

FRANKLY
AMSTERDAM





color 6

NEW START

Available as	Rug, wall-to-wall, (stair)runner
Design	Frankly Amsterdam
Size	Any size possible
Weight	7.000 g/m ²
Height	12 mm (standard) or custom height
Technique	Hand tufted
Colors	35 standard + any custom color
Color design	Frankly Amsterdam
Material	100% Biodegradable PET
Delivery time	4 - 6 weeks
Advantages	+ any size, pattern and shape possible + choose your own color (uni or mix up to 6 colors) out of 35 colors from our Biodegradable PET color box + custom colors can be lab-dyed on request + suitable for residential as well as contract

Introducing New Start, our first Biodegradable PET rug, made from innovative yarn entirely sourced from post-consumer recycled plastic bottles. This hand-tufted rug offers a unique combination of luxurious residential elegance and commercial-grade durability. Showcasing exceptional softness and minimal shedding, it is effortlessly easy to maintain and therefore an excellent choice for high-traffic areas.

In addition to offering a personalised touch with a palette of 35 standard colors, New Start is the first rug in our collection to allow for custom colors from 6 m². It is fully customisable in terms of size and shape, features a 12 mm cut pile height, and can be used as wall-to-wall flooring, stair runners, or individual rugs.

Remarkably, this recycled fiber efficiently decomposes in just 12 months, reducing textile accumulation in landfills and microplastic pollution in oceans.



Biodegradable PET color box

CARE INSTRUCTIONS

- We suggest to **vacuum** the rug once a week with a normal (upright or cylinder) vacuum cleaner but without the brush or beater bar attached. Rugs with a high pile need to be vacuumed more regularly.
- Do not use a vacuum with a rotating brush, this will damage the yarn.
- A dry environment can result in extra shedding of the yarn. A **humidity** between 50-70% will benefit the lifecycle of your rug.
- In order to avoid **indentations**, we advise you to rotate the rug every once in a while
- It is important to address **wet stains** promptly. Use strong paper, such as kitchen paper, to absorb the stain without rubbing the rug. Rubbing the rug when it's wet can cause damage to its fibers and overall structure.
- **Light stains** can safely be treated with a little bit of water or JAMES cleaning agents, which have been successfully tested on our products. Please follow the instructions of the JAMES staindisc delivered with the James starter kit. Treating stains within 24 hours increases the chances of successful stain removal, nevertheless, complete removal can never be guaranteed. We cannot ensure the safety of cleaning agents that have not been tested on our products.
- Please do not use highly acidic cleaning agents to remove stains from

your rug. This will cause discoloration of the yarn.

- For **significant staining** or the removal of transferred dirt, we recommend dry cleaning your Biodegradable PET rug by a specialist in rug cleaning. Please clearly state that the rug needs to be cleaned without the use of water.
- If you have any **questions**, please don't hesitate to contact us, or visit us at www.frankly.amsterdam/careinstructions for more information.

WARRANTY

- Frankly Amsterdam **guarantees** its rugs for 2 years under normal usage conditions.
- We take care in crafting all our products. If, by chance, a **manufacturing defect** slips through our quality control, please notify us within 14 days of delivery and in the meantime, refrain from using the product.
- Small variations or **irregularities** in color, weft, or size may arise. Such differences fall within normal commercial tolerances and should be accepted.
- Frankly Amsterdam will not accept any complaint if shading is concerned.

