

PRESS RELEASE

Raving about rugs

Area rugs can complement a home's decorating style by tying all the furniture together and defining various spaces through the use of colour and texture. Marian Wilson from leading furniture and décor retailer, Rochester, offers her top tips to help you select the best rug for your home.

02 September 2015, Johannesburg: Adding a rug to your interior space is the fastest and easiest way of giving it the finishing touch and making it feel inviting and warm. However, Marian Wilson from leading furniture and décor retailer, Rochester, says that even though rugs are often an afterthought, it is an item that should actually be given primary consideration: "A big part of successfully decorating with rugs is considering scale, style, colour and texture. All these elements should be thought about from the onset of the design process. In fact, a rug is a great item to use as the key inspiration for an entire décor composition."

Here are some things that Marian says you should consider before you go shopping for a rug:

On a scale of 1 to 10

A rug needs to fit in with the proportion of the rest of the décor elements so getting the scale right is essential. For example, a small rug will look dwarfed next to an oversized couch. Marian says that as a general rule of thumb, it is always best to err on the side of larger rugs: "Choose generously sized rugs that you can use as an anchor point in the room. If the space allows, placing your furniture on a rug is a great way of grounding the composition."

Marian explains that rugs can be used to great effect to differentiate various zones, especially in open-plan layouts: "The furniture for each zone should be placed on its own rug." If your rug is too small to do this, then she advises that you consider layering rugs: "Define a particular zone with a large neutral rug, and then layer the smaller, yet more intricate, patterned or colourful rug on top of this. It is a good way of creating depth and texture." As such, it is a good idea to measure the space in question, as well as the furniture, before you go shopping to ensure that you select the right rug size.

Selecting your style

When selecting the style of rug, be careful not to choose a rug simply because you like it, without considering your circumstances, lifestyle or the rest of your décor. Marian explains: "If you consider your lifestyle, décor and usage requirements and factor this in when selecting your rug, you will undoubtedly make a better choice, as the rug will look better, be easier to maintain, and it will last much longer."

She says that you should consider the amount of foot traffic the rug will have to endure, whether you have children or pets, whether you want the rug to be the main visual focal point in the room or if you would prefer something subtle, does the room get a lot of direct sunlight, and how easy is it to clean: “How you answer the questions above will greatly affect what kind of rug you will choose. For example, if you have pets or children, you are not going to select a white shaggy carpet.”

Get the look

From an aesthetic point of view, Marian notes that rugs generally fall into one of three categories:

- **Organic-inspired styles** include rugs that have a neutral, organic feel to them. Says Marian: “The Artisan range of rugs from Rochester for example, is a great polypropylene product that can be used for both indoor and covered outdoor applications. It is a durable material that can withstand heavy foot traffic, is easy to clean, and its simple natural look lends itself well to the trendy contemporary settings and traditional looks alike.”
- **Graphic imagery and patterned rugs** can be used to great effect to add texture and visual interest to an otherwise flat and uninteresting décor scheme. These rugs create instant impact and usually stand as the focal feature of the room. As such, it is best if the rest of the decor is quite plain, so that the rug can really shine and the space doesn’t seem too visually cluttered. Mariaan notes: “The Structured range of rugs from Rochester for example, boasts vivid and bold designs that can really add that ‘wow’ factor.”
- **Coloured and textured rugs** are a great way of introducing pops of colour, visual depth, and added luxury and warmth to a space. You can either use the rug to set the atmosphere and palette of the space and design from the floor up. Alternatively, if you are selecting the rug after you have furnished the room, look for colours in the rug that complement the chosen colour palette. “Rochester’s Times Square range of rugs for example, offer great underfoot comfort and come in a selection of vibrant colours for maximum impact. Their high pile give them a luxurious feel and they are ideal for adding some decadence to any interior space,” advises Marian.

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Rug stain index

Stains are one of the most common issues when it comes to maintaining the beauty and longevity of rugs. However, if you are able to spot the stain and act quickly, you can treat stains before they become a permanent problem. “All of the rugs offered by Rochester are chosen on the basis that they are aesthetically appealing, affordable, incredibly durable, and of course, easy to clean and maintain,” says Marian. She recommends some of the following remedies that can be used to combat rug staining:

- **Ballpoint pen, cosmetics, milk, oil, tar, grease:** Clean with turpentine.
- **Beer, blood (dry), chocolate, spirits, egg, fruit, jam, coffee, lemonade, cream, sauce, tea, food residues, wax:** Use 1 tablespoon of soft detergent or soft soap dissolved in half a litre of lukewarm water. Apply and allow the solution to remain on the rug for a few minutes to lift the stain.
- **Vomit:** Blot the excess liquid and use a solution of 1 tablespoon of soft detergent in half a litre of lukewarm water. Apply and allow the solution to remain on the rug for a few minutes to lift the stain. Once it is cleaned, apply an ammonia solution to remove the smell.
- **Butter, candle wax:** Absorb excess with blotting paper and then blot with turpentine to remove the stain.
- **Grass stain:** Dab the stain with alcohol and blot with soft soap or a mild solution of lactic acid and water. On light coloured rugs, use bleaching-liquor afterwards.
- **Resin, ink:** Treat the stain with turpentine, white spirit, alcohol or acetone. Softly rub off, alternate with alcohol and vinegar. Then blot the spot with water.
- **Chewing gum:** Freeze the chewing gum with ice and rub gently. For old chewing gum stains, blot the spot using a dry cleaning solvent or a solution of acetone, alcohol or turpentine on a white cloth.
- **Shoe polish:** Blot the stain with turpentine or white spirit.
- **Tomato-purée or -juice:** Wash out with lukewarm water, then apply a solution of soft soap and rub it into the rug. Let it sit for 1 to 3 hours so it can work in gently, and then rinse thoroughly.
- **Paint:** Act quickly! Apply a small amount of turpentine or white spirit to a clean, white, absorbent cloth and blot the stain with this cloth. Do not scrub the area.
- **Fruit juice:** Rinse thoroughly with cold water and wash the stain out.
- **Glue:** Sponge the area immediately with acetone. Repeat until removed.
- **Mud:** Allow the mud to dry and then vacuum the dried mud off. Whatever stains are left can be removed by rinsing with warm water.
- **Nail polish:** Apply a mild solution of acetone.
- **Red wine:** Blot excess liquid with white tissues. Rinse and wash out. If necessary, bleach with salt.
- **Soot:** Dampen, applying a fluid, soft soap for delicate textiles or dishwashing liquid and allow this solution to remain for a night to lift the

stain.

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