



“ON THE CARPET”

VOLUME 2, ISSUE 2

SUMMER 2010

New Look, Same Great People, Same Great Quality!

As you can see above Carpet Care Craftsman, Inc. has a new look! Our web site as well as all print and advertising material will now reflect the new image. Vans with new wraps will be unveiled later this year as we move towards a total image transition.

So what does this mean for you the customer? Has the ownership changed? Are the same people coming out to clean my home or office? Will the quality of cleaning be the same “GREAT SERVICE” we have come to expect from Carpet Care Craftsman, Inc.?

We still have the same familiar faces you are used to seeing show up at your home year after year:

Allen Shipley, with over 39 years experience as a carpet installer, carpet cleaner and Senior Carpet Inspector is still the President and CEO.

Brett Dick has over 22 years experience and is a IICRC Certified Master Textile Cleaner. Brett is Vice President of Operations performing Daily “Quality Control” Visits and ensuring our “CUSTOMER’S NEEDS ARE MET”.

Jennifer Parrott, Office Manager for the last 11 years, makes sure things in the office run smooth. Jennifer is “READY AND EAGER” to answer your calls, schedule your cleanings and follow up to ensure you are happy with the level of service you receive.

Richard (Rick) Spradling, has over 15 years experience, is a IICRC Certified Master Textile Cleaner, and our Lead Residential Technician. Most of you who know Rick know he is one of the “BEST CARPET CLEANERS” in Colorado Springs.

Steven Aguirre with over 5 years experience is our Multi-talented “CLEANING & REPAIR EXPERT”. Steven can perform “MIRACLES” with carpets that are almost dead. Steven performs services in both the residential and commercial divisions of the business.

Jeff Gillespie, with over 13 years experience is the “UNsung HERO” of Carpet Care Craftsman, Inc.. Jeff takes apprentices with absolutely no experience and trains them to be the best commercial carpet cleaning technicians in Colorado Springs.

Jerry Dick is our facilities support technician and is the reason our offices, warehouse, and bathrooms are always clean. Jerry’s attention to detail gives us all a pleasant environment in which to work.

Justin Fleming is in the second year of his apprenticeship and works in our commercial division.

Jeff Fisher is in the first year of his apprenticeship and also works in our commercial division.

Austin Shipley is one of our newest technicians and is currently training in carpet cleaning and carpet repairs.

Michael Mooney, Sales Manager, is the newest member to our staff. Michael is a Native of Colorado Springs and has over 38 years experience in the cleaning industry. Michael holds an Associates of Arts Degree from York College in Nebraska and a Bachelor of Arts Degree from University of Colorado (CU) Boulder. Welcome aboard Michael!

So, the same old people and a few new faces. Rest assured that quality of service will always remain our top priority. We are committed to being the most experienced Carpet care company in Colorado Springs. **“WE DEFINE CLEAN”**

Special Points of Interest:

A New Look

Carpet Restoration Success Story

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A Carpet Restoration Success Story, by Allen Shipley

When I first met Stella and Lloyd Nicholson they were a little standoffish. I could sense their past experiences with carpet cleaners left a lot to be desired. Their carpets were loose throughout the entire house and there was a black appearance in the traffic lanes due to soil re-attracting to a cleaning agent residue that was left from previous cleaners. When we entered what used to be the guest bedroom my eyes began to water, the chemical odor was overpowering. The previous cleaning company had saturated the carpet with a deodorizing chemical and left it there! I couldn't believe my eyes, ears, and nose. We had to get out of that room. The next day I returned with Steven Aguirre to remove the carpet and chemically contaminated cushion from the bedroom. We submerged the carpet in a bath at our in-shop rug cleaning plant and continued for two hours to rinse chemical from the carpet. When the bath was complete the carpet was cleaned, re-installed with new pad and was re-stretched along with the remainder of the upper level carpet. Once re-stretched all carpets were cleaned and returned to a like new condition.

The following letter was submitted by Stella and Lloyd Nicholson of Monument, Colorado on June 2, 2010:

“Dear Allen,

I am writing this letter to let you know how wonderful it is to have our carpet back to its original new look again. And I do mean “new” look. We never expected such astonishing results after what we have gone through.

Our carpet was installed just 5 years ago. Due to a sad set of circumstances with our cat that passed away, we had to have our carpet cleaned after only two and a half years. The cat had sprayed repeatedly in one bedroom and in a hallway in a short period of time. We looked around for a good company to clean our carpets and thought we had found one. They came in and said that they “guarantee their work”. They put some very strong chemicals down which did not solve the problem. They came back three times charging us more and more each time. The carpet was flooded with more chemicals and the smell was overpowering. We finally gave up on them. They left us with a room that we could not go into due to the chemical smell. It made our eyes water and it did not feel safe for humans or animals to go into. The rest of the carpet took on a rough, tired look. We did not know what was wrong with it. But we had already paid them three times what they originally quoted us and we were not about to call them back again.

Through the next two and a half years, we kept opening the window and door to the deck to that guest room to “air it out”. The smell never went away but it gradually became a little less. We still would never use it for a guest room. The rest of the carpet in the house became dingy looking and became harder to vacuum. We started to notice that the carpet also seemed loose and “ripply” we decided to try to find a carpet cleaner again. This time we were determined to do our due diligence and find someone who knew what they were doing.

When we were looking for a company that would do carpet cleaning and repair we noticed a symbol on one that stated Certified by IICRC. So I went to their web site and learned about that certification and what it meant. That is where we found your company. Knowing that you have people who are IICRC certified Senior Inspectors gave us the peace of mind to call. Then I found out you had over 38 years in the business, well that sealed the deal for me. We never looked back.

You came to our house and were horrified to find what had been done. You gave us a quote in writing, detailing everything that you would do and guaranteed that we would be happy with the end result. Your men came out on time and were so courteous to us. They worked with us every step of the way, moving furniture and being so careful with all our stuff. You even stopped by one of the days just to check and see how things were coming along and to make sure that we were happy with the progress. This was not an easy job. The carpet in the bedroom had to be removed and transported to your plant where it was washed and rinsed to get that chemical out of it. Then it was re-installed back into the bedroom. The rest of the carpet in our house had to be re-stretched wall to wall, then cleaned.”

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A Carpet Restoration Success Story, *Continued from page 2*

“When all of this was done, the furniture was put back into each room. We were amazed at how dry the carpet seemed as each room was finished. The process was so smooth and easy. Your men worked so well together and made it seem so seamless.

Our carpet today is like brand new. There is no odor except freshness. It literally looks like the day it was installed. We now have a guest room that we can use again. The carpet is now 5 years old and will probably last another 15 years or more for me. When I vacuum my carpet I smile and think of you. How can we ever thank you enough. We would recommend your business to anyone. You will be our carpet care person/company for life.

Again, Thank you so much,

Stella and Lloyd Nicholson”

Wow that was a challenging job and we were not even sure we would be able to get the smell out. Thank you Stella and Lloyd for allowing me to share your story. I am so proud of the technicians involved in this project: Steven Aguirre, Richard Spradling, and Austin Shipley they worked very hard to gain the desired outcome and they deserve all the credit.

If you have a similar story please feel free to share it with us by snail mail to:
Success Stories, C/O Carpet Care Craftsman, Inc., 4547 East Platte Avenue, Colorado Springs, CO 80915;
or by internet through our e-mail address: contact@carpetcarecraftsman.com

Don't have a story to tell? Are you tired of stepping over loose, ugly carpets, and would like to have a similar experience? Well then call us at 719-391-0623 for a free on-site evaluation of your carpets.

Get Our Newsletter Your Way!

Tired of walking out to the mail box picking up that big pile of “junk mail”, sorting through it to make sure you don't miss something “important” before you “chuck” the entire pile into the recycle bin or even worse the trash can? Want to make sure you get your copy of “On The Carpet” without going through the hassle of keeping an eye out for it in the daily mail?

Well you can have it your way by sending an e-mail to contact@carpetcarecraftsman.com and in the subject line type “Newsletter”. We are currently developing a database in which we will communicate back to our customers with newsletters, special offers available only through e-mail campaigns, scheduling confirmations, etc.

Don't want to receive anything else in your e-mail inbox? Then take advantage of our “On-line Archives” of past newsletters at our web site www.carpetcarecraftsman.com. Previous editions are available in PDF format so you can print your copy any time. Please share this information with your family and friends. Remember “FRIENDS DON'T LET FRIENDS USE UNTRAINED, UNCERTIFIED CARPET CLEANERS” Share with them how nice your carpet feels and HELP them to a cleaner, fresher home or business.

CarpetCare
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“ON THE CARPET”

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CARPET MAINTENANCE PROGRAMS

CARPET RE-STRETCHING

FABRIC PROTECTOR

PET ODOR CONTROL

WATER DAMAGE RESTORATION

Summer is just around the corner and soon company will be rolling in for that summer visit. Whether it's the carpet and upholstery you need cleaned in your home or area rugs you need taken out of the home and cleaned at our in-shop cleaning facility, Carpet Care Craftsman, Inc is ready to help. Call now to guarantee your place on our already busy schedule.



Present this coupon at time of cleaning and receive

***\$25.00 off one service**

Add an additional service (See Service Menu) and receive

***\$50.00 off the combined services total.**

This coupon has no cash value. Not valid with any other offer or discounts.

CALL NOW 719-391-0623

Offer Expires 9/30/2010