

10 REASONS WHY YOU SHOULD CHOOSE CARPETS

More and more people are rediscovering the beauty and versatility of carpets, and it's not hard to see why. With the wide variety of textures and styles available, carpeting suits just about any decor scheme, as well as offering many benefits for the home in terms of appearance, durability and cost. The fact is that very few other floorcoverings can match carpets in terms of sheer all-round performance, and this article provides several excellent reasons to bring the beauty of carpeting into your home.

1. *safety*

Carpets are soft and resilient and provide a safe, non-slip surface underfoot for children and the elderly. With injuries due to falls a prominent feature in worldwide accident statistics, it makes sense to choose a floorcovering that provides a measure of protection and minimises the risk of injury.

2. *Less allergens*

The dust trapping properties of carpeting not only reduces the need for sweeping and dusting, but it makes carpets more hygienic than other floorcoverings because dust acts as a carrier for germs, allergens and other contaminants. It's worth noting that research has proven that textile floorcoverings do not cause allergic reactions and that, providing they are vacuumed and cleaned regularly, they are perfectly suitable for those unfortunate few who suffer from house dust mite allergies.

3. *Low cost*

There is a belief that a carpet is an expensive floorcovering option. This may have been true in the past, when wool and jute were the major fibres used for carpets and their backings, but the advances made in modern synthetic fibres make today's carpets about the most affordable and stylish floorcovering choice you can make.

4. *Wide choice*

The beauty and versatility of carpets makes it a popular choice amongst architects, designers and homeowners. With the variety of colours, patterns and textures available, the decor and design possibilities with carpeting are endless and its sheer softness, elegance and comfort make it ideal for all areas of the home.

5. *Less dust*

Carpets have excellent dust trapping properties. As dust settles, it is held securely by the pile fibres of the carpet until the next vacuum cleaning. Thus, the airborne dust content in carpeted rooms is considerably lower than that of rooms with smooth floorcoverings, where dust is disturbed with draughts or sweeping.

6. Better insulation

The dense pile of a carpet and its backing layer act as heat insulators. The carpet fibres trap small air pockets that retain heat longer so, not only does a carpet feel warmer and more comfortable underfoot than a smooth floorcovering, it helps a room retain as much as 10% more heat.

7. comfort

Orthopaedic specialists agree that carpet is the ideal floorcovering to counter the strain the body takes when walking on hard pavements and floors during the day. They recommend that resilient carpets be fitted in homes and offices to counteract such common problems as backache and joint pain. In addition, walking barefoot on a carpet is equivalent to the effects of natural reflex massage treatment.

8. satisfaction guaranteed

Today's modern fibres and technologically advanced construction methods mean that carpets are looking better and lasting longer than ever before. Most manufacturers of quality carpets back their products with comprehensive guarantees and warranties that will offer you the most important decor consideration of all - absolute peace of mind. So, carpet your home with confidence. Whatever style, colour or texture you choose you'll get excellent value for money and make a long-lasting investment in the comfort and beauty of your home.

9. Better acoustics

It's a fact. Carpets are simply the best at absorbing sound and creating a relaxing environment for your home. Carpeting virtually eliminates impact noise, as this is absorbed almost immediately, ensuring that the 'life' of noises in a carpeted environment is only half as long as one where smooth floorcoverings have been used. Surround sound enthusiasts, in particular, appreciate the acoustic effect of carpets as they provide a more balanced overall sound.

10. Easy installation and maintenance

Carpet is a practical, hard-wearing and resilient floorcovering choice, with a surface that doesn't scratch, scuff or splinter. It is easy to install, easy to clean and requires minimum effort to maintain. The cost of maintaining your carpet is also relatively inexpensive when compared with many smooth floorcoverings. The revolutionary EcoWash™ system and Stainproof Miracle Fibre® used in the manufacture of many Belgotex carpets makes them even easier to maintain than other carpets. Ask your dealer for more details.