



SUPERTUFT

BRAND BOOKLET

SUPERTUFT

OUR STORY

We believe carpets should do more than just cover floors; they should redefine spaces through vibrant colours, catering to the bold and imaginative.

Our goal is to craft premium wool carpets that blend style, luxury, and practicality, elevating the appeal of any floor.

OUR HISTORY

Established in 1980, our commitment to unwavering quality has formed the cornerstone of our craft for over 40 years. Each wool carpet is produced locally in Melbourne by our team, who have spent a lifetime perfecting their craft.

As a family business, we are intimately invested in every detail of every project, yet we possess the capacity to deliver excellence irrespective of project scale.

OUR SUSTAINABILITY JOURNEY

All our carpets have 100% New Zealand wool pile. We embrace the beauty and resilience of natural fibres, providing comfort, warmth, health and environmental benefits. Our commitment to the environment runs through every aspect of our work.

We understand that sustainability is an ongoing journey, so we continuously seek eco-friendly innovations for our products and systems.

OUR PROMISE

With our wool carpet, you're not just walking on floors; you're experiencing them. We don't just speak of quality; we guarantee it. Our products are backed by a 5-year guarantee, ensuring lasting value.

ESCAPE VELOUR - SPECIFICATION

PILE HEIGHT	100% New Zealand Wool
PILE HEIGHT	8mm approximately
TOTAL CARPET HEIGHT	10mm approximately
TUFTED PILE MASS	50 oz/yd ² before shearing and including moisture regain 1695 grams/m ²
FINISHED PILE MASS	48 oz/yd ² after shearing and including moisture regain 1630 grams/m ² + or – 1.5% to Australian standards
WIDTH	3.66m
WOOLMARK GRADING	Extra heavy residential including stairs. Heavy contract

MAINTENANCE

Regular cleaning with a good vacuum cleaner will remove any surface dust and prevent undue build-up of material which could harm the carpet. Prompt expert spot cleaning should be carried out as required. Shampooing should be conducted in accordance with the manufacturer's instructions.

DIMENSIONS

Product specifications are based on the results of independent testing. These specifications may be subject to slight variations. Any variation to specifications should be minimal due to strict quality control at all stages of manufacture. The width of the carpet is controlled to + or – 1.5%

STATIC PROPERTIES

No discomfort from static discharge should be expected under normal atmospheric conditions of approximately 45% Relative Humidity and 20o C. Problems with static discharge are generally associated with conditions of low humidity.

INSTALLATION RECOMMENDATIONS

As per AS2455-1 Manufacturer's instructions.

INSECT RESIST TREATED

SHADING – IMPORTANT

Please note that "Shading" (watermarking, permanent pile reversal) will occur in cut pile carpet due to unknown factors other than traffic and is a characteristic of cut pile carpet and not a manufacturing fault. Before purchasing ask your supplier to explain the phenomenon of shading and read the brochure titled "Permanent Pile Reversal Shading" distributed by the Carpet Institute of Australia and displayed on our website. Colour variation does occur between dye batches.

- **For commercial and residential projects.**
- **Made in Melbourne**
- **100% New Zealand wool**
- **Fully guaranteed for 5 years**

ESCAPE TWIST - SPECIFICATION

PILE HEIGHT	100% New Zealand Wool
PILE HEIGHT	8mm approximately
TOTAL CARPET HEIGHT	10mm approximately
TUFTED PILE MASS	50 oz/yd ² before shearing and including moisture regain 1695 grams/m ²
FINISHED PILE MASS	48 oz/yd ² after shearing and including moisture regain 1630 grams/m ² + or – 1.5% to Australian standards
WIDTH	3.66m
WOOLMARK GRADING	Extra heavy residential including stairs. Heavy contract

MAINTENANCE

Regular cleaning with a good vacuum cleaner will remove any surface dust and prevent undue build-up of material which could harm the carpet. Prompt expert spot cleaning should be carried out as required. Shampooing should be conducted in accordance with the manufacturer's instructions.

DIMENSIONS

Product specifications are based on the results of independent testing. These specifications may be subject to slight variations. Any variation to specifications should be minimal due to strict quality control at all stages of manufacture. The width of the carpet is controlled to + or – 1.5%

STATIC PROPERTIES

No discomfort from static discharge should be expected under normal atmospheric conditions of approximately 45% Relative Humidity and 20o C. Problems with static discharge are generally associated with conditions of low humidity.

INSTALLATION RECOMMENDATIONS

As per AS2455-1 Manufacturer's instructions.

INSECT RESIST TREATED

SHADING – IMPORTANT

Please note that "Shading" (watermarking, permanent pile reversal) will occur in cut pile carpet due to unknown factors other than traffic and is a characteristic of cut pile carpet and not a manufacturing fault. Before purchasing ask your supplier to explain the phenomenon of shading and read the brochure titled "Permanent Pile Reversal Shading" distributed by the Carpet Institute of Australia and displayed on our website. Colour variation does occur between dye batches.

- **For commercial and residential projects.**
- **Made in Melbourne**
- **100% New Zealand wool**
- **Fully guaranteed for 5 years**

ESCAPE LOOP - SPECIFICATION

PILE HEIGHT	100% New Zealand Wool
PILE HEIGHT	8mm approximately
TOTAL CARPET HEIGHT	10mm approximately
TUFTED PILE MASS	50 oz/yd ² before shearing and including moisture regain 1695 grams/m ²
FINISHED PILE MASS	48 oz/yd ² after shearing and including moisture regain 1630 grams/m ² + or – 1.5% to Australian standards
WIDTH	3.66m
WOOLMARK GRADING	Extra heavy residential including stairs. Heavy contract

MAINTENANCE

Regular cleaning with a good vacuum cleaner will remove any surface dust and prevent undue build-up of material which could harm the carpet. Prompt expert spot cleaning should be carried out as required. Shampooing should be conducted in accordance with the manufacturer's instructions.

DIMENSIONS

Product specifications are based on the results of independent testing. These specifications may be subject to slight variations. Any variation to specifications should be minimal due to strict quality control at all stages of manufacture. The width of the carpet is controlled to + or – 1.5%

STATIC PROPERTIES

No discomfort from static discharge should be expected under normal atmospheric conditions of approximately 45% Relative Humidity and 20o C. Problems with static discharge are generally associated with conditions of low humidity.

INSTALLATION RECOMMENDATIONS

As per AS2455-1 Manufacturer's instructions.

INSECT RESIST TREATED

WOOL SHEDDING, PILLING AND FUZZING

Short fibres from the spinning and tufting process may rise to the surface post-installation. Minor fuzzing, pilling, or fibre accumulation is natural and reduces over time with traffic and vacuuming. Settling timelines depend on carpet use and vacuuming frequency.

- **For commercial and residential projects.**
- **Made in Melbourne**
- **100% New Zealand wool**
- **Fully guaranteed for 5 years**

LEVEL LOOP - SPECIFICATION

PILE HEIGHT 100% New Zealand Wool

PILE HEIGHT 5.5mm approximately

TOTAL CARPET HEIGHT 8mm approximately

TUFTED PILE MASS 40 oz/yd² before shearing and including moisture regain 1630 grams/m²

WIDTH 3.66m

WOOLMARK GRADING Extra heavy residential including stairs. Heavy contract

MAINTENANCE

Regular cleaning with a good vacuum cleaner will remove any surface dust and prevent undue build-up of material which could harm the carpet. Prompt expert spot cleaning should be carried out as required. Shampooing should be conducted in accordance with the manufacturer's instructions.

DIMENSIONS

Product specifications are based on the results of independent testing. These specifications may be subject to slight variations. Any variation to specifications should be minimal due to strict quality control at all stages of manufacture. The width of the carpet is controlled to + or – 1.5%

STATIC PROPERTIES

No discomfort from static discharge should be expected under normal atmospheric conditions of approximately 45% Relative Humidity and 20°C. Problems with static discharge are generally associated with conditions of low humidity.

INSTALLATION RECOMMENDATIONS

As per AS2455-1 Manufacturer's instructions.

INSECT RESIST TREATED

WOOL SHEDDING, PILLING AND FUZZING

Short fibres from the spinning and tufting process may rise to the surface post-installation. Minor fuzzing, pilling, or fibre accumulation is natural and reduces over time with traffic and vacuuming. Settling timelines depend on carpet use and vacuuming frequency.

- **For commercial and residential projects.**
- **Made in Melbourne**
- **100% New Zealand wool**
- **Fully guaranteed for 5 years**

IMAGINE - SPECIFICATION

PILE FIBRE	100% New Zealand Wool
PILE HEIGHT	14mm approximately
TOTAL CARPET HEIGHT	15.5mm approximately
TUFTED PILE	80 oz/yd ² before shearing and including moisture regain 2712 grams/m ²
FINISHED PILE MASS	78 oz/yd ² after shearing and including moisture regain + or – 2.5%
WIDTH	3.66m
WOOLMARK GRADING	Extra heavy residential including stairs. Medium contract

MAINTENANCE

Regular cleaning with a good vacuum cleaner will remove any surface dust and prevent undue build-up of material which could harm the carpet. Prompt expert spot cleaning should be carried out as required. Shampooing should be conducted in accordance with the manufacturer's instructions.

DIMENSIONS

Product specifications are based on the results of independent testing. These specifications may be subject to slight variations. Any variation to specifications should be minimal due to strict quality control at all stages of manufacture. The width of the carpet is controlled to + or – 1.5%

STATIC PROPERTIES

No discomfort from static discharge should be expected under normal atmospheric conditions of approximately 45% Relative Humidity and 20o C. Problems with static discharge are generally associated with conditions of low humidity.

INSECT RESIST TREATED

INSTALLATION RECOMMENDATIONS

As per AS2455-1 Manufacturer's instructions.

SHADING – IMPORTANT

Please note that "Shading" (watermarking, permanent pile reversal) will occur in cut pile carpet due to unknown factors other than traffic and is a characteristic of cut pile carpet and not a manufacturing fault. Before purchasing ask your supplier to explain the phenomenon of shading and read the brochure titled "Permanent Pile Reversal Shading" distributed by the Carpet Institute of Australia and displayed on our website. Colour variation does occur between dye batches.

- **Luxurious**
- **For commercial and residential projects.**
- **Made in Melbourne**
- **Renewable Natural Fibre.**
- **100% New Zealand wool**
- **Fully guaranteed for 5 years**

WHENEVER - SPECIFICATION

PILE HEIGHT	100% New Zealand Wool
PILE HEIGHT	8mm approximately
TOTAL CARPET HEIGHT	10mm approximately
TUFTED PILE MASS	50 oz/yd ² before shearing and including moisture regain 1695 grams/m ²
FINISHED PILE MASS	48 oz/yd ² after shearing and including moisture regain 1630 grams/m ² + or – 1.5% to Australian standards
WIDTH	3.66m
WOOLMARK GRADING	Extra heavy residential including stairs. Heavy contract

MAINTENANCE

Regular cleaning with a good vacuum cleaner will remove any surface dust and prevent undue build-up of material which could harm the carpet. Prompt expert spot cleaning should be carried out as required. Shampooing should be conducted in accordance with the manufacturer's instructions.

DIMENSIONS

Product specifications are based on the results of independent testing. These specifications may be subject to slight variations. Any variation to specifications should be minimal due to strict quality control at all stages of manufacture. The width of the carpet is controlled to + or – 1.5%

STATIC PROPERTIES

No discomfort from static discharge should be expected under normal atmospheric conditions of approximately 45% Relative Humidity and 20o C. Problems with static discharge are generally associated with conditions of low humidity.

INSTALLATION RECOMMENDATIONS

As per AS2455-1 Manufacturer's instructions.

INSECT RESIST TREATED

SHADING – IMPORTANT

Please note that "Shading" (watermarking, permanent pile reversal) will occur in cut pile carpet due to unknown factors other than traffic and is a characteristic of cut pile carpet and not a manufacturing fault. Before purchasing ask your supplier to explain the phenomenon of shading and read the brochure titled "Permanent Pile Reversal Shading" distributed by the Carpet Institute of Australia and displayed on our website. Colour variation does occur between dye batches.

- For commercial and residential projects.
- Sound Absorbent.
- Made in Melbourne
- Renewable Natural Fibre.
- 100% New Zealand wool
- Fully guaranteed for 5 years

PILE HEIGHT SPECIFICATIONS

VELOUR PILE HEIGHTS

40 oz Velour

Pile fibre	100% wool
Pile height	7.50mm approximately
Total height	9.50mm approximately
Tufted pile mass	40 oz/yd2 before shearing & including moisture regain 1355 grams/m2
Finished pile mass	38 oz/yd2 after shearing & including moisture regain 1280 grams/m2
Recommended	Medium to heavy residential use (no stairs)

50 oz Velour

Pile fibre	100% wool
Pile height	8.00mm approximately
Total height	10.00mm approximately
Tufted pile mass	50 oz/yd2 before shearing & including moisture regain 1695 grams/m2
Finished pile mass	48 oz/yd2 after shearing and including moisture regain 1630 grams/m2 + or - 1.5% to Australian standards
Recommended	Extra heavy residential (including stairs) Medium contract

60 oz Velour

Pile fibre	100% wool
Pile height	10.50mm approximately
Total carpet height	12.50mm approximately
Tufted pile mass	60 oz/yd2 before shearing & including moisture regain 2030 grams/m2
Finished pile mass	58 oz/yd2 after shearing & including moisture regain 1960 grams/m2 and + or - 5% to Australian Standards
Recommended	Heavy residential use (including stairs)

80 oz Velour

Pile fibre	100% wool
Pile height	12.50mm approximately
Total carpet height	14.00mm approximately
Tufted pile mass	80 oz/yd2 before shearing & including moisture regain 2710 grams/m2
Finished pile mass	78oz/yd2 after shearing & including moisture regain 2640 grams/m2 and + or -5% to Australian Standards
Recommended	Luxury residential use



TWIST PILE HEIGHTS

40oz Twist

Pile fibre	100% wool
Pile height	7.50mm approximately
Total height	9.50mm approximately
Tufted pile mass	40 oz/yd ² before shearing & including moisture regain 1355 grams/m ²
Finished pile mass	38 oz/yd ² after shearing & including moisture regain 1280 grams/m ²
Recommended	Medium to heavy residential use (no stairs)

50oz Twist

Pile fibre	100% wool
Pile height	8.00mm approximately
Total height	10.00mm approximately
Tufted pile mass	50 oz/yd ² before shearing & including moisture regain 1695 grams/m ²
Finished pile mass	48 oz/yd ² after shearing and including moisture regain 1630 grams/m ² + or - 1.5% to Australian standards
Recommended	Extra heavy residential (including stairs) Medium contract

60oz Twist

Pile fibre	100% wool
Pile height	10.50mm approximately
Total carpet height	12.50mm approximately
Tufted pile mass	60 oz/yd ² before shearing & including moisture regain 2030 grams/m ²
Finished pile mass	58 oz/yd ² after shearing & including moisture regain 1960 grams/m ² and + or - 5% to Australian Standards
Recommended	Heavy residential use (including stairs)

80oz Twist

Pile fibre	100% wool
Pile height	12.50mm approximately
Total carpet height	14.00mm approximately
Tufted pile mass	80 oz/yd ² before shearing & including moisture regain 2710 grams/m ²
Finished pile mass	78oz/yd ² after shearing & including moisture regain 2640 grams/m ² and + or - 5% to Australian Standards
Recommended	Luxury Residential Use

INSTALLED CARPET HEIGHTS

There are 2 main considerations regarding installed carpet heights.

1. The height where carpet meets hard flooring and
2. The heights for door clearance above carpet.

The height where carpet meets hard flooring.

In a conventional residential installation, the carpet is installed on underlay and secured with carpet gripper (timber battens with spikes to hold the carpet).

Some Interior Designers prefer the carpet to be slightly higher than the adjacent hard flooring so that the carpet appears to be more abundant.

At the junction to hard flooring the carpet sits on the 6mm high carpet gripper.
The height of our carpets on carpet gripper.

40 oz./yd²

Loop pile
14mm - 15mm

50 oz./yd²

Escape Velour, Escape Twist, Escape Loop and Whenever
15mm - 16mm

60 oz./yd²

Escape Velour, Escape Twist, Escape Loop and Whenever
17mm - 18mm

80 oz./yd²

Escape Velour, Escape Twist, Escape Loop and Whenever
20mm - 21mm

FURTHER ASSISTANCE

Please contact us if you require further advice on any matter.

Visit www.supertuft.com.au for specifications, flammability reports, warranties and maintenance advice or a quotation from your nearest supplier.



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CUSTOM MADE CARPETS

Custom made carpets – colour variations will occur.

Please ensure that your client is aware that we will produce a “commercial match” to the sample submitted. There will be a significant difference if new carpet is butted to existing carpet.

Colour and shade (depth of colour) variations occur between matched tufts and the carpet produced in bulk.

We aim to produce the best match in tone that we can achieve but can only offer our best efforts. Current dye stuffs may differ from those previously used and an ever changing resource of natural wool fibre also influences the degree to which a match can be achieved.

The matched tuft and new carpet may initially look darker than the sample matched to. As the carpet is compressed slightly under foot traffic and as it takes on natural moisture regain from the atmosphere (up to 17% by weight) the carpet density will increase and the pile will reflect more light. It will then appear lighter than when first installed.

IMPORTANT - Shading:

Please ensure that your clients are fully aware that Shading (watermarking, permanent pile reversal) will occur in cut pile carpet (including twist) due to unknown factors other than traffic and is not regarded as a manufacturing fault.

Please see the brochure titled “Permanent Pile Reversal Shading” attached. Please also ask your customer to read the warranty and maintenance guide attached and the detail regarding static charge.

A 50% deposit is required on all custom made carpet.
Balance is due on completion of Manufacturing.

Expect carpet to be available approximately 14-18 weeks after approval of the matched tuft, placement of the order and payment of the deposit, if all goes to plan.



UNDERLAY

Quality underlay costs only a small amount more but makes a big difference to a carpet installation.

It is important that Architects and Interior Designers specify the underlay to be used on all projects.

Premium quality wool carpet requires a high-quality underlay to ensure comfort and performance. A poor-quality underlay will tend to flatten especially in hallways and on stairs and make the carpet appear “tired”. Occasionally builders and contractors will use cheap underlay with quality carpets to the detriment of a project.

A good underlay will spring back and ensure comfort and an abundant appearance for a longer period.

Underlays that we recommend if appropriate for the installation include:

Dunlop Springtred Ultimate

10.00mm foam 120 kg. / m³ density for high quality residential and commercial installations

Dunlop Durafit 7

7.00mm high density rubber underlay 415 kg. / m³ density for heavy contract use for Dual Bond and stretch fit installations.

Dunlop Technics 5

5.00 high density rubber underlay 542 kg. /m³ for heavy contract use

If using foam underlays or recycled fabric underlays from a reputable supplier, we recommend that you specify the top of the range products where possible.

Quality underlay costs only a small amount more but makes a big difference to a carpet installation. Please see manufacturers warranty terms and conditions.



SHADING, WATERMARKING, PERMANENT PILE REVERSAL

Shading (watermarking, permanent pile reversal) is a normal characteristic of cut pile carpet including velour plush and twist styles that should be expected to occur.

Please read the brochure "Permanent Pile Reversal - Shading" that explains this phenomenon. This brochure appears on our website.

"Shading (watermarking, permanent pile reversal) usually occurs in shapes that do not relate to any walking pattern. "Shading" (watermarking, permanent pile reversal) is a normal characteristic of cut pile carpet including velour plush and twist styles. The only carpet styles that can be guaranteed not to "shade" are loop pile styles. These are often considered to be a harsher or more commercial style.

Customers for better end homes continue to purchase cut pile carpets although they are aware that "Shading" will occur. Often, they consider that a cut pile carpet gives a more luxurious and attractive finish that is more likely to enhance the perception of their home. Therefore, when they make an informed decision to purchase a cut pile carpet they will expect shading to occur and it is not a basis for a complaint.

All our samples and sample cards for our velour plush and twist pile styles carry a warning under the heading "IMPORTANT" that draws the purchaser's attention to the likelihood of shading occurring. The client should be aware of this phenomenon because of reading the label. All our sample boards also carry this warning.

Shading tends to be related to location of the carpet and is not caused by foot traffic. That is to say that if the carpet in an area which has experienced shading is replaced with similar cut pile style, then shading is almost certain to return in the replacement carpet in the same areas.

In our opinion airflow can be a significant factor that causes shading. The occurrence of Shading in carpet cannot be accurately predicted. One house or project may experience substantial shading whilst another project carpeted from the same batch may have little or none.

If the carpet was specified by an interior designer or architect acting for the purchaser in making these decisions then these experts are aware of the possibility of "Shading" (watermarking, permanent pile reversal) occurring.

Interior Designers and Architects often consider the use of hard flooring or loop pile carpet in areas that may be particularly affected by shading. These areas include long hallways without the spread of furniture that is usually found in a living room or bedroom.

Recent trends in building have tended to see an increase in hard flooring in entrance areas and hallways. This has reduced the concern over the phenomenon of shading for many people.

SHEDDING, FUZZING & PILLING IN WOOL CARPET

Please be aware that some surface fuzzing, shedding and pilling are normal characteristics of wool carpet, particularly during the initial period following installation known as the settling phase.

These characteristics apply to both cut pile and loop pile wool carpet constructions.

During the spinning, twisting, tufting and shearing processes, short fibres are created as a natural by-product of manufacturing. While the primary yarn is securely locked into the backing during tufting and secondary backing, some of these short fibres remain within the pile structure and close to the surface.

Following installation and during early use, these short fibres rise to the surface of the carpet and appear as fuzzing, loose fibre or small pills. This is most noticeable in the settling phase and is not an indication of wear, product breakdown, or faulty manufacture.

Regular vacuuming and normal foot traffic assist in removing loose surface fibres and allowing the pile to settle. As the carpet settles, the occurrence of surface fuzzing and fibre accumulation will progressively reduce.

The time required for the carpet to settle will vary depending on the level of use within the space, traffic patterns and the frequency and effectiveness of vacuuming. Areas subject to higher levels of foot traffic will generally experience shedding first and settle more quickly than low-use areas.

When there is low usage and low cleaning frequency as in the example of holiday homes the timeline for the settling phase will be longer.

Shedding, fuzzing and pilling are inherent characteristics of natural wool fibre and does not constitute a manufacturing fault.



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TEMPORARY PRESSURE MARKS

Temporary pressure marks are a characteristic of wool pile carpets.

When first unrolled and prior to installation most carpets will have pressure marks across the roll. Pressure marks are due to the weight of the roll when stored pressing on the pile. As soon as the carpet is unrolled there is no longer any weight bearing on the pile.

The pile starts to spring back to its original shape once the carpet is unrolled. Pressure marks disappear quickly and usually soon after the carpet has been installed.

The wool pile is very dry when the carpet is first unrolled. Once exposed to the atmosphere the pile will start to absorb moisture from the atmosphere (up to 17%). Moisture regain causes the pile to become denser and the pile to spring back to its original shape.

Pressure marks are noticeable because the pile is pristine and not trafficked.

Three main factors cause pressure marks to disappear quickly.

1. Once unrolled there is no heavy weight pressing on the pile
2. The carpet absorbs up to 17% moisture from the atmosphere.
3. The pristine carpet finish is exposed to foot traffic.

Pressure bands running down the length of the carpet may also be visible prior to installation. These regularly spaced bands are caused by pressure from the conveyor belts on our roll up table. There will also be a band approximately 12mm wide in the centre of the roll. This band is caused by pressure from the wheel that measures the length of the roll.

These bands are also temporary and disappear for the same reasons stated above.



COLOUR FADING AND COLOUR FASTNESS OF WOOL CARPETS

Wool carpets, like all dyed textiles, will gradually lose colour over time when exposed to direct sunlight and heat.

The yarn used in all Supertuft carpets is guaranteed by our yarn suppliers and by Supertuft to be colourfast in accordance with Australian Standards. This means that while some fading may occur under exposure to sunlight or heat, the rate of colour change will not exceed the acceptable limits defined by the relevant Australian Standard.

Managing Exposure to Light and Heat

To minimise the risk of fading, clients should take reasonable steps to protect their carpet from excessive sunlight and heat, including:

- Using blinds, curtains, shutters, or window films
- Managing prolonged direct sun exposure
- Avoiding heat build-up in enclosed areas (e.g. between glass and window coverings)

It is important to note that both light and heat contribute to fading. In some cases, a “heat trap” can form between windows and closed blinds or curtains, which may accelerate colour change even when the carpet complies with Australian Standards.

Building Design Considerations

Modern building design trends, including reduced or minimal eaves, can significantly increase interior exposure to direct sunlight. As such, it is reasonable to expect that building designers consider the protection of soft furnishings, including carpet, from excessive UV and heat exposure.

Design measures may include:

- Adequate eaves or overhangs
- External shading solutions
- Internal window coverings such as blinds, shutters, or curtains

Independent Testing

Clients who wish to independently assess light fastness can submit carpet samples to the Australian Wool Testing Authority.

The relevant test method is:

- T35A2 – Colourfastness to Light (Xenon Arc Method) Understanding Perceived Colour Change

In addition to true fading, carpets may appear lighter over time due to factors unrelated to dye performance:

1. Traffic and Compression

Foot traffic compresses the pile, increasing density and altering light reflection, which can make the carpet appear lighter.

2. Moisture Regain

Wool fibres can absorb up to 17% moisture from the atmosphere. As installed carpet acclimatises, fibre expansion increases density and changes how light is reflected.

3. Permanent Pile Reversal (Shading/Watermarking)

This natural phenomenon can create variations in appearance unrelated to colour loss. Refer to the Supertuft publication on Permanent Pile Reversal (Shading) for further detail.

A combination of these factors may result in noticeable visual changes across the carpet surface, particularly in the early stages following installation.

Additional Guidance

- Where carpet is installed in areas subject to strong, prolonged sunlight, it is recommended that furniture be repositioned periodically during the initial weeks after installation. This helps promote more even exposure and reduces the likelihood of uneven colour change.
- Variations in appearance caused by environmental or usage factors do not constitute a manufacturing defect.

Other Potential Causes of Colour Change

In addition to sunlight, heat, and normal usage, there are other factors that may contribute to a change in the appearance or colour of wool carpets:

• Cleaning Products and Chemicals

The use of harsh, alkaline, or non-approved cleaning agents may affect dyes and lead to colour change or bleaching. Only WoolSafe® approved or pH-neutral cleaning products should be used.

• Spills and Contaminants

Substances such as food, beverages, plant materials, and household chemicals may cause staining or dye interaction if not promptly and correctly treated.

• Airborne Contaminants and Pollutants

Exposure to airborne particles, including pollutants, dust, and gases (such as nitrogen oxides), may contribute to gradual discolouration over time.

• Oxidation

Natural oxidation of dyes can occur over time, particularly in areas exposed to light and air, leading to subtle colour changes.

• Wear and Abrasion

Heavy traffic areas may experience fibre wear, which can alter the way light reflects off the carpet surface and create the appearance of colour variation.

• Water Damage or Over-Wetting

Excessive moisture from leaks, spills, or improper cleaning methods may affect dye stability and result in patchy or uneven colour.

Changes in appearance resulting from the above factors are environmental or usage-related and do not indicate a manufacturing defect.

ELECTROSTATIC PROPERTIES

Architects and Interior Designers specifying carpet for high rise buildings are usually aware that woollen carpets do not experience problems from static charge under normal conditions.

No discomfort from static discharge should be expected under normal atmospheric conditions of approximately 45% Relative Humidity and 20 Celsius.

Carpet after backing is rolled up in a "dry state" and therefore is often quite dry when first installed. Under normal conditions wool absorbs up to 17% moisture from the atmosphere.

Some buildings have air conditioning that does not achieve normal humidity levels and causes the air to remain particularly dry.

In such a case a wool carpet may be dry enough to create static charge when rubbed by the soles of shoes and depending upon the type of sole.

The remedies for dry air conditioning affecting static charge include spraying the carpet with "water mist" to increase moisture regain, opening windows for a few days whilst air conditioning is turned off, or spraying the carpet with an anti - stat spray.

The important thing is to understand that if there is a problem with static charge from a wool carpet in a building then it is actually a problem with the air conditioning system causing unduly dry air.

Wool is usually preferred because of its very low flammability and smoke developed qualities compared to synthetic fibres.



INSECT RESISTANCE STRATEGY

The yarn that we use to produce our carpets is treated with the chemical permethrin. It is applied at the level of .45% in the dye bath and this provides what is known as "level of protection 4". This is the maximum protection allowed under current regulations.

At level 4 however we can state that the carpet is "INSECT RESIST TREATED" and the permethrin may assist the carpet to resist insect attack in many but not all cases.

Our wool cannot be guaranteed to be "insect or moth proofed" as certain insect types have become resistant to the pesticides that can be applied and there are limits imposed by regulating bodies on the amount of chemical that can be applied.

If it is apparent that there is an insect infestation, we recommend that the client arranges professional extermination of this pest to ensure that there is no further damage to the carpet or furnishings.

It may be that the pest concerned is a beetle (Carpet Beetle) species known to attack natural fibres in apparel, curtains, upholstery and carpet and the client should take action to safeguard all these items.

Further information on "Carpet Beetle" is available from the Carpet Institute of Australia web site and will assist you in understanding how the infestation occurs.

- Supertuft products are not guaranteed against insect attack.
- Insect attacks are difficult to predict, and all products made of natural fibres run a risk of attack.
- This is a normal risk of natural occurrences. INSECT RESISTANCE STRATEGY
- The carpet is insect resist treated to the required and allowable level.
- Supertuft is not responsible for the introduction of the moth or insect into the premises. The local environmental factors that have created this circumstance are not within our control.
- Good cleaning practices can be a factor in reducing the risk of such infestations or in identifying them at an early stage. – Vacuum cleaner heads often only clean near to but not up to skirting boards. Cleaning with a 'nozzle' is advised for areas close to walls where an insect attack may occur. – Clean regularly under beds and furniture to ensure that your carpet is maintained in good condition.
- A safe surface spray for insects may be available that can be applied by the homeowner if insect attack is evident. Such a spray may also be used around skirting boards before installing new carpet if insect attack has previously occurred.

After professional extermination of an insect infestation, carpet can sometimes be stretched, and the damaged carpet cut off and disposed of to achieve a good result. This is most likely if the affected area is confined to the area close to skirting boards.

Carpet from another room in the house can sometimes be used to repair an affected area.



SUPERTUFT

MAINTENANCE GUIDE
AND WARRANTY



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MAINTENANCE GUIDE AND WARRANTY

1. Warranty Overview

Supertuft warrants that its carpets will be free from manufacturing defects under normal residential use for a period of 5 years from the installation date, subject to correct installation, maintenance, and use.

Statutory Guarantees:

This warranty is in addition to guarantees provided under the Australian Consumer Law, including rights to a refund, replacement, or repair for major failures.

2. Cleaning Requirements

- Regular vacuuming with a quality vacuum cleaner is required to remove surface dust and prevent material build-up.
- Do not use dry powder cleaning products, as residues may remain embedded and be difficult to remove.
- Refer to the Woolmark brochure, "WALK ON WOOL", for detailed cleaning guidelines.

3. Professional Cleaning

- Hot water extraction (steam cleaning) may be used if performed by a qualified operator.
- Always test an isolated area before full carpet cleaning to ensure satisfaction with the result.

4. Protection

- Use protective mats under furniture with castors or in areas of repetitive movement.
- Pile loss or damage from repetitive furniture movement is not covered by the warranty.



5. Installation

- Carpets must be installed according to relevant Australian Standards.
- For installation terms, conditions and warranties refer to your chosen retailer or installation company.
- Supertuft does not warranty installation by third parties.
- Supertuft does not manufacture underlay and does not warranty underlay.
- Please refer to underlay supplier for terms, conditions and warranties
- Rippling or uneven surfaces caused by furniture movement or heavy traffic should be corrected by re-stretching immediately to prevent damage. Damage to carpet due to rippling is not a manufacturing fault.

6. Shading (Permanent Pile Reversal / Watermarking)

- Shading occurs in all cut pile carpets (Velour and Twist styles) due to factors other than traffic.
- This is a natural property of cut pile carpets and not considered a manufacturing fault.
- Refer to the "Permanent Pile Reversal Shading" brochure by the Carpet Institute of Australia Limited
or
visit our website. www.supertuft.com.au

7. Heathered Yarn – Air Blended Colour

Heathered carpets are made by blending multiple dyed wool shades before tufting, creating tonal depth and texture.

Natural Variations Include:

- Fibre micron and staple length differences
- Seasonal and climatic influences
- Humidity and atmospheric conditions during dyeing
- Natural protein differences in fleece

Implications:

- Shade depth may vary between production runs
- Ratio of light to dark tones may shift
- Areas installed at different times may not perfectly match

These variations are authentic to natural wool and not a manufacturing fault.

8. Natural Fibre Composition & Vegetable Matter

- Wool is sourced from pasture-raised sheep and undergoes thorough cleaning.
- Minor traces of vegetable matter (VM), such as grass or seeds, may be present.
- Such traces do not affect performance or durability and are not considered a fault.

9. Wool Fuzzing, Shedding & Pilling

- Short fibres from the spinning and tufting process may rise to the surface post-installation.
- Minor fuzzing, pilling, or fibre accumulation is natural and reduces over time with traffic and vacuuming.
- Settling timelines depend on carpet use and vacuuming frequency.

10. Sample Representations & Low-Frequency Characteristics

- Samples provide an indication of colour, texture, and construction only.
- Characteristics occurring at <0.5% frequency may not appear in samples, including:
 - Vegetable matter particles
 - Minor tonal variations
 - Individual fibre anomalies

Samples are indicative, not exhaustive.

11. Pile Flattening

- Furniture will cause indentations on pile. These pressure marks will be directly related to the weight of the furniture and the time that the furniture remains in the same position.
- Pile flattening is natural and not covered by the warranty.

12. Treatments

- For cleaning instructions please read the "WALK ON WOOL" brochure available from the Carpet Institute of Australia.
- Seek cleaning advice from professional carpet cleaners
- Only use products suitable for wool carpets

13. Guarantee

- Supertuft carpets are guaranteed for 5 years against manufacturing defects.
- Coverage is conditional on proper maintenance, installation, and usage per product recommendations.
- Check our website for product-specific usage recommendations.

14. Conditions for Warranty Validity

- Carpet must be installed according to AS/NZS 2455 by a qualified installer and over suitable underlay.
- Supertuft does not manufacture or warranty Underlays. Refer to the underlay manufacturer for terms, conditions and warranties.
- Proof of purchase, installation date, and professional cleaning records must be provided for claims.
- Warranty applies only to the original purchaser and is not transferable.

15. Exclusions

The warranty does not cover:

- Improper installation, misuse, accidents, unnatural wear, or damage from furniture without protective measures
- Shading, permanent pile reversal, shedding and pilling effects, fading due to UV exposure, vegetable matter, damage from insect attack (e.g., carpet beetle, moths) or wool natural characteristics
- Damage from cleaners or treatments not recommended by the Carpet Institute of Australia's "WALK ON WOOL" guidelines

16. Electrostatic Properties

- Discomfort from static discharge should not be expected under normal atmospheric conditions of approximately 45% Relative Humidity and 20 Celsius.
- If problems arise with static charge from a wool carpet this will be due to air conditioning systems causing unduly dry air and is not a manufacturing fault.

17. Insect Resistance

- Supertuft carpets are treated with the chemical permethrin to a "level of protection 4". This is the maximum protection allowed under current regulations.
- At level 4 the carpet is "INSECT RESIST TREATED" however our wool cannot be guaranteed to be "insect or moth proofed"
- Supertuft products are not guaranteed against insect attack.

18. Natural Characteristics

All qualitative characteristics of wool carpets — fuzzing, pilling, pile flattening, shading, vegetable matter, dye batch variation — are natural and not manufacturing defects.

19. Customer Responsibilities

To maintain warranty validity:

- Seek cleaning advice from professional carpet cleaners
- Only use products suitable for wool carpets
- Provide documentation of professional cleaning where required

20. Claim Process

- Contact Supertuft with proof of purchase, photos, and maintenance records.
- Supertuft may request inspection by an authorised representative.

On valid claims, Supertuft may:

- o Repair the affected area
- o Replace the carpet section
- o Provide a credit allowance toward new carpet

Depreciation for Wear Claims: Replacement value may be reduced depending on age and wear level.

21. Further Assistance

If you require any further assistance regarding maintenance, warranty claims, specifications, flammability reports, or quotations please contact us.

22. Acknowledgment

By purchasing and installing Supertuft carpet, the purchaser acknowledges understanding of these terms and the natural characteristics of wool carpets.



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