



When it is time to choose new carpet, it is a good idea to spend time learning about the different types and styles available so that you can make an informed decision.

A major percentage of all carpets sold in Australasia are cut pile. Cut pile carpet is the most popular style of carpet sold because it offers visual appeal, luxurious comfort and low maintenance. However, it is important to note that any cut pile carpet **may** 'shade' and if so, it will be permanent.

WHAT IS PERMANENT PILE REVERSAL SHADING?

Permanent pile reversal shading is a phenomenon that can appear in any cut pile and cut and loop pile carpet. Its occurrence is random and its causes are largely unexplained¹. It is also commonly referred to as watermarking, pooling or puddling¹. A cut pile carpet that has 'shaded' will show areas of lighter or darker pile than the surrounding carpet pile¹. This variation is caused by the reflection of light from pile tufts which come to lay in different directions¹.

Visually, permanent pile reversal shading is not unlike the brushed appearance of other cut pile fabrics such as suede, velour and velvet, although the appearance change in a carpet that has 'shaded' will be permanent¹.

Permanent pile reversal has been associated with cut pile carpet for many years, in fact well before the advent of machine made carpets¹. Despite extensive research and development methods and techniques to minimise the occurrence of shading, the characteristic is not predictable¹. What we know about permanent pile reversal shading is¹:

- Shading can occur in any cut pile carpet (or rug) including hand knotted, tufted, woven, bonded, knitted or hand-made carpets and rugs
- It can occur in carpets made from all carpet fibres and blends of different fibres (e.g nylon, wool, acrylic, polyester, polypropylene and their blends)
- Its occurrence will not lead to premature wear of the carpet and it will have no effect on the durability of the carpet

Permanent pile reversal shading is an inherent characteristic of cut pile and cut and loop pile carpet; therefore it does not constitute a manufacturing defect. With this in mind, Feltex Carpets does everything possible to educate consumers about permanent pile reversal shading prior to purchase. Permanent pile reversal shading is explained on the labels affixed to the back of Feltex cut pile carpet samples, and in both the Feltex Carpets Specification Sheets, and the Feltex Carpets Warranty and Maintenance Guide. Specification Sheets and the Warranty and Maintenance Guide can be downloaded from the Feltex Carpets website at www.feltexcarpets.co.nz or a copy can be obtained from your nearest Feltex dealer.

Feltex Carpets strongly recommends that carpet retail store staff explain permanent pile reversal shading to consumers before a final decision is made to purchase a cut pile or cut and loop pile carpet.

¹Permanent Pile Reversal Shading. Carpet Institute of Australia Limited



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