

CARPET CARE CRAFTSMAN'S "ON THE CARPET"

Low Price Or Long Life? With Carpet, You Can't Have Both!

Thinking about purchasing new carpet. Have you been out price shopping and found a variety of price ranges? Wonder why the prices vary so much? It could be that the prices you are getting are for different types of surface fibers. The surface fiber is the soft fuzzy stuff you walk on and it can be anything from Olefin, Nylon, Polyester, Wool, or a blend of any one of these different fibers. The style names are different; however the carpets look similar

So how does one know if the carpet you want is going to last? The manufacturers have designed a system to help make this easy. On the back of the samples they have a rating system that indicates for what type use the product will perform the best under. For example: If a product is intended for low use areas and you purchase it for a high use part of the home chances are it will have to be replaced sooner than a carpet rated specifically for high use.



The majority of the people do not know what their warranty covers or even if they have a warranty on their carpet. People purchase a new carpet and walk out of the retail outlet without ever knowing what type of warranty they have. It isn't until they have a problem that they find out (1) they have no coverage for the problem they are experiencing or (2) they failed to perform the required maintenance per the "Homeowner's Obligations" portion of the warranty. Before you choose the carpet based on color or price, read the warranty and see if it covers the uses you intend to subject it to, and also what your requirements are once it is installed.



Which brings me to part two of the equation "Installation". Probably the second most overlooked components of the carpet purchase experience. If the carpet is not installed properly, then it will not perform as intended. Carpet that is not properly stretched to the full 1% to 1-1/2% in both the length and width will eventually grow. The excess will appear in the form of wrinkles or gathered carpet at the edges of rooms. Vacuum performance is affected because instead of a tight carpet releasing soil you end

up with a loose rag that is trapping and keeping soil from the vacuum. A carpet that is improperly installed is destined for premature replacement and the customer will usually repeat the process with the same retailer/installer never knowing they are the cause of the problem.

Retailers have more control over the installation process then they care to reveal. If retailers would require certification of their in-house installers and/or installation subcontractors the consumer would have a better experience not only with the installation; but, with the overall performance through the life of the carpet. **Continued on page 3**

- Special Points of Interest: Carpet & Rug Institute
- How to choose a vacuum
- Chance to win \$250.00 in Carpet Cleaning for a \$5.00 donation
- \$50.00 Free DuPont Teflon Fabric Protector
- Spring Cleaning is Around the Corner

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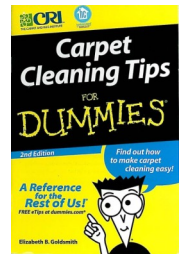
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Carpet Cleaning Tips for Dummies

When people purchase carpet cleaning they usually compare price and choose the cleaner based on the cheapest price or personality. Lets face it most people have not had good experiences with carpet cleaners. Well the Carpet and Rug Institute recognized that many people were going away from carpet because of the unpleasant experience associated with carpet cleaning. Because the Carpet Industry wanted to create a more pleasant, overall carpet experience they teamed with The Space Foundation and using NASA enhanced X-Ray Fluorescence technology to help determine the effectiveness of soil, water, and cleaning removal during the cleaning process, created the Seal of Approval Program. The program tests all aspects of the cleaning process from vacuum extractors to cleaning agents and grades them based on their performance.

The Carpet Manufacturers have adopted the Seal of Approval Program and require the use of Seal of Approval Service Providers using Seal of Approval Extractors and Cleaning Agents as a part of the "Homeowners Obligations" portion of their warranties. Currently the Seal of Approval Program "recommends" all Service Providers become IICRC Certified; however, the Seal of Approval Committee is considering changing "recommends" to "requires" (Hurray!!!). Because of these Standards people will be able to distinguish "Reputable Certified Firms" from "Johnny Come Lately" carpet cleaners. Proper cleanings will extend the life of carpet 2 - 3 times beyond the manufacturer's warranted lifespan. At Carpet Care Craftsman, Inc. we know, because over the last 22 years we have done it time and time again.

For more information about extending the life of your carpet the Carpet and Rug Institute has designed a booklet "**Carpet Cleaning Tips For Dummies**". You can purchase this book on line at www.carpet-rug.org for \$2.00 each. For a complimentary copy of the booklet please contact our office at 719-391-0623 and tell Jennifer:



"I WOULD LIKE MY FREE COPY, OF CARPET CLEANING TIPS FOR DUMMIES".

Who Is the "Defender" against Soil in your home?



Is it an outdated, over loaded, work horse of a vacuum? Has it been around for a while? Does it have a HEPA Filter system? Is the soil collected in a bag or canister? How often does the vacuum get emptied? When was the last time you saw what came out of your carpets?

Dry vacuuming is one of the most important parts of soil removal and can be done on a regular basis at little expense to the end user. It does not have to be performed by trained professionals, yet some trained professionals usually know less about the importance of dry vacuuming than most homeowners.

According to the Carpet & Rug Institute's "Carpet Cleaning Tips for Dummies" "Something as simple as regular vacuuming can also have the largest impact on the cleanliness of your home and the air you breath. Removing loose soil while it remains on the carpet surface prevents dirt from being tramped down into the carpet pile. *Pile* is the visible wear surface of carpet consisting of yarn tufts in loop and/or cut configuration. *Pile* crush occurs when those tufts become matted by foot traffic. You can prevent pile crush with proper vacuuming."

So how can you know if you have an efficient vacuum or and outdated one? The Carpet & Rug Institute has developed a Seal of Approval/Green Label vacuum program in which manufacturers submit their vacuums for testing and are then awarded Gold, Silver, or Bronze ratings based on their performance. This program works using NASA enhanced X-Ray Fluorescence technology to determine the effectiveness of soil removal. Look for the Green Label on your vacuum for peace of mind. Don't have a Green Label Vacuum, go to www.carpet-rug.org, look for the Seal of Approval Icon click on "more" to search for an approved vacuum.



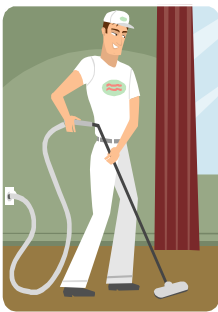
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The one part of carpet care homeowners have control over is vacuum maintenance. According to industry statistics 70% - 80% of dry soil can be removed in the dry vacuum phase of the cleaning process. If the dry soil is removed from the carpet then it cannot scratch the fibers causing a dull appearance. If dry soil is removed prior to wet cleaning than it will not turn to mud making it harder to remove.

Carpet cleaning has evolved to a level of Space Technology. Carpet manufacturers have said "NO" to "shade tree mechanic" type carpet cleaners and are now requiring the use of Institute of Inspection, Cleaning and Restoration Certification (IICRC) Certified Firm who are using Seal of Approval Extractors and Cleaning Agents to meet warranty requirements. Yes, you can get a cheaper cleaning from a non-certified carpet cleaner using average cleaning agents; however, the cleanings do not last and you have to do it two or three times more often to try and keep the carpet looking clean. The reality is if your carpet was installed after January 2008 these "Nice Guys" are so politely and for less money "VOIDING THE WARRANTY ON YOUR CARPET".



Even if your carpet was installed prior to January 2008 why risk using an untrained, non-certified carpet cleaner? Chances are the cleaning agents they are using will leave a sticky residue that will attract soil leading to the need for more cleanings in the span of 12 - 18 months. More cleanings for less money eventually leads to higher annual expense for carpet care. Cleaning agent residue left in the carpet eventually builds up to a point it will not remove no matter the type of cleaning or frequency of cleanings. Perhaps you have experienced this type of cleaning: Carpet is "crunchy" after it dries, soil begins to reappear in traffic lanes within days and builds up over time. Cleanings no longer improve the appearance and eventually carpet is replaced due to an unacceptable appearance and the cycle starts over with a new carpet. If a new carpet went 12 - 18 months before it required cleaning, then it should last 12 - 18 months after the cleaning unless use patterns in the home changed or an improper cleaning has been performed.



At Carpet Care Craftsman, Inc. we have been aware of industry certification even before it became a "Current Trend". With over 38 years experience in Colorado Springs our cleanings have always been performed by IICRC Certified Master Textile Cleaners. Carpet Care Craftsman, Inc. staffs five IICRC Certified, Master Textile Cleaners and has a three year apprenticeship for all cleaning technicians. It is mandatory that every cleaning technician become a Master Textile Cleaner at the end of the third year. The reason we do this is two fold, first we want you to receive the best possible cleaning available on the market; second because it is the right thing to do. Our cleanings will never risk any portion of a manufacturer's warranty. We have invested a lot into the training of our employees and are proud to be one of the most experienced, knowledgeable, certified carpet cleaning companies in Colorado Springs.

Want help understanding your carpet's warranty, call **719-391-0623** and ask for Allen Shipley, IICRC Certified Senior Carpet Inspector. Visit us at www.carpetcarecraftsman.com

Carpet Cleaning For A Good Cause: **Drawing Held 3/29/2010**

Every year **Carpet Care Craftsman, Inc.** donates a \$250.00 carpet cleaning gift certificate to **Daughters of the Nile Dancers** for their annual raffle. The funds raised help them accomplish the goal of the organization which is to assist the Shriners with their mission to offer no cost medical services to cripple and burned children up to 18 years of

age. Shriners Hospitals do not have an accounts receivables department and all services are provided at no cost to the families of the children. I am proud to be the son of a Shriner and have, since I was 10 years old, watched as my mother and father donated their time towards this worthwhile endeavor. My cousin was born with

spinal bifida. The Shriners Hospital accepted her case, performed necessary surgeries, and provided her with a means of mobility, freedom, and independence.

So, can you help? All it takes is \$5.00.

For **\$5.00** you get a chance to **Win \$250.00** in "FREE" carpet cleaning, and anyone who has used our services

can attest, "That's a heck of a deal", and the certificate is good for one year from drawing date.

For those who don't win, show me your ticket stub and receive **\$5.00 off your next service visit**, good for one year from drawing date. Call **719-391-0623** for your chance to WIN. Thank You! Allen Shipley

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WIN \$250.00 CARPET CLEANING (Details-Inside)

Were on the WEB!

www.carpetcarecraftsman.com



Spring is just around the corner and soon it will be time for Spring House Cleaning. 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 ensure your cleaning date and we will guarantee your place on our already busy schedule. As a reward for scheduling early you will receive up to \$50.00 Free DuPont Teflon Fabric Protector* applied to either carpet, upholstery, or area rugs.



Present this coupon at time of cleaning and receive up to \$50.00 in DuPont Teflon Fabric Protector applied to either your carpet, upholstery or area rugs absolutely FREE!

***After March 31, 2010 Value drops to \$25.00**

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

Offer Expires 5/31/2010