



# 8 Tips

FOR CHOOSING  
THE RIGHT CARPET

# What are your carpet **NEEDS?**

When customers ask us for advice on which carpet to buy, we explain that carpet selection is one part personal preference, one part lifestyle and one part budget. Once we understand all three parts, we can help you make a great choice. We understand that carpeting is a big investment and making the wrong choice could mean years of regret. We're here to make sure that doesn't happen!





## TOP 10 QUESTIONS FOR CARPET BUYERS

- What areas of the home are you looking to carpet?
- Are these high-traffic areas? Near outside doors?
- Are there children in the home? How many and what ages?
- Do you have pets?
- How long do you expect to be in your home?
- Would you rate yourself:
  - A clean freak
  - A weekly vacuumer
  - Tidy when I find the time
  - Not a homemaker by trade
- Which would best describe your décor?
  - Elegant
  - Modern
  - Hand Me Downs
  - IKEA
- What color are your walls? Your furnishings?
- Will you repaint?
- Do you have specific color and style preferences?

These answers can help us assess what carpet is appropriate for your needs in terms of durability, comfort, style, and your budget.





**“Sloane’s had great customer service, and we appreciated how helpful the salesman was with selecting the right carpet for us.”**

Jodie and Robert G. from Milliken, CO

Not sure which carpet is right for you?  
Stop by Sloane’s Carpet Secret and we’ll give you the advice you need to make a great choice!



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## Understanding Cost/Quality Tradeoffs

Our goal is to get you into the highest-quality carpet your budget can manage for one simple reason: CHEAP CARPET FEELS CHEAP! It may look OK the day it's installed, but the look and "foot feel" can deteriorate quickly making what seemed like a good deal at first seem much less appealing over time.

It's important to understand your time horizon when choosing carpet; are you looking for something to carry you through the next 10 years in your home, or are you just sprucing up your space for resale?

**Here are some simple tips to gauge carpet quality and durability:**

**Density is key:** A heavier carpet will perform and age better.

**Do the twist:** We recommend a twist level of 5 or more — more twists means better durability. Fewer twists will unravel faster resulting in poor appearance and even bare spots.

**Fiber matters:** Look for higher quality synthetics such as Premium Nylon Fiber, Sorona, Everstrand Polyester and natural fibers such as wool. These fibers will feel better and last longer than budget-based fibers.

### Champagne Tastes on a Beer Budget

The more you know about carpet quality, the easier your selection process will be. That's where Sloane's Carpet Secret can help. Our secret: premium brand carpet irregulars that we hand select direct from the manufacturers and sell at up to 60% off regular retail prices. And don't forget, you always inspect your purchase before leaving the warehouse.



**“Sloane’s Carpet went beyond my expectations! I was able to get a much higher grade of carpet for the money and the installers did a fantastic job of installing it. My feet just sink in my new carpet. Thank you Sloane’s!”**

Karen L. from Castle Rock

At Sloane’s we make higher-quality carpet affordable — come in and feel the difference for yourself!



A man with a baby on his shoulders is playing with colorful blocks on a carpet. The man is looking up and to the side with a thoughtful expression. The baby is focused on a green block. The background is a bright, slightly blurred indoor setting.

# Unraveling the fiber mystery

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If you're like most people, you only purchase carpet once a decade or less, so when a sales person starts throwing around terms like Polyester vs. Sorona vs. Nylon vs Natural Fibers, you're likely to reach information overload pretty fast. Since fiber selection impacts durability, appearance, foot feel and stain resistance, it pays to know what you're buying.

Let's make it really easy; there is a fairly direct correlation between cost and quality when it comes to carpet. What you put into your purchase is what you get out of it.



**The chart below summarizes how the main carpet fibers stack up:**

	Wool	Nylon	Sorona	Polyester	Olefin
Cost	<b>\$\$\$\$</b>	<b>\$\$\$</b>	<b>\$\$\$</b>	<b>\$\$</b>	<b>\$</b>
Durability	<b>Hi</b>	<b>Hi</b>	<b>Hi</b>	<b>Med</b>	<b>Lo</b>
Retains appearance	<b>Hi</b>	<b>Hi</b>	<b>Hi</b>	<b>Med</b>	<b>Lo</b>
Stain resistance	<b>Hi</b>	<b>Hi</b>	<b>Hi</b>	<b>Hi</b>	<b>Hi</b>
Softness – toe pleasing	<b>Med</b>	<b>Hi</b>	<b>Hi</b>	<b>Hi</b>	<b>Lo</b>
Eco-friendly	<b>Hi</b>	<b>Med</b>	<b>Hi</b>	<b>Hi</b>	<b>Lo</b>
Family-friendly	<b>Hi</b>	<b>Hi</b>	<b>Hi</b>	<b>Med</b>	<b>Med</b>

At Sloane’s we stock all but the lowest grades of fibers. We encourage customers to take their shoes off and give our samples the foot feel test before making a final selection.





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## Plush, Berber, Shag. Oh My!

What style of carpet you choose is largely personal preference. All styles are available across the spectrum of construction, quality and fibers. All styles are available in a variety of qualities: from low end to high end, from inexpensive to expensive.

We help customers understand the fashion vs. function considerations when selecting a carpet style. If classic elegance is what you're after, you may look for solid colors and cut-piles that add a touch of drama. For a more casual feel (and to better hide your family's wear and tear) multi-color, variegated carpets are best.

### Carpet Piles – Get the Lingo

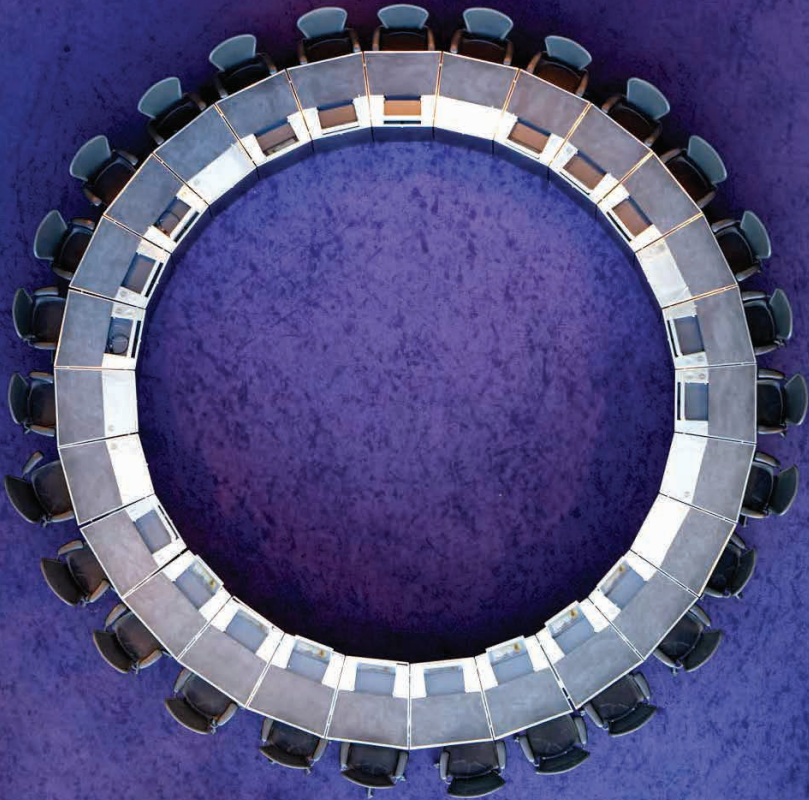
1. **Cut and Loop Pile:** a combo of lower loops and higher cut piles on a single service producing pattern and texture.
2. **Level Loop Pile:** usually short, even densely packed loops creating a durable, easy-to-clean surface.
3. **Multi-level Loop Pile:** 2-3 varying levels of loops producing either geometric or abstract patterns.
4. **Cut Pile:** Loops cut to a common height, encompasses multiple styles including; Saxony, plush, textured, frieze and shag.



**“We are so pleased with the carpet we purchased! We had very specific requests and expectations. Sloane’s was able to accommodate all of these at a much better price than any of the other stores we considered. And the carpet installer did an excellent job.”**

Terry from Englewood

Get the right carpet for the job. Let the experts at Sloane’s help you choose!



## Is Purple Right for You? Carpet Color Selection


There are some useful rules of thumb when it comes to selecting the right carpet color. Consider the following:

- Lighter colors tend to make rooms look larger
- Darker colors add a dramatic flair but showcase your dust bunnies
- Red wine drinkers should avoid white carpets
- Neutral tones are easy to accessorize

To make sure you pick the perfect color, bring swatches of fabric and upholstery, paint chips or other samples to the showroom when you set out to select new carpet. Then you can assess a wider range of color options to see what works best with your décor.

Not sure what color to choose? Go with a multi-colored design. Multi-colored and textured carpets have been gaining popularity in recent years with great new carpet looks that add pizzazz and can be easier to maintain than some solid color options.



A photograph of a modern interior space. On the left, a black side table holds a black lamp with a gold base, a dark textured vase, and a white vase with greenery. In the foreground, a black chair with a yellow seat sits on a grey patterned rug. The background features white paneled walls with decorative moldings.

**“Sloane’s is a great value when getting carpet. No need to settle for awful Realtor grade carpet when you can get high-end carpet that has unnoticeable imperfections. We spent \$1.20/sq ft for carpet that feels like silk under my feet. The staff that helped us was very knowledgeable and helped us stay close to our very skinny budget.”**

Morley F. from Denver



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## Don't Skimp on Padding

The saying, "what you can't see, can't hurt you," doesn't apply to carpet padding. Selecting the wrong grade of padding can be a costly mistake. In general, we advise customers to match their padding and carpet quality levels.

- Installing cheap padding under top-quality carpet will impact durability
- Installing expensive padding under cheap carpet won't help you overcome the poor foot feel and poor performance of the lower-quality carpet

### **Walking on Air**

Higher cushion does not necessarily mean higher padding quality. The level of cushion you select is a personal preference. High-traffic areas tend to use firmer levels of cushion as do households where some members have more limited mobility.

A young girl in a pink tutu is dancing on a brown carpet in a living room. In the background, there is a green sofa with a colorful patterned pillow and a large window with string lights hanging from it. The scene is brightly lit, suggesting a sunny day.

**“Honestly, I did not quite understand the whole concept with Sloane’s, but now that our carpet has been installed, I get it! And I love it! Our contractor told us to budget about \$3-\$4/sq. ft. for stairs and bedroom in our old Wash Park home. We bought carpet from Sloane’s for half the price and twice the quality!”**

JC from Denver

At Sloane’s Carpet Secret, padding isn’t just an afterthought. We’ll make sure you have the perfect carpet and padding match.





## 6 Installation Done Right

There's much more to professional carpet installation than owning a staple gun. Poor installation can result in an uneven appearance and can also cost you in excess square footage. It takes years to develop the skills needed for top-quality carpet installation which is why all of our installers have a minimum of 20 years of experience — make sure you know the qualifications of your installer before it's too late!

### **Measuring**

No matter how good you are at math, it pays to have a professional carpet installer measure your space before finalizing your carpet order. Your installer knows how to deal with irregular-shaped spaces and stairs and will eliminate the pain involved in having ordered the wrong amount.

### **Powerstretching**

Powerstretching isn't a new fitness fad, it's a carpet installation essential. Powerstretching tools and techniques are used by professional installers to create the right tension when laying carpet to ensure a long-term, super-smooth look.

### **Solids vs. Patterns**

One-size does not fit all when it comes to carpet installation. Patterns require different installation techniques than solids and less experienced installers often fail to match seams correctly.

Don't be shy — ask about your carpet installer's qualifications and read customer reviews before it's too late.



**“My carpet installer was very skilled and cleaned up after the job was done; he was very pleasant to work with. A very big thank you to all the Sloane’s staff for making my carpet buying experience amazing!”**

Jeff D. from Golden



# Buyer Beware

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## Common Carpet Sales Scams

Unfortunately, there are retailers out there who are ready to take advantage of your lack of carpet-buying know-how. Here's our advice to make sure you get top value:

- 1. Remember – Nothing is FREE:** when you see offers for free installation, free padding, free extra rooms, don't be fooled. To make up for these freebies, you may be charged extra somewhere else. As your mom always said, "there's no free lunch."
- 2. Cheap is Cheap:** Consult our guidelines on cost/quality tradeoffs, fiber selection and padding to make sure you don't make a carpet selection decision you'll regret later. Shop for the best-quality carpet you budget will allow.
- 3. Insist on Professional Measurements:** Too much carpet costs you money, but so can too little, especially if the carpet you purchase is no longer available. Protect yourself by getting your space measured by a professional installer before you finalize your order.
- 4. Be Cautious of Warranty Overpromises:** Manufacturers' warranties on carpeting are difficult to enforce. Talk to your carpet retailer about what they will do to guarantee your satisfaction after your carpet is installed.



For professional advice and service you can trust, try Sloane's Carpet Secret.

**"From the initial visit to Sloane's warehouse through the installation everything was well planned and coordinated. We did not require as much carpet as we had originally thought so we were quickly refunded our 'overage' once the area was actually measured. I especially loved the honesty that I found in dealing with the Sloane's team."**

Ingrid B. from Parker



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# Finding Carpet Deals

These days finding a trusted retailer is easier than ever before — just Google it! Reputable carpet dealers have happy customers that provide great reviews on Google and Yelp. Look for outlets with a large number of positive reviews and ask your friends about their carpet-buying experiences.



## Define "Deal"

A great deal doesn't always mean the cheapest carpet. Remember, your goal is the highest-quality carpet for your budget, including padding and installation. Make sure you look at the whole package, including:

- Carpet selection
- Carpet quality
- Professional advice
- Installer experience
- ...and yes, price!

## Discover the Secret

The Sloane's Carpet Secret: premium brand carpet irregulars at up to 60% off regular retail prices. Because we've hand selected these carpets directly from the manufacturers, you can buy much higher-quality carpet than you thought you could! And don't forget, Sloane's Carpet Secret has been serving the Colorado area since 1979.

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PREMIUM BRAND CARPET IRREGULARS

**Stop by our warehouse soon and see for yourself!**

