

Earth Weave Wool Carpet Frequently Asked Questions

Q: Are your carpets durable? How long will they last?

A: Many of the synthetic flooring manufacturers would have you believe that wool carpet with jute backing is not as durable as the products they make. This is simply untrue. In fact, wool carpeting has a “useful” life of 20-25 years before it needs to be replaced. Typical synthetic residential carpets will need to be replaced about every 7 years. Synthetic carpets do not wear out per se, they just “ugly” out. Meaning they are no longer aesthetically pleasing to look at. They will however stay around in a landfill for an extremely long time. Some estimates are that they will be around at least 10,000 years. Durable materials (wool carpeting) require less frequent replacement, generate less waste and may also realize lower long-term costs. Having such a long useful life will reduce the cost per year as well the carpeting’s impact on the environment.

Q: What is your stance on the three Rs (reduce, reuse, recycle)?

A: At Earth Weave, we are very serious about the environment and protecting it through the proper implementation of the THREE Rs. We do everything we can to REDUCE waste – whether electrical or physical. Earth Weave’s twist on the reuse and recycle part is that we feel these are best accomplished through Mother Nature. Since the beginning of time, Nature has been able to perfectly “RE-USE” natural materials that are discarded into the environment. Because Bio-Floor™ is 100% bio-degradable, if taken to the landfill, it will decompose just as trees, brush and grass clippings do. Although there is no waste in this system, the nutrients most often do not replenish Earth in exactly the same state. As an example, leaves fall to the ground, bio-degrading to become nutrients for all sorts of living plant life. Of course the nutrients are therefore RECYCLED into the natural world. It really is a perfect system, but it depends on natural raw materials at both the input and output stage.

Q: Isn’t it better to use a recycled carpet?

A: Over four billion pounds of carpet enter the solid waste stream in the U.S. every year, accounting for more than one percent by weight and about two percent by volume of all municipal solid waste (MSW). Furthermore, the bulky nature of carpet creates collection and handling problems for solid waste operations, and the variety of toxic materials present in conventional carpet makes it difficult to recycle. Our carpets rely on the ultimate manufacturer – Mother Nature – and all her extensive know-how to deconstruct our materials and get them back into the nutrient stream.

Q: How soft are your carpets?

A: Our carpets are constructed using the highest quality wool available. This provides not only an extremely durable product but a luxuriously soft one as well. Our carpets are not coarse like many of the other natural face fiber products, such as sisal, sea grass, coir and jute. Many times our products are used in nurseries because of the softness. You may experience the softness of our products at Pine Street Natural Interiors before checking out the samples to try in your home, prior to purchasing.

Q: Where does your wool come from?

A: We use British Wool due to its excellent crimp and fiber characteristics. The breeds we use are the finest available. The sheep are raised in a free range environment. They are outside in all types of weather, both harsh and pleasant. This dynamic environment causes the sheep to grow a very hardy fleece that allows us to produce the highest quality carpeting. Through all the elements – durability reigns supreme.

Q: How do you get your colors?

A: The colors are derived from the wool as it is naturally grown on the sheep’s back. Just as you, your family and friends

have a specific color of hair, so do the sheep have unique colors based on particular breeds. We take these naturally colored fleeces and blend them to achieve the beautiful colorations of our carpeting. No dyes or harsh chemicals (e. g. moth proofing) are applied.

Q: I have heard that wool carpets shed. Is this true?

A: It is true that wool carpets shed a little. This is a factor of them being made from short “staple” fibers. In fact, all staple fiber carpets shed a little. Many synthetic carpets are made from staple fibers. Staple is really anything that is not continuous filament. The only natural fiber that we are aware of that is continuous filament is silk. Of course, silk is not as durable as wool for use as a carpet fiber. In spite of the shedding that occurs with all staple carpet products, you can be assured that it is minimal and will in no way be noticeable in the appearance or durability of the carpet. You may notice small fibers in your vacuum cleaner if you were to inspect inside the collection bag. This is typical and is no cause for alarm.

Q: How long have you been in business?

A: Earth Weave was founded in 1997. This was well before the new wave of “green business”. We are not a new fly-by-night company nor one of the growing numbers of carpet manufacturers that are jumping on the “green” wagon. Please look closely at these other manufacturers in regards to what they produce in addition to their “green” lines. You will often find that they are a large conglomerate producing otherwise synthetic products.

Q: Do you manufacture area rugs in addition to wall to wall carpet?

Yes, we manufacture area rugs using the same natural yarn that is used on the face of the carpet to serge the edges for a high end look. This edge finish is durable as well as being more elegant than the binding procedures some manufacturers implement.

Q: How are you different from any of the other environmentally friendly carpet companies?

Many companies are just “green washing” the public by touting to recycle and/or use recycled products. We do not feel that synthetic products are sustainable and therefore not “green/eco”. As we all know, petroleum is a finite, non-renewable resource. We feel that to be truly green a company must be sustainable. By having sustainable products that are naturally based, the planet is replenished at the end of a product’s lifecycle. This is true recycling! Our products are naturally derived and will decompose in a landfill environment. The nutrients then go back into the earth to be used in whatever way Mother Nature sees fit. From Nature To Nature™. Additionally, if one is to have a totally healthy home, the products used to furnish the home should have the ability to take on and release moisture in the indoor environment, in order to help prevent static build-up or an excess of positive ions, which can lead to the discomfort of the inhabitants of the home.

Q: Can I buy your wool pad to use under my carpet from a different manufacturer?

Sure you can use our pad with carpeting from a different manufacturer but you should consider why you would do this. As previously mentioned, many companies out there have products that will be termed natural or be said to be in a natural collection. Look closely and you will find a synthetic backing in the carpeting. If you are looking for the healthiest carpet/padding combination, it does not make sense to put a natural wool pad under a synthetic backed wool carpet.

Q: Are your products LEED certified?

A: For clarification, buildings are LEED certified, NOT products. Our products do meet criteria for accumulation of LEED points. Please contact us for more information.

Q: Why should I use your product instead of a synthetic carpet that will provide me with the same amount of LEED points at a lower cost?

A: This is one of the main failures of the LEED program. In a lot of cases, it does not reward, or in fact encourage the implementation of truly sustainable products. This is an area where a lot of “green washing” has taken place. It seems that the large corporations have been able to influence the program to meet the criteria of the products they produce instead of the other way around. It is not like this in all cases but if one looks closely, these shortcomings are quickly evident. Environmental health and planet welfare are about more than accumulation of “points” and who has the most money to influence policy. See also our comment above about the comfort and health of the inhabitants of the home

Q: What is your warranty?

A: We have a 5 year manufacturer’s defect warranty. Natural fiber carpets vary in texture and color. Slight variances in texture and color are normal and do not constitute a manufacturing defect. Matting, crushing, soiling, staining or any other changes in appearance are not considered manufacturing defects and are excluded from this warranty. No warranty is made as to individual reactions, physical or otherwise, regarding this carpet and its effects.

Q: How does one clean your carpets?

A: As with all quality natural fiber carpets, vacuuming with a suction only vacuum cleaner is recommended. Beater bar vacuum cleaners may damage the surface pile of this product. Proper vacuuming on a regular basis will increase performance. Use only wool approved cleaners for removing stains. Do not vigorously rub the affected area. Lightly blot area instead. If stain persists, contact a professional cleaner and be sure they use cleaners designed for wool and natural fibers. Contact us for more help with cleaning questions

Q: I am chemically sensitive; will your products work for me?

A: While we have many customers who have had a great experience with our carpet, we cannot guarantee nor comment on any individual/client’s reaction. It is up to each individual to decide on their own if our products work for them in their environment. No warranty is made as to individual reactions, physical or otherwise, regarding this carpet and its effects. Contact us for more help regarding chemical sensitivities

Q: Do you ship to a residence?

A: We can ship to a residence but we recommend shipping to a commercial address, such as Pine Street Natural Interiors. We suggest you coordinate the details with Pine Street as they can help you make the best decisions for your situation. As you may imagine, carpeting is a large and bulky item and therefore best handled by a professional that is familiar with the receiving process. Contact us for more help regarding shipping and installation

Q: Can your carpeting products be used over a radiant heat floor?

A: Definitely! We have testing data that shows where carpets are favorably used with radiant floor systems. This is real world testing in an actual room size test chamber. The data validates what we have always known and of course this is great news to our customers who want the comfort/softness of non-toxic wool carpet instead of a hard surface floor covering.

Q: Does your product require hand sewing or special installation procedures?

A: No, hand sewing is not required with our products. If you have an installer who can sew the seams and you prefer that method, there is nothing wrong with it. It is generally more expensive to sew the seams and that is the main reason we do not suggest it. We suggest that you find a competent installer who has experience with wool carpeting and has access to a low/no VOC seaming tape. Your installer will find that our products install very nicely because they do not have the stiff synthetic fillers in them like all the other products out there. Contact us to find an installer.