

FRANKLY
AMSTERDAM





SOLID GROUND

Available as	Rug, wall-to-wall, (stair)runner
Design	Frankly Amsterdam
Size	Any size and shape possible
Technique	Hand tufted
Colors	1 standard + any custom color
Color design	Frankly Amsterdam
Delivery time	4-6 weeks
Material	100% New Zealand Wool
Advantages	+ European production + any size possible + 110 NZ Wool colors to choose from + suitable for residential as well as soft contract

Solid Ground is part of our hand tufted rug collection. A quality that lives up to its name—strong, timeless, and effortlessly elegant. Hand-tufted in Europe from 100% premium New Zealand wool, it brings a natural warmth and refined texture to any space. The combination of a 9 mm loop pile and a 16 mm cut pile creates a subtle yet striking contrast, giving the surface both depth and softness.

With its pure wool composition, Solid Ground is naturally antibacterial and hypoallergenic, making it an ideal choice for those who appreciate comfort without compromise. It's exceptionally durable, resistant to wear and moisture, and ready to handle the rhythm of daily life with ease.

Available in one standard color, Solid Ground can also be customized to match your vision. Whether round, rectangular, or something entirely unique, we can create it in any shape and size to fit your space.



9300

CARE INSTRUCTIONS

- **Regular Vacuuming:** Vacuum the rug once or twice a week using a standard vacuum cleaner without the brush or beater bar engaged. Avoid using vacuum cleaners with rotating brushes, as they can damage the yarn.

- **Pilling:** Rugs made from natural materials like New Zealand wool may experience some pilling during the initial months. This is a normal characteristic of natural cut fibers and typically diminishes after 3 to 4 months of regular use.

- **Rotation:** To prevent uneven wear or "regular use marks," rotate the rug periodically. Always remove furniture from the rug before repositioning or turning it. Never pull the rug with weight on it, as this can cause damage.

- **Wet Stains:** Address wet stains immediately to prevent the yarn from absorbing the liquid. Blot the stain using a strong absorbent paper, such as kitchen paper. Do not rub the rug when wet, as this can damage the fibers and structure.

- **Light Stains:** Treat light stains with JAMES cleaning agents, which have been successfully tested on our products. Follow the instructions provided in the JAMES stain disc included with the starter kit. Treating stains within 24 hours increases the likelihood of successful removal; however, complete removal cannot be guaranteed.

Avoid using cleaning agents not tested on our products, as their safety cannot be assured.

- **Acidic Cleaners:** Do not use highly acidic cleaning agents on the rug, as they can cause discoloration of the yarn.
- **Heavy Stains:** For significant staining or transferred dirt, have the rug dry cleaned by a specialist experienced in rug cleaning. Clearly inform them that the rug should be cleaned without using water.
- **Additional Information:** For more details, please visit our care instructions page at frankly.amsterdam/careinstructions.

Warranty

- **Coverage:** Frankly Amsterdam guarantees its rugs for 2 years under normal use conditions.
- **Manufacturing Defects:** If a manufacturing defect is discovered, please inform us within 14 days of delivery and ensure the product remains unused.
- **Natural Variations:** Minor differences or irregularities in color, weft, or size may occur due to the use of natural fibers. These variations are inherent and are considered acceptable within normal commercial tolerances.
- **Shading:** Complaints related to shading will not be accepted, as this is a natural characteristic of the material.

