaw warrants that your Caress by Shaw Floors carpet featuring SoftBac Platinum will remain free of wrinkles after installation for a period of twenty (20) years.

Carpet must be correctly installed in a proper indoor installation following the Carpet & Rug Institute Installation Standard effective October 1, 2009. Consult your retailer for details.

Exclusions

Matting and crushing, or any change in appearance retention, are excluded from this warranty. For the purpose of this warranty, matting is defined as the physical entanglement of the fibers on the surface of the carpet. Crushing is defined as the loss of pile thickness due to foot traffic. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.
**LIMITATIONS ON YOUR SHAW WARRANTIES**

**First quality products:** Warranties are not applicable to carpet sold as second quality or used, or carpet sold at discontinued pricing or inventory sold as excess (discounted).

**Improper installation:** Improper installation can cause problems with your carpet. To ensure proper installation, your carpet should be installed in accordance with the Carpet & Rug Institute Installation Standard effective October 1, 2009. Consult your floor covering retailer for details. We are not responsible for any defects caused by improper installation. Examples are wrinkling due to insufficient stretch, loss of tufts due to improper seaming, and/or damage to the backing system.

**Improper maintenance or inadequate care:** Your carpet requires routine maintenance. Please follow the recommendations described in this booklet. We are not responsible for damage to your carpet caused by improper maintenance or inadequate care.

**Accidents, abuse, or abnormal wear:** Your Shaw warranties do not cover damage resulting from accidents or abuse such as staining, soiling, burning, flooding, cutting, and damage caused by pets. Staining from common household food and beverage substances is covered under the Shaw stain warranties or similar warranty.

**Pad failure:** Deterioration of the padding can cause problems with your carpet. We are not responsible for any defects caused by failure of the carpet pad. Please see the pad manufacturer’s warranty statement for more information. NOTE: Shaw recommends a pad with a thickness of 7/16” or less and minimum 6-lb. density for optimum performance. Firmer, thinner pads generally perform better.

**Problems with moisture:** Your Shaw warranties do not cover problems caused by wetting, flooding, or the persistence of excessive moisture. For immediate assistance, contact a certified water damage restoration specialist. The Institute of Inspection, Cleaning and Restoration Certification (IICRC) maintains a registry of trained, certified specialists: call 1-800-835-4624.
Changes in carpet color: Your Shaw warranties do not cover changes in carpet color resulting from external causes, such as fading due to sunlight or spills of household chemicals and other non-food and non-beverage substances.

Differences from samples: Your Shaw warranties do not cover minor and normal differences between the color of the retail store sample and color of the actual carpet.

Replacement of discontinued carpet: If your carpet has been discontinued and replacement is necessary under the terms of your Shaw warranty, Shaw will offer a substitute carpet of comparable quality.

Geographic locale: These warranties apply only in the United States and Canada.

Consequential or incidental damages: We exclude and will not pay consequential or incidental damages under these warranties. By this we mean any loss, expense, or damage other than to the carpet itself that may result from a defect in the carpet.

Implied warranties: No implied warranties, including warranties of merchantability and fitness for a particular purpose, extend beyond terms of the written shaw warranties. By implied warranties we mean ones that the law presumes to have been given by the seller even though they aren't set out in writing.

PLEASE NOTE: Some states do not allow the exclusion or limitation of incidental or consequential damages, or limitations on how long an implied warranty lasts, so the above limitation or exclusion may not apply to you.

YOU HAVE LEGAL RIGHTS UNDER THIS WARRANTY.

These warranties give you specific legal rights, and you may also have other rights which vary from state to state. Except for these rights, the remedies provided under these warranties state the limit of Shaw.
In order to maintain and protect your coverage under the terms of your Shaw warranties, you must do the following:

1. Keep proof of purchase in the form of a bill, invoice, or statement from your Shaw retailer, showing the price you paid for the carpet, excluding pad and labor.

2. Install your carpet according to the guidelines outlined in the Carpet & Rug Institute Installation Standard effective October 1, 2009.

Professional Cleaning: Periodic professional cleaning of the overall carpet is highly recommended. The frequency of overall cleaning may vary depending on the level and type of traffic and the conditions to which your carpet is exposed. This may range from as little as 6 months to 24 months between cleanings. Your carpet should be properly cleaned at least once every 24 months to maintain its appearance and useful life.

Routine spot removal: Research has shown that many products sold for do-it-yourself spot removal clean poorly and their residues attract soil on the cleaned area rapidly afterward. The Carpet and Rug Institute’s Seal of Approval program tests and certifies products that meet stringent standards and thus clean effectively, without damage to your carpet.
If your Caress by Shaw Floors carpet does not perform according to our warranties, Shaw will repair or replace affected areas of your carpet that does not perform according to the respective warranty with comparable carpet. Shaw reserves the right to determine what comparable carpet is. Replacement will be at our cost, including reasonable labor for installation. We will cover only the actual cost of installing your carpet and no costs associated with customizing carpet (i.e., aesthetic inserts, sculpting, borders). Any charges for carpet disposal, new padding, or moving furniture, equipment, etc. are your responsibility. All Caress by Shaw Floors warranties are non-prorated.

**PLEASE NOTE:** Shaw reserves the right to repair the defective area in question if restoration is practical. In such cases, repair will be effected in lieu of carpet replacement, at the sole discretion of Shaw.

Shaw will not provide credit for labor charges for appearance-related manufacturing defects that should have been detected before or during installation, such as missing tufts, dye spots, tears, loose backing, etc.

Pile distortion or roll crush is a temporary, correctable problem which is not considered a manufacturing defect.
Warranty service

The Shaw Information Center provides information about proper installation and maintenance of your Shaw carpet. Much of this information is included in this booklet. If you have other questions, please feel free to write or call us.

If you think that there is a defect in your carpet that is covered by one of the Shaw warranties, you must notify the Shaw retailer who sold you the carpet. Your retailer will be able to file the claim with Shaw for you. If you are unable to contact your retailer or do not receive satisfaction, write:

Shaw Industries
Financial Services
P.O. Box 40
Mail Drop 026-04
Dalton, GA 30722-0040

Be sure to include a full description of the problem, photos if available, proof of purchase showing the price paid for the carpet excluding pad and labor, and proof of periodic cleaning by hot water extraction.
How to contact the Shaw Information Center

1.800.441.7429 or
www.shawfloors.com/customer-care/contact-us