

Make ordering easier!

2015 Edition

Koeckritz Rugs

The Ultimate Rug & Carpet Selection Guide

Learn to:

- *Select the most appropriate carpet for your room
- *Choose the perfect color to accent existing colors
- *Determine the proper material for the space allotted



Table of Contents

- I Copyright
- II Introduction
- III Start With a Floor Plan
- IV Selecting Size
 - a. Bedroom
 - b. Hallways
 - c. Basement
 - d. Family Room
 - e. Dining Room
 - f. Children's Rooms
- V Choosing Color
 - a. Color Scheme
 - b. Cool vs. Warm Colors
 - c. Patterns
- VI Selecting Material
 - a. Natural vs. Synthetic
 - b. Wool, Cotton, Seagrass, Nylon, etc
 - c. Allergies
- VII Consider Traffic
- VIII Thickness
- IV Budget
- X Rug Accessories
- XI Rug Maintenance
- XII Summary

I - Copyright

Copyright © 2015 by Matt Knopoff

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Permissions Coordinator," at the address below.

eBizUniverse
1900 E Golf Rd
Ste 950
Schaumburg IL 60173
www.ebizuniverse.com

Ordering Information:

Quantity sales. Special discounts are available on quantity purchases by corporations, associations, and others. For details, contact the publisher at the address above.

Printed in the United States of America

II – Introduction

Carpets and rugs can be considered one of the most grabbed pieces of furniture that every household should invest in as these items bring out comfort and warmth within a home.

Carpets were invented to serve the practical purpose of the rough nomadic populations. They were thickly knotted to protect the people from adverse climatic conditions. This also served the purpose of them not to give up their valuable animals for their hides.

The first U.S. carpet industry emerged at the end of the eighteenth century. Skilled weavers produced carpets and rugs with handloom technology. In its early years, American carpet makers encountered the same problem as other textile manufacturers – imports. Congress protected the infant U.S. industry, along with textiles generally, in 1816 and raised protective tariffs in the 1820s.

In an early survey of the industry conducted in 1834, Timothy Pitkin found 20 carpet mills producing about 1 million square yards. By 1850, a government survey found 116 mills producing 8 million square yards of carpets and rugs (employing more than 6,000 workers). Twenty years later, U.S. carpet mills numbered 215, wove more than 20 million square yards, and employed 12,000 persons.

In the nineteenth century Americans used carpet to cover poor quality, soft wood floors. A commentator wrote in 1872 that the “general use of carpets was a necessity some few years ago, from the fact that the floors of our houses were generally built of such poor material, and in such a shiftless manner, that the floor was too unsightly to be left exposed” (Greeley, 1872). The mid-nineteenth century saw the introduction of the varnished hardwood floor. With the hardwood floor came a declining demand for wall-to-wall carpets and an increasing demand for smaller rugs to provide stylistic accents.

Source: <https://eh.net/encyclopedia/a-history-of-the-u-s-carpet-industry/>

III – Start with a Floor Plan

A Perfect Complement to your Room

A carpet in all its attractive varieties is sure to take off the chill from the cold floor. However the question remains that how to actually choose a rug or carpet based on the given specifications. The specifications play a considerable role in the selection of the final one to buy might just consist of an array of factors – starting from the fabrics to the color selection which complements the entire interior of the house accordingly!

Depending upon the chosen carpet or rug, some might last for years and some might just wear out within two or three months. Hence, an extensive search and study regarding the quality and texture of these rugs must be carried out before deciding to actually shell out the money for the purchase.

Depending upon the floor plan, choices must not only be purely based on the look and design of the carpet but it should also be made considering things like whether you want the legs of the sofa or the chairs to be on it or not and other necessary observations.

The Proper Floor Plan

The rug, apart from being eye catching must also be of the correct size and must be placed in the appropriate location to give the house and the room a balanced look altogether!! In this context, the use of a rug pad might also be considered for better effectiveness. The advantage of the rug pad is that it keeps the rug or the carpet from slipping thus keeping its position intact. The floor layouts, in fact can be of many types starting from the Floating Layout, Classic Layouts and even the very famous Dining Layouts.

Intricate details like the positioning of the carpets, the chairs and tables according to the orientation of the rug are considered for this purpose. Summing up – The bottom-line remains that provided an individual knows his own home space, there is absolutely no dearth of the number of available choices to choose from where carpets and rugs are concerned!! All of it just depends upon one's own choice and mindset.

IV - Selecting Size

Bedroom

The first thing you should know is that it is not at all necessary to feature a rug in your bedroom (regardless of whether you have hardwood flooring or carpet). Some people prefer to have hardwood floors in their bedroom and prefer to keep the clean, airy look of no rug at all to break up the floor space.

You might like to have a rug in your bedroom if:



1) You want to warm up or soften hard wood flooring,

2) You have fading carpet you want to cover, or

3) You want to add a splash of color or a pattern to the space.

Not only will you need to consider what size rug is needed, but also how to orient the rug and where exactly to place it.

Here are some guidelines for determining the right size for a bedroom rug, as well as placement:

-For a full or queen size bed, you can use a 5×8, 6×9, or 8×10 rug beneath the bed placed long ways (depending on how much floor space you want covered). That is, the longer length should run centered on the bed from bedside table to bedside table, with the shorter width of the rug starting from in front of the bedside tables and running at least slightly beyond the end of the bed.

-The bed's footboard should sit on the rug, but the bed's headboard and side tables should not. You may see it done other ways.

-For a king size bed, you will probably want an 8×10 rug rather than a 5×8 one. Of course, you will run it long ways – the 10 feet will be across the bed, the 8 feet will run the length of the bed and out the end.

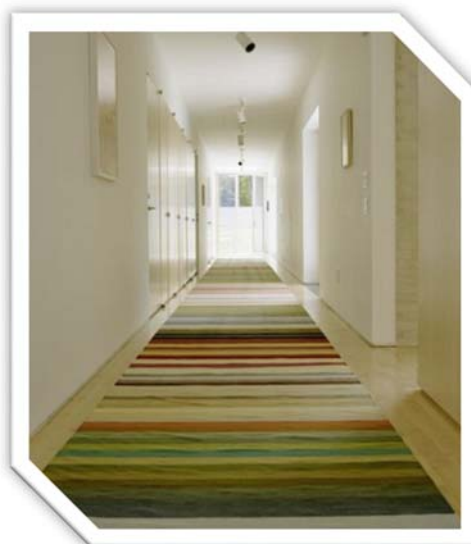
If you have a bench or seating area at the end of the bed, you'll want to pull the rug further out so that your seating sits on it, as well. In this case, you may want to run a larger rug (9×12) vertically rather than the previously suggested horizontal.

Some people don't want to use a large rug under the bed, but still want a soft place to land when getting out of bed. The best option in this case is to get a pair of runners for either side of the bed, or else a pair of 3×5 rugs.

Hallway

For areas of the home that have no furniture, such as hallways, rug sizes can be determined based on how much floor to leave exposed around the edges of the room. Many people tend to forget about their hallways when they are decorating with rugs.

A runner is a beautiful way to make a statement in this often neglected space. What you should do is measure the hallway and then subtract 12 inches from the length and width. This will allow for a six-inch border all around.



If you have an extra-long hallway, using two runners laid end to end is perfectly acceptable. For large areas, a bit more of the floor can show; usually anywhere from twelve inches up to twenty-four inches. For smaller areas, decrease that amount; eight or six inches could be enough.

Basement

Selecting a basement rug can be an overwhelming part of finishing your basement project. Many different materials are available- carpet, tile, laminate, engineered wood and others.

Here are some important points to keep in mind when making your decision:

-First, you will need to determine how well your rug will have to hold up to traffic and moisture. If your rug is fairly smooth, carpet and pad are easily tacked down and stretched directly on top of the concrete. It's important that once the carpet is stretched it lays flat across the ENTIRE floor.

-A very uneven rug will have pockets where the carpet is unsupported underneath. Before long the carpet will further stretch and look poor. A good solution would be to simply glue the carpet down. No pad is used in glued carpet installations.



Family Room

In the family room, you want as much of the furniture to be on the rug as possible. This actually makes the room appear larger and defines an intimate conversation space all at the same time.

Having all four legs of any couches and chairs on the rug is ideal. But if your couch is against the wall and you can't see the back legs as well, you can usually get away with having only the front legs on the rug. When it comes to width, a good rule of thumb is to make sure the rug extends at least 6 inches of either side of the couch.



Dining Room

For a standard dining table (42" x 64") that seats 4-6 people, a rug that measures 8' x 10' is usually a good place to begin. But there are other considerations that affect the size and style of the rug that you decide to use.

Arrange your furniture BEFORE determining your rug size. You should measure where your area rug will end so the rug does not get caught under the front of your server, sideboard, corner cupboard, or other piece of furniture.



Make sure your rug size includes some chair room. Measure the top of the table and add 24-30 inches to each side so you have room to easily pull out and push in a chair while sitting in it. It's really a hassle if the dining room rug is not large enough and the back legs of your chair keep going over the edge of the rug.

Tip: Synthetic, machine-made rugs might be a better choice for your dining room because they allow chairs to slide easier than hand-knotted or hand-tufted rugs.

If your dining space is set up so the table is centered but the rug is not, try a rug with an all-over design and no defining border or center medallion. This way your eye will not pick up on where the rug's center and edges actually are.

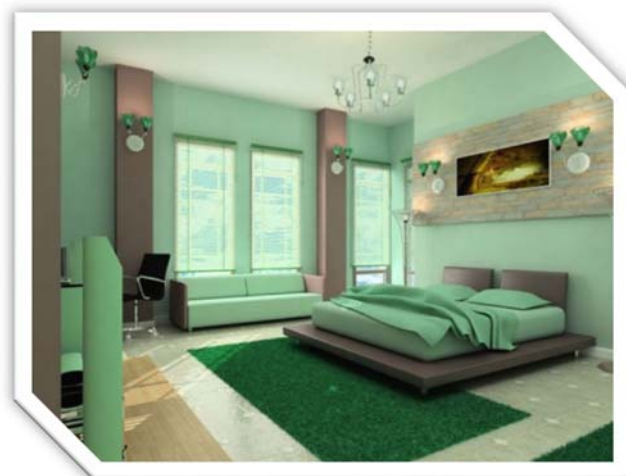
IV - Choosing color

Color Schemes

A good rug ties in the elements of your décor and makes a foundation for a room, so why not use it as a springboard for the rest of the room décor. If there is a fabulous rug that you love, let it be the starting point and lead the way to your room's character.

The colors and patterns on an eye-catching rug can inspire the selection of wall color, upholstery, throw pillows, curtains and other accessories.

Remember about good color distribution. Let one color dominate, and make others either support or accent it.



Tip: Select a rug that coordinates with your decor. Remember the colors in the rug don't have to match all the colors within the room, but at least one color should coordinate.

Making Color Decisions

Color is necessary and without it a home can look lifeless. Vibrant patterns and colors can strengthen the look of almost any room. Although it can seem simple enough, adding color to a plain room isn't always easy.

An addition of a bright area rug can offer a welcome reprieve from neutral design schemes. If you want an area rug that conforms to your room's general appearance, then you may want to opt for neutral tones and designs that blend with your existing decor. A textured shag rug is also a great option as a backdrop for your furnishings.

Cool vs. Warm Colors

The reds, oranges, yellows and off-whites that tend to be in this direction possess all the qualities of warmth in that they are hot, stimulating and soothing to our emotions which crave warmth. This is the reason red is the most successful color in our consumer society and found in such icon products as Coca-Cola, Ferrari, and red lipstick.

Warm colors therefore work really well in the **social rooms** of your house, such as the living room, dining room and kitchen. They are also ideal for restaurants and bars, where socializing, eating and drinking are paramount.



Cool Colors are Calming

The opposite side of the spectrum that comes along with cool browns, grays, and the off whites possess the great quality calmness, focusing and soothing to our intellect, which craves a cooler atmosphere. These colors quiet the emotions and sharpen our thoughts, allowing our mind to do its best work.

This is why cool blues are the most popular color for business suits and shirts, as well as police uniforms; its also why the old time bank teller wore a green visor and banks are often cool inside, and why the Yankees are considered gentlemen in their blue pinstripes, whereas the Red Sox are savages (and why this matchup is such a classic).



Cool colors are therefore best in **private rooms** where concentration, calmness and rest are most important, such as the bedroom, office, and nursery.

(*A note on bedrooms: many people object to the bedroom being considered "calm" when romance is often the goal. Never fear, while you are free to paint your bedroom red or other strong warm colors, you will probably find you don't sleep as well. And if you go with a cooler palette, you'll find you DO sleep well and you can still spice up the bedroom with colorful accessories when the time is right.)

Patterns

A rug can be a great way to introduce color and texture to a bland room or serve as a springboard for the rest of the room décor: wall color, furniture selection and accessories.

Whichever decorating option you go for, you need to ensure the rug balances against all the other elements in the room.

Consider the following factors:

- A rug is often thought of as an accessory that comes last in the decorating process, but you can work the other way round as well. If there is a fabulous rug that you love, let it be the starting point and lead the way to your room's character



- When you're trying to fit a new rug into a fully decorated room, make sure the patterns on the walls and upholstery do not compete with the rug. A busy pattern on the walls, curtain or upholstery should be balanced with a subtler rug design. If the room décor is neutral and minimalist, you can try a bold rug to add some pizzazz to the room. For foolproof coordination, a rule of thumb is to match a solid rug to the secondary color in a patterned sofa or a solid sofa to the secondary color in the rug.

- In open floor plans or large rooms, use different rugs to differentiate between specific sections, but always choose colors that coordinate and ensure a cohesive look.

- Oriental and Persian rugs lend an elegant and traditional air to a room, while large geometric patterns work best with contemporary designs. In eclectic rooms that welcome a combination of seemingly unmatched patterns, try a colorful shag rug – it will add an easy-going feel to the room and enhance its liberal character.

- The principle “the lighter the colors, the bigger your space appears” works for rugs, too. If you're struggling with limited square footage, choose a lighter-colored rug to add a sense of space.

-A rug with an eye-catching central pattern is a great option if you want to create a focal point in your room. However, if there is already an obvious focal point in the room, such as wall art or a fireplace and you don't want it to appear secondary, a rug with a more repetitive pattern or no pattern at all.

-In the dining room, avoid rugs with elaborate central patterns. The pattern will be obscured by the table and chairs anyway, and there simply might be too much going on under the table. It's best to choose a rug that's plain in the middle and decorative along the borders or a rug with a subdued repetitive pattern.

-Take into account how much foot traffic the rug will receive. In busy areas, light colors will quickly catch dirt and every little stain will show. The most practical option for high-traffic areas is darker colors and detailed patterns.

-If your bed's got a lot going on, try a solid color or neutral rug to bring things down to earth. Or make a basic sofa pop with a patterned rug.

-A neutral rug forms a solid foundation when you want to layer on rich textures, patterns or colors. Think of it as the canvas for the rest of your room.

-If your furniture is a solid color or neutral, try a patterned rug. For foolproof color coordination, match the secondary color in the rug to your sofa or key furniture.

-A monochromatic rug complements patterned furniture by grounding it in a primary palette. In a living room, try matching the rug to the secondary color in a patterned sofa.

V – Selecting Material

The most important thing to consider when buying a carpet or a rug is to understand the material that it is made of. The rugs and carpets come in many different fibers and similar to any product, the material used to make up the carpet will determine its quality, appearance, feel, durability, and cost.

The fiber makes up 80 % of the carpet materials. Before heading off to the showroom, check out our handy guide to help you select the right material that fits your room style perfectly.

Natural vs. Synthetic Fibers: the rugs and carpets are widely available in both natural and synthetic fibers. The carpets that are made from natural fibers such as wool are expensive but offer better quality and durability. Synthetic carpets, use artificially produced material is comparatively cheaper than the natural ones. Nylon and acrylic materials are often the most used on synthetic carpets.

Wool:

The carpets made out of wool are considered the best and the most strong – ideal for places that attract heavy traffic. Wool is naturally fire resistant making it a safe choice for homes. Wool carpets are the most expensive types in the market as their eco-friendly fiber is gathered from sheep that are sheared only once a year. Wool is a good absorbent and hides traces of dirt and soil, but it is also prone to stain easily.

Nylon:

The nylon carpets and rugs are also a popular choice and available in a variety of colors and patterns. The fiber used in nylon carpets is although man-made but makes up around 65 % of the carpets sold in the USA. The carpets and rugs have good elasticity and are also a good choice for heavy traffic or commercial areas. Water-resistant and flexible - the nylon carpets are an affordable choice for many.

Polyester:

The polyester-based carpets and rugs are very difficult to dye making the color choice limited. The polyester products are resistant to bleaching, fading, and water-based stains. The disadvantage of polyester made carpets is that it does not accept oil stains.

Cotton:

Cotton rugs portray a more casual look and are made from natural fabrics. They are affordable and ideal for small areas such as kitchen since they are easily washable. Although, the cotton rugs tend to attract dirt more, but the fabric is strong and stable.

Olefin:

The carpets made out of olefin are the most stain-resistant carpets available. The coloring and the texture of the carpet make it easy for the material to retain its color after being exposed to sunlight and cleaning products. Also known as polypropylene, the carpets are affordable and manageable.

Jute, sea grass, and Sisal:

The natural plant fibers in the rugs are strong and ideal to be used when layered with other rugs. They are great for cottage style or beach houses. Jute, the coarsest material is not suitable for places that attract barefoot traffic while sisal is smooth and fine. The sea grass made rugs are the least scratchy and easily cleaned.

These were some of the basic types of carpet and rugs available. When making the choice, always consider the area and the usage for the carpet and rug. Carpets are also virtual magnets for dust mites and mold which can provoke allergy reactions in many people. That is why it is essential to select a carpet which can be easily cleaned and the most resistant to dust and mold.

VI – Consider Traffic

Floors adorned with carpets or rugs give the room a cozy and luxurious atmosphere. They give the room a warm feeling and are easy to maintain and affordable. However, with the vast choice available in carpets and rugs, homeowners are usually confused and make the wrong purchase unless helped by a professional. There are many things to consider when buying any type of floor covering such as the room it will be used on, foot traffic it will attract, price, maintenance, durability, etc. here are some tips to help you decide the best one for your requirements:

Functionality:

The most important thing to consider is the usage and foot traffic of the selected room. The areas that attract more traffic require durable and dirt resistant carpets. The way a carpet is made, impacts on its usability and appearance. The most common styles of carpet are:

- Cut pile fibers are cut evenly and are plush in feel and appearance. The types of cut pile fiber carpets are Saxony which is ideal for formal settings as they can show footprints and vacuum marks. The textured carpets have a soft feel and are dirt-resistant which makes them a good choice for family rooms or houses with children and pets. The frieze carpets are usually used in commercial settings and portray an informal look.

- The loop pile carpets have yarns that are looped and fastened in the back. The Berber and Level loop are the two types of loop pile carpets. They are durable, dirt-resistant, stain resistant and easy to manage – which is a good choice for high traffic areas.
- The cut and loop or patterned carpets are a combination of both the above styles. They give limitless options to buyers of patterns and colors. These types of carpets disguise wear and soiling well and are considerably soft than other options.

Stairs also get a lot of wear and the carpets used for the purpose should be the most durable. Woven wool carpets are ideal for stairs since they are the most long-lasting.

VII – Thickness

The density of the carpet tells you how tightly the yarns are packed together. The higher the density, the thicker the carpet is. A quick check of the density of the carpet can be determined by sticking the fingers deeply into the carpet. If the fibers are easily separated and you can feel the backing, then the carpet is low in density and might not be a good choice for heavy usage areas.

VIII – Budget

The prices of the carpets are usually related to its quality. You can make the most of your budget by choosing the best carpet for each room such as family rooms require the most durable and stain resistant floor coverings while guest rooms can go with affordable and low traffic carpeting. When calculating the price for carpet, always consider the installation prices as well as the guarantees and warranties that come along with it.

Remember, proper care extends the life of every carpet. Make sure you vacuum frequently, close curtains and blinds in daytime to avoid exposure to sunlight and catch spills promptly. With the above tips, your carpet shopping trip can be made easy and convenient.

IV - Rug Accessories

Under pads

You walk into the store and find the perfect rug. It's the exact rug you were looking for. It's the right color and the exact size you have been searching for for months. It will fit perfectly in the middle of your living room, and will match perfectly with the existing furniture.

You bring the rug home and place it in the area you've chosen for it. Everything is fine for a few days until you realize the rug has moved a few inches. Instead of panicking about a defective rug, you should instead think about an under pad.

Here are five reasons why:

- 1) Safety - No matter where the rug is (on carpet or hardwood or etc), a pad keeps the rug in place to prevent slips and pulls.
- 2) Longevity - Believe it or not, a pad extends the life of your rug by preventing the fibers from being crushed. The pad acts as a type of buffer between the hard surface below and the rug above.
- 3) Protection - Very important! A pad prevents dye transfer, marring, staining, and scratching to the floor or carpeting beneath.
- 4) Comfort - A pad adds cushiony softness underfoot.
- 5) Cleanliness - A pad allows for easier vacuuming.

Rug Grippers

Certain things must be kept in mind before its installation. You must check their placement and measure them for exact dimensions. After the measurements are complete, make the necessary marks so that the grippers can be placed in a proper manner - this will allow the grippers to be installed properly.

With proper installation and routine maintenance, you can ensure your carpet will for many years. The greatest advantage of using grippers is that they can be used for different types of flooring styles such as asphalt, concrete and wood. Various sizes of grippers are available on our website or by calling (847) 859-5459.

X - Rug Maintenance

Removing Rug Stains

Let's face it, it's bound to happen to all of us at one time or another. You take every precaution to protect your rug in hopes that no accidents or rug stains will ever compromise its beautiful appearance, and in an instant, a mishap occurs with a cup of Kool-Aid your beloved pet that just could not hold it any longer.

You panic and frantically reach for the nearest cloth to remove the rug stain. Whoa - hold on and take a moment before you treat the stain! There are different ways to remove rug stains, and it is to your advantage to be educated and armed with some tried and true techniques to remove those annoying stains.

Liquid Spills

Never (ever) rub liquid spills - this will further rub the stain into the carpet fibers. If you have a wet-dry vacuum, use it to get up as much of the spill as possible. For the remainder, blot with clean white cloths (they won't transfer dyes to your carpet) by placing the cloth over the carpet stain and pressing down to transfer the liquid from the carpet to the cloth. Switch cloths as each becomes discolored. Remember, carpet fibers are twisted and have four different sides, so change the direction you're blotting from frequently.

Solid Foods

Stains from food should be gently scraped up with a spoon. Dab at the remaining stain with clean white cloths moistened in water. The idea here is to transfer the stain from the carpet to your cloth, so rinse and change your cloth often. Repeat until the stain is gone, then blot dry.

Pet Stains

Many pet owners are faced with the challenge of cleaning up a special surprise from their adored pet. This can be frustrating to say the least. But alas there are methods and substances that can rid the odor acquainted with these types of accidents, and remove the carpet stains entirely. Here are some tips to remove pet stains from carpet:

- First, clean up the initial mess. If there is debris on the carpet, pick it up with gloves and dispose of it. If it is wet, simply use the blot method to soak up the moisture without smearing or rubbing. Blot repeatedly until the carpet is almost dry to the touch and carpet stain is removed.
- In the event the stain has already dried on the carpet fibers, the best way to treat this type of carpet stain is to moisten it. Then apply a carpet stain cleaning product specifically formulated for pet stains.
- To neutralize the odor and spot, you may need to try several different tactics. Try using white vinegar (you may also substitute white vinegar for white wine) to perform this action. Simply mix 1/4 cup of vinegar with a quart of warm water and spritz on the stain. Allow the vinegar spray to

soak for several minutes and then proceed with the blot technique until stain is gone and spot is dry.

- Another method that can rid pet stains effectively from carpet is to mix a quart of water with a stain-fighting laundry detergent in a spray bottle, then spray it on the spot. Allow this mixture to soak for a few minutes, then blot, rinse with warm water, and repeat as necessary.

Pen Ink

It is known that ink stains can wreck havoc on fabrics and carpets, and even result in destruction without recourse. However with technology and much trial and error, there are quick and easy ways to rid ink carpet stains. With quick reflexes and a few handy household products that nasty ink stain will be removed from your carpet. Here are some effective ways to remove ink carpet stains:

- Dampen a clean white cloth with isopropyl alcohol (the higher the percentage of the active ingredient, the better it will work), and then proceed by dabbing the wet cloth on the ink stained carpet. Be careful not to rub or scrub! This could cause the ink spot to spread. Let it stand for a few minutes and then use a liquid friendly vacuum to remove the excess moisture.
- You may need to treat the carpet stain with the alcohol again. Certain hairspray will work, nail polish removers, and other things that contain a high content of alcohol (even white wines and vinegars may be used.)
- When using any of these chemicals, rinse with water, then blot or vacuum dry until spot is dry.

Rug Fringe Repair

If your rug fringes are damaged it is important to fix the problem as soon as possible. The phrase 'a stitch in time saves nine' could never be more true than with handmade rugs. The fringe is the foundation of the rug and being exposed it is often the first part to be damaged; if the damage spreads the pile can become loose and unravel, permanently damaging the affected area.



VIII – Summary

Thank you for reading!

We invite you to share your thoughts and reactions on social media



Contact

Sales Department

(847) 859-5459

Sales@KoeckritzRugs.com

[1910 E Devon Ave](#)
[Elk Grove Village IL 60007](#)

