

Carpet Care Craftsman, Inc.

Special points of interest:

- > IICRC Certification
- > Carpet & Rug Institute's Seal of Approval Program
- > Protecting your carpet warranty
- > Standards for Installation of Carpet
- > Vacuum Rating System

ON THE CARPET

What is IICRC Certification?



Many of you have seen this logo on the side of our vans, in our phone book ad or on our paperwork; but, have you really considered the importance of this logo.

The Institute of Inspection, Cleaning and Restoration Certification (IICRC) has served as the Industry Guardian for the cleaning, inspection and restoration industry for more than 30 years. As a non-profit certification organization, the IICRC ensures that you have access to trusted and trained cleaning professionals by establishing and monitoring certification programs and standards for these industries.

To qualify for IICRC-Certified

Firm status, businesses must demonstrate proof of insurance, maintain a written customer complaint policy with documented follow-up and provide on going education and training leading to certification for all technicians. IICRC Certified firms are also required to abide by the IICRC Code of Ethics.

The Carpet Care Craftsman, Inc. has been an IICRC Certified Firm since its inception in April 1998. We staff the most Master Textile Cleaners in the El Paso, Pueblo and Teller County areas. Allen Shipley, IICRC registrant #3445 is the only IICRC Senior Carpet Inspector in Southern Colorado and is qualified in determining manufacturing defects as well as installation defects, maintenance claims, and specification of

product for intended use.

Master Textile Cleaner status is a three year process and includes certification training in Carpet Cleaning or Commercial Carpet Maintenance, Upholstery Cleaning, Odor Control, Carpet Repair and Reinstallation, and Color Repair. All Carpet Care Craftsman, Inc. employees participate in a three year apprenticeship program that includes IICRC Certification training. All apprentices work under the direct supervision of a Master Textile Cleaner for the three year term and then are allowed to work independent only upon receipt of their Master Textile Cleaner status.

For more information visit the IICRC web site @ www.iicrc.org.

Carpet Care Craftsman, Inc. Earns Seal of Approval



The Carpet Care Craftsman, Inc. recently became the first carpet cleaning company in the El Paso and Teller County area to receive The Carpet & Rug Institute's Seal of Approval Service Provider designation.

"This is a Great Honor for our company and a great benefit for our clients" Allen Shipley, President. "The Seal of Approval process was necessary to protect our customers warranties."

The CRI Seal of Approval Program identifies effective carpet cleaning solutions and equipment. The Seal of Approval Program sets test methods and performance criteria for: Cleaning Solutions, Vacuums, and Deep

Cleaning Extractors and Systems Using Seal of Approval Service Providers is an easy way to make sure your carpets are being professionally cleaned with quality products that will help maintain your carpet's life and beauty.

To learn more about Seal of Approval Program visit the Carpet & Rug Institute's web site @ www.carpet-rug.org.

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What should a customer know about the Seal of Approval?

The CRI Seal of Approval program tests the effectiveness of carpet cleaning products and certifies those products that remove difficult stains or a sufficient amount of soil without damage to the carpet. Not all products clean well enough to earn this distinction; the blue and green CRI Seal of Approval helps customers recognize that they are buying quality products. Not all cleaning equipment and solutions achieve the same re-

sults. Independent testing has shown that various cleaning detergents and spot removers clean no better than water. More seriously, they can leave a sticky residue that attracts soil at a faster rate. Also, the equipment used to clean carpet varies widely in its ability to remove soil, recover water and maintain a carpet's appearance. Effective carpet cleaning helps maintain the life and beauty of the carpet. This means customers get more enjoyment out of

their carpet — and more value for their investment. Customers should know that some large carpet companies have announced they will require the use of Seal of Approval products as part of their carpet warranties in 2007. Also, helping carpet maintain its life-cycle cuts down on its premature removal to landfills. And that benefits everyone. Learn more @

www.carpet-rug.org



Why are some Seals gold, silver or bronze?

The Seal of Approval program utilizes X-ray fluorescence (XRF) technology to measure precisely how much soil a deep cleaning extractor removes from a carpet sample. Extractors that meet the stringent minimum requirements for the Seal of Approval qualify for the bronze rating. Those achieving higher soil removal receive a silver rating, and extractors achieving the highest level of measurable soil

removal are awarded a gold level Seal of Approval. Because extractors are part of the deep cleaning systems category, this category also has gold, silver and bronze designations.

Today's carpets are more stain resistant and durable than ever, making them relatively easy to clean and maintain. However, maintaining the life and beauty of carpet depends on several fac-

tors: the quality of products and equipment used to clean carpets; the frequency carpets are cleaned; and the skill and knowledge of people doing the cleaning.

Carpet Care Craftsman, Inc. uses IICRC Certified Technicians and Gold rated cleaning equipment and cleaning agents in all cleaning applications.

What is Space Foundation Certification?

An important feature of the Seal of Approval program is the use of X-ray fluorescence (XRF) technology to measure the amount of soil removed from the carpet by a deep cleaning extractor. Because the Space Foundation recognizes the XRF component of the Seal of Approval program as a Certified Space Technology, Companies

with certified extractors are eligible to display the Space Foundation Seal along with the green and blue CRI Seal of Approval. This is an excellent way to showcase that space science is applied to everyday lives.

Carpet Care Craftsman, Inc. has been the official carpet cleaner for the Space Foundation Headquarters here in Colorado Springs since 2007.



Protecting YOUR Carpet Warranty

As of January 1, 2008 most carpet manufacturers, require the use of IICRC Certified Firms utilizing Seal of Approval Cleaning Systems and Cleaning Agents to meet the maintenance requirements of their carpet warranties.

So how does all of this affect YOU? If you are using Carpet Care Craftsman, Inc. to clean your carpets then you are protected. If you were to have a performance issue with your carpet, and file a claim against the carpet manufacturer or fiber producer, you would have to provide proof of professional

cleaning by an IICRC Certified Firm. You would also be required to provide evidence that Seal of Approval cleaning agents and cleaning equipment or systems were utilized.

You have all the documentation that will be required in the form of your cleaning receipt and Certificate of Professional Cleaning. The Certificate of Professional Cleaning can only be issued by IICRC Certified Firms and provides all the information required by Carpet Manufacturer's including areas cleaned, cleaning agents used, and any topical treatments applied after

the cleaning.

The manufacturer can verify IICRC Certified Firm status with the IICRC. Seal of Approval designation can be verified through the Carpet & Rug Institute's web site. Only Carpet Cleaning Companies who have been approved to display the Carpet & Rug Institute's Seal of Approval Logo will be listed as Approved Service Providers.

Want help understanding your warranty? Carpet Care Craftsman staffs the only IICRC Certified Senior Carpet Inspector in Southern Colorado.



Is YOUR Carpet Performing to YOUR Expectation?

Does your carpet look flat, lifeless, and fails to respond to vacuuming or cleaning? Are you embarrassed to bring friends or family over because your carpets look so bad? It may not be your carpets fault. It may be the result of improper installation practices. A carpet that is not installed properly does not perform properly. That is why the Carpet Manufacturer's have re-

quired that carpets be installed per the Carpet & Rug Institute's Standard for Installation of Residential Carpet, CRI 105, 2002 or CRI 104, 2002 for commercial installations. This standard provides a step by step procedure for the installation of all types carpet in residential and commercial facilities. Carpets installed over a separate cushion should be stretched 1% to 1-1/2% in both the length and

width following the seven step stretch diagram provided in the document. If the carpet is not properly stretch performance is greatly affected. Re-stretching and cleaning can bring your carpet back to a like new appearance.

If you are embarrassed with your carpet, and want to find out if stretching and cleaning can help call 719-391-0623.

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Vacuum Rating System

There is one simple step to improving the cleanliness of your carpet and the indoor air quality in your home: regular vacuuming with a CRI-certified machine.

Carpet fibers serve as a trap for allergens and other particles, reducing their continued circulation in the air. Removing

them with a CRI-certified vacuum effectively sucks up the dust from the carpet, locks it in the machine and keeps it out of the air. At the same time, vacuums that effectively remove and contain soil will help carpets last longer and keep them looking great.



Learn more at www.carpet-rug.org

"There is one simple step to improving the cleanliness of your carpet and the indoor air quality in your home: regular vacuuming with a CRI-certified machine."

Carpet Care Craftsman, Inc.

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Clean First for Health than
for Appearance

Were on the web @

www.carpetcarecraftsman.com

Our Commitment to YOU!

We at Carpet Care Craftsman, Inc. take the responsibility of maintaining your carpets seriously. We are an IICRC Certified Firm, a Seal of Approval Service Provider and members of the Professional Carpet and Upholstery Cleaners Association. We will continue to stay abreast of all the changes in our industry and promise to provide cleanings that #1 meet or exceed warranty requirements and #2 last longer. If the cleaning last longer then the cost to maintain the carpets appearance throughout its expected life will decrease. You receive a better return on investment plus you get a healthier carpet for you and your family.

Service Menu:

Residential Services

- Carpet Cleaning
- Carpet Inspections
- Carpet Repairs
- In Shop Cleaning facility for Oriental Rugs and Fine Furniture
- Pet Odor Control
- Teflon Protector
- Tile Floor Cleaning/Sealing
- Upholstery Cleaning
- Water Damage Restoration

Service Menu:

Commercial Services

- Carpet Cleaning
- Carpet Inspections
- Carpet Maintenance Programs
- Carpet Repairs
- Carpet Tile Rotation Programs
- Teflon Protector
- Tile Floor Cleaning/Sealing
- Upholstery Cleaning
- Wall Panel Cleaning
- Water Damage Restoration



Residential Carpet Cleaning (Before)



Residential Carpet Cleaning (After)