



SERENA

ROLS



# SERENA

AVAILABLE AS:



WALL TO WALL



RUG

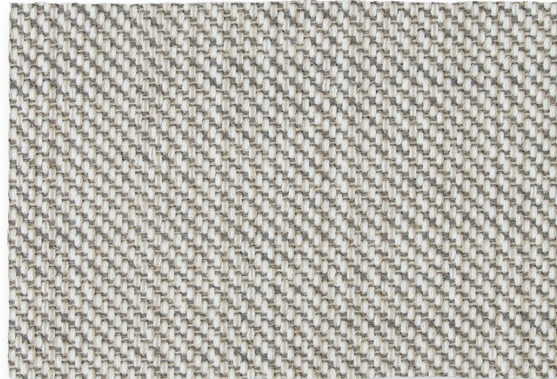


STAIR RUNNER

# ROLS



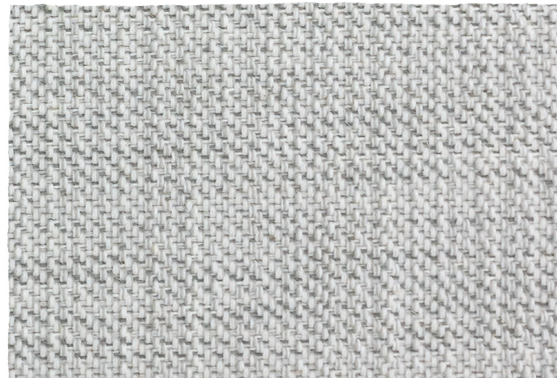
Dune



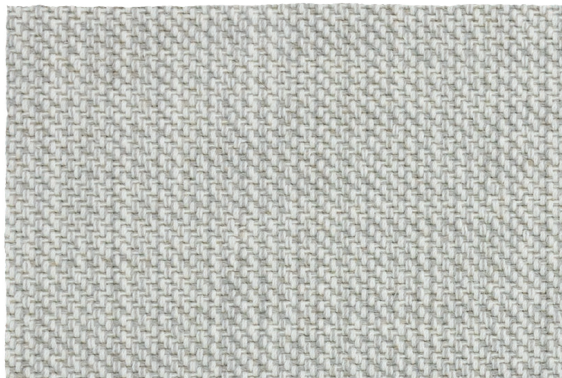
Plateau



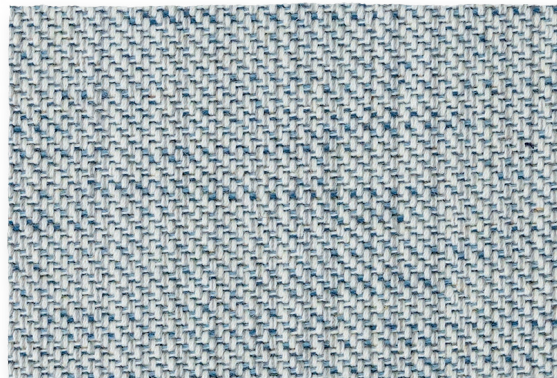
Meadow



Grotto



Cloud



Aqua

## TECHNICAL INFORMATION:

MANUFACTURING METHOD  
Wilton Flatwoven

PILE SURFACE  
Loop (flat weave)

PILE COMPOSITION  
100% Wool

PILE WEIGHT  
± 900 g/m<sup>2</sup>

TOTAL CARPET WEIGHT  
± 2.000 g/m<sup>2</sup>

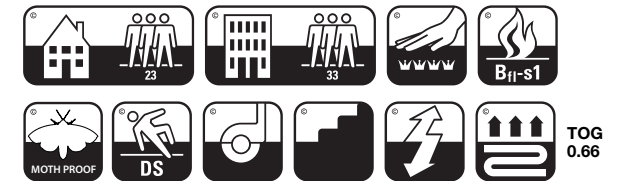
TOTAL CARPET THICKNESS  
± 4,0 mm

BACKING  
Jute & Latex

MANUFACTURING WIDTH  
± 4,00 m

COUNTRY OF ORIGIN  
Spain

LEED®  
Serena fulfills the requirements for  
LEED certified buildings (EQC 4.3)



## PRODUCT SPECIFIC INFORMATION:

**Colour, pattern and textural batch matching:** Slight differences will exist between different production batches and dyelots. Where a precise match is required, we recommend a stock cutting from the current material batch is requested before order placement.

**Colour fastness to light:** The pile yarns in our carpets are manufactured using dyeing techniques that meet strict environmental regulations. In common with all other dyed textiles, carpet will lose colour if exposed to sustained sunlight. Colour fading is not considered a manufacturing defect.

**Installation on Stairs:** The stair nosing is a point of high friction and stair carpets must be installed in conjunction with a high quality heavy use underlay that covers the tread, nosing and riser. Other important points regarding installation on stairs are available to download in the product specific characteristics sheet.

**All product specific characteristics, installation & maintenance:** For installation guidelines (wall-to-wall), specific information and maintenance please visit [www.moquetasrols.com](http://www.moquetasrols.com) to download our product specific Quick Fit Guides and our Carpet Care and Maintenance booklet.





± 170 x 230 cm (± 67" x 90½") Serena Aqua Rug

## RECOMMENDED FINISHING:



Serena Aqua with Microstitch

## STANDARD SIZES (W x L):

± 200 x 140 cm	± 79" x 55"
± 170 x 230 cm	± 67" x 90½"
± 200 x 250 cm	± 79" x 98½"
± 250 x 250 cm	± 98½" x 98½"
± 200 x 300 cm	± 79" x 118"
± 400 x 300 cm	± 157½" x 118"

Custom sizes available

## CARE ADVICE FOR RUGS:

**Regular maintenance:** Frequent vacuuming is an effective and essential method for reducing the presence and build-up of loose soil particles in the rug. It is important to use suction only vacuum machine for loop pile rugs. With loose laid rugs, never shake by holding the perimeter edges as this can cause damage to the fibres and edge finishes.

**Rug underlay:** It is recommended to use a rug underlay which will extend the life of the rug and prevent it from slipping on the floor.

**Stain removal:** Immediate attention to any spillage is essential to prevent the penetration of the stain into the fibres. Blot stains immediately with white absorbing cloth and follow the steps in our care & maintenance guide (available to download at [www.moquetasrols.com](http://www.moquetasrols.com)).

**Cleaning:** If you have taken the time to care for your rug with regular vacuuming and prompt attention to localized stains, you may not need to use an intensive deep cleaning process even if your carpet is a light colour. When the carpet does start to look soiled and deep cleaning is required to revitalize the appearance of the pile, we recommend that you employ a reputable professional carpet cleaner to undertake the work.





## MADE WITH WOOL: NATURE'S OWN PLANET-FRIENDLY FIBRE

Wool has been the principal raw material utilized by Moquetas Rols since our formation a century ago. Today, after 100 years of technological advance we remain passionate to a founding principal that exceptional carpets are borne from an extraordinary natural and wholly sustainable fibre. At Rols, our carpets demand we select and blend the finest wools, sourced from growers around the world. With great care, in a modern manufacturing environment, traditional skills passed down from over the generations are combined with the latest production methods to allow our current generation of craftsmen to create wool carpets of unmatched quality. The benefits of wool are legendary, below are some of the key factors as to why wool stands out as the ultimate carpet fibre:

- **Natural and sustainable:** Wool is an all-natural, wholly renewable fibre. Sheep are part of the natural carbon cycle, consuming the organic carbon stored in plants and converting it into wool. Post-consumer, wool fibres are amongst the most widely recycled and at the very end of wool's whole lifecycle, it biodegrades with ease.
- **Durability and definition:** Wool is naturally resilient with a unique fibre profile that bounces back into shape time after time, ensuring even the most heavily used carpets retains their appearance over long periods when subjected to intense wear.
- **Comfort and luxury:** Cushioning every step you make to reduce fatigue, wool is soft to the touch and an essential element in creating a relaxing and tactile interior scheme.
- **Fire retardant:** Wool is naturally flame resistant and its performance exceeds that of all other commonly used carpet fibres. Its unique chemical structure produces less smoke and toxic fumes during combustion than alternative synthetic fibres.
- **Easy Care:** Wool has an inherent defence against soiling thanks to its complex fibre structure, the presence of naturally occurring oils from the fleece and an outer membrane of microscopic scales, all of which combine to act as a protective surface layer to repel dirt and soil.
- **Sound insulator:** Wool has first-class acoustic insulation properties, both in absorbing airborne sound waves and reducing disruptive impact related noise transmitted through the sub-floor or structure of a building. In today's hectic and often noisy world, the installation benefits of a wool carpet can help to reduce the effects of excessive sound and are a key component in a calm and relaxing environment.
- **Temperature regulation:** Wool is the versatile all-season breathable fibre. It is well known that a wool carpet is an excellent insulator against the effects of the cold, but, with the hydrophilic properties of wool allowing it to absorb up to 30% of its own weight in moisture without feeling damp, wool carpet is also suited for use in warm climates.
- **Anti-Microbial:** Wool has a permanent resistance to microbial growth and odour retention. Acting as a natural filter to trap airborne dust, a well maintained wool carpet can absorb high volumes of microscopic particles which results in a significant improvement to the quality of air you breathe.



**Tolerances:** All product specifications are subject to recognised manufacturing tolerances.

**Sizing:** All carpets are supplied subject to a tolerance of +/- 1.25% in length and width.

**Technical Developments:** The Company reserves the right to modify individual or multiple components of the carpet specification, without notice, where performance is not affected, to give the customer the advantage of the latest technical developments.

**Colour, pattern and textural batch matching:** Slight differences will exist between different production batches and dyelots. Where a precise match is required, we recommend a stock cutting from the current material batch is requested before order placement.

**Colour appearance:** Different light sources can alter the perception and appearance of a colour. It is recommended to view a sample at the final location under actual light conditions prior to making the carpet selection. All our colours are matched to light code D65 (6500K). This is an important consideration when carpets are viewed under different light sources.

**Colour fastness to light:** The pile yarns in our carpets are manufactured using dyeing techniques that meet strict environmental regulations. In common with all other dyed textiles, carpet will lose colour if exposed to sustained sunlight. Light colours have a lower light fastness to light than darker colours and the use of blinds or other window treatments will help to protect carpet from fade especially in areas where sunlight falls onto the carpet for extended periods of time. Colour fading is not considered a manufacturing defect.

**Colour Fastness to Shampoo:** Slight fading of colours over time is normal as the dyes used to colour the carpet are not inherent to the fibres. It is important to use a PH neutral shampoo on our carpets. Some degree of colour fading due to cleaning is not considered a manufacturing defect.

**Insect Resistance:** All our wool carpets are treated with insecticides against moths during the manufacturing process. However, in some regions, moths have developed a tolerance to treatments and therefore regular cleaning and maintenance is essential for proper control. Regular vacuuming under furniture and the corners or edges of carpets and rugs will discourage moths and reveal any infestations at an early stage.

**Surface appearance:** All quality carpets, whether made from natural or man-made fibres, will contain minor variances of texture within the pile surface. These small textural variations may be more noticeable under certain light sources. They are an inherent characteristic and are not considered a manufacturing defect.

**Long Tufts:** Occasionally you may find a random tuft that protrudes above the surface of your carpet. Do not pull it out. If the carpet is of a cut pile structure, using sharp scissors, carefully cut the long tuft level with the surrounding pile. If the carpet is of a loop pile structure, using a needle or similar pointed tool, push the base of the long tuft down into the backing materials. If in doubt, use a professional carpet cleaner to undertake the repair.

**Shedding:** All carpets manufactured from staple yarns will produce short fibres which break out from the main body of the spun yarn. This is more pronounced during the first months following installation. These loose fibres are a tiny percentage of the overall yarn and easily removed by vacuuming. The loss of these loose fibres is not detrimental to the long-term performance of the carpet.

**Pulled loops:** We do not recommend this structure in installations where clawed pets (cats or dogs), are present as the loop pile in these carpets may be pulled by claws scratching or catching the pile surface.

**Shading:** All pile carpets, especially plain or low coverage patterns (where there is a predomination of one or more colours) are liable to an effect variously referred to as "pile pressure", "shading" or "watermarking". That means there may be the appearance of light and dark patches arising from the unequal crushing of the pile surface. No care on the part of the manufacturers can obviate these tendencies, which are inherent in all pile fabrics, including carpets. These characteristics will not be considered as manufacturing defects.

**Permanent Pile Reversal:** It is possible that this effect can occur very soon after installation or take an undetermined period to manifest. The phenomenon, which is sometimes referred to as watermarking, creates a permanent and irreversible shade difference on the pile surface. The effects are most noticeable on plain or lightly patterned cut pile carpets and will occur at random. For this reason, these effects will not be considered as manufacturing defects.

**Pile crush & Tracking:** Through use and in time, the pile fibre of all carpets will flatten to a certain degree. This will be especially noticeable in areas of concentrated wear such as, but not limited to, principal walkways and stairs.

**Appearance Retention:** All carpets will change appearance over time primarily due to foot traffic. Matting of the carpet surface generally occurs as a result of pile flattening combined with the entanglement of fibres from different tufts, as the yarn loses elasticity and the twist profile changes. It is likely to occur in areas of concentrated use and will cause a loss of pattern definition.

**Pile Banding:** Carpet is stored in a roll form. In storage, the weight of the roll creates a downward pressure which can cause a slight crushing of the surface of the pile, which when unrolled can show as a light band across the width of the carpet. This characteristic is perfectly normal and will disappear in a few weeks after installation as the pile becomes conditioned to the local environment and is subjected to use and regular vacuuming.

**Static electricity:** When the atmosphere in a room is dry, static electricity can build up in the carpet. This may be counteracted by maintaining the environment at a higher level of humidity, either using a mechanical humidifier or with well-watered leafy indoor plants (remembering to position the pots into a non-permeable flat saucer). An antistatic spray can also be applied, but these should be used with care and should not come into contact with other surfaces within the interior scheme.

**Temporary Carpet Protection:** We do not recommend the use of temporary protective films containing a tackifier in conjunction with our carpet. If the carpet needs to be protected to allow temporary works (our recommendation would be to uplift the carpet until work is completed), use an adhesive free protective sheeting system with surface tape joints to avoid an adhesive residue being left on the carpet as this may create the conditions for accelerated soiling in the pile.

**Pattern Matching (Carpet Bowing and Skewing):** Moquetas Rols uses the best available techniques to minimise pattern distortion during manufacture. However, some distortion due to shrinkage or stretch during and after manufacture is unavoidable. Repeating patterns may not precisely match along the length or width of the carpet. Poor installation technique, incorrect roll handling and lack of time to acclimatise the product in situ can also contribute to issues with pattern matching and therefore we are unable to guarantee a perfect pattern match. The installation of patterned carpet requires more time and effort, which should be considered when costing any project. A skilled carpet layer will be able to obtain a close pattern match in most installations however some misalignment across the pattern or on the seam may still be visible. Any concerns with pattern matching should be discussed with your carpet supplier/installer prior to cutting and fitting the carpet.

**Carpet Planning and Installation – Stairs:** Special consideration must be given to the installation of carpets on stairs. The profile of the stair treads and risers must meet minimum national regulations and we do not recommend carpet is installed on stairs where the tread is less than 250mm. The stair nosing should always be rounded to a minimum diameter of 25mm. The stair nosing is a point of high friction and to provide support to the carpet in an area of high traffic intensity stair carpets must be installed in conjunction with a highquality heavy use underlay that covers the tread, nosing and riser. All carpets are subject to some degree of bowing or skewing in the width. Bowing of up to 40mm over any single width of carpet should be considered as an acceptable tolerance.

**Installation & maintenance:** For installation guidelines (wall-to-wall) and maintenance information please visit [www.moquetasrols.com](http://www.moquetasrols.com) to download our product specific Quick Fit Guides and our Carpet Care and Maintenance booklet.

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