

FRANKLY
AMSTERDAM



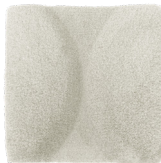


LAND MARK

Available as	Rug, wall-to-wall, runner
Design	Diederik Dam
Size	Multiply circles of 54 x 54 cm
Weight	6500 gr/m ²
Height	12 - 25 mm
Technique	Hand tufted & Hand carved
Colors	8 Standard + 110 uni + any custom color
Color design	Christiane Müller
Material	100% Mohair
Advantages	+ innovative 3D tufting + handcarving and handramping + choose your own color (mix or uni) out of 110 uni colors (see Mohair color box) + custom colors can be lab-dyed on request (ask about the terms and possibilities) + suitable for residential as well as soft contract

Land Mark was designed by renowned Dutch architect Diederik Dam. His perspective as an architect is apparent in the precision and structure of these designs. After tufting the Mohair yarn in a 3D technique, the rugs are handcarved using a special carving and ramping technique.

The pattern in combination with the carving and ramping creates the look of circular building blocks covered in textile. Land Mark is constructed with full, perfect circles of 54 cm, which is therefore the size of the element the rug size should be determined with.



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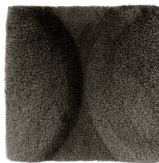
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CARE INSTRUCTIONS

- We advise you to **vacuum** the rug once or twice a week with a normal (upright or cylinder) vacuum cleaner but without the brush or beater bar engaged. Rugs with a high pile need to be vacuumed even more often.
- Do not use a vacuum cleaner with a rotating brush, this will damage the yarn.
- Rugs made from natural materials are subject to some **pilling** during the first few months. This is a common characteristic of natural cut fibers and will disappear after 3 or 4 months of normal use.
- A dry environment can result in extra pilling of the yarn. A **humidity** between 50-70% will benefit the lifecycle of your rug.
- In order to avoid '**regular use marks**', we advise you to turn the rug every once in a while.
- **Wet stains** need to be removed immediately, before the yarn absorbs the fluid. Absorb the stain using a strong absorbing paper (like kitchen paper). Do not, in any case, rub or put pressure on the rug when wet. This can damage the fibers and the structure of the rug.
- **Light stains** can safely be treated with JAMES cleaning agents, which have been successfully tested on our products. We can not guarantee safe use of cleaning agents by any other brand, since they have not been tested.

- Please do not use highly acidic cleaning agents to remove stains from your rug. This will cause discoloration of the yarn.
- In case of **heavy staining** or transferred dirt, we advise you to always have your rug drycleaned by a specialist in rug cleaning. Please state clearly that this rug needs to be cleaned without using water.
- When in **doubt**, please don't hesitate to contact us, or take a look on our website, www.frankly.amsterdam/careinstructions, for more information.

WARRANTY

- Frankly Amsterdam **guarantees** its rugs for 2 years of normal use.
- All our products are made with care. In case a **manufacturing defect** escaped our attention, please inform us within 14 days after delivery and leave the product unused.
- Small differences or **irregularities** in color, weft or size may occur. This is inherent to the use of natural fibers and has to be accepted when within normal commercial tolerances.
- Frankly Amsterdam will not accept any complaint if **shading** is concerned.

