www.carpetguys.com

THE CARPET GUYS

BUYING GUIDE



Our **Essential**

Carpet Buying Guide

- Latest Industry News
- What to Know
- TCG White Glove Treatment
- Plush, Berber, & More
- Manufacturer Direct Pricing



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GETTING STARTED

Before choosing the perfect carpet for your home, here are a few things to think about that will help guide you in the right direction.

QUESTIONS TO ASK:

HOW SOON DO YOU NEED YOUR CARPET?

The Carpet Guy offers two types of carpet availability: instock and special order sales. In-stock carpet is available on the same day with installation offered the Next-Day**. Special Order carpet may take up to two weeks to deliver and additional time to install.

HOW LONG DO YOU WANT YOUR CARPET TO LAST?

The lifespan of your carpet will depend on the durability of it's fibers and the foot traffic in your home.

HOW MUCH CARPET DO YOU NEED?

Before purchasing your carpet, The Carpet Guys will measure your floor to determine the amount of carpet needed.

HOW MUCH CAN YOU EXPECT TO PAY?

Every project is different, but there are three costs associated with each: carpet, carpet cushion, and installation. Call in and setup an appointment with one of our friendly design consultants to get an estimate today!

Call 1-855-4-MY-GUYS

FOLLOW US ON SOCIAL MEDIA

Schedule an in-home Estimate!
CLICK HERE

BUYING CARPET 101

Carpet adds an unparalleled sense of flair and warmth to any residential setting, and having new carpeting installed is one of the best ways to make cost-efficient improvements to your home's aesthetics. The comfort and style that wall-to-wall carpet brings to a room make it the most sought-after flooring product by home-owners throughout North America. Depending on whom you do business with, the process of finding the right product for your taste and budget may seem daunting, but, in truth, buying new flooring does not have to be a source of stress. You made a great decision by choosing to educate yourself on the carpet industry's vernacular—being an informed consumer is the best way to ensure you receive the best services and products your money can buy.



CARPET PAD CUSHION

Before choosing the perfect carpet for your home, here are a few things to think about that will help guide you in the right direction.

IN-STOCK vs SPECIAL ORDER

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INSTALLATION

The lifespan of your carpet will depend on the durability of it's fibers and the foot traffic in your home.

TYPES OF CARPET FIBER



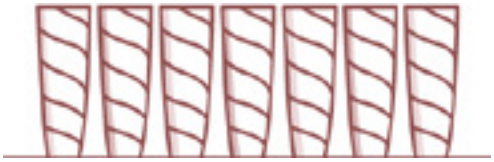
BERBER CARPET

Berber Carpet's look is unmistakable: a low profile, thick loops of yarn, flecks of color, and a hearty feel. People love Berber for its casual style and comfort. Plus, it is designed to work well in higher traffic rooms.



FRIEZE CARPET

Frieze Carpet is distinguished by its twisted fibers and "shaggy" look. Its texture offers the added benefit of helping conceal dirt. Frieze Carpet can be uniformly colored, contain flecks of color, or have a barber-pole look with different colors of yarn twisted together.



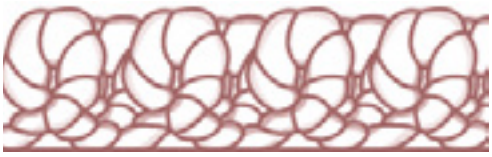
PLUSH CARPET

Plush Carpet (or Texture Carpet) is one of the most popular Carpet styles because of its traditional look. It has a smoother, level surface that can show subtle tones of color and highlights. With its universal style, Plush Carpet is an ideal choice for almost any room.



PATTERN CARPET

Patterned Carpet is made from a combination of cut and looped fibers to create linear, squared, dotted, and even geometric designs. The distinct patterns accent neutral furniture and décor in ways that traditional looks cannot, giving it a designer feel.



INDOOR/OUTDOOR CARPET

Indoor / Outdoor Carpet is designed for interior rooms or covered exterior spaces such as patios, porches, and sunrooms. Indoor / Outdoor Carpet is ideal in settings with fluctuating temperatures and may resist moisture, color fading from sunlight exposure, and mildew.



COMMERCIAL CARPET

Commercial carpet falls into one of two groups: it's either broadloom, wall-to-wall carpet, or it's a mosaic of patterned carpet tiles. Ideal in settings with daily foot traffic, commercial-grade carpet is designed with an emphasis on durability and easy maintenance.

CARPET TERMS



VOCABULARY YOU SHOULD KNOW

When you are ready to choose the perfect carpet for your home, you will find it beneficial to be fluent in the language and terminology used by those who work in the carpet industry. To assist you, we put together a short list of vocabulary terms that will help you express which products you are interested in when you meet with one of our design consultants.

PILE— refers to the fiber's height; also referred to as face or nap.

CUT PILE— Even-cut fiber ends.

LOOP PILE— Fibers attached to the carpet's backing in continuous-looped fashion.

FIBER— The individual strands that make up a carpet's structural composition, regardless of style. The manufacturer attaches the fibers to the carpet's backing. Polyester, nylon, Triexta, and polypropylene (also known as olefin), are the most common fibers available in today's marketplace.

DENSITY—The measurement of how tightly together the fibers are packed. The higher a carpet's density rating, the firmer the carpet feels to the touch.

TWIST— The number of turns the yarn has per inch. The higher the twist ratio, the higher the carpet's resistance to crushing under foot traffic.

TEXTURE— Comes from the style and arrangement of the carpet fibers after the manufacturer cuts, twists, or loops the yarn. Texture determines the way the carpet looks and feels.

WEIGHT— The amount of fiber on the surface of the carpet is the face weight. The total weight of the carpeting includes both the carpet's face and backing. The higher the carpet's face weight, the thicker and fuller the carpet will feel to the touch. The measurement of ounces per square yard determines the carpet's face weight.



HIRING THE RIGHT COMPANY

Now that you have familiarized yourself with carpet, you can make an educated decision as to which products will work best for your lifestyle—but selecting the right company to install your new carpet is tantamount to choosing the right color and style. Remember, anyone can pur-chase a seaming iron, but not everybody knows how to use one. Hiring someone based on their Craig's List posting may save you a few dollars in the interim, but if the installation fails, you will not have any form of recourse.

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Does the company you plan to do business with have a proven record for maintaining customer satisfaction? Utilizing the user reviews on Yelp, Angie's List, and YP should simplify the task of picking the right contrac-tor for the job. The Better Business Bureau's website is another excellent resource; it allows consumers to see how many times customers filed a complaint against a specific company and whether the company took the necessary steps to resolve their customers' grievances. Typically, companies that have an A+ rating with the Better Business Bureau will also have the lowest number of unresolved customer complaints, and the highest ratings for customer satisfaction.

Ask your retailer if they charge additional fees for disposal of existing materials, moving furniture, or measuring the job.



ECO-FRIENDLY CARPET OPTIONS

Many carpet retailers now carry eco-friendly “green” carpets made partially of recycled polyethylene (also known as PET) plastics. Last year, America’s carpet manufacturers stopped billions of plastic bottles and containers from winding up in landfills, which they then used in the extrusion process of creating these resilient, stain-resistant fibers. Choosing an eco-friendly, PET-polyester product helps protect our fragile planet, while also providing increased stain protection and durability. PET-polyester products are the most eco-conscious carpets on the market, consistently outsell all other fiber types, and offer homeowners the best bang for their carpet-buying bucks.

Eco-Friendly.
American Made.

WHY GO GREEN?

By installing a quality green carpet product in your home, all kinds of benefits can be gained including:

NON-TOXIC FINISHES – Many green carpet finishes can be applied to eco-friendly materials. They are typically made out of insoluble water and odor-resistant chemicals, making them safe for your family and for the environment.

NATURAL AND RECYCABLE FIBER – Green carpet fibers are recyclable and safe for the ecosystem. An estimate of 1.8 millions tons of carpet and rugs are dumped into landfills. Eco-friendly materials can reduce waste build-up and be repurposed.

HEALTHY CARPET PADDING – The padding provided with these carpet products comes from recycled material as well, making it more desirable among many people.

ASTHMA AND ALLERGY IMPROVEMENT – Many people believe that carpet is bad for those with breathing issues. This is in fact a misperception as studies have shown the opposite. Combined with a proper cleaning, carpet can actually help reduce symptoms (see DAAB Study and the Airmid Healthcare of Ireland Study for more information).

TIPS ON SELECTING A COLOR



Call it a visual illusion, if you will, but lighter-colored carpets make rooms appear larger, while darker colors give rooms a smaller, more intimate feel. If your home has dark walls, we recommend you avoid dark carpet, as the combination of colors will make the room feel enclosed and less spacious.

MANUFACTURER DIRECT PRODUCTS

MOHAWK

Founded by the Shuttleworth brothers in 1920, Mohawk is the oldest of America's carpet manufacturers, and one of the most innovative brands in the industry. Mohawk's dedication todecreasing its carbon footprint is nothing short of ceaseless; last year, Mohawk stopped billions of pieces of post-consumer plastic from going to landfills, by using recycled materials to create their eco-friendly products.

Shaw FLOORS

Shaw Industries—a subsidiary of Berkshire Hathaway—is the world's leading supplier of residential flooring products, employs more than 25,000 people, and proudly serves as a corporate donor to St. Jude Children's Research Hospital. Through decades of hard work, Shaw proved its commitment to excellence in manufacturing by offering strong warranties on trusted products that have stood the test of time.

DreamWeaver

Dream Weaver is one of the largest and fastest-growing carpet mills in America. Industry analysts touted Dream Weaver's Pure Color products as a visionary product-line of durable, solution-dyed polyester yarns that offer comfort, beauty, and outstanding resilience, and Dream Weaver's rapid expansion all but guarantees the company's commitment to creating streamlined, sustainable manufacturing processes.

PHENIX

Founded in 2005, Phenix did not waste any time establishing itself as a forward-thinking trendsetter in the flooring industry. Phenix is the highest volume seller of Stainmaster Pet Protect products, one of the first carpet companies to use Microban antimicrobial technology in solution-dyed yarns, and stands poised to solidify its position as one of America's best carpet mills.



PROPER CARE & MAINTENENCE

CLEAN SPILLS QUICKY

Nothing makes carpeting look worn and tattered faster than an unsightly stain does. If Aunt Gertrude spills pickled beets all over your new carpeting, you should immediately use clean towels to blot the area until you have removed the spill from your carpet. Under no circumstance should you rub or scrub the stain, as this will push the stain deeper into your carpet's fibers.

REDUCING DIRT INTRUSION

With the exception of never allowing anyone to enter your home, we have not found a viable method to prevent dirt from entering a domicile. So if living as a recluse does not appeal to you, we recommend placing doormats at your home's egresses, regularly changing the air filter in your furnace, and insisting Uncle Hank remove his boots when he stops by to visit.

PROFESSIONAL DEEP CLEANING

Most carpet manufacturers recommend having your carpet cleaned professionally once every twelve-to-eighteen months as the best method to remove dirt and grime from your carpet's fibers. If, for some reason, you should ever need to file a claim with your carpet's manufacturer, having written documentation of each cleaning will simplify your interactions with the mill's representatives.



PROFESSIONAL CARPET CLEANING vs. DIY CARPET CLEANING

Homeowners often ask whether they should have their carpets cleaned by a professional, or clean it themselves. However, different fibers require different cleaning methods, and if you don't know what you're doing, you might permanently damage your carpet's delicate fibers. There are plenty of bloggers who sing the praises of do-it-yourself carpet cleaning, but we recommend that you follow the manufacturer's guidelines.

If you use a hot-water extraction machine to clean your carpet and inadvertently leave too much water behind, you create a perfect environment for mold and mildew to thrive—which can cause severe respiratory issues for your home's inhabitants. Additionally, over-saturating your carpet will cause the backing to deteriorate and inevitably lead to unsightly wrinkles and waves.

Hiring a professional is more cost-efficient than purchasing a hot-water extraction machine, and takes the guesswork out of trying to clean your carpet yourself. Explore the potential pros and cons before you take a course of action that could permanently damage your carpet. More often than not, hiring a professional is the only way to go.

Interested in finding out how to revive carpet fibers that are either standing out or dented inward? Click below!





Non-Manufacturing Defects

Throughout your capet's lifespan, day-to-day wear and tear your carpet will cause changes to your carpet's appearance as its fibers crush under-foot. These changes are natural, and not a sign of manufacturing defects.



Crushing

Crushing is commonly defined as a loss of pile thickness caused by traffic patterns; routine vacuuming will reduce the appearance of crushed fibers.

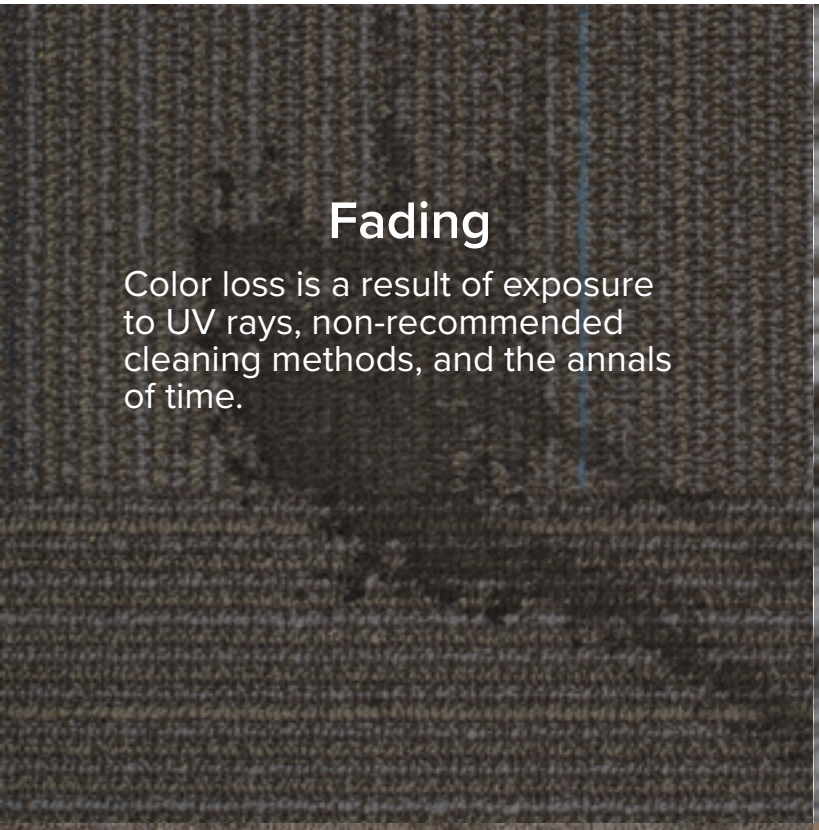
Matting occurs when carpet's yarns unwind
and intermingle due to excessive foot traffic.
Other contributing factors to matting include:

- Improper cushion.
- Cushion failure.
- Improper vacuuming.
- Incorrect cleaning.



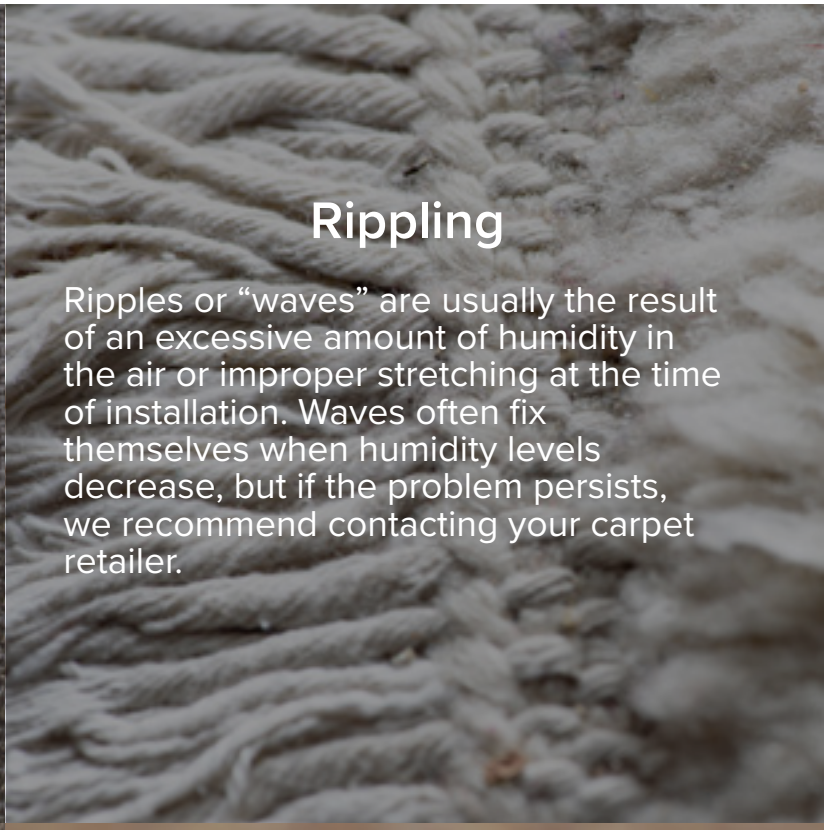
Wear

Wear is defined as a loss of pile weight, due to abrasive wear, such as foot traffic, dragging furniture or other heavy objects acrodss your carpet, or repeated exposure to an abrasivce substance.



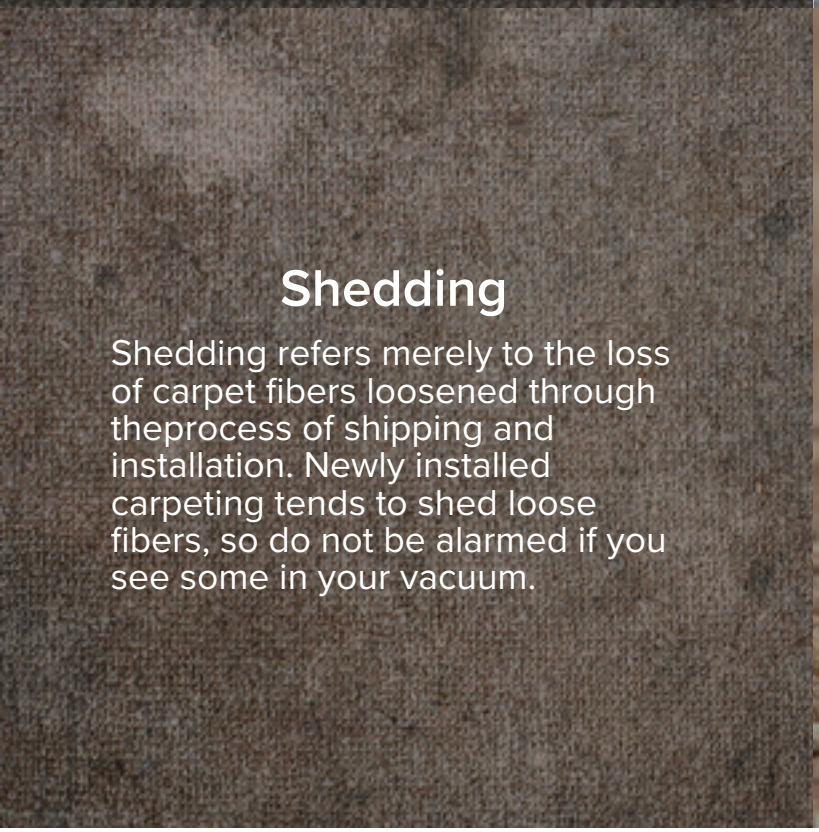
Fading

Color loss is a result of exposure to UV rays, non-recommended cleaning methods, and the annals of time.



Rippling

Ripples or “waves” are usually the result of an excessive amount of humidity in the air or improper stretching at the time of installation. Waves often fix themselves when humidity levels decrease, but if the problem persists, we recommend contacting your carpet retailer.



Shedding

Shedding refers merely to the loss of carpet fibers loosened through theprocess of shipping and installation. Newly installed carpeting tends to shed loose fibers, so do not be alarmed if you see some in your vacuum.



Sprouting

Sprouting occurs when a tuft of yarn rises above the pile surface. Under no circumstance should you pull at a sprouted yarn, or cut it with scissors, as doing so may cause irreparable damage to your carpet.

CARPET WARRANTIES

THE NATURE OF THE CARPET WARRANTY

Carpet and flooring manufacturer warranties cover certain factors that carpet installer warranties don't. With a manufacturer warranty, you'll likely see the following aspects covered:

- Product construction
- Shipping damage
- Pet resistance
- Stain resistance
- Water resistance

A carpet installation warranty will most likely only cover the installation of new carpet in the home.

With consideration that any particular household yearns for as individual designs, carpets will remain to be an essential addition to any design framework. This need has led to the cropping up of many carpet companies and attempts to entice consumers up with appealing carpet warranty concepts.

The consumer often ends up signing into warrants that if closely considered, offer very little. Thus it is essential to understand the warranty packages in the offer to be able to pick on the most suitable.

Among all the carpet warranties the most common are the wear warranty. However, the dictionary definition of the term tear which most consumers are familiar may end up being a different form than what the actual carpet manufacturers insinuated.

What Does a Standard Carpet Warranty Cover?

Carpet warranties are put in place to reassure the consumer that their brand new carpet will perform well and last long. Warranties change from company to company, though, so it's important to look over your guarantees carefully.

Warranties are also put in place to help with any complaints the consumer may have. It will differentiate between an issue that is the manufacturer's fault of the homeowner's.

The most common carpet warranty you'll come across is the "wear warranty". The problem with this is the definition of wear to the consumer may be different that what the manufacturer considers wear.

Simply put, wear is used to reassure the consumer their carpeting won't ugly out quickly. You'll typically see a five or ten-year wear carpet warranty on many products today.

You may also run into warranties that pertain to carpet crushing and matting. This is when the fibers of the carpet get pushed down by heavy furniture or foot traffic. Make sure you review these warranties carefully, however, because they may not be absolute warranties.

Why People Choose The Carpet Guys?

The Carpet Guys is a Better Business Bureau accredited company with an A rating, and we are the only flooring company in southeast Michigan that holds the distinction of sitting on the Angie's List Honor Roll.

We offer cheap carpet, laminate and hardwood flooring sales and installation at fair and affordable prices. No matter what type of flooring you are in the market for, The Carpet Guys can do it all.

A Local Flooring Company

The Carpet Guys is a family-owned carpet company based in Troy, Michigan, and we take pride in providing top-notch customer service, it's why we have been voted the best place to buy carpet in our service areas since 2011. We guarantee it!

We Care About You

We're with you every step of the way. From choosing your carpet, all the way to the installation, we want to make sure we deliver the absolute best customer service.

LET US HELP YOU FROM BEGINNING TO END

Why You Should Choose The Carpet Guys

Our goal is to make purchasing new carpet a stress-free endeavor for our customers. We provide extraordinary customer-service, great products, and fantastic prices so that you will love your new carpeting, today, tomorrow, and for many years to come. By purchasing new carpet or flooring from The Carpet Guys, you gain the peace-of-mind that comes from doing business with a family-owned, shop-at-home carpet-and-flooring company based right here in your area. As a locally owned business, we work hard to ensure that our friends and neighbors throughout Metro Detroit are one-hundred percent happy with the service they receive during their interactions with our staff. From the time of your initial phone consultation to the moment when our installers leave your home, you can rest assured that you picked the best company in town.

SERVICING YOU

WE BRING OUR STORE TO YOUR DOOR

LIFETIME INSTALLATION WARRANTY

COMMUNITY DRIVEN



LARGE SHOWROOM

ECO-FRIENDLY CARPET

CUSTOMER CARE

WE'LL MOVE YOUR FURNITURE, FREE!

