

# RUGS



## WHAT TO CONSIDER WHEN LOOKING AT AREA RUGS

When decorating your home, think of your floors as the foundation for your design scheme. An area rug can visually integrate or harmonize eclectic elements in any decor or can revitalize a room.

There's an endless array of rug designs to choose from. Oriental, Persian, Contemporary and Native American are just a few that can be found in nearly any price range, but the first consideration in purchasing an area rug is a clear understanding of the main families of rugs:

**Machine Made** - these rugs are made in using power tufting machines and looms using almost any type of yarn. These rugs can be made in different textures, styles and sizes quickly and easily and therefore are less expensive than a hand made rug. There are many differences between tufted and woven rugs and this fact leads to bewilderment on occasion. The woven carpets have the pile face woven along with the backing. This makes them strong and hard wearing. Tufted carpets the pile is inserted into the backing material with needles.

**Hand Made** - these rugs are made by hand and range from a person using a tool to tuft the rug to someone actually spinning the yarn and knotting each rug 1 yarn at a time. Some hand made rugs can take 9 months or longer to make one single 6'x9' rug. If you are wondering why a particular rug costs \$6,000-\$9,000 this is likely the type of rug you will be getting. Hand made rugs are made with natural yarns like wool and silk. By the way, antique silk and wool rugs can be very valuable and have been sold for hundreds of thousands of dollars.

At Custom Carpet Centers, we handle only machine made area rugs. Ranging from beautiful Karastan 12 color New Zealand Wool to 6' x 9', 5 color polypropylene rugs for \$125-\$150.

Tips for selecting a rug for your home:

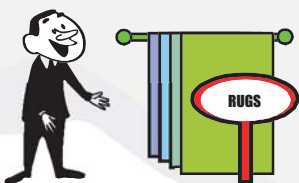
Visualize the desired total look of the room. Do you want a room that's uncluttered and monotone or a room rich with colors or textures? If you start with a totally empty room, choose a rug, then paint or paper the walls in colors found in the rug. Remember, the rug has to fit the room - in more ways than one. Consider how the room is used, how much traffic the area gets and who will view it under what light. For high-traffic areas such as hallways and foyers, you may want a durable, patterned rug.

Choose furniture that enhances the rug design or colors found in the rug. If you start with furniture, choose a rug to pick up the colors used in your furnishing patterns. Patterns can be mixed if they are coordinated by color. Elements of a rug design can be further incorporated into the overall design scheme. For example, if the rug is floral, add framed prints or flowers in similar colors.

Size up the size of the room and the area you want to cover. The most common area rug sizes are 4-by-6 and 6-by-9 feet. They work well under a coffee table. An 8-by-11-foot rug or larger can cover an entire room. Smaller area and scatter rugs can be ideal for adorning smaller spaces-a hearth, a bedside, the area in front of a kitchen sink-with a splash of color and warmth.

A rug with a bold, overall design can be the focal point of a room with a chair and sofa in solid or subdued patterns. Light colored rugs make a room look more spacious, and deeper colors lend coziness to a room.

Choose a rug that will perform well, with the right combination of density and fiber. The denser the pile, (with closer tufts or stitches), the better your rug will wear. Synthetic yarns - nylon, polyester, acrylic, and polypropylene - and the naturals - wool and cotton - are durable, soft, and easy to clean. You've got to hand it to machine-made rugs: they may look strikingly similar to the handmade kind, but they're usually much less expensive. Watch out for fringe elements. If the rug you like has fringe, make sure it's sewn on well, and very carefully use the vacuum cleaner.



## CUSTOM CARPET CENTERS

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## Why Is Color Important?

Area rugs accent a room's color palette or wall design, or even set the entire mood, character, or period of the room. Perhaps you want to rejuvenate or add color to a favorite room. Or you've been looking for a way to incorporate artistic expression to your home. Or you'd like to warm the cold tile in your bathroom. Or maybe you would just like to add softness to a hard floor or extra flair to the carpet in a busy hallway.

## Why Is Fiber Important?

The type of fiber used in your rug also will help determine its appearance and performance. Synthetic fibers provide brilliant colors, easy maintenance, softness and outstanding value. Natural fibers provide soft, low luster colors, long term performance and other aesthetic qualities

There are six general types of fibers, each with different characteristics:

**Nylon** - Wear and soil resistant and easily cleaned. Resilient, withstands heavy traffic and the weight and movement of furniture. Unlimited variety of brilliant colors.

**Wool** - Noted for luxury and softness. Has high bulk and is available in many colors.

**Olefin (Polypropylene)** - Strong and colorfast with a soft wool-like feel. Resists wear and stains. Affordable. Predominant machine-woven synthetic fiber. May also be used in outdoor carpet.

**Polyester** - Noted for its soft "hand" when used in thick, cut pile textures.

**Acrylic** - Offers the appearance of wool at a lower cost. Sometimes is blended with other fibers. Most often appears in bath rugs and mats.

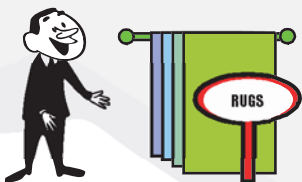
**Cotton** - Noted for its softness and performance. Available in many colors.

**Blends** - There may be blends of any of the above fibers.

## Why Is Construction Important?

Your rug should not only look great, it should perform well, too. To find the best rug within your budget, there are several factors to consider. The perfect rug will have just the right combination of density, twist and fiber. Density refers to the closeness of the tufts or knots. The denser the pile, the better your rug will wear. Twist refers to the winding of yarn around itself. A tighter yarn twist will provide added durability.

Once you get your rug home, help keep it looking new by placing it over a quality rug cushion or underlay. Not only will the cushion absorb shock and noise, it also will keep your rug from slipping and "creeping." There are two types of cushions to choose from, depending on where you plan to place your rug: rug-over-carpet or rug-over-hard surface floor. We can help you select a rug cushion or underlay for your particular need. Usually you will need to know the size of the rug, although the size of many underlays can be adjusted by simply cutting with household shears.



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## Type/Style

Rug styles are generally divided into two category types: Traditional and Border. However, within these categories we find several different styles.

### Traditional

Traditional rugs are often mistakenly called "Orientals". True Oriental rugs are hand-woven of wool and imported from the East. Most rugs sold domestically are machine-made to resemble Oriental rugs. Here is an overview of the styles classified as Traditional:

#### Persian

Usually characterized by a central medallion framed by an intricate border  
Has an elegant look perfect for formal living areas

#### Chinese

Carries a symbolic design motif associated with religion, folklore and superstition  
Works well in formal rooms and with Oriental decorating theme

#### American

Patterns are based on arts and crafts of Colonial times  
Highlighted with floral motifs and simple designs  
Works well with traditional, country and casual decor

#### Southwest

Usually reflects native Indian origin/design  
Works well with casual, rustic, and contemporary furnishings

#### Contemporary

Reflects various ethnic themes and cultures  
Well suited for modern and eclectic decorating tastes

### Border Rugs

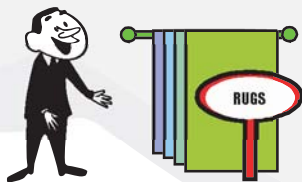
Border rugs are identified by large solid fields trimmed with bordered edges (often accented by carving). Most do not have fringe. There are no named styles within border rugs, yet their designs are varied -- from simple rectangles to intricate florals. Broadloom carpet can be cut and bound into area rug size and then carved to add dimension and interest. At Custom Carpet Centers, we have craftsmen on staff that can replicate your most intricate designs and create a personalized statement area rug just for you, with your design, your specific size and your colors. We make corporate logo rugs and can create images of almost any kind right in our facility in Orchard Park.

### Understanding Quality

If you are trying to find more information about rugs you have come to the right place. We will help you understand why you can walk into Wal-Mart and see a 6'x9' rug for \$59.00 and go across the street into an Area Rug specialty store and see a another 6'x9' rug for \$9900.00 or more. Of course you can usually see a thickness difference and you can also appreciate that a wool or silk rug should cost more than a synthetic yarn. Even novice rug shoppers can understand that on a certain level it makes sense that a machine made rug is cheaper to produce in massive quantities than to make a rug by hand inch by inch. Unfortunately the understanding ends right about there.

The middle of the price scale is what really causes confusion. In fact it gets far more confusing when you find a beautiful 6'x9' 100% New Zealand wool that you can purchase for \$599.00. This can be a great value and it is hard for the average shopper to appreciate some of the differences between that and another 6'x9' 100% New Zealand wool rug for 10 times the price.

If you are looking for one or more rugs to accent your living areas and you would like to keep your budget in check you need to consider machine made rugs. In America today, design styles and preferences can come and go and making a lifetime investment in a hand made rug might not be the wisest way to spend your decorating dollar. Machine made rugs can last from a few years to several decades, depending on their quality. But, even the most expensive machine-made rugs are within the budgets of most people. If you are the type of customers that likes to change decorating themes now and again, the affordability of machine made rugs is an excellent way to accommodate this. On the other hand if you are seeking a single heirloom quality rug you will need to consider handmade rugs. If you are talking about buying a one of kind rug you really need to find a rug specialty store through a designer or some other trusted resource.



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