



mighty mac
it's beary clean
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CRUSH

Crushing is brought on by various factors. Some can be attributed to the inherent nature of the fiber, others by the weight and type of furniture placed on the carpet.

Polypropylene, or Olefin, faced carpet develops crushing in the traffic lanes as soon as six months after it is installed. Olefin is usually used in "Berber" style carpets. It is very stain resistant, which is its main selling point. It does not have memory or "spring" built into it as many other fibers do. When crushing happens, it looks as if there is a dirty traffic lane as the light reflects differently off of it. Feel the carpet along the wall and you will feel nubs or bumps. Feel it in a traffic lane and it will be smooth. This crushing is a permanent condition.

Other fibers can crush over a long period of time; however the most common cause of crushing is having furniture placed on it. Depending on the weight of the item and the time it has been there, some of it may be correctable. Usually this entails standing the fibers upright and steaming them in place. Sometimes this is only a temporary cure as it may revert to its crushed position when walked on.

More severe weight can result in dimples in the backings of the carpet, beyond the crushed face fibers. The pad, or cushion, may be crushed as well. Replacing the crushed cushion may help. If the backings of the carpet have been stretched, deformed or even delaminated (separation of the backings), the damage is permanent. It is impossible to "stretch out" these dimples without risking severe damage to the rest of the carpet. Cleaning may make the situation a bit better, but it will not be close to "new". There is a high likelihood the crush will return when it is walked on.