

HOW TO CHOOSE
THE BEST
CARPETS FOR
YOUR HOME

Carpets are the real secret to a cosy home. Soft floorings absorb shock as you walk around your house, making them more comfortable underfoot as well as feeling warm between your toes. Furthermore, you can avoid the dangers of a potentially slippery hard floor and won't have to put up with the sound of shoes, feet or paws padding about.

There are so many great reasons to install carpet in your home - but there are also considerations that you should be aware of during your selection process. So, we put together a complete carpet buying guide to help you to choose the best carpet for your home and needs.



GEOGRAPHY

Your geographic location is going to make a huge difference to the kind of carpet you buy. This is because, on top of feeling nice, carpet actually offers thermal benefits for your home.

The insulation value of carpets can be up to 10 times higher than that of hard floor coverings, according to the Carpet Institute of Australia. The thickness of the carpet is a major factor contributing to its thermal benefits - the thicker the better. Research shows that the energy savings in a one-room model house with 5 mm cut pile carpet came to 8.6 per cent in terms of heating, and 8 per cent cooling. Meanwhile, 10 mm cut pile saved 12.8 per cent and 11.7 per cent in heating and cooling respectively. For this reason, if you live in one of Australia's more volatile climates, a thicker pile and carpet padding is highly recommended.



FUNCTION

Be sure to consider the function of the rooms you're planning to put carpet in when deciding the best carpet to buy.

If you're carpeting a [high-traffic area](#), you'll want to avoid less hard-wearing fibres and also be mindful of the style you choose.

Nylon is often considered to be the most durable fibre in terms of wear, but needs to be treated for stain resistance if you're using it in dining and lounging areas or near kitchens.

Wool is a fantastic moisture-absorbing option, making it

perfect for the carpeted area of an open-plan kitchen/living. While it has similar durability to nylon, it's not the most stain resistant. Meanwhile, polyester carpets are well-protected from staining but are prone to matting and tangling so won't be suited to high-traffic areas.

Level loop pile or tip sheared pile are commonly preferred styles for heavily trafficked rooms, but may not offer the right feeling for a family home. Instead, a cut twist pile can combine the cosiness of a thicker carpet while avoiding visible wear.





PRIMARY USERS

Besides the function of the room, who will be using it?

If you've got little ones running amok, or pets who love to put those claws to work on your floors, these considerations must be taken into account. You'll want your children to feel comfortable playing and sitting on the carpet, so a softer pile is preferred. However, kids are prone to spilling things or, [much like some pets](#), having unfortunate accidents that could leave a stain or odour in your carpets. Many of our carpets come with water-resistant treatments, but fast action should still be taken to avoid staining in many carpets.

Choosing a darker carpet colour can help to mask any signs of wear and tear, or you might prefer to match the colour of your carpet to your pet's hair in order to hide their shedding between vacuuming.



MOOD

While colour can be used for functional purposes like hiding stains, it also has a huge impact on the tone of your room. Remember, this is one colour stretching wall-to-wall, so you're going to notice its effect on your space.

Deciding which carpet you'll use isn't a decision to be made in isolation. If you're working with an untouched space, your carpet will be the foundation upon which you build your entire design scheme. Otherwise, you'll be selecting your carpet to best complement existing walls, furniture and more.

The colour of your carpet can have a variety of benefits for your home, including:

- **Changing space:** Pale carpets, like objects in the distance, will help to make a room feel larger than it really is. Meanwhile, stronger colours appear closer and thereby make a room feel smaller.
- **Warming it up:** Warm-toned carpet, complemented by similar shades throughout the room will create an illusion of comfort and cosiness you'll love during the colder months.
- **Calming down:** Eliminate visual stress by using a neutral-toned carpet and minimalist furniture to maximise your room's tranquillity.
- **Raising the roof:** Utilise a dark carpet and a light ceiling to create an illusion of higher ceilings.

LONGEVITY

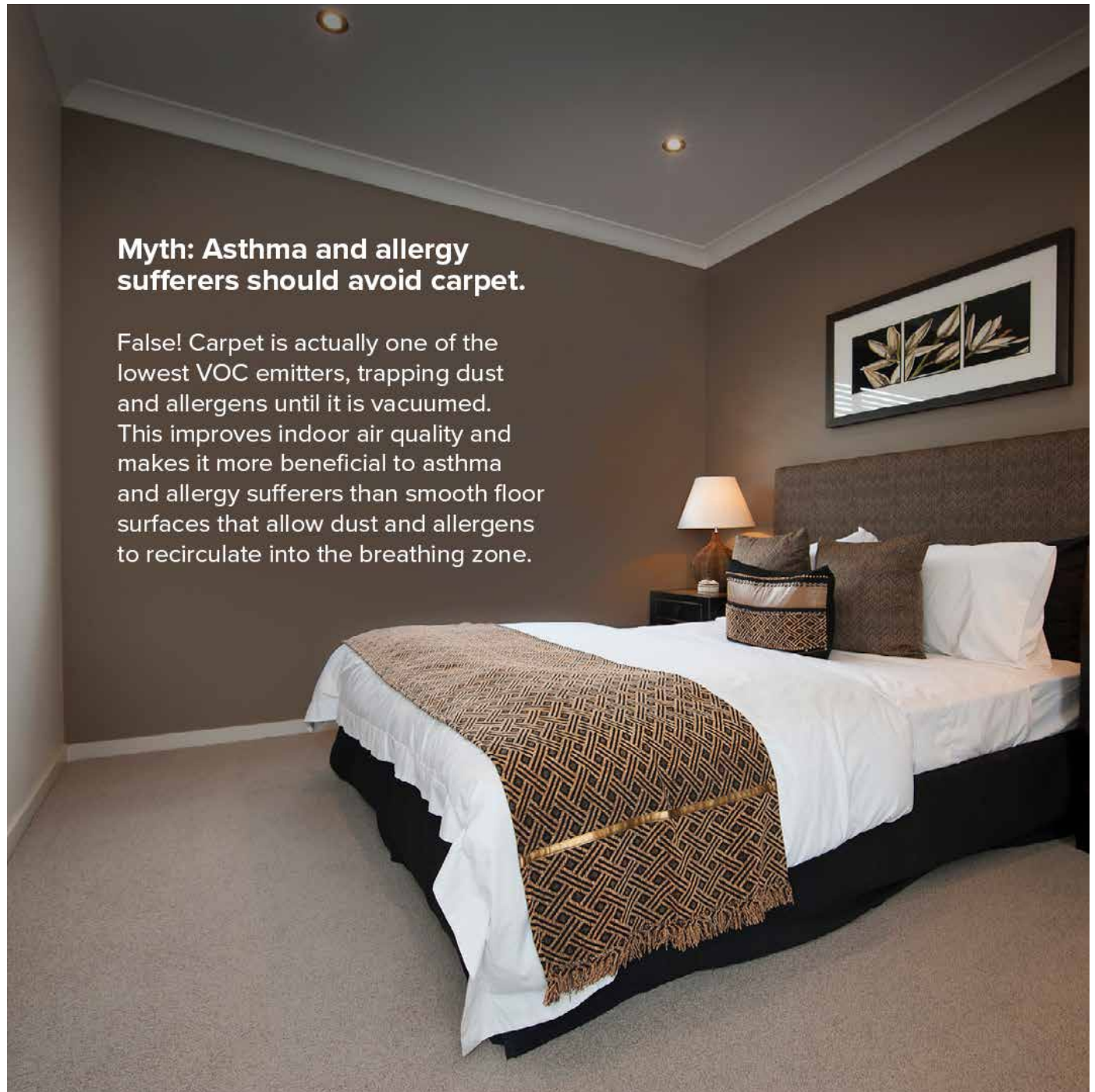
Bearing in mind your primary users and function, think about what you can do to increase the life span of your carpet.

Applying an underlay beneath your carpet not only improves the acoustic, thermal and comfort qualities of your carpet, but absorbs crushing forces on the pile. This helps to slow down the development of major furniture dents and treading, boosting the carpet's longevity.

When selecting an underlay, know that it should be firm but comfortable and you should not be able to feel the floor through the heel of your shoe.

Myth: Asthma and allergy sufferers should avoid carpet.

False! Carpet is actually one of the lowest VOC emitters, trapping dust and allergens until it is vacuumed. This improves indoor air quality and makes it more beneficial to asthma and allergy sufferers than smooth floor surfaces that allow dust and allergens to recirculate into the breathing zone.



MAINTENANCE

Knowing how to take care of your carpet will keep it beautiful, comfortable and healthy for longer.

Proper carpet maintenance comes down to few simple principles:

1. Vacuum your carpet frequently and thoroughly.
2. Clean all spills promptly.
3. Employ professional services for an annual deep clean.
4. Use basic preventative measures such as clipping loose threads.

You'll need to be sure that you're willing and able to give your carpet the love and attention it needs to stay gorgeous, so talk to a Carpet Call expert about the maintenance needs of your chosen carpet before buying. Check out our [product care information](#) for more details on how to look after your carpet.



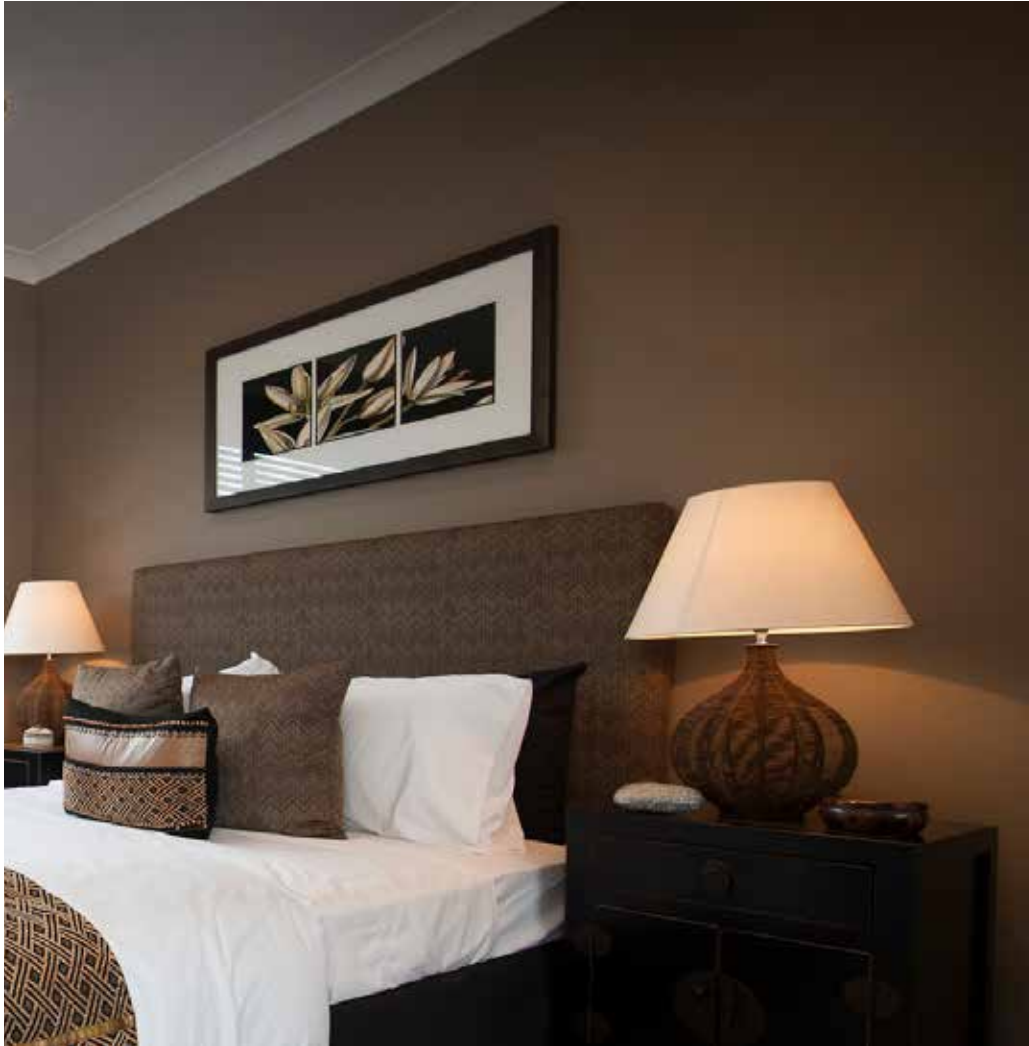
INSTALLATION

Buying the right high-quality carpet is incredibly important, but installation is equally so. No matter the calibre of your carpet, if it's been poorly installed seams bumps and lumps will seriously detract from its appearance. Be sure to hire a professional carpet layer to avoid disappointment.



WORK WITH THE EXPERTS

Carpet Call is Australia's largest flooring retailer and we've been in the business for over 40 years. With so much experience under our belts, we're the experts in the trade and are truly able to help you choose the best carpet. When you're ready to begin your journey, explore the range [online](#) or [in store](#).



CALL 1300 502 427

Or book a call back with our flooring specialists at
www.carpetcall.com.au