

The JOV

CARE GUIDE

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CARE GUIDE

JOV

journey *of* visions

HOW TO TAKE CARE of your JOV-rug

Here are some guidelines to keep your JOV-rug in optimal condition. From unrolling your rug to the weekly care instructions, all in order to maintain the beauty of your rug for many years to come.

At the end of this document, you will find a little overview of the general characteristics per quality. All JOV-rugs are unique and handmade. On the backside of the rug you'll find your unique ID card. This way you will never lose the precious information of your JOV-rug.

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UNROLL YOUR RUG and let it breathe

Your lovely JOV-rug has arrived and is ready to be unpacked and rolled out. Here are some important tips that will help you after unrolling the rug.

After carefully unrolling your rug, it is important to let it rest and breathe for at least 24 to 48 hours. During these hours the pile of the rug will find its original position again and the hard backing of the rug will have to adapt to the room temperature, in order for the rug to lay itself flat again.

Secondly we advise to give your JOV-rug a good vacuuming session. This will remove all excess fibers and other fluff. For more info on how to vacuum your rug correctly, please keep on reading.

We kindly ask you to keep in mind that all JOV-rugs are handmade pieces. Each one of them is crafted with love by our artisans. An artisanal piece of work is not a piece of exact science. Slight variations or imperfections may occur, which makes every JOV-rug a unique piece. Also the size might differ up to 2% of the ordered size, smaller or bigger.

At JOV we work with high quality yarns dyed to order. We keep a close eye on all our colours, but small variations in dye lots may occur. We are aware of this, but are making sure to keep this within the accepted tolerances.

WEEKLY MAINTENANCE and some extra love

We want your JOV-rug to go along for many generations to come. The most important advice we can give you is to *VACUUM* your JOV-rug frequently. Here below you'll find some more specific care instructions.

Depending on where your JOV-rug is placed, we recommend vacuuming it twice a week. More frequent vacuuming is needed in high-traffic areas.

Vacuum your rug thoroughly to get rid of dirt, surface dust and soil. It's important to remove all dirt immediately, so that it can not build up inside the pile as this will damage the rug.

Make sure to vacuum the rug in many different directions in order to pull all the yarns back up again. All yarns need to be lifted and straightened. This will reduce the effect of 'matting', which is the flattening of the pile caused by foot traffic. Vacuuming your rug frequently will reduce 'shedding'. With 'shedding' we mean the excess of fibers that the yarns are losing over time. All our yarns are spun from natural fibers, so shedding is a normal process.

Choose your vacuum cleaner wisely. One with a rotating brush is the best option for our tufted qualities. For our rugs in loop pile and our woven rugs we recommend to not use the rotating brush. For these 2 categories we suggest to use a vacuum cleaner with a suction head.

EXTRA TIPS for a happier rug

TIP 1: If possible, we suggest to rotate your rug every 3 months, in order to avoid uneven fading and wear.

TIP 2: Your rug might not like the sun as much as you do, so please be extra carefull with direct sunlight as it will alter the colour of the yarns overtime. All our yarns are dyed with the highest light fastness, but a change in colour intensity or fading over many years is inevitable for these natural materials.

TIP 3: Some of our yarns are sensitive to the weight of furniture. It helps to move the furniture once in a while, to give the pile underneath the chance to recover. We suggest to use protectors on the bottom of heavy furniture, especially for those with sharp edges.

TIP 4: Our long pile rugs and our mohair wool qualities need to be combed frequently, in order to untangle the yarns. Best tool to use is a comb with metal pins.



FAQ's - find all your answers here

What about loose fibers and threads?

Short fibers or little flocks of fibers will come loose from the yarns, especially in the beginning. All natural yarns will show this as a natural characteristic. Linen is an exception to this, as it doesn't have short fibers to lose. Don't worry, this will reduce after a few weeks, but it will never disappear completely. We advise to vacuum your JOV-rug thoroughly and frequently. You should be able to pull these loose threads out easily. In case of a long thread that you can't pull out and that is clearly sticking out, it's better to take sharp scissors and to cut the thread carefully off at the right length. For qualities tufted in loop pile, we advise to not pull the longer threads out. It's better to cut them carefully away.

After unrolling the rug, you smell something strange?

After the tufting process, a firm backing is applied to your JOV-rug. This ensures a good binding and will bring stability to the rug. When unrolling it, a certain odour might be noticeable. This will fade after a short amount of time when putting the rug in the room to breathe. Make sure that the room is well ventilated, to speed up this process. The smell of our backing is not harmful nor toxic.

Your rug doesn't appear to be flat in the beginning?

At first sight your rug might appear to have some waves and some pressure points from being packed on a roll during transport. We had to pack your JOV-rug firmly and press it together on a roll, in order to ship it to you safely. The rug will have to stretch out and straighten itself again. All of this will happen in the hours after unrolling the rug. No need to pull the edges of the rug and please do not put heavy items on it yet, as this might actually damage it. You might see some pressure points, it resembles the phenomenon "shading". This will be more visible in shiny qualities than in mat options and will sometimes have the shape of a waterstain. Luckily it is perfectly normal and easy to fix by vacuuming it. Give your rug a good vacuuming session and some time to rest. The aspect of shading will fade by vacuuming and by using the rug. In case the waves in the rug do not disappear by itself, we have a little trick that will help. Blow some hot air (from a blowdryer for example) underneath the rug, aimed at the place where the wave is while the rug is in its normal position. The latex backing will become warm and more flexible, which will speed up the stretching process.

OOOPS! What to do with stains

You've spilled something on your JOV-rug? Don't panic, here's what you can do. In the case of a stain, try to remove it as quickly as possible. Do not let it soak or dry. Some of our yarns, especially wool, do not take fluids quickly and it might therefore be helpful to remove the fluids fast before the yarn soaks up the liquid.

1/ In case of a wet stain: absorb as much liquid from the stain as possible using a clean towel. Use a white towel preferably, to not make any colour stains.

Dab - do not rub! Repeat the process with the clean towel until the stain is dry.

2/ In case of a dry stain: remove all other excess as much as possible very carefully by using a spoon or a dull knife.

3/ In case the stain is still visible: try dabbing the stain with a damp clean towel. Use as little water as possible on the towel. The yarns should not get through and through wet, as this will leave a mark afterwards. Gently work from the outside of the stain towards the inside of the spot.

4/ Make sure to let the stain dry completely, only dry it naturally. Do not use any heating for this. You can help this process by dabbing the area gently with some dry white towels. Lift the rug a little bit, so that the ground underneath doesn't stay wet.

5/ After the stain has dried out, vacuum the rug in all directions.

If the method above is not sufficient, please contact a professional cleaning service specialised in rug cleaning. They can suggest you to either use a specific cleaning product or suggest to clean the rug themselves. Be sure to provide them with the nature of the stain and the quality of your rug. In general we can recommend a periodic maintenance where the rug is dry cleaned by professionals every 2 years, again to be done only by specialists experienced in rug cleaning.

PRODUCT DATA: find here some info about your quality

Quality: **ANKE**

Material: New Zealand Wool (N) + Mohair Wool (M)

Characteristics: The combination of New Zealand Wool and Mohair wool bring a cosy feeling to Anke. Both yarns are resilient, so they are able to bounce back up. While New Zealand Wool is rather mat, the addition of our Mohair wool creates a subtle shine and a hint of luxury.

This you need to know: Lines will be formed because of the thin mohair yarns that get stuck in the bottom of the rug. Straighten these yarns with a comb with metal pins to avoid line forming in Anke. Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in.

Quality: **BOWIE**

Material: TENCEL™ Lyocell (B)

Characteristics: This yarn is TENCEL™ certified and is a natural yarn made from cellulose, extracted from the eucalyptus wood pulp. Lyocell is an anti-bacterial material. This type of lyocell has more elasticity and is more resilient than the lyocell used in Soft, which makes the Bowie a better quality for higher pole.

This you need to know: It's a very soft and glossy yarn, but has a tendency to be lazy, it tends to lay flat easily. Therefore it needs to be vacuumed regularly to maintain the softness and beautiful shine of the quality. Vacuuming will lift all yarns up again and will remove excess fibers. Make sure to vacuum in all directions, using a vacuum with strong suction and with a rotating brush. Lyocell has an absorbing nature, which makes it more fragile to stains on one hand, but easier to clean on the other hand.

Quality: **BRILLO**

Material: New Zealand Wool (N) + Belgian Linen (F)

Characteristics: Brillo brings a contrast between the stiff Belgian Linen and the soft New Zealand wool. The wool in the rug softens the rougher feeling of the strong linen.

This you need to know: This combination of New Zealand wool and Belgian linen can create shading, because of the difference in resilience of the yarns. To avoid this you can vacuum your rug frequently and thoroughly in all directions, using a vacuum with strong suction and with a rotating brush. Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in.

Quality: **CHLOE**

Material: New Zealand Wool (N) + TENCEL™ Lyocell (LY)

Characteristics: The TENCEL™ certified Lyocell adds a hint of glossiness to the mat New Zealand Wool. Because of the wool, CHLOE is easier to maintain. The wool fibres are coated with a thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in.

This you need to know: Wool is a resilient yarn, while Lyocell is a lazy yarn that lays flat easily. Therefore it needs to be vacuumed regularly to maintain the softness and beautiful shine of the quality. Vacuuming will lift all yarns up again and will remove excess fibers. Make sure to vacuum in all directions, using a vacuum with strong suction and with a rotating brush.

Quality: **CLASS**
Material: Natural Silk/Wool (K)

Characteristics: Class is made out of a rich blend of very fine wool and natural silk in one single high quality yarn. The silk brings a beautiful shine to this quality and makes it very soft.

This you need to know: Because of the wool, Class is easy to maintain. Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in. Natural silk is a shiny material and needs to be vacuumed very often to go against foot traffic.

Quality: **COBOLL**
Material: Mercerised Cotton (E)

Characteristics: The mercerising process adds strength as well as shine to the cotton. It is a soft yarn and is known to be strong and durable. It is also a less sensitive quality for people with allergies.

This you need to know: Cotton has a tendency to be lazy, it tends to lay flat easily. Therefore it needs to be vacuumed regularly to maintain the softness and beautiful shine of the quality. Vacuuming will lift all yarns up again and will remove excess fibers. Make sure to vacuum in all directions, using a vacuum with strong suction and with a rotating brush. Cotton has an absorbing nature, which makes it more fragile to stains on one hand, but easier to clean on the other hand. Chair and table legs can leave marks, which makes it less suitable for dining areas.

Quality: **FAME**
Material: Belgian Linen (F)

Characteristics: A unique shine is created in Fame by the yarn being wet spun into a stiff strong thread, which gives it a beautiful texture. Fame is made out of strong linen, from Belgian origin.

This you need to know: This 100% linen quality ages beautifully, with a very unique and inevitable patine. The patine is a natural consequence of the fact that linen is a very lazy yarn, so it will not bounce back up again by itself. It's therefore important to vacuum Fame regularly, in order to lift all yarns up again as much as possible. Make sure to vacuum in all directions, using a vacuum with strong suction and with a rotating brush.

Quality: **FRIGGI**
Material: New Zealand Wool (Y) + New Zealand Wool (X)

Characteristics: Friggi is made out of thick New Zealand Wool. The high density of the material, tufted in loop pile makes it perfect for high trafficked areas.

This you need to know: Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in. As this is a loop pile, we suggest to use a vacuum with a suction head instead of the rotating brush. Do not pull loops out, that will damage the rug. It's better to cut off the threads that are too long. The ecru Y-yarn is an undyed and natural wool tone, therefore small colour deviations are possible. This will be more noticeable in design Lattice.

Quality: **GAGA**

Material: Merino Wool (H) + Mohair Wool (M)

Characteristics: Gaga is made out of a mix of Merino and Mohair wool. Merino is spun from the wool of Merino sheep, while Mohair is spun from the wool of young goats.

Mohair has a beautiful natural gloss. Both yarns are resilient and very soft.

This you need to know: Lines can be formed in Gaga because of the thin mohair yarns that get stuck in the bottom of the rug. Straighten the yarns with a comb with metal pins to avoid line forming in Gaga. Vacuum Gaga regularly and in different directions, so all yarns are lifted and straightened. Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which will prevent water, dirt and stains from immediately soaking in.

Quality: **GRIZZLY**

Material: New Zealand Wool (GR) + TENCEL™ Lyocell (LY)

Characteristics: The TENCEL™ certified Lyocell adds a hint of glossiness to the mat and thick New Zealand Wool. Because of the wool, Grizzly is easier to maintain.

This you need to know: Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in. Wool is a resilient yarn, while Lyocell is a lazy yarn that lays flat easily. Therefore it needs to be vacuumed regularly to maintain the softness and beautiful shine of the quality. Vacuuming will lift all yarns up again and will remove excess fibers. Make sure to vacuum in all directions, using a vacuum with strong suction and with a rotating brush.

Quality: **KOKO**

Material: New Zealand Wool (A) + Mohair (M)

Characteristics: In Koko we see a texture play: the thick mat wool combined with glossy ultra thin mohair. This creates a more wild and cosy effect. The thickness of the New Zealand yarn gives a good body to the rug. The mohair is a very fine but stiff yarn; it is strong and resilient.

This you need to know: Vacuum Koko regularly and in different directions, so all yarns are lifted and straightened. Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in.

Quality: **LANANA**

Material: New Zealand Wool (X) + New Zealand Wool (A)

Characteristics: Lanana is made out of thick New Zealand Wool. The high density of the material makes it perfect for high trafficed areas, such as dining areas. This also means that dirt doesn't find a way into the yarn and there is no foot traffic visible. The thick wool gives Lanana a very mat look and not fluffy.

This you need to know: Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in. It's still important to vacuum Lanana regularly in all directions.

Quality: **NAYA**

Material: New Zealand Wool (N)

Characteristics: Naya is made out of a refined and thin wool of the New Zealand sheep. The wool is mat and resilient, the little yarns are able to bounce back up.

This you need to know: Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in. It's still important to vacuum Naya regularly in all directions.

Quality: **PLUS**

Material: New Zealand Wool (A + N)

Characteristics: Plus is an interesting mix of thin & thick New Zealand Wool. Wool is in general a very resilient and easy to maintain material.

This you need to know: Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in. It's still important to vacuum Plus regularly in all directions.

Quality: **RANA**

Material: Natural Silk/Wool/Linen (R)

Characteristics: Rana is made out a rich blend of natural silk, wool and linen, spun together in one yarn.

Each material brings its own positive elements: natural silk adds a layer of gloss, wool supplies the essential softness and linen provides a solid base. This makes it a rich and strong yarn, suitable for high-traffic areas.

This you need to know: The wool fibers in Rana are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in. It's still important to vacuum Rana regularly in all directions, using a vacuum with a strong suction and with a rotating brush.

Quality: **SALSA**

Material: Mohair Wool (M)

Characteristics: Mohair is a noble material, spun from the wool of young goats. It's an extremely soft yarn, with a beautiful and subtle natural shine. The yarn is very fine and stiff, but also strong and resilient.

This you need to know: Lines can be formed in Salsa because of the thin mohair yarns that get stuck in the bottom of the rug. Straighten the yarns with a comb with metal pins to avoid line forming in Salsa. Vacuum Salsa regularly and in different directions, so all yarns are lifted and straightened. Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which will prevent water, dirt and stains from immediately soaking in.

Quality: **SOFT**

Material: TENCEL™ Lyocell (LY)

Characteristics: This yarn is TENCEL™ certified and is a natural yarn made from cellulose, extracted from the eucalyptus wood pulp. Lyocell is an anti-bacterial material. The short fiber is very fine, it has a nice softness to it and it has a beautiful natural high gloss.

This you need to know: Lyocell has a tendency to be 'lazy' and tends to lay flat easily. Therefore it needs to be vacuumed regularly to maintain the softness and beautiful shine of the quality. Vacuuming will lift all yarns up again and will remove excess fibers. Make sure to vacuum in all directions, using a vacuum with strong suction and with a rotating brush. In case the thin yarns starts to tangle up together: use a comb with metal pins to untangle it. Lyocell has an absorbing nature, which makes it more fragile to stains on one hand, but easier to clean on the other hand.

Quality: **SURMER**

Material: Merino Wool (H) + Mercerised Cotton (E)

Characteristics: The mercerised cotton brings strength and a subtle shine to the soft Merino wool. This creates a luxurious depth to the rug. Merino wool is very soft and resilient, made of the refined wool of a Merino sheep. Cotton is known to be strong and durable.

This you need to know: Wool is a resilient yarn, while cotton is a lazy yarn that lays flat easily. To avoid seeing foot traffic, it's important to vacuum Surmer in every direction regularly so that the cotton and merino fibers are always nicely straightened. Use a vacuum with strong suction and with a rotating brush. Wool fibers are coated with a natural thin layer of waxy grease (also called Lanolin), which prevents water, dirt and stains from immediately soaking in.

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