



CARE & MAINTENANCE GUIDE

Product Care Instructions

Range Name	Memory Foam Rug Range – Shu Velvet
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To help keep your rug looking and feeling its best, we recommend the following care and maintenance guidance:

Cleaning & Care

- **Daily care:** Vacuum regularly in the direction of the pile (use the low-suction or upholstery attachment) or shake out outdoors to remove dust and debris.
- **Everyday spills:** Blot immediately with a clean, dry cloth, then wipe gently with a damp cloth. Avoid rubbing, which can flatten or mat the pile.
- **Stubborn stains:** Use a mild detergent diluted in lukewarm water. Dampen a soft cloth, gently dab the stained area, then wipe again with a clean damp cloth to remove any residue. Brush the pile back into place once dry.
- **Drying:** Always air-dry flat in a well-ventilated, shaded area, away from direct sunlight and heat sources. Make sure the rug is completely dry before placing it back on the floor.
- Avoid bleach, fabric softener and harsh chemicals — these can damage the velvet pile and fade the colour.

Usage Tips

- **Unpacking:** After unrolling, lay the rug flat. It may take around 7 days for the pile to relax and regain its full texture as packaging creases smooth out; gently brushing the pile with a soft brush can help speed this up.
- Avoid prolonged direct sunlight — UV exposure can cause fading and may affect the pile over time.
- Keep the rug dry — avoid placing it on a damp floor, and dry thoroughly if it becomes wet, to help prevent mildew.
- Avoid placing heavy items on top of the rug for long periods, as this can crush and flatten the pile.