

Moroccan Rug Care Guide - *Preserving Heritage, One Rug at a Time*

Here's a **care guide** tailored to Moroccan rugs from She&Elle of Morocco.

Daily & Weekly Care

✅ Vacuuming

- Use a suction-only vacuum (no rotating brushes or beater bars).
- For high-pile rugs (e.g., Beni Ourain), vacuum in the direction of the pile.
- Avoid fringes-they can unravel.

Shake & Sun

- Take your rug outside every 2–3 months. Hang it and beat it gently to remove dust.
- Leave in sunlight for 1–2 hours to freshen and disinfect (avoid prolonged sun exposure to prevent fading).

✅ Rotate

- Rotate your rug 180° every 6 months to ensure even wear and sun exposure.

Handling Accidents

🟡 Spills & Stains

Act Fast!

1. **Blot** never rub-with a clean, dry cloth or paper towel.
2. **Mix Solution:** 1 tsp mild dish soap + 2 cups cold water.
3. Dab the stain gently, working inward to avoid spreading.

4. Rinse with a damp cloth and blot dry.

For Tough Stains

- **Pet accidents:** Blot, then apply a 1:1 white vinegar and water mix. Rinse thoroughly.
- **Wine/coffee:** Sprinkle baking soda, let sit 15 mins, then vacuum.



Candle Wax

1. **Freeze:** Place ice in a plastic bag on the wax to harden it.
2. **Scrape:** Gently chip away hardened wax with a butter knife.
3. **Iron:** Place a paper bag over residue and iron on low heat. The wax will melt onto the paper.



Burn Marks

- **Small burns:** Trim burnt fibers with scissors and fluff surrounding pile with a comb.
- **Deeper burns:** Dab with hydrogen peroxide (test first!) or cut out the damaged section and replace with a patch from a hidden area (e.g., under furniture).



Mildew

1. **Vacuum** both sides to remove spores.
2. **Spray** with a 1:2 white vinegar-water solution.
3. **Scrub** gently with a soft brush.
4. **Sprinkle** baking soda to neutralize odors, then vacuum after 1 hour.



Tears & Snags

- **Small snags:** Tuck loose threads back with a crochet hook or trim carefully.
- **Holes:** Sew with matching wool yarn or use clear fabric glue for tufted rugs.
- **Large damage:** Consult a professional for re-weaving.

Deep Cleaning

DIY Wash

1. **Shake** rug outdoors to remove loose dirt.
2. **Lay flat** on a clean, dry surface (outdoor patio or bathtub).
3. **Mix**: 1 cup wool-safe detergent + 10L lukewarm water.
4. **Scrub** gently with a soft brush in the direction of the pile.
5. **Rinse** thoroughly with clean water.
6. **Dry** flat in shade (never direct sunlight or heat).

When to Go Pro

- Stubborn stains, odors, or antique/vintage rugs.
- Annual maintenance (every 1–2 years).

Storage & Long-Term Care


Roll, Don't Fold

- Roll the rug with the pile facing inward.
- Wrap in breathable cotton or muslin (never plastic).
- Store in a cool, dry place away from pests.

Avoid

- Direct sunlight (causes fading).
- Humidity (risk of mold).
- Heavy furniture without rug pads.

What NOT to Do

 Don't use steam cleaners, bleach, or harsh chemicals.

Don't hang wet rugs—they can stretch.

Don't dry near radiators or with hair dryers.

 Don't ignore moth signs (vacuum regularly).

Troubleshooting FAQ

◆ *"My rug is shedding!"*

→ Normal for new wool rugs. Vacuum gently and avoid over-cleaning.

"Colors look faded."

→ Rotate more often and limit sun exposure. Use UV-filtering window film.

◆ *"It smells musty."*

→ Sprinkle baking soda, leave for 1 hour, then vacuum. Repeat if needed.

Pro Tip: Always test cleaning solutions on a small, hidden area first!

Crafted with care, just like your rug. Preserve its story for generations.