

CARPET CARE CRAFTSMAN'S "ON THE CARPET"

The Mystery Of The Reappearing Spot

Have you ever had a spot that starts out the size of a dime and ends up being the size of a small plate. Why does the spot go away and

Soil begins to attract to the residue creating the dreaded "black spot".



then reappear? How can it show back up even larger than it was last week?

Well lets think about carpet cleaning in general.

When the carpet is new there are no foreign substances present on the carpet surface. As the carpet is used things are dropped or tracked onto the carpet. Things that are dry can usually be removed by vacuuming. Things that are wet penetrate the carpet surface allowing absorption into the yarn. Because it cannot be removed with dry vacuuming the liquid is allowed to dry leaving a residue from sugars, starches, oils, etc. Soil begins to attract to the residue creating the dreaded "black spot".

The first thing most people do is go to the Grocery Store or Discount Giant and begin to shop for car-

pet spot cleaning products. According to the labels all you have to do is spray the products on the carpet, brush it in and the spot is gone. Allow the residue to dry and you can vacuum the spot away.

Sounds Magical doesn't it, well within a few days the spot comes back, only slightly larger than it was last week. So you get out the carpet spot cleaning product and repeat the process and before you know it the spot has grown again. This could go on forever and in some situations has gone on forever before the person becomes frustrated with trying to clean the carpet and hires a **Continued on Page 2**

What's That Smell? By Allen Shipley

Q. Why do pet odors seem to be stronger in the Spring and Summer than in the Fall and Winter?

A. Heat and moisture are the main contributors to activating pet odors in carpets. Alkaline salts from body fluids remain attached to the carpet fibers once the liquid has evaporated. When exposed to heat and high humidity the alkaline salts attract moisture which activates the odor.

Q. Why doesn't carpet cleaning solve the problem?

A. Carpet cleaning actually makes the odor worse because plain cleaning cannot remove the attached alkaline salt residue from the multi layered surface of carpet.

Q. How can the odor be removed from the carpet?

A. True removal of pet contamination involves a multi

step process. Generally the carpet is only one of many contaminated surfaces. Carpet cushion, sub floor, dry-wall, base boards, wall studs and floor joists may also be contaminated. If all areas are not addressed than the odor will return regardless of how much cleaning was done to the carpet.

Q. Isn't it cheaper to deodorize than it is to replace the carpet?

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Special points of interest:

- > Why spots reappear
- > Carpet Deodorization VS Carpet Replacement
- > Proper spotting techniques
- > Crunchy Carpets?
- > Oriental Rug Care

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The Mystery Of The Reappearing Spot



Spots on carpet before treatment



Carpet after treatment

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carpet cleaner who attempts to remove the spot by placing more cleaning agents on the carpet, failing to properly rinse extract the existing residue and contributing to the "lets make the spot bigger" syndrome.

So how do we stop this phenomenon? Well lets think about cleaning in general. In the home how many surfaces do you spray cleaning agents on and not follow with a clear water rinse? Not many. Glass and metal are probably two of the few surfaces you can get

away with using the one step cleaning process.

Try putting a cleaning agent on your clothing or even your hair without a clear water rinse and right away you will know how your carpet feels. Sticky, oily, heavy and dirty. Proper cleaning of carpet is really about common sense. Whatever you put on the carpet should be removed with a clear water rinse.

So what should you do if you have black spots that are due to cleaning agent residue?

First thing you can do is remove the soapy residue. Satu-

rate the spot with very warm water enough to wet all contaminated fibers and not penetrate below the backing material. Place 1/4" thick white paper towels (No Colors) on top of spot and step on towels to ensure moisture transfer. Place a 9" glass pie plate on top of the paper towel and a phone book or two inside the pie plate. Allow to set for 24—48 hours or until the paper towel is dry. Once dry remove pie plate and weights and dispose paper towel into waste receptacle. If the spot reappears, repeat process until soap residue is removed.

What's That Smell? By Allen Shipley, Senior Carpet Inspector

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A. It depends on the level of exposure. If the contamination covers over 33% of the carpet than replacement may be cheaper than deodorization. If the contamination is confined to one or two areas than deodorization may be cheaper than replacement of all carpet to maintain a uniform color match throughout the home.

Q. How can I know the level of contamination in my carpet?

A. The only way to determine level of contamination is with an actual on-site inspection performed with a high-

intensity, ultra-violet inspection lamp and pulling up the carpet to see what's in the backing.

Q. Why is it important to pull the carpet up?

A. What is seen on the surface is only a fraction of what is in the carpet. The backing system of a carpet contains as much material as the surface. When liquid contacts the carpet surface gravity pulls it down and the liquid spreads out in the back of the carpet. Evaporation may bring the liquid part way up the fiber but it may not be visible during a surface inspection.

The pictures below depict a typical pet contamination situation. The top side view

shows a few spots in the middle of the room. The back side view shows a completely different story. Contamination is visible from side to side in the room. If this had been treated from the surface it may not have been a successful deodorization.

Rule of thumb—If you have a gallon of contamination it will most likely require equal amounts of deodorization treatment in order to neutralize the odor. Any thing less will be ineffective and the result is usually a fouler odor than the initial contamination. If sub surfaces are not addressed the odor will breathe back up through the carpet.

Call **391-0623** for any question you may have regarding pet odor contamination.



Pet contamination (Top view)



Pet Contamination (Back View)

Stiff Carpet Syndrome. The Cause, The Cure.

Have you ever experienced a stiff carpet (feels like you are walking on bubble wrap or Styrofoam peanuts) after it was cleaned and when you called to inquire why it is stiff you are told it will soften after you vacuum.

Q. What causes the crunchiness?

A. Soap residue causes the crunchiness.

Most cleaners use a one-step cleaning process or even worse an improper two step cleaning process. A one step cleaning process is when the

cleaner pulls his cleaning wand into the home and begins to clean injecting soapy water into the carpet. Sure it looks like its cleaning; but, how is the soap being removed. There is no clear water rinse. Eventually the residue wicks back up the fiber during evaporation and dries to a stiff residue.

An improper two-step cleaning process is when the cleaner injects a pre-conditioning agent on the carpet and follows with a rinse extraction solution to help buffer the pH of the

cleaning solution. This is equivalent to washing your hair with shampoo and rinsing with soapy water.

That is why Carpet Care Craftsman is a Carpet & Rug Institute, Seal of Approval Service Provider. We use Gold Rated cleaning Systems and Cleaning Agents and follow with a 250 - 300 Degree F Hot Water Rinse.

Call **391-0623** get back that "Clean & Fluffy" carpet you bought and a 30 day cleaning guarantee.



SEAL OF APPROVAL SERVICE PROVIDER

Proper Spotting Techniques for most water based spots.

The wrong carpet spotting technique can cause more damage than do good. In fact it doesn't matter how good your cleaning agent performs, improper technique will almost always ensure the spot will return and in most cases larger than before. Anyone can make a carpet look clean, proper spotting techniques will guarantee the carpet will stay looking clean longer.

1. For over the counter spotters; apply spotter to the spot per label directions.
2. Take a serving spoon and tap the surface of the carpet to allow for penetration of the cleaning agent into the yarn (do not rub as this causes damage).
3. Blot (extract) excess with paper towel until there is no more transfer of contaminants.
4. Apply clear water and blot (extract) until there is no more transfer of contaminants.
5. Pack spot using technique in Mystery of the Reappearing Spot Story on pages one and two of this issue.
6. **If spot does not go away, call us at 391-0623, we can help**

Quick do it yourself spotting agent for food, beverages and most types of soil:

1/4 teaspoon Dawn Dishwashing liquid to a quart of warm water. Apply to spot and follow steps 2 - 5 of Proper Spotting Techniques

MOST IMPORTANT IS A CLEAR WATER RINSE AND EXTRACTION.

The importance of walk off mats.

Walk off mats are important to the home or business owner who wants to prevent soil from reaching and damaging carpet fibers. Without a walk off mat system the carpet becomes your walk off mat system. Walk off mats are constructed to capture

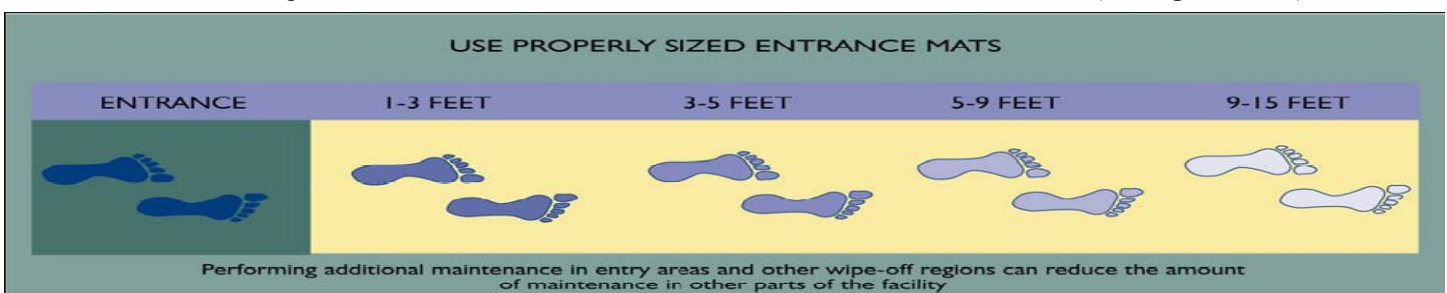
wet and dry soil before it is transferred to the surface of the installed carpet.

Outside mats scrape debris off of shoes that have the capability to track in that material. Use soil-removal mats that

have a coarse texture, are able to brush soil from shoes, and hold large amounts of soil in their pile.

Inside mats remove smaller particles of dirt as well as oils and other liquids that can be tracked in from outside. Use

water absorbent mats to prevent tracked-in moisture from getting to the carpet. Mats that extend for 6 to 15 feet inside the entrance will trap eighty percent of soil and moisture from the first five or six steps. (See Figure below)



Source: Carpet & Rug Institute

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FREE Carpet Cleaning tips inside!

Were on the WEB!

www.carpetcarecraftsman.com

Oriental rugs are generally made of wool and are extremely durable and consistently outperform other materials. Unlike other fibers, wool is much more resilient, cleans better and stays clean longer.

- **Cleaning:** Proper cleaning brings out the richness of color and softness of wool. Depending on the amount of traffic, a professional washing is recommended every one to three years for the cleaning of your oriental rug.
- **Rotation:** to ensure even wear, your rug should be rotated once a year.



- **Vacuuming:** oriental rugs, like most carpeting, should be vacuumed on a regular basis to remove dirt and restore life to the fibers. Be sure not to vacuum the fringe.
- **Padding:** a quality pad used under your rug helps protect it from dirt, wear and slippage.
- **Spot and spill procedures:** make sure you safely and immediately clean up spots and spills before they set.

CARPET CARE CRAFTSMAN HAS AN IN SHOP CLEANING FACILITY FOR ORIENTAL RUGS. BRING US YOUR RUGS, SAVE PICK UP AND DELIVERY FEES, PLUS RECEIVE A 20% DISCOUNT OFF OUR PUBLISHED, IN SHOP CLEANING PRICES.

NOT ABLE TO BRING YOUR RUG, PAY A SMALL PICK UP/DELIVERY CHARGE AND YOU CAN STILL RECEIVE 20% OFF THE CLEANING. CALL 391-0623 FOR AN APPOINTMENT.