

Royal

CARPET CARE

Green Cleaning since 1998

(509) 521-4194

The Carpet Nitty Gritty



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www.RoyalCarpetPro.com

Issue 1



Some thoughts from Howard Burch

Carpet Protector Keeps Your Carpet Looking Like New

Carpets have come a long way since they were first manufactured. Major changes have been made to help carpets hide soiling, prevent static build-up, resist soiling and staining and to maintain their luxurious texture.

The most significant event occurred in the life of nylon carpets over twenty years ago when manufacturers started applying a fluorochemical product to the nylon fibers to prevent soiling. We recognize this product by names such as Teflon® or Scotchgard™.

You'll see ads showing liquid spills beading up on top of the carpet. Yes, it's true that one of the advantages of a carpet protector is its ability to keep liquid spills on the outside of the carpet yarn.



It also helps keep oils from penetrating the yarns too. *But the primary reason protectors are applied to carpets is to resist dry soil!*

Think about a Teflon® pan for a minute. You can cook an egg in it without butter and the egg won't stick to the pan. Because of the protective coating the egg can't seem to grab hold of the pan and slides off.

This is the same product specially formulated for carpet fibers. When this protective coating is added to nylon fibers the dirt is unable to grab hold and easily slides off when vacuumed.

This keeps carpets looking clean longer.

There seems to be a great deal of misunderstanding concerning these protectors. First, even though dirt and spills can easily slide off the fibers, gravity still wins. I have yet to see spilled coffee jump back up into the cup. Protectors do not prevent a carpet from getting dirty, they only make spot cleaning, maintenance vacuuming and professional cleaning more effective.

Secondly, carpet protector is a coating that is applied to a flexible carpet fiber. This coating *does not wash off* during professional cleaning. However, abrasive soil and foot traffic will flake or rub off the protective coating. When this happens, dirt has the ability to grab hold of the fiber and stick. The carpet will soil faster.

The good news is that carpet protector can be reapplied to the fibers after it is professionally cleaned to restore what has been worn off. The fiber manufacturers indicate that after two years there will be a significant loss of the original protector. Carpet protector should be reapplied annually, especially in heavy use areas.

When you keep the fibers completely protected, **your carpets will look cleaner longer and emergency spot cleaning will be easier and more effective.**

Dear Friends,

Welcome to my new quarterly newsletter. I value you as a customer. It is my desire to stay in touch with you on a regular basis to share information that will help you make the most of your investment in your home's carpet and upholstery.

One of my primary responsibilities as your professional carpet and upholstery cleaning specialist is to help you understand more about the textiles in your home. The more you know, the easier it will be to keep your furnishings and carpet looking new and lasting two to three times longer.

I think newsletters are a great way to keep you up-to-date on industry information and on the services that I offer that can benefit you.

Please feel free to share your thoughts.

Looking forward to serving you,

Howard Burch

YOU'LL LOVE WORKING WITH ROYAL CARPET CARE BECAUSE...

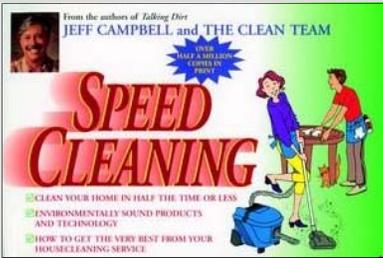
- ♥ The owner will be the person serving you this time and every time.
- ♥ I am an IICRC Master Textile Cleaner (#35488).
- ♥ I use only carpet manufacturers' tested and approved methods.
- ♥ You can call me for answers to all your carpet & upholstery questions.
- ♥ I proudly stand behind my 100% Satisfaction Guarantee .
- ♥ I personalize my service to meet your needs.

...BECAUSE I CARE !

Simplify Your Life

Ideas to Make Things Easier so You Can Slow Down and Enjoy Things That Really Matter

1. Leave your shoes at the door. Wear slippers or socks. It keeps the house cleaner and helps you leave your troubles at the door.
2. Don't let any food or drink leave the kitchen unless it's on a tray. You'll be amazed at the lack of drips and spills you won't have to clean up!
3. Cut your housecleaning time and expense in half – read *Speed Cleaning* by Jeff Campbell (Dell Publishing).



Maintenance Tips

A key way to maintain the cleanliness and appearance of your carpet is to take steps to prevent the dirt from coming in the house in the first place. Keep the dirt outside where it belongs.

Most soiling on carpets comes from dirt tracked in on shoes. To keep your carpet looking cleaner longer:

- Keep the exterior entrances to your home free of dirt. Good landscaping around the entrances helps keep the dust level down.
- Think of the porch or deck as part of the interior. Sweep them on a regular basis.
- Be sure to keep exterior “welcome” mats at every door. The best mat has a cut pile texture that wipes off dirt and dries shoes. Keep these mats clean!
- Place walk-off mats inside the doorways. The mat should be large enough to wipe both shoes as someone walks through the door. It is essential to keep these mats clean. Once soiled, they no longer clean shoes.

- Many people use remnant pieces of carpet for this purpose. The drawback is you are dependent on a professional carpet cleaner to thoroughly clean them.
- Use small area rugs that can be laundered in your washing machine. Many of these come with a rubber backing that prevent them from sliding on hard surface floors. These area rugs come in many attractive colors and designs. Launder your rugs every week or two. Take your shoes off at the door.
- Use a pair of comfortable “indoor only” shoes or slippers when you're at home. This is a new habit to learn, but if you think about where your shoes have been today you might think twice about wearing them in your house.

Preventing your carpets from getting dirty in the first place keeps your home healthier and helps your carpets last longer and look better.

Q
&
A

Why do my carpets buckle after cleaning?

When carpet is steam cleaned, moisture from the cleaning is absorbed into the latex backing and could cause the carpet backing to swell and relax, causing the carpet to buckle. In a properly stretched carpet, this relaxing is absorbed into the original stretch.

Fortunately, any buckles that do appear in a carpet due to cleaning will usually settle back and disappear within about 48 hours as it completely dries. When carpets are installed they are

meant to be stretched 1-1½ %. For example, in a twelve foot room, a carpet would be cut and laid out touching all of the walls and then stretched an additional 2 inches. A *power stretcher* is required to attain this amount of stretch. This device attaches to the carpet and uses a long pole that extends to the opposite side of the room. An installer uses a lever to mechanically achieve the required stretch.

Unfortunately, many installers do not adhere to the written standards established by the Carpet & Rug Institute and try

to save time using a *knee kicker*. This tool grabs the edge of a carpet and the installer uses his knee to jam the end of the tool to attempt to stretch the carpet. This fails to achieve the necessary stretch.

Can I use chlorine bleach to get a stain out of my carpet? NO!

It is never advisable to use chlorine bleach on carpet. Nylon fibers will lose their color from chlorine bleach. On a wool carpet, bleach will not only remove the color but it will actually dissolve the wool fibers!



Carpet & Upholstery Cleaning Specialist

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