

SHADING (WATERMARKING, PERMANENT PILE REVERSAL)

Shading (watermarking, permanent pile reversal) is a normal characteristic of cut pile carpet including velour plush and twist styles that should be expected to occur.

Please read the brochure “Permanent Pile Reversal - Shading” that explains this phenomenon. This brochure appears on our website.

“Shading (watermarking, permanent pile reversal) usually occurs in shapes that do not relate to any walking pattern.

“Shading” (watermarking, permanent pile reversal) is a normal characteristic of cut pile carpet including velour plush and twist styles. The only carpet styles that can be guaranteed not to “shade” are loop pile styles. These are often considered to be a harsher or more commercial style.

Customers for better end homes continue to purchase cut pile carpets although they are aware that “Shading” will occur. Often they consider that a cut pile carpet gives a more luxurious and attractive finish that is more likely to enhance the perception of their home. Therefore when they make an informed decision to purchase a cut pile carpet they will expect shading to occur and it is not a basis for a complaint.

All of our samples and sample cards for our velour plush and twist pile styles carry a warning under the heading “IMPORTANT” that draws the purchaser’s attention to the likelihood of shading occurring. The client should be aware of this phenomenon as a result of reading the label.

All of our sample boards also carry this warning.

Shading tends to be related to location of the carpet and is not caused by foot traffic. That is to say that if the carpet in an area which has experienced shading is replaced with similar cut pile style then shading is almost certain to return in the replacement carpet in the same areas.

In our opinion airflow can be a significant factor that causes shading.

The occurrence of Shading in carpet cannot be accurately predicted. One house or project may experience substantial shading whilst another project carpeted from the same batch may have little or none.

If the carpet was specified by an interior designer or architect acting for the purchaser in making these decisions then these experts are well aware of the possibility of “Shading” (watermarking, permanent pile reversal) occurring.

Interior Designers and Architects often consider the use of hard flooring or loop pile carpet in areas that may be particularly affected by shading. These areas include long hallways without the spread of furniture that is usually found in a living room or bedroom.

Recent trends in building have tended to see an increase in hard flooring in entrance areas and hallways. This has reduced the concern over the phenomenon of shading for many people.