ERIK LINDSTROM

Rug FAQ

Custom capabilities, craftsmanship and responsible production

DESIGN AND CUSTOMIZATION

What do you offer?

Handcrafted custom and in-stock rugs for luxury residential and hospitality interiors, with contemporary, transitional and textural designs.

What can be customized?

Size, shape, color, pattern, material and, where construction permits, motif scale, borders, pile height, carving and cut-and-loop textures. We also develop original bespoke designs from artwork and other creative references.

Can you make unusual shapes or fitted rugs?

Yes. Options include round, oval, curved and free-form rugs, oversized pieces, wall-to-wall carpeting and stair runners. Complex installations may require full-size templates. Dimensions and access must be reviewed before ordering.

Can you match colors and provide samples?

We work from yarn poms and physical references such as fabric, paint chips and Pantone colors. Ask about samples and custom strike-offs. Review colors in the intended lighting; fibers, sheen and handmade dyeing introduce variation.

How does custom ordering work?

We review the space and specifications, develop the design, coordinate any sampling, and submit final artwork for approval. Check size, orientation, colors, materials and pattern placement carefully before approval.

What is the production lead time?

Full-size production typically takes 16-20 weeks and does not commence until we receive a signed DFA and/or email approval. Design development, sampling, revisions, shipping and installation may require additional time.

What affects pricing or changes?

Size, fiber, construction, density, complexity and finishing determine pricing. Confirm sampling, freight, pads and installation in the quotation. Changes after approval may be unavailable or affect cost and timing.

CRAFT AND RESPONSIBILITY

Where are your rugs made?

Our handknotted rugs are woven in Nepal; our handtufted rugs are made in Thailand. Handknotting builds the rug knot by knot. Handtufting inserts yarn into a backing that is secured and finished on the reverse.

What does GoodWeave certification mean?

Erik Lindstrom is a GoodWeave partner. Certified rugs provide independent assurance against child, forced and bonded labor. GoodWeave uses unannounced inspections and traceable labels and supports education in weaving communities. Ask us to confirm certification for your selected rug.

How do I choose a material?

Consider traffic, pets, children, sunlight, moisture and maintenance. Wool balances comfort and resilience; silk adds sheen; mohair, alpaca and cashmere emphasize touch. Plant fibers offer organic texture; outdoor and performance fibers address specific practical needs.

Are handmade variations normal?

Subtle shifts in size, yarn, texture and color are expected. Abrash is tonal variation from yarn or dye batches. Pile direction can make a rug look lighter or darker; shading is not necessarily a stain.

Are pads and installation included?

Pads are available upon request and are not automatically included. Choose a pad compatible with the rug and floor. Installation is included only when expressly stated. Confirm entry, elevator and stair access before delivery.

What about delivery, returns and claims?

Inspect promptly on arrival, photograph concerns and retain packaging if damage is suspected. Contact us immediately. Your written order terms govern returns, cancellations, claims and any applicable warranty.

Project and care assistance
LA: la@eriklindstrom.com
NY: nyc@eriklindstrom.com
For care questions, include photos, composition and details of any spill or treatment.

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Material Care

Preserve the texture, color and character of your rug

FIBER SPECIFIC GUIDANCE

Wool | Tibetan and Merino

Resilient, warm and richly textured; finer yarns offer a softer hand. Vacuum with gentle suction. Blot spills; if permitted, use minimal cool water on a cloth and a tested wool-safe spotter. Avoid bleach, alkaline cleaners, scrubbing and saturation. Use a wool-rug specialist for deep cleaning.

Silk | Fine mulberry

Luminous, smooth and capable of intricate detail; pile direction strongly affects sheen. Vacuum on low suction without rotating brushes. Blot spills dry and consult a silk-rug specialist before adding water or products. Avoid home steam cleaning, bleach and vigorous brushing.

Mohair

Angora-goat fleece with luster, resilience and a soft, sometimes flowing pile. Vacuum gently without catching yarns. Blot spills dry; seek guidance before wet treatment. Avoid beater bars, hot water, soaking and scrubbing. Do not comb long pile unless specifically advised.

Alpaca

Soft, warm animal fiber with subtle sheen and a plush hand. Use low suction and a smooth attachment. Blot spills promptly. Avoid heat, agitation and saturation; these can distort or damage the fiber. Have stains and embedded soil treated by a fine-rug specialist.

Cashmere

Exceptionally fine goat undercoat with a soft, intimate feel. Best placed with traffic and construction in mind. Vacuum gently; avoid friction, rotating brushes and aggressive grooming. Blot spills dry and consult a specialist before applying cleaners or water.

Cactus, nettle and hemp

Plant fibers offering organic texture and tonal depth. Cactus has a comparatively coarse, varied surface; nettle adds textural interest; hemp brings a grounded hand. Gently vacuum each to remove grit and blot spills dry. Avoid wet spot cleaning, soaking and steam unless approved. A specialist must assess the actual yarn, dyes and foundation before cleaning.

Polypropylene | Outdoor

Low-absorption synthetic fiber with practical cleanability; oily stains can be difficult. Vacuum or sweep, blot spills, and use mild detergent only as approved. Hose only if the entire construction permits. Rinse residue and dry both sides and the floor fully. Keep away from high heat and embers; store clean and dry.

Solution-dyed acrylic | Performance

Color is introduced during fiber production for strong colorfastness and easy maintenance. Vacuum without rotating brushes; blot spills and use approved mild detergent, then rinse and air dry. Bleach and pressure washing require specific approval for the complete rug. Follow the supplied dilution; never mix bleach with other cleaners.

Blends and specialty textures

Care for blends according to the most sensitive fiber. Performance yarn does not make a blend automatically washable or bleach-safe. Faux fur describes texture, not composition: confirm fibers and backing before cleaning or grooming.

EVERYDAY CARE ESSENTIALS

Spills: Lift solids, then blot with a dry white cloth from the outside inward. Never rub or pour cleaner onto the rug. Test any approved treatment discreetly. Seek help for persistent stains, dye transfer, grease, ink or pet accidents.

Routine protection: Vacuum according to use with a suitable nonrotating head. Rotate periodically where practical, limit prolonged sunlight, use compatible pads and lift furniture rather than dragging it.

Shedding and snags: Some loose fiber is normal; increasing or localized loss needs assessment. Never pull sprouts or cut loops, fringe or structural yarns without guidance.

Professional care: Choose a rug specialist who checks fibers, dye stability, backing and drying needs. Avoid household stain remedies and rental extraction machines. Address soaking, persistent odors or suspected moth damage promptly.

Always follow your rug's supplied care instructions. Performance does not mean stain-proof; outdoor suitability depends on the full construction. For storage, clean as needed, dry completely and roll into suitable protective wrapping in a dry location.