



## Welcome to your Installation Expectation Guide

Artioli Floor Covering provides the very best floor covering installation in the industry, and we know that a well-informed customer with the proper expectations will be a happy customer. This guide will help in your preparation and satisfaction.



## INTRODUCTION

Thank you for choosing Artioli Floor Covering LLC as your floor covering service provider. We are excited to be a part of this journey with you and can't wait to begin. This guide is designed to explain distinctive characteristics between the different types of carpets, their unique installation methods, and help you prepare for your installation.

The more you know about the materials and what to expect in their finished form, the happier you will be with both your purchase and your installation. With our thirty plus years of experience, we have come to understand that a well-informed customer will be a happy customer.

## YOUR INSTALLERS

Artioli Floor Covering is a family owned, and operated, business. The vast majority of our installations are performed by our family of Certified Flooring Installers. On occasion, we may utilize independent installers which are vetted by our company to assist with large projects or hard-surface installations. Our installers have worked with us for many years and carry both liability and workers compensation insurance.

## WARRANTIES

Our craftsmanship is guaranteed for the industry standard of one year. There are, however, certain exclusions to our warranties. These would include, but are not limited to, damage caused by moving furniture, water damage, pet damage, general accidents, acts of God, misuse/abuse, improper cleaning or lack thereof, squeaks in the sub-floor, etc.

## CARPET IS A TEXTILE

Carpet is a textile fabric in the same way as clothing and any other fabric. It is designed to be durable and to be walked upon, but it can be damaged. Everyone likes to know about "seams" in their new carpet and hope to have a finished product that looks like it was poured on their floor in one piece. If you take a moment to look at the shirt you are wearing at this exact moment, I am sure you will be able to see every seam used to create the garment. The ability to see a seam does not make the shirt/garment less valuable or of poorer quality. We consider our craftsmanship to be on the same level as the finest garment makers and will ensure your new flooring is installed properly. We do not guarantee that seams will be invisible. As a matter of fact, depending on the material chosen, the seams could be extremely visible. We will speak about this in more detail in this guide.

## ARRIVAL WINDOW

Our general arrival window to the customer's home is between 8:00 am and 10 am. You will also receive a courtesy call once we have loaded the material and are in route to the residence. We generally work Monday through Friday to allow a few days for family time, but weekend availability is an option that can be discussed.

## INSTALLATION PREPARATION

During your install, the residence is converted to a construction site. Being prepared prior to the arrival of your crew will ensure a smoother and more stress-free experience for everyone involved.

- ✓ Secure all pets for the safety of the animal and the installers
- ✓ Ensure you have a working HVAC (air conditioning) system and that it has been running within normal operating temperatures for a minimum of forty-eight hours
- ✓ Electricity is operational within the home
- ✓ Sufficient lighting is available
- ✓ All loose items should be moved prior to the installation
  - This would include lamps, clocks, personal items, laundry, pictures, shoes, boxes, etc.
- ✓ Bedding should be removed from any mattress that will be moved
- ✓ Firearms, medications, and valuables should be moved and placed in a safe location
  - Remote controls often get misplaced, and we recommend they be stored in the same location
- ✓ If the larger items of furniture being moved are heavy, please remove any items causing excessive weight
- ✓ Hanging clothes should be removed if they hang to the height of a man crawling on his hands and knees
- ✓ Squeaks in the subfloor should be taken care of prior to the arrival of the installer
- ✓ Remove pictures/paintings from the walls
  - The vibrations that occur during the installation can affect all areas of the home and is not relegated to just the rooms being renovated
- ✓ Make sure that all your electronics have been disconnected prior to the arrival of your installers
- ✓ Ensure that there is an adult (eighteen years of age or older) on site that can make decisions regarding your installation
- ✓ Any painted items have cured for 2 weeks, and the painter is available to touch-up after completion





# STAIRCASE INSTALLATION METHODS

There are two main methods for the installation of carpeting on staircases. Depending on the material chosen and pattern, if any, your installer will make a recommendation for the method he/she feels is best suited to achieve the most aesthetically pleasing result.

## WATERFALL

This method of installation accentuates and places an emphasis on the pattern or “flow” of the carpet. In other words, it allows the beauty of the carpet to speak for itself. The carpet is installed straight from one “riser” to the next with no interruption. This type of install gives a classic, timeless look.





## HOLLYWOOD INSTALLATION

This method of installation has the carpet follow the exact contour of the step around the “nose” of the stair tread and down the riser. It accentuates the staircase and breaks up certain patterns by creating more curves, angles, and shadows. This installation method is the most common.



Either installation method is a choice of preference, and your installer will have educated opinions as to which will give you the best result and why. After we have informed you of which we believe will give you the best result and why we believe this, we will default to your final decision.



## STAIR RUNNERS & AREA RUGS

At Artioli Floor Covering, we pride ourselves on the custom fabrication of your dream look. We make these items on-site, so it is extremely important that you are available during the decision-making portion of this process. We will require an area to fabricate these items that is large enough to accommodate the material and has the proper electrical outlets (standard outlets) to run our machinery. There can be up to a 2" variance in your completed rug size.

## CARPET SERGING

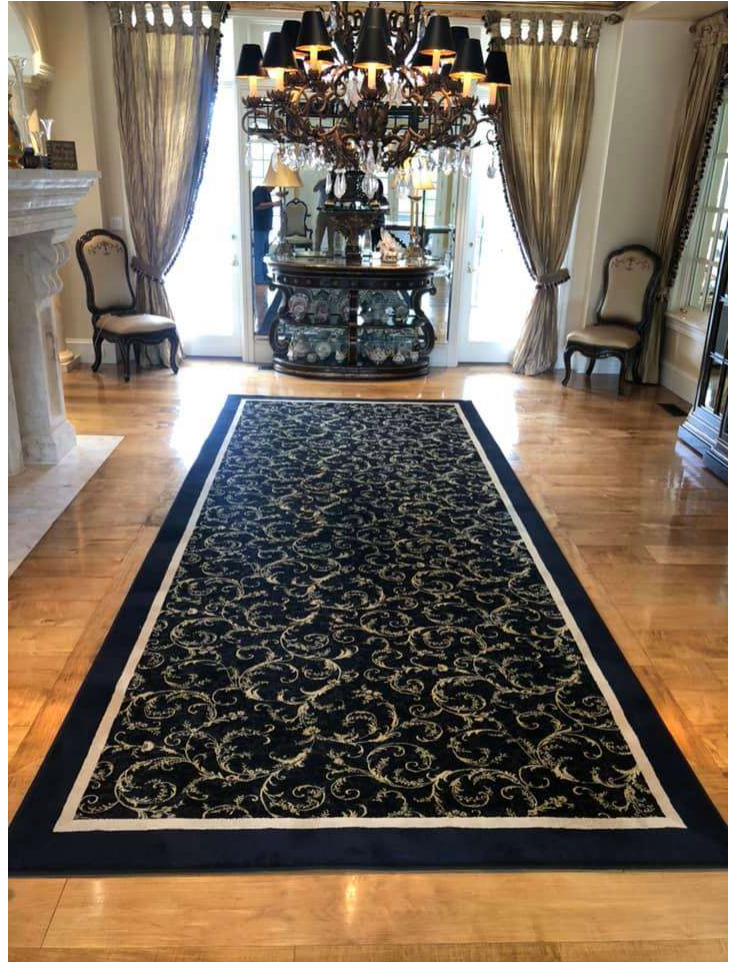
**Serging:** This is a yarn that is looped thousands of times around the edge of the carpeting. There are three main yarns for this process

**Cotton** – This gives a clean, tight finished edge. Cotton is durable but is easily soiled, difficult to clean while on the carpet, and can “fuzz” with light/medium traffic.

**Polyester** – This gives a little larger diameter look to the serging (compared to cotton) and pairs very well with loomed carpets, as well as others. Polyester is durable, difficult to stain, easily cleaned, and doesn’t “fuzz” like cotton or wool.

**Wool** – Like the polyester, this gives a little larger diameter look to the serging (compared to cotton) and pairs well with most natural fiber carpets. Wool is extremely durable and inherently stain resistant. However, wool needs to be cleaned in a specific manner and will most certainly “fuzz” with light traffic.

Over time, carpet edge finishes can deteriorate, tear, and show wear. The wear on the carpet edging will vary depending on traffic and we make no guarantees as to its durability. We do not warranty how long the carpet edging will last in any setting.



**CARPET BINDING**

Binding: This is a fabric, usually cotton, that is sewn over the edge of the carpet and can vary in visible width from ¼” to 3”.

- The narrow widths give a finished edge to the carpet without taking anything away from the finished product. It allows the carpet to speak for itself.
- The wider variations give a finished edge that is a border. This combination allows you to blend materials, textures, and colors (leather is also an option) to the carpet for a truly custom creation. The picture to the right is an illustration of a wide cotton binding finishing the edge of the carpet



**Carpet Fringe**

This is the decorative edging on woven Oriental and Persian rugs that looks like small tassels or strings on two sides of the material. This edging deteriorates with foot traffic over time but can be repaired or replaced. Artioli Floor Covering offers these services to our customers and can perform the repair on site to reduce trips and save you money. Speak with your installer for a quote. We exclusively utilize NC materials for all our edging needs





**PADDING**

Artioli Floor Covering defaults to the manufacturer’s recommendations for padding and will recommend the proper pad for your installation or area rug.

**BASEBOARDS**

When changing out carpeting to a thinner material, it is not uncommon for the height of the baseboards to show a gap. In these instances, we suggest an additional quarter-round molding be added after installation to cover these voids. This would be the customer’s responsibility.

If you plan on painting your trim moldings and/or baseboards, please understand that the carpet will brush the walls and baseboard during the installation process. Partner with your painter to schedule a return visit to touch up the baseboards and trim upon completion. This is the customer’s responsibility and Artioli Floor Covering will not be held liable for painting.

Special Note: If the new paint is not applied properly and primed underneath, many of the latex paints will peel away from the paint underneath with much ease. The slightest touch can start the peeling process even if simply removing the old carpeting.

Artioli Floor Covering LLC will not entertain any claims regarding existing paint being scuffed, marked, peeled, or damaged in any way. Painting should be performed by a professional painter after the completion of the new floor covering installation.

This is an example of a standard installation scuff



This is an example of the paint peeling from improper painting/priming.





## PATTERNS

There are many different techniques utilized in the manufacture of carpeting that have beautiful patterns. However, not all these manufacturing techniques lend themselves to the pattern being square (90 degrees) to the edge or to itself; straight in the length, width, or both; or allow for the cutting and seaming of the material in such a way that the pattern lines up.

Artioli Floor Covering's Certified Installers are well versed in the methods to check your material prior to cutting. We will make every effort to inspect your material for defects and manufacturing errors, however, some manufacturers and manufacturing techniques do not allow for the guarantee of your pattern material to be straight. You are required to know your material's characteristics and what to expect from it prior to purchase. If you have any questions, we ask that you contact us so that we may help you understand your purchase better.

As you can see in the illustration to the right, the pattern of this material is not square.

Artioli Floor Covering does not guarantee patterns to be straight prior to or after installation. We do guarantee that your work will be performed to the manufacturer's specifications.



When installing on staircases that are not straight, the pattern will not line up on pie steps or curves. This is basic geometry that cannot be changed and there is no way address it. Artioli Floor Covering has years of experience in this field and we will help you find the best look for your project. If this is an issue, you will need to purchase a product without a pattern or one with a random pattern.

This is an illustration of the pattern "run-off" of a linear pattern carpet installed as a stair runner on pie steps.



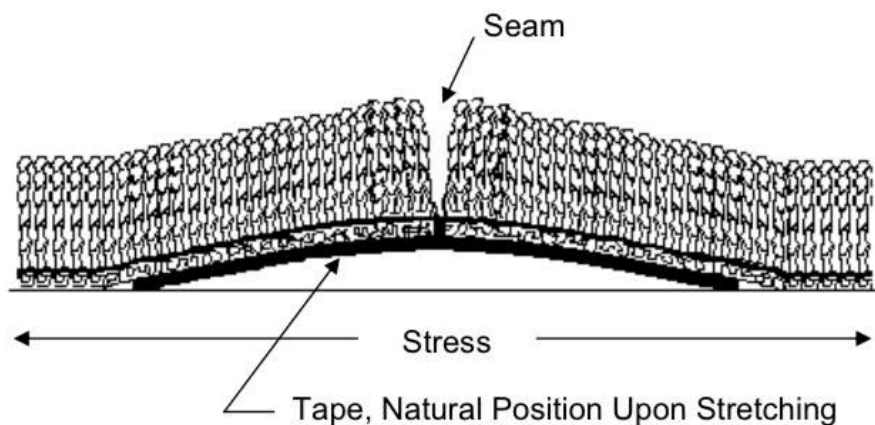
# SEAMS

As stated earlier in this guide: Carpet is a textile fabric in the same way as clothing and any other fabric. It is designed to be durable and to be walked upon, but it can be damaged. Everyone likes to know about “seams” in their new carpet and hope to have a finished product that looks like it was poured on their floor in one piece. If you take a moment to look at the shirt you are wearing at this exact moment, I am sure you will be able to see every seam used to create the garment. The ability to see a seam does not make the shirt/garment less valuable or of poorer quality. We consider our craftsmanship to be on the same level as the finest garment makers and will ensure your new flooring is installed properly. We do not guarantee that seams will be invisible. As a matter of fact, depending on the material chosen, the seams could be extremely visible.

## SEAM PEAKING

This is a response to the natural force when stretching carpet and is based on the fact that the backing absorbs the force of the stretch until it reaches the place where the carpet has been adhered together with seaming tape. When the force of the stretch is applied to the material, the seam tape is lifted and aligns with the center of the thickness of the backing (ex. much like power lines along the road). This results in an elevated area along the seam which causes the carpet to open. When light shines across the seam, the height difference can cause a slight shadow or difference in reflection from the light source due to the angle of the fibers. This is a natural occurrence and certain steps can, and will, be made to minimize this. Artioli Floor Covering LLC does not guarantee that a seam will not peak or that it will not be visible.

Below is a picture from the CRI (The Carpet and Rug Institute) technical bulletin, to be used in conjunction with the CRI 105 – Standard for Installation of Residential Carpet, which illustrates this force.







## SEAMS WITH DIFFERENT TYPES OF CARPETING

The carpeting types listed above are not the only types but encompass the majority of what you will find in the marketplace. Seam placement, window treatments, lighting, and furniture will all have a large impact on the visibility of seams. We are here to help you in this process, and we will make every effort to ensure your satisfaction within the limitations of the material.

**Flat Weave** – These carpets are thin compared to other types and will show all seams. The type of material, pattern, color of material, and lighting are all variables that will either help to minimize the visibility of the seam or accentuate it. We do not recommend seaming flat weaves as they are designed for look and not function. We will not honor any claim based on the visibility of these seams or of the pattern matching.

**Wilton / Axminster** – This is another woven product that is designed for look and not function. Most manufactures do not recommend or warranty these products to be used on stairs, though they are used on stairs quite often. The seams of Wilton and Axminster carpets tend to turn out quite beautiful. If seam peaking is a concern, hand sewing is an option at an additional cost.

**Tufted** – This is the most common form of carpeting found in the industry. The seams in these materials are generally of good stranding. The looped versions of the tufted carpets tend to show seams a bit more than the plush variety.

**Hand Created** – This would encompass hand loomed, hand tufted, etc. types of carpeting. These carpets show all seams and if a pattern is present, there is an extremely high chance that the pattern will not line up to the next pattern. We will not honor any claim based on the visibility of these seams or of the pattern matching.

**Natural Fiber Grass** – These materials are woven strands of grass and do not take foot traffic positively. They will show wear quickly and seams should be avoided at all costs. Trim molding will need to be installed after the installation to cover the edges of this material. We will not honor any claim based on the visibility of these seams or of the pattern matching.

**Sisal** – This is another natural fiber that is very beautiful but not intended for much foot traffic. Like the natural grasses, it will show wear quickly and seams should be avoided at all costs. Trim molding will need to be installed after the installation to cover the edges of this material. We will not honor any claim based on the visibility of these seams or of the pattern matching.

## DOORS

If the case arises that the new carpet is thicker than the existing material, you may need to have the bottom of your doors trimmed. In some instances, we can provide this service at an additional cost. In most cases you will need to have this handled by a carpenter.

## DISPUTE RESOLUTION

In the unlikely event in which you believe there are installation related issues that we are unable to resolve, Artioli Floor Covering LLC will hire, and pay for, an independent floor covering inspector to provide a report. This report, and its findings, will be binding to all parties involved.