

World Economy

According to a report by the McKinsey Global Institute, the world economy could more than double in size by 2050 due to continued technology-driven productivity improvements.

The report estimates that global GDP could reach \$130 trillion by 2050, up from around \$80 trillion in 2020. This represents a compound annual growth rate of 2.6%, which is higher than the projected population growth rate of 1.5%.



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World Economy

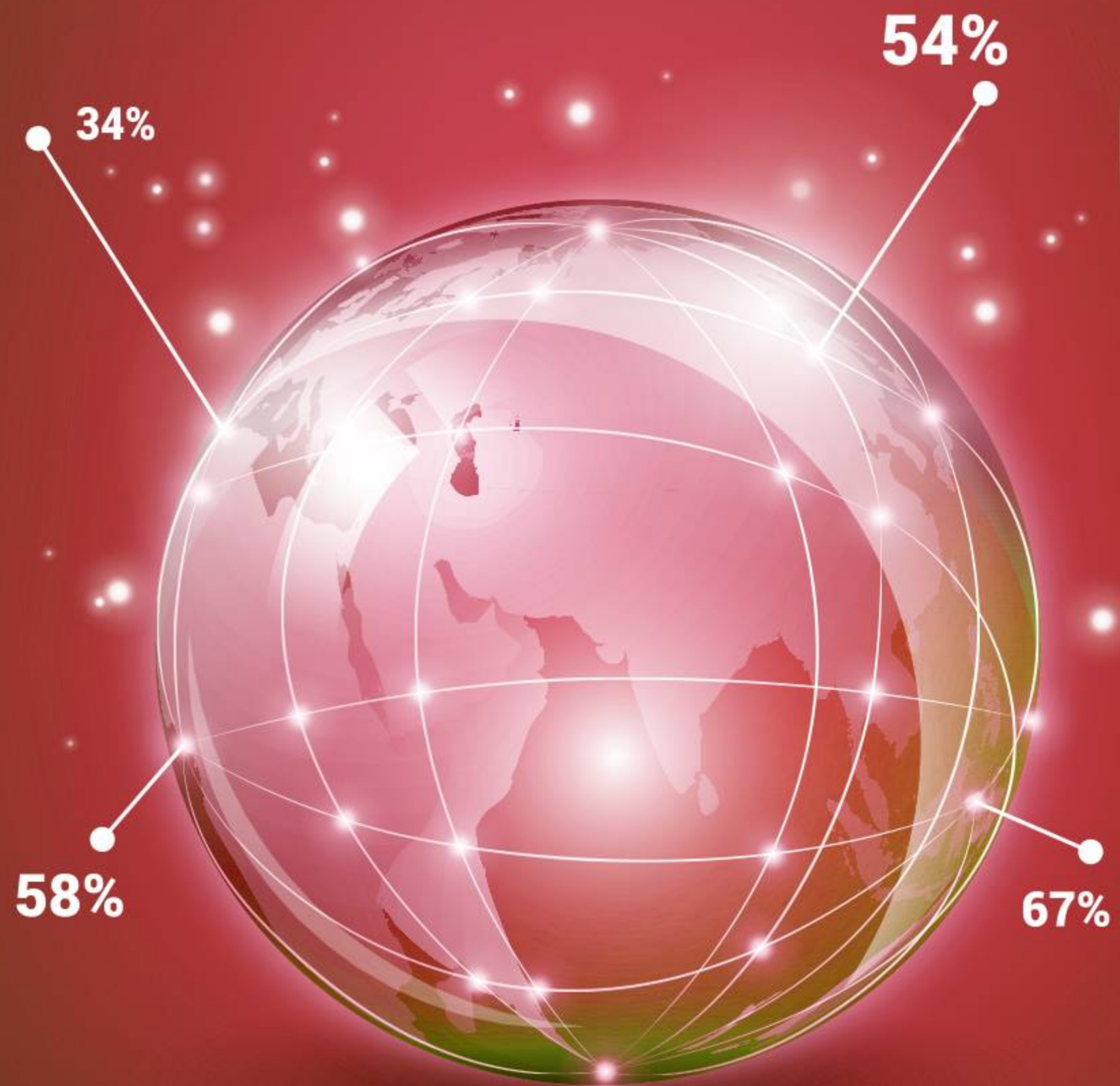
The report suggests that this growth will be driven by several factors, including advances in technology, increased automation, and the continued expansion of global trade and investment.

In particular, the report highlights the potential of digital technologies, such as artificial intelligence (AI) and the Internet of Things (IoT), to drive productivity gains across a wide range of industries.

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It also points out that this growth will not be evenly distributed across all countries and regions, and that some countries will see faster growth than others, depending on their level of technological development and the policies they adopt to support innovation and growth.

However, it's important to note that this forecast is based on current trends and can be affected by various factors such as economic conditions, government policies, and global events. Additionally, projections of GDP growth are inherently uncertain and can change significantly depending on a number of factors.



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According to the McKinsey Global Institute report, six of the seven largest economies in the world are projected to be emerging economies in 2050, with China, India, and Indonesia being among the top four. The report predicts that China will be the largest economy in the world, followed by India, the United States, and Indonesia.

Economy fastest-growing middle class population 2020 - 2030



The remaining three of the top seven largest economies are expected to be **Brazil, Russia, and Mexico.**

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This shift in the global economic landscape is driven by the projected rapid economic growth of these emerging economies, which are expected to benefit from a combination of factors such as a large population, rapidly increasing urbanization, and technological advancements.

China, in particular, is expected to continue its strong economic growth,

driven by its large population, an expanding middle class, and a focus on innovation and technological development. India is also expected to see strong economic growth, driven by a large and young population, increasing urbanization, and improvements in the business environment.

It's worth noting that this forecast is based on current trends and can be affected by various factors such as economic conditions, government policies, and global events. Additionally, projections of GDP growth are inherently uncertain and can change significantly depending on a number of factors.



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Did You Know **YOUR RUG** Is The Biggest **AIR FILTER** In Your Home?

Your rug is exposed to constant dirt and dust in the air, most specifically in some regions of the United States that are famous for having polluted air. That's why regular cleaning of your rugs, functioning as an air filter, is a must.

The dirt and dust tracked into a house by pets or walking in with shoes on will settle on the carpeting and cause it to get stained and dirty over time.



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A young girl with dark hair is lying on her stomach on a patterned rug, smiling. A man is lying on his back next to her, also smiling. They are in a living room with a light-colored wall and a wooden chair in the background. The scene is overlaid with a semi-transparent dark grey circle containing text.

Children and old people
have sensitive respiratory
systems.

They are more prone to allergies and asthma, which is why it's important to keep your rug clean. Children crawl on rugs and are in direct contact with them, so they can easily inhale dirt, pollen, and other allergens trapped in the fibers of your rug.

If you have children who are still in their crawling or walking phase, you should regularly clean your rug—at least once a week if you can't vacuum daily.

Also, old people spend most of their time indoors, which means they're constantly exposed to dust mites that live off human skin cells. The longer a person lives, the more likely they are to develop an allergic reaction when exposed to dust mites. Keeping your rug clean will help reduce the risk of developing an allergy from exposure to allergens lurking in your home.

**50% OF ALL
ILLNESSES
ARE CAUSED OR
AGGRAVATED BY
INDOOR POLLUTANTS**



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These factors

contribute to making a suitable environment for mold, mildew, and other unwelcome creatures, such as carpet beetles.

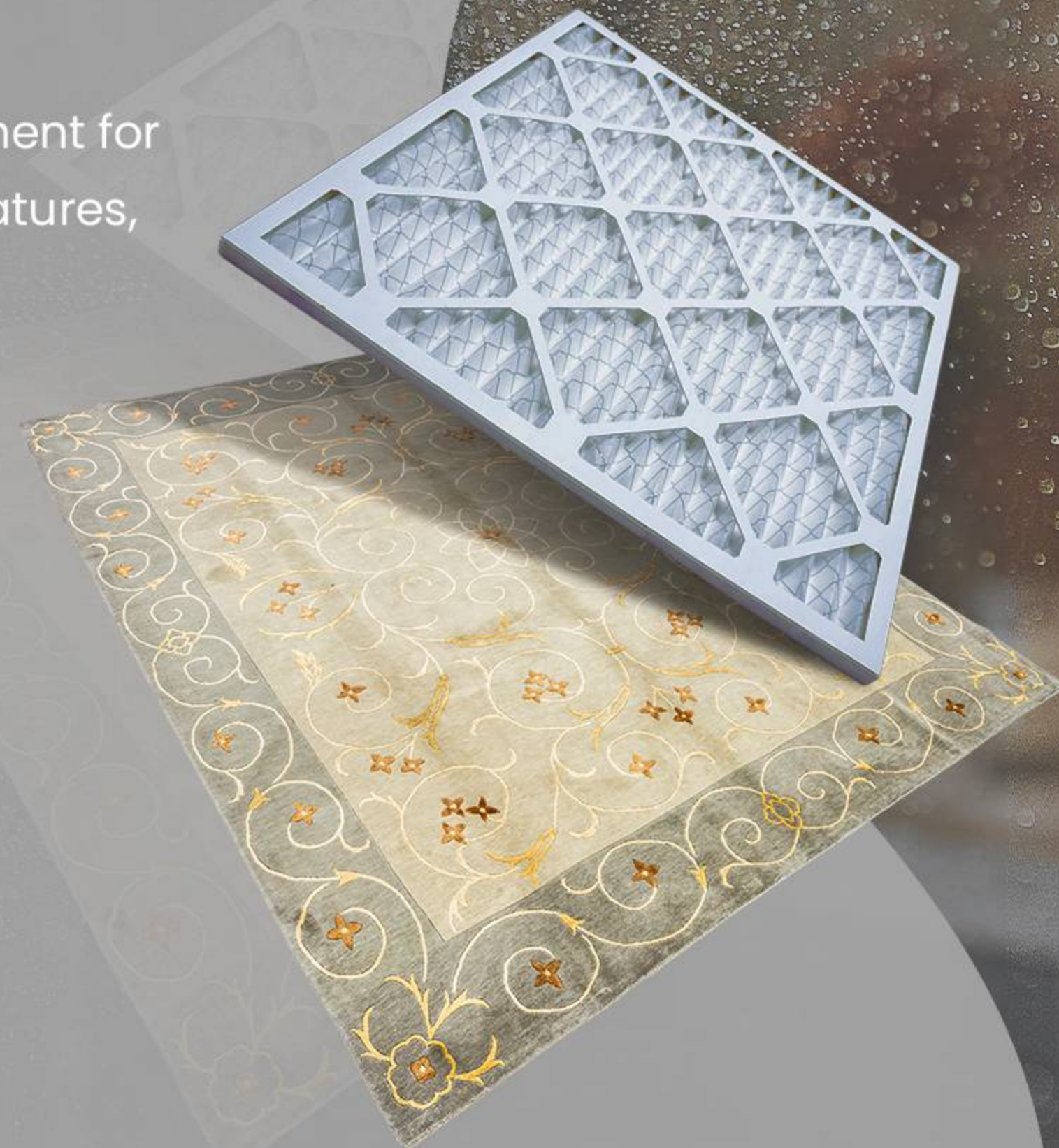
50% of illnesses are caused or aggravated by indoor pollutants – some of which are acquired and retained by your rugs.

75% of people do not remove their shoes before walking on rugs, which brings in outside contaminants that can be potentially harmful to you, your family, or your pets

80% of dirt in the average U.S. home comes from shoes and pets.

72% of U.S. households have pets that leave stains, messes, and dander.

90% of people admit to accidentally dropping food on their rugs when eating their meals.



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How often should we change the air filters in the house?

You should change your air filters regularly, but how often depends on a few factors.

A rule of thumb for changing the air filters in the house is every 90 days.

First,

**you'll need to know
how many people live in your house.**

If you live alone,
you can probably
stretch that to

Six
months or
longer.

If you're a family of four,
you'll probably need to
change your filter out

Every
three to six
months.



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So,
What does it
have to
do with cleaning your
rugs?



Your rug
is the
BIGGEST
air filter in your home.

Your rug acts as an air filter at your place. Undoubtedly, you know the importance of replacing filters in the furnace system. Rug, the largest air purifier, is not an exception; It needs to be replaced or cleaned, just like the one on your HVAC, especially when you do not take off your shoes while walking on the rugs or if you have pets.



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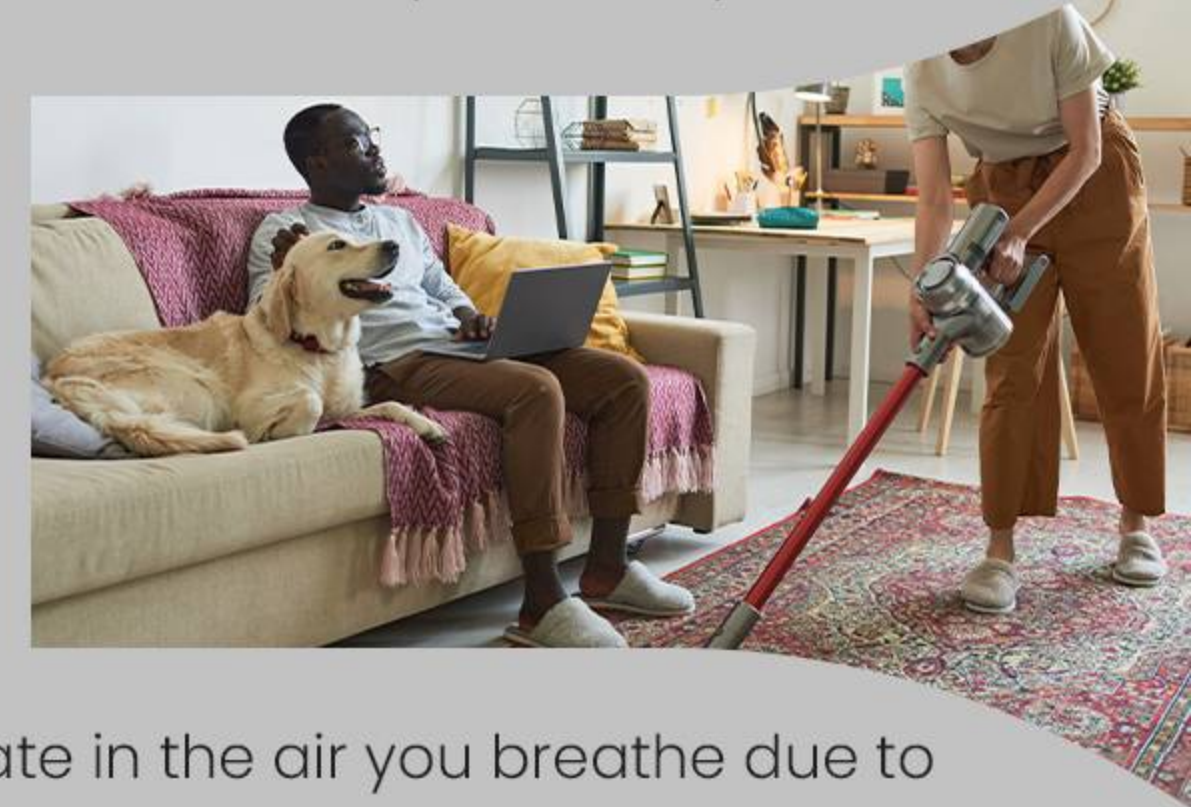
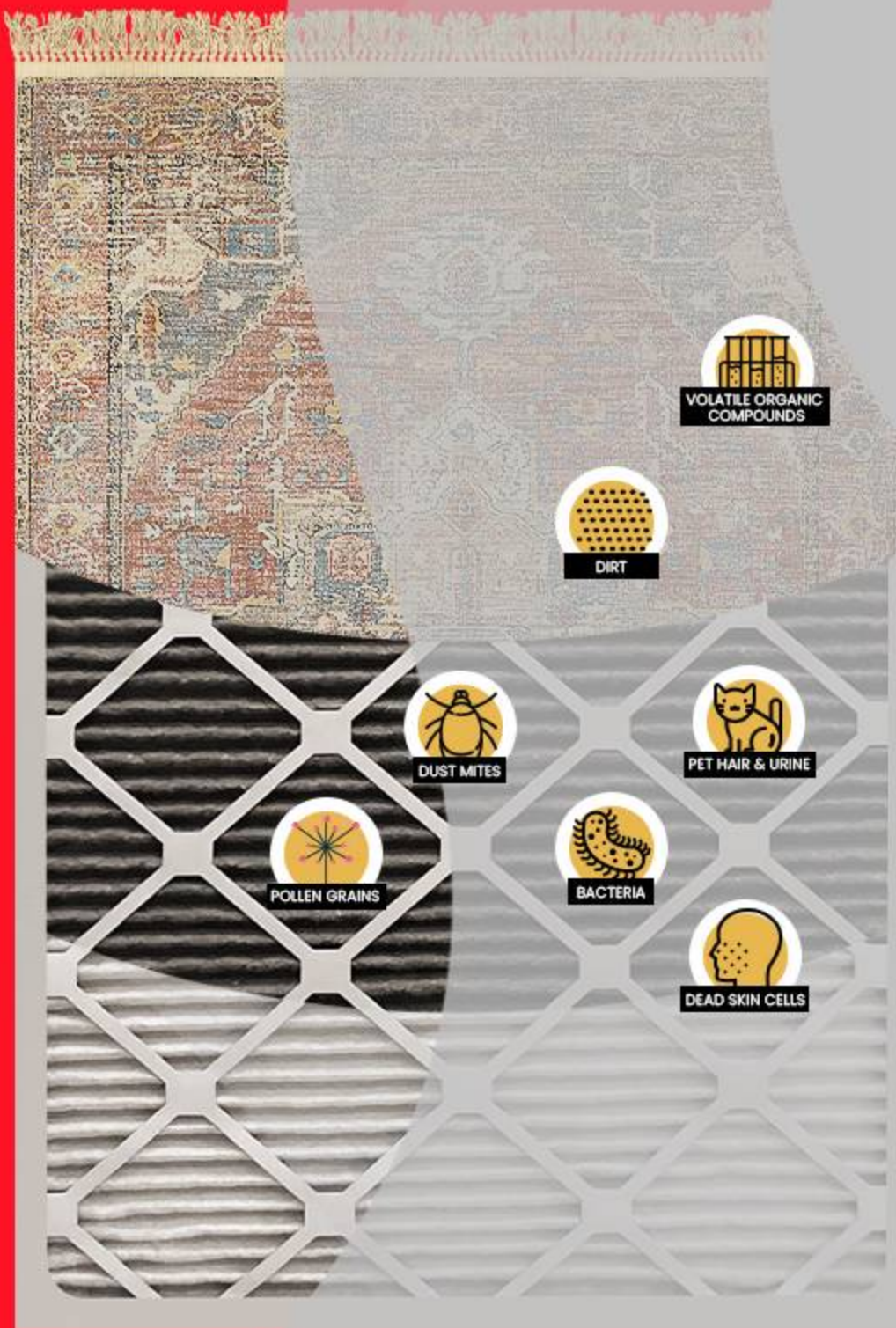
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What does your rug contain?

There are a lot of things that can get on your rug that aren't visible to the naked eye. Pollen, dead skin cells, pet hair, pet urine, dust mites, dirt, organic compounds from your food—all of these things can be tracked onto your rugs and then left there until you clean them up. And they're not good for anyone or anything!

You may give up on having a pet because of the messes it makes on the floor every day. However, if you'd like to have one and keep your house clean and safe, then it's time to start cleaning those rugs!

Pollen grains and other allergens re-circulate in the air you breathe due to their lightweight. Absorbent surfaces such as rugs and carpets function as air filters as they trap these particles and prevent them from entering your respiratory system.



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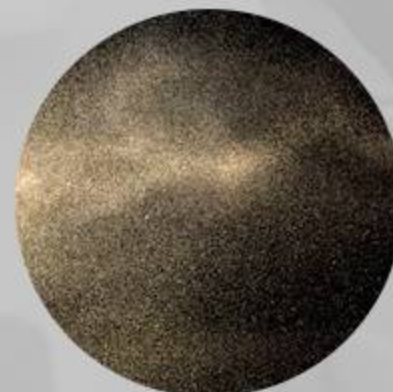
Your rug plays a crucial role in maintaining the air quality within your home. In fact, it serves as the **biggest air filter** in your living space, providing both functional and aesthetic benefits. Let's explore how your rug helps keep the air clean and healthy for you and your family.



Filtering Effect: Just like a high-quality air filter, your rug traps airborne particles, allergens, and dust that circulate in your home's environment. It prevents these particles from freely floating in the air, thus reducing the potential for respiratory issues and allergies.



Improved Indoor Air Quality: By acting as an air filter, your rug helps improve the overall indoor air quality. Cleaner air means a healthier living environment for you and your loved ones, especially if anyone in your household suffers from asthma or allergies.



Dust and Allergen Capture: The fibers of your rug possess excellent dust and allergen trapping capabilities. These fibers effectively capture and retain common pollutants, such as pet dander, pollen, and dust mites, preventing them from becoming airborne and potentially causing respiratory discomfort.



Reduced Airborne Particles: The rug's surface area is significantly larger than that of traditional air filters, enabling it to capture a greater amount of airborne particles. With every step you take, your rug traps and holds these particles, making the air in your home cleaner and fresher.



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Regular Cleaning and Maintenance:

To ensure your rug continues to act as an efficient air filter, regular cleaning and maintenance are essential. Vacuuming your rug at least once a week, along with periodic professional cleaning, helps remove accumulated dirt, allergens, and dust, allowing your rug to continue providing optimal air filtration.



Aesthetics and Functionality: Beyond its air filtration capabilities, your rug also adds beauty, warmth, and comfort to your living space. It enhances the overall aesthetics of your home while serving as a functional piece that keeps the air clean and fresh.

Remember, **a clean rug translates to cleaner air.** Regular maintenance and care are vital to ensure your rug maintains its air filtering properties while keeping your home healthy and inviting.



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Dirt and dust

It is one of the most common causes of damage to carpeting. The dirt and dust tracked into a house, as well as anything else that comes in from outside, will settle on the carpeting and cause it to wear out prematurely.



Your lovely pets

Pets love to play on the floor and chew on things, especially the carpets! Pets also leave their hair behind when rolling around or sleeping on them, making an unsightly mess for you to clean up later.



High foot traffic

Carpets usually have a high withstanding capacity. However, withstanding foot traffic and furniture legs for a long time causes the carpet fabrics to unravel and fall apart.



Sun exposure

Sun's UV rays are another influential factor causing damage to your carpet. UV rays can lead to fading and discoloration of the color, as well as excess wear and tear on the fibers. This causes a decrease in the lifespan of your carpet.



Moisture

It can cause a carpet to become moldy, which is unhealthy for the people living in the house and the carpet itself. It can weaken the fibers and cause them to break down more quickly, leading to mold growth and infestations if not addressed quickly enough.



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Stain removal guide

There's always the chance of spilling things on the floor and your carpet, so it'll leave stains and make your room unsightly. Stains can damage carpet fibers in different ways. Some will remain on the carpets permanently if you don't remove them immediately and properly. The carpet fibers tend to absorb the stains to the core, which may lead to color changing, bleaching, etc. So, the longer it takes you to remove the stains, the less chance you have to wipe them down.

When it comes to making stain remover remedies using the stuff at home, the combination of baking soda and vinegar is the most well-known and popular one. You can mix equal portions of each one in a spray bottle and then spray it on the stain to get it out of the carpet. However, this homemade stain removal method is not recommended for every rug, which means there is no single solution that works for all stains. As stains come in different materials, from candle wax to a drop of blood, there are obviously various solutions for removing them.



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Stain removal guide

In the chart below, you can see different types of stains and the best cleaning solution for each. Each solution is determined by the number from 1 to 5 and is placed in front of a stain type.

Solution 1	Solution 2	Solution 3	Solution 4	Solution 5
<ul style="list-style-type: none">1. Detergent2. Blot3. Vinegar4. Blot5. Detergent6. Blot7. Water8. Blot	<ul style="list-style-type: none">1. Cleaning Fluid2. Blot3. Detergent4. Blot5. Water6. Blot7. Ammonia8. Blot9. Detergent10. Blot11. Water12. Blot	<ul style="list-style-type: none">1. Detergent2. Blot3. Vinegar4. Blot5. Ammonia6. Blot7. Detergent8. Blot9. Water10. Blot	<ul style="list-style-type: none">1. Detergent2. Blot3. Ammonia4. Blot5. Detergent6. Blot7. Water8. Blot	<ul style="list-style-type: none">1. Detergent2. Blot3. Ammonia4. Blot5. Vinegar6. Blot7. Detergent8. Blot9. Water10. Blot

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Stain removal guide

Stain Type	Solution	Stain Type	Solution	Stain Type	Solution	Stain Type	Solution
Acid	4	Cosmetics	2	Lacquer	2	Sauce	1
Alcoholic Beverage	1	Crayon	2	Lard	4	Shortening	2
Ammonia/Alkali	1	Creme de Menthe	3	Lipstick	1	Soft Drinks	5
Beer	5	Dye (Blue/Black)	3	Machine Oil	2	Soy Sauce	2
Berries	5	Dye (Red)	5	Mayonnaise	2	Starch	2
Bleach	1	Egg	2	Metal Polish	1	Tar	2
Blood	4	Excrement	2	Milk	1	Tea	5
Butter	2	Fruit Juice	5	Mixed Drinks	5	Toothpaste	1
Candy	1	Furniture Polish	5	Mud	1	Urine	5
Carbon Black	2	Hair Oil	2	Mustard	5	Varnish	2
Charcoal	1	Hair Spray	2	Paint	2	Vaseline	2
Chocolate/Cocoa	1	Hand Lotion	2	Perfume	1	Washable Ink	1
Coffee	4	Ice Cream	2	Rust	1	Vomit	2
Cooking Oil	2	Ketchup	2	Salad Dressing	2	Wine	5



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What to do when something is spilled on your rug?

By blotting them up, then spot cleaning. Place a towel under the spot to protect the floor and rug pad, and use absorbent towels or a non-shedding sponge rather than a brush. Don't scrub the pile; sponge it in the direction of the nap. Once the stain is removed, sponge the area with cool, clean water to finish.

For colored spills, turn the rug over and pour water over the backside of the rug, flushing the spill out the front. Whenever you clean a spill, it is essential that you finish the process by brushing the nap back in the direction of the other pile; otherwise, that area will always be noticeable.



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Stains on carpets can be easily removed.

You just need to learn the right solutions for removing each type of stain. Nevertheless, some stains have been on your rugs for a long time and don't seem to be easily removed. In addition, some stains might have damaged your carpet over time, so knowing how to get stains out of carpets won't come in handy.

Therefore, you need to get professional help to repair your rug.

Persico Oriental Rugs we hired many rug experts who know how to treat rugs and the best ways to remove every type of stain. The stain removal process takes only a few days and is done using advanced and professional tools and methods.



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In general, removing stains from rugs

can be a tricky task, but with the right approach and tools, it can be done effectively. Here is a general guide for stain removal on rugs:

STEP
01

Identify the type of stain: Different types of stains require different treatment methods. For example, a protein-based stain (such as blood or milk) should be treated differently than an oil-based stain (such as grease or wax).

STEP
02

Act quickly: The longer a stain sits, the harder it will be to remove. As soon as you notice a stain, take action to remove it.

STEP
03

Blot, don't rub: Use a clean, white cloth or paper towel to blot up as much of the stain as possible. Rubbing can spread the stain and damage the fibers of the rug.

STEP
04

Use the right cleaning solution: Different types of stains require different cleaning solutions. For example, a protein-based stain can be treated with a solution of water and white vinegar, while an oil-based stain can be treated with a solution of water and dish soap.

STEP
05

Test the cleaning solution on an inconspicuous area first: Before using a cleaning solution on a visible area of the rug, test it on an inconspicuous area to make sure it won't damage the fibers or cause discoloration.



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In general, removing stains from rugs

can be a tricky task, but with the right approach and tools, it can be done effectively. Here is a general guide for stain removal on rugs:

STEP
06

Apply the cleaning solution: Apply the cleaning solution to the stain and let it sit for a few minutes.

STEP
07

Blot and rinse: Use a clean, white cloth or paper towel to blot up the cleaning solution and as much of the stain as possible. Then, rinse the area with clean water and blot it dry.

STEP
08

Repeat if necessary: Depending on the severity of the stain, you may need to repeat the process several times.

STEP
09

Professional cleaning: If the stain persists, it's best to take the rug to a professional cleaner who will have the expertise and equipment to remove it.

It's important

to keep in mind that every rug is different, and some materials and dyes may react differently to different cleaning methods, so always check the manufacturer's instructions before proceeding.



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If you act now and call for us immediately

to pick it up before it dries, we can reduce the chance of permanent stain to almost nothing. We also use special cleaning agents with water saturation which are guaranteed to remove 100% of pet odors from your rug.

If the stain is old, it could have permanent stain color on your rug, depending on the food your pet had before the accident. Most pet food has artificial dyes that pass through them, which will cause a permanent stain. We can remove old stain odor for sure and have been successful in also removing the majority of color stains.



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Dog and cat stain and odor removal

Removing stains and odors caused by dogs and cats can be a challenge, but with the right approach and tools, it can be done effectively. Here is a general guide for removing dog and cat stains and odors from rugs:

- 1. Clean up any solid waste:** Use a paper towel or a plastic bag to pick up any solid waste and dispose of it properly.
- 2. Blot up any liquids:** Use a clean, white cloth or paper towel to blot up as much of the liquid as possible. Be sure to work from the outside of the stain inwards to prevent it from spreading.

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Clean the Rug

Before storing your rug, ensure it is thoroughly cleaned to remove any dirt, debris, or stains. This prevents the accumulation of contaminants that could potentially damage the fibers during storage.



Roll Instead of Folding

To avoid creases and permanent damage, roll the rug instead of folding it. Rolling is the recommended method for storing rugs as it helps maintain the rug's shape and prevents unnecessary stress on the fibers.



Avoid Plastic or Vinyl

Avoid storing your rug in plastic or vinyl covers as they can trap moisture, leading to mold and mildew growth. Plastic can also cause the rug to sweat, resulting in moisture damage and discoloration.



Avoid Sunlight Exposure

Direct sunlight can cause fading and discoloration, so it's important to store your rug in a dark or low-light area. If you must store it in a space with natural light, consider using UV-protective window coverings or curtains.



Use Acid-Free & Breathable Materials

When storing your rug, opt for acid-free and breathable materials such as archival-quality tissue paper or unbleached cotton sheets. These materials provide a protective barrier while allowing air circulation to prevent moisture build-up and mildew growth.



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Climate-Controlled Environment

Ideally, store your rug in a climate-controlled environment to maintain stable temperature and humidity levels. Extreme temperature fluctuations and high humidity can damage the rug's fibers over time.



Professional Cleaning & Maintenance

It's advisable to have your rug professionally cleaned and inspected periodically, even during storage. This helps maintain the rug's condition, prevent insect infestations, and address any potential issues promptly.



Elevate from the Floor

Store your rug off the floor to prevent exposure to potential moisture or pests. You can use wooden pallets, racks, or storage shelves to elevate the rug and provide proper airflow.



Regularly Rotate

If possible, rotate the rug occasionally to distribute any pressure points and ensure even aging and wear.



Regular Inspection

Even during storage, periodically inspect your rug for any signs of pests, moisture, or damage. Early detection allows for timely intervention and prevents potential long-term damage.



Avoid Heavy Weight on Top

Do not stack heavy objects or place heavy weights on top of your stored rug. This can compress the fibers and cause permanent creases or damage.

By following these best practices, you can help preserve the beauty, quality, and longevity of your handmade and Oriental rugs, ensuring they remain in excellent condition while in long-term storage.



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