



VOLUME 01

*The Mafi guide to buying
(or selling) a great rug.*

RUGS
— 101

Introduction.

Rugs have a history rooted in ancient times. But thanks to the new constructions and fibers, the traditional art of rug weaving has evolved into a more prominent element in today's interior fashion. The change is constant and, at times, difficult to keep up with — which is why we created Rugs 101. Rugs 101 will help you understand today's rugs in an easy-to-browse, visual way. Whether you're in the market to buy a new rug, or you're an interior designer trying to learn the fundamentals, we hope to provide some valuable content to help you design with intention... from the ground up!

Table of

SECTION ONE

Manufacturing Countries	06
-------------------------	----

SECTION TWO

Types of Fiber	10
----------------	----

SECTION THREE

Types of Production	14
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SECTION FOUR

Selecting the Right Size	28
--------------------------	----

SECTION FIVE

Color, Design and Texture	40
---------------------------	----

SECTION SIX

Cleaning and Care	48
-------------------	----

Contents

Five Reasons to Own a Rug



01

TO COVER
IMPERFECTIONS

02

TO ADD COMFORT AND
WARMTH UNDERFOOT

03

TO PROTECT FLOORING
AND FURNITURE



04

TO MUFFLE SOUNDS



05

TO TIE THE
ROOM TOGETHER

Manufacturing Countries.

06

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56

The five most prominent manufacturing countries are India, Nepal, China, Egypt and Turkey. Like any other industry, each country has its comparative advantages. India, for example, is the world's leader in hand-tufted rugs because of their skilled labor. Egypt, on the other hand, has the proper infrastructure and knowledge to create a large volume of machine made rugs.







INDIA —

India is well-known for manufacturing hand-knotted and hand-tufted rugs. The most common fiber used in India is wool, although it's not unusual to find rugs made of synthetic fibers like polyester or viscose.



NEPAL —

Rugs made from Nepal are often considered to be Tibetan rugs. The knotting technique used in these rugs is different to the ones used in Other Countries. Their high quality wool, silk and Narual fibers is why Mafi Rugs exclusively have our Custom Signature 16 rugs woven in Nepal



CHINA —

China is one of the largest manufacturers of hand-tufted rugs and hooked rugs, including shags. The most commonly used fibers in China are synthetics, like polyester and polypropylene. China is a manufacturer of indoor/outdoor rugs, constructed of synthetic fibers that are engineered to resist damage from water and UV.



EGYPT —

Egypt is the world's largest manufacturer of machine-made rugs. Rugs from Egypt are power-loomed on a Wilton loom, which uses a mechanism to regulate the feeding of pile yarns into the loom to form a pattern. Machine-made rugs can be made using nearly any fibers, although synthetic fibers are most commonly used.



TURKEY —

Like Egypt, Turkey manufactures a significant volume of the world's machine-made rugs. The rugs are power-loomed using essentially the same machines that are used in Egypt.

Types of Fiber.

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Picking the ‘right’ fiber is contextual. You have to consider things like cleanability, durability, softness, shedding, color retention, and more. In fact, sometimes synthetic fibers like polypropylene or polyester are better choices than natural fibers because they’re stain-resistant, fade-resistant, and soft. Understanding the eight fibers on the following page will help you determine what you should choose based on your needs.



Synthetic

01. ACRYLIC

Moderately priced. Durable, although not as strong as other synthetics. Most commonly blended with other fibers like polyester (this is called a poly-acrylic blend).

02. POLYPROPYLENE

Very affordable. Easy to maintain and highly durable. Bold, fade-resistant color. Commonly used in indoor/outdoor rugs for its UV, mildew and stain-resistant qualities.

03. VISCOSE

Synthetic, shiny fiber—sometimes called ‘art silk’. Oftentimes used as a more affordable substitute for silk. Some rugs are made of 100% viscose, but it’s more commonly used as an accent fiber.

04. BAMBOO SILK

Bamboo silk is itself a type of viscose. While standard viscose is always made from wood cellulose, bamboo silk is made exclusively from bamboo cellulose. In both cases the base material is processed into a paste then combined with other ingredients, extruded and dried to produce the fibers.

05. POLYESTER

Very affordable. Wears well and feels very soft, especially when used for rugs with a thick pile. Moisture, stain and abrasion-resistant. Retains color well overtime and is easy to clean.

Fibers

Natural Fibers

06. COTTON

Natural and soft. Sometimes used as thread for the base of a rug. Easy to clean and maintain.

07. JUTE

A naturally shiny vegetable. Relatively affordable and second only to cotton as the most produced natural fiber for rugs.

08. SISAL

A natural fiber that stems from the agave plant. Attracts minimal dust to rug and is static free. Highly sustainable.

09. WOOL

The most commonly used natural fiber in rug production. Wool usually refers to fibers from sheep. Fiber diameter is the single most important characteristic, determining price and quality.

10. HAND SPUN WOOL

Hand spinning is a much more expensive and time consuming process than machine spinning, but it has two distinct advantages. Hand spinning breaks down fewer fibers of wool, so the end result is a stronger fiber and longer wearing wool. Hand spun wool has an irregular diameter, which gives the rug a more interesting texture.

Types of Production.

14

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While hand-knotted rugs are the most prestigious and well-known rug construction, the majority of rugs made today are less expensive alternatives. The following pages will help you understand more about the main construction types, including their respective durability, defining characteristics, and how they are made.





TYPES OF PRODUCTION

The Five Most Common.

Production	Manufacturing	Durability
HAND KNOTTED	4-12 MO.	20+ YR.
HAND TUFTED	1-2 MO.	3-10 YR.
HOOKED	1-2 MO.	3-10 YR.
POWER LOOMED	<1 MO.	3-10 YR.
FLAT WEAVE	1-2 MO.	20+ YR.

Hand Knotted

Characteristics — Most prestigious, high quality rug construction. Great durability. Minimal shedding compared to hand-tufted rugs.

Process — A weaver sits behind a loom and hand ties individual knots onto the vertical strings seen on the backside of a rug.

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. The back of a hand-knotted rugs show individual knots and the overall design and colors of the rug’s surface.

Manufacturing
4-12 MO.

Durability
20+ YR.



Hand Tufted

Characteristics — More affordable alternative to hand-knotted rugs. Quality and price depends mainly on what fiber is used. Life span ranges from about 3 - 10 years. A nearly unlimited variety of patterns, colors, and textures can be can be constructed.

Process — Hand-tufted rugs are made using a “tufting-gun”: a hand-operated tool that punches strands of fiber into a canvas stretched on a frame. The design of the rug is drawn on the canvas, and the worker fills in the pattern with the appropriately colored fiber. When the rug design is fully piled the rug is removed from the frame and a scrim fabric is glued to the back of the rug. Once the glue is settled the scrim backing helps to hold the fiber pile in place.

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. A canvas backing is applied to hand-tufted rugs with an adhesive to hold the yarns together.

Manufacturing
1-2 MO.

Durability
3-10 YR.



Hooked

Characteristics — More affordable alternative to hand-knotted rugs. Larger looped rugs create a plush, heavily textured rug while smaller loops allow for greater detail in pattern and interesting texture. A nearly unlimited variety of patterns, colors, and textures can be constructed.

Process — Hooked rugs are made by tufting loops of yarn or fabric through a stiff woven base such as burlap, linen, or rug warp which has been stretched over a frame. The design is printed on the base fabric, and the loops of yarn are pushed through the fabric (similar to the process for hand-tufting).

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. A canvas backing is applied to hooked rugs with an adhesive to hold the yarns together—similar to hand-tufted rugs.

Manufacturing
1-2 MO.

Durability
3-10 YR.



Power Loomed

Characteristics — Usually the most affordable rug construction. Common fibers in power-loomed rugs include synthetic yarns like polyester, polypropylene and nylon. A computer dictates texture, design, and color so there is little chance of production error. Unlike all other constructions, power-loomed rugs have distinctive production restrictions. In a power-loomed collection, rugs are restricted to a particular set of colors once in production.

Process — Large machines have hundreds of spindles of fiber that are mechanically woven into a thin mesh backing. The machine is computer driven and runs continuously to maximize efficiency.

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. Like hand-knotted rugs, you can see the design/colors on the back of a machine made rug, but it has a coarse latex backing that secures it in place.

Manufacturing
<1 MO.

Durability
3-10 YR.



Flat Weave

Characteristics — A flat-weave’s most defining characteristic is their lack of base material (hence the term “flat-weave”). Common fibers in flat-weave include wool, jute, and cotton. Great durability and toughness.

Process — The fiber itself is braided or woven onto a loom to create the structure of the rug—no base material is used so the pile is thin.

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. Being reversible, a flat-weave’s “backside” will appear the same as its “front”.

Manufacturing
1-2 MO.

Durability
20+ YR.



Selecting the Right Size.

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The best rug doesn't look great in and of itself—it enhances and complements the entire look of your interior space. With that, it's interesting how the size of a rug, not just its appearance, can influence the dynamic of a room.





01. DEFINE DIMENSIONS

Define the dimensions of a room with a measuring tape. We can't emphasize the importance of this enough. Outline the area where you want your rug, and consider the location of doors and how they will open. Do these simple things up front and you can buy with confidence.

03. 18 INCHES OF FLOOR

Keep at least 18" of bare floor exposed by the rug's edges. This is a classic rule that works for almost all rooms. If your room is smaller, then feel free to bend this rule a bit to meet your needs. The key is to get the proportions in the space right.

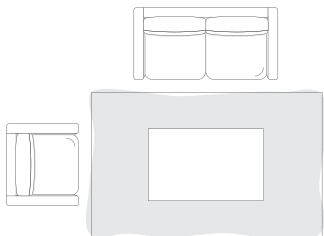
02. OPTICAL ILLUSIONS

Rugs can create an optical illusion—make this work in your favor. An undersized rug makes the room appear smaller and disconnected. When in doubt, go for the bigger size. It will unify the furniture and make the room appear bigger than it actually is.

04. BEND THE RULES

With all this said, remember that these are standard rules for standard rooms. If you've got an unusual room layout or furniture arrangement, you'll have to be flexible. Ultimately, if you think it looks good, go for it!

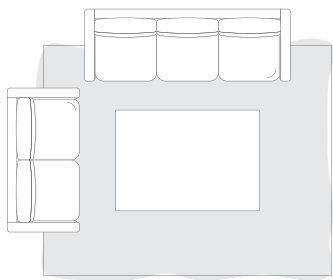




ALL LEGS OFF RUG

size — 5 x 8

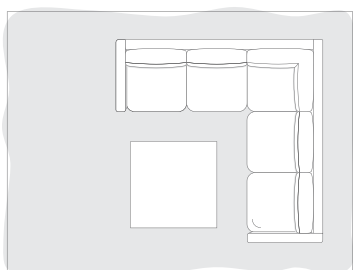
When you've got a smaller living room or prefer to keep all of your furniture off of the rug, go with a 5' x 8'.



FRONT LEGS ON, BACK LEGS OFF

size — 8 x 10

With this size, you'll most likely have all front legs of furniture on the rug, with the back legs off. Or just some of the front legs will be on the rug. An 8' x 10' is shown on the opposite page.

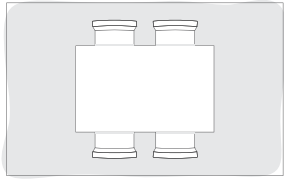


ALL LEGS ON RUG

size — 9 x 12

This size generally allows the back legs of every piece of furniture to sit on the rug.

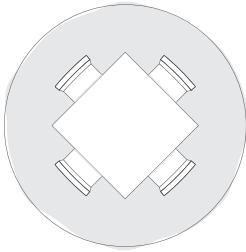




FOUR CHAIRS

size — 5 x 8

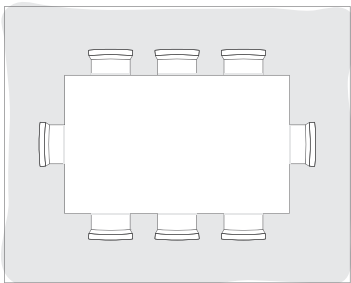
5' x 8' rugs are a great choice for smaller sized dining tables with four chairs.



FOUR TO SIX CHAIRS

size — 8 x 8 round

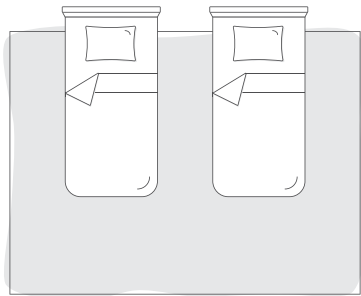
Regular rugs work under square or round tables too, but a round rug is a better match.



SIX TO EIGHT CHAIRS

size — 9 x 12

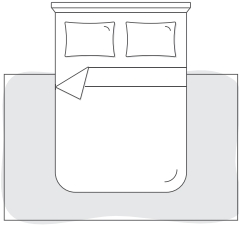
Typically a 8' x 10' or 9' x 12' rug will work under a dining table with six to eight chairs. An 8' x 10' rug is shown on the opposite page.



TWIN SIZE BED

size — 9 x 12

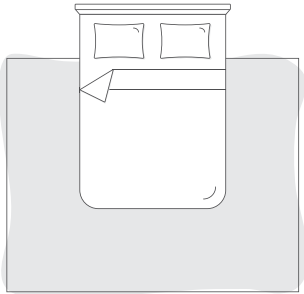
Since twin beds are small, take the bed's positioning and overall size of the room into consideration. And if you've got two twin beds in the same room, a 9' x 12' works wonderfully for pulling the look together.



FULL SIZE BED

size — 5 x 8

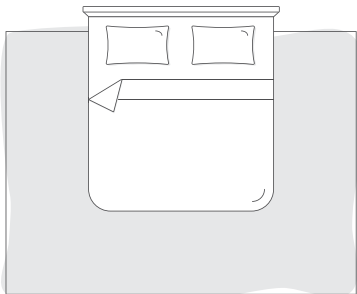
Lay the rug horizontally under the bed, and expose some of the rug on the top too. Let your room size dictate just how much rug you want showing at the foot of the bed.



QUEEN SIZE BED

size — 8 x 10

Just like full size beds, you'll want to layer a rug horizontally under the bed. Both an 8' x 10' and 9' x 12' will work, but remember the larger rug has the effect of making your room appear bigger.

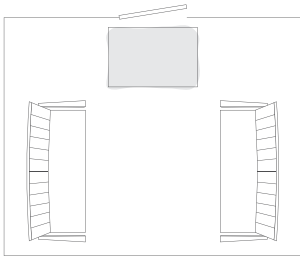


KING SIZE BED

size — 9 x 12

A king size bed calls for at least an 8' x 10' and usually a 9' x 12'. Anything smaller will appear out of proportion. A 9' x 12' rug is shown on the opposite page.

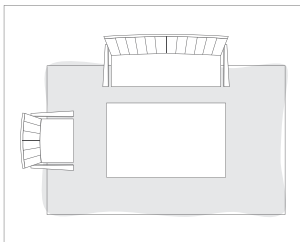




INDOOR/OUTDOOR MAT

size — 5 x 8

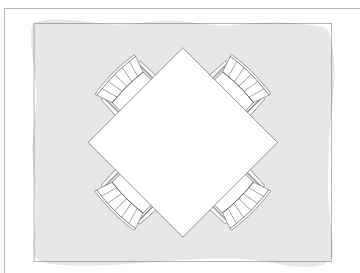
Just like a traditional doormat, a small 2' x 3' indoor/outdoor scatter rug is a great decorative option near the patio door.



INDOOR/OUTDOOR RUG

size — 8 x 10

If you have a smaller outdoor furniture arrangement (i.e. two chairs facing one direction, a bench against a wall, or a tight area like the front porch), a 5' x 8' rug is a good way to ground the space.



INDOOR/OUTDOOR RUG

size — 9 x 12

Whether you want to anchor the outdoor dining table, or create a full outdoor seating area, an 8' x 10' indoor/outdoor rug is your go-to option.

Color Design and Texture.

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The final elements you will want to consider before purchasing a rug are the color, design, and texture. These elements are very important, and can drastically change the effect the rug has on the room.



The Color.

The first thing you should consider is how the colors in the rug coordinate with the existing colors in your room. Remember, the colors don't necessarily have to match up perfectly but they should be complementary to each other. Trust us—when you get the color right the rest of the process becomes so much easier.





The Design.

Let your personal style and existing decor guide you to select either a traditional, transitional, or contemporary rug. When in doubt transitional designs are a smart choice as they tend to work in most interiors, ranging from traditional to contemporary rooms.





The Texture.

Design and color may define a rug to most onlookers, but the visual effects of texture should not be underestimated. Not only are textured rugs visually intriguing in themselves, they offset the solid surface of your floor, drawing your eyes into the dimensions of the rug.





SECTION SIX —

Cleaning and Care.

48

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It's possible to keep your rug looking as beautiful as it did coming out of the package, but it's going to require a little cleaning and maintenance. Follow this simple but important advice and your rug will stay looking as good as new.



Cleaning

Proper cleaning is contextual, dependent on the type of fiber used in the rug. A breakdown of proper cleaning on common fiber types are listed here.

01. ACRYLIC

Use a common cleaning detergent or create one with a teaspoon of natural detergent and a teaspoon of pure white vinegar combined with a quart of warm water. Absorb as much of the liquid before applying the cleaning solution.

02. POLYPROPYLENE

Fortunately polypropylene is inherently stain-resistant and features very low moisture absorption. Follow wool cleaning instructions.

03. POLYESTER

Like polypropylene, polyester is fairly stain-resistant and features very low moisture absorption. Follow wool cleaning instructions.

04. SISAL

Immediately remove any spills or stains by blotting with a dry cloth or scrape up solids with a dull knife. If necessary opt for a professional cleaning service.

05. VISCOSE

Avoid placing a viscose rug in a high traffic or high moisture area. Whisk up any spills or stains by blotting with a dry cloth. We recommend scraping solids with a dull knife or nail file. If in doubt, opt for a professional cleaning service.

& Care



FOR THE MOMENTS THAT LIFE HAPPENS

Fiber Protector by Mafi.

Your new area rug is a long lasting investment. No matter what the fiber content or construction, you want it to keep the new look and feel as long as possible. Protect it with Fiber Protector by Mafi, the world's most technically advanced and environmentally safe fiber protection available. Your piece of mind is worth it!



01. ENCAPSULATES EVERY FIBER

Fiber Protector forms an invisible shield around natural and synthetic fibers, providing an effective barrier against liquids, dirt and stains.



02. BEYOND STAIN PROTECTION

It is bacteriostatic, inhibits the growth of mold and mildew, adds UV protection, all without affecting texture characteristics or breathability.



03. SAVES MONEY

Fiber Protector lowers costs by reducing the need for professional carpet cleaning, cleaning products and supplies, and by prolonging the life of your area rug.



HOW TO PROPERLY

Vacuum Rugs.

Regular vacuuming is essential for removing deeply embedded dirt and prolonging the life of your rug. Before you vacuum, make sure you consider your rug's construction. we suggest using your hard wood setting which will turn off your beater bar*. If that's not possible, then adjust your vacuum to its highest height.

01. REGULAR PILE

Vacuum regularly. We recommend once a week with a regular pile (especially in the first month), unless it's looped, braided or a shag rug.

02. SHAG

For shag rugs, shake them outside to loosen dirt and other particles.

03. LOOP/BRAIDED

If the rug has a loop or braid texture, you should definitely remove the beater bar setting. If it cannot be removed, set the vacuum on the highest possible setting.

**Dyson vacuums are not recommended due to high beater bar RPMs. This may damage or void the warranty of your area rug or carpeting.*



DON'T FORGET!

Rug Pads.

Use a rug pad! Rug pads prevent rugs from sliding, buckling, and wrinkling. This helps with safety and prevents premature aging of the rug. And vacuuming is easier with a rug pad. Listed below are the four pads offered by Mafi.

01. PREMIUM RUG PAD

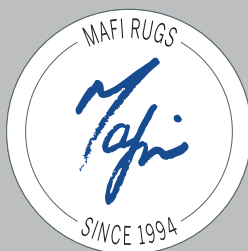
for indoor use on hard surfaces.

Superior natural latex rubber formulation in a new, exclusive hexagonal “tire tread” pattern, plus more real rubber in actual contact with any bare floor, no matter how slippery, and provides the highest degree of non-slip traction

02. CARPET TO CARPET PAD

for indoor use on carpeting.

Tough, consistent construction provides maximum cushion effect for minimum wear and longer rug life. Specifically designed for use when rugs are used over carpet. Prevents ripping, bunching and moving, which makes your home safer from tripping.



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