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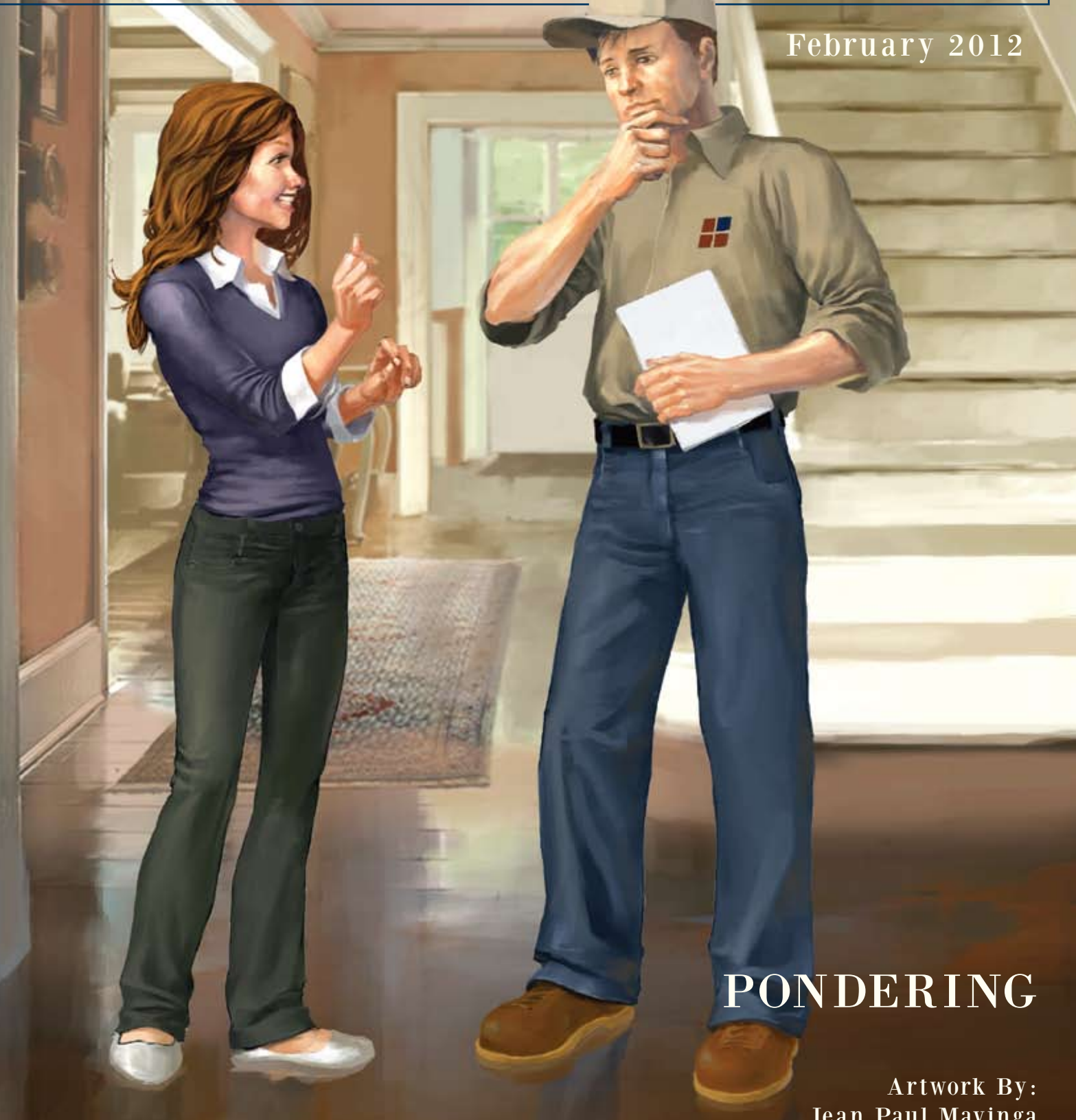
# RUSSELL RM MARTIN

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February 2012



PONDERING

Artwork By:  
Jean Paul Mavinga

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# Customize Your Stairs by rae



One of the major opportunities you have to display your taste, style and attitude is through the selection of your stair carpeting. As the times have changed, so too has stair carpet. While it was common ten or twenty years ago to put the same carpet on your stairs that was in your bedrooms or living room, now it is often different. That is not a value or quality judgment on my part, and just to keep the record straight I will say right now that my stairs are carpeted the same as the adjacent room. That being said, it is now most common to use the entry area of a house to define and coordinate the style that is running through the home.

quirkiness of the stairs. Rarely do stairs run straight up from the foyer to the second floor. They turn with landings which are usually unfinished under the carpet, or they have “pie” shaped steps which liven things up with their angled surfaces. Spindles and newel posts jut out somewhat randomly and need to be taken into consideration.

As business owners we work hard to stay abreast of styles and trends. I read typically 5-10 shelter magazines a month from cover to cover. Each one has ideas galore, which helps us assess and define our own style. That is important to me, because one of the best things about the



*One of the most common carpet orders we get is also one of our favorite parts of our jobs.*

We appreciate the creativity that this inspires in us. Since we have been collecting and displaying all sorts of patterned carpet since the day we began this business, we have many options to show people. For many years it was all the rage to use Persian patterns to add a formality to the entrance. Suddenly a couple of years ago the patterns became more transitional in style. I call them handsome rather than beautiful. Subtle plaids, checks, stripes and soft swirls in tonal colors have risen in popularity. The nice thing is that there isn't a right or wrong way to highlight your style. It is just important that it fits you and the use it will be getting.

times we are living in is that there is no one style that people are aspiring to. The focus is on the individual. As I've written before, I am strongly of the opinion that a house should resemble the inhabitants (on a good day). Your home and mine should not look like each other, and the same is true of your best friend's house or your next door neighbor's.

So if your stairs are already “dressed” up, good for you. If they could use a make over, please keep us in mind. We would love to help you create the look that you deserve.

Another thing we like about staircases is that they are all different from each other. Each one poses an opportunity to solve the puzzle of how to best show off the attributes and minimize any



**Baa, Baa!**

**Considering a wool staircase?  
It's for a good cause.**

**Russell Martin** is partnering with **Wools of New Zealand** to donate sheep to **Heifer International**.

Heifer's goal is to “give families a hand-up, not just a hand-out,” by providing food and income. The catch? The families who receive animal donations through Heifer agree to give one of the animal's off-spring to another family in need.

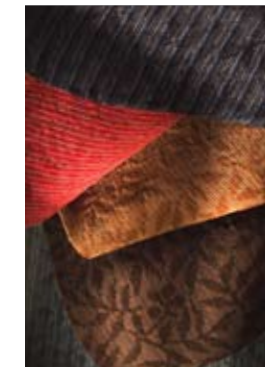
**4.]** Nylon is good but Wool is King when it comes to heavy traffic. Wool may cost 2-3 times more but it will also last 3-4 times longer on average.



**5.]** Never, never-ever, never-ever-ever use polyester. Polyester is notorious for distorting even under very light use. Save the polyester for your next night at the disco.



**6.]** Consider buying enough carpet to have the stairs replaced. This is not a common solution but I have never had a client regret the decision to do so.



**7.]** Keep it Clean! Carpet on stairs needs to be cleaned twice as much as other areas in your home. This is important because regular steam cleaning will help re-fluff the carpet's nap. In high traffic areas this helps to prevent premature nap distortion and crushing.

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by Russell Martin



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