

CARPET CARE CRAFTSMAN'S "ON THE CARPET"

ONE OF THE LEADING CAUSES OF PREMATURE CARPET REPLACEMENT

Carpet is constructed to last 5 to 10 years and when properly installed can last beyond the manufacturers expected life span. A qual-

Use of a Power Stretcher is "MANDATORY" during the installation process



ity installation is the first step in the process and if performed improperly can cause the carpet to wrinkle, soil faster and perform poorly.

The Carpet and Rug Institute's Standard for Installation of Residential Carpet, CRI 105, 2002 establishes minimum industry standards for the installation of residential carpet. According to CRI 105, Page 17, **7.5: Failure to power stretch a carpet may result in:**

- Wrinkling and buckling over time**
- Localized damage to the carpet**
- Delamination**

Wrinkling and buckling are not only unsightly, they can create trip hazards (causing bodily injury) and makes vacuuming a challenge. Usually damage to the surface pile begins at the wrinkles as a result of

the excess carpet gathering. The raised areas of the carpet at the wrinkles eventually begin to darken and show soil. Cleaning becomes challenging due to the excess carpet gathering at the wrinkles.

At some point the carpet backings begin to separate as the laminate that holds the carpet together begins to break down and in most cases turns to powder. Surface pile begins to release from the carpet and bald spots begin to appear at the wrinkles.

A carpet made to last 5 to 10 years can die in less than 3 years

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What is a Carpet Inspection?

By Allen Shipley, Senior Carpet Inspector (SCI)

Q. What is a carpet inspection?

A. A carpet inspection is an on-site evaluation of a perceived problem with a carpet.

Q. Who usually hires a carpet inspector?

A. Anyone can hire a Carpet Inspector; however, it is customary for the manufacturer to hire the inspec-

tor after a claim is filed by the retailer on behalf of the consumer.

Q. What if I do not agree with the inspectors findings.

A. You can hire your own Carpet Inspector. If a defect is found you may request the manufacturer reopen the claim.

Note: I have helped reopen

denied claims by identifying defects missed by other inspectors.

Q. What if the problem is installation related?

A. You may have recourse through the installation contractor if still in the warranty period. If outside of the warranty period it becomes your responsibility and your expense.

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Special points of interest:

- > Carpet & Rug Institute's Standard for Installation.
- > Carpet Cleaning Horror Stories
- > Carpet Care Craftsman honored by Ronald McDonald House of Southern Colorado
- > WIN FREE SKY SOX BASEBALL TICKETS

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ONE OF THE LEADING CAUSES OF PREMATURE CARPET REPLACEMENT



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leading to premature replacement or total removal.

To add to the frustration, retailers usually hire subcontractors to install the carpet allowing them to wash their hands of the installation warranty. The majority of carpet installers who install carpet improperly usually will not honor a workmanship warranty for more than a year and in most cases get paid more money to come back

and improperly try to correct what they did wrong in the first place.

When a carpet is installed right it is like walking on a trampoline, there is a spring in your step. Vacuuming is easier because the vacuum glides across the carpet surface instead of dragging the excess carpet up into the beater bar chamber of the vacuum.

So how are you supposed to know if an installation is done right or wrong. Call

us for a free on-site consultation with our Senior Carpet Inspector. Allen Shipley has over 38 years experience in the carpet industry as both an installation and maintenance contractor. He can identify improper installation practices and develop a plan to correct the problems. All work performed is in compliance with CRI 105 and all re-stretches/repairs come with a life of the carpet, workmanship guarantee that is transferable.

Q. "How do I know if I have a problem?"

A. "Why guess, call now for a free on-site evaluation of your carpet."

What is a Carpet Inspection, By Allen Shipley, SCI

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Q. What if the installation is still under warranty?

A. If the installation is under warranty coverage the inspector can document the deficiencies and work with the installation contractor to ensure the corrections meet the requirements of The Carpet & Rug Institute's Standard for Installation of Residential Carpet, CRI 105, 2002.

Q. What if the problem is manufacturing related?

A. A report is forwarded to the manufacturer and in some cases a sample piece is forwarded for testing to determine the defect.

Q. How do I know if I have a problem?

A. Why guess, with over 38 years carpet installation & maintenance experience, I can help identify manufacturing defects, installation deficiencies

or maintenance concerns.

If there is an actual manufacturing defect I will help guide you through the claims process. If it is an installation related problem I will be happy to work with your installer or ours to make the corrections. If there is a maintenance concern I will help design a program that helps correct the problem and prevents future damage.

Improper Maintenance the 2nd leading cause of premature carpet replacement



When you bought your carpet it was: bright and vibrant in color, soft and fluffy to the touch. After a while the carpet required cleaning and you began to shop for a carpet cleaner or rented a do-it-yourself machine. The prices varied and you decided to use the lowest price cleaner because lets face it as far as

you are concerned all cleaners are alike.

Soon (Within days) after the cleaning spots begin to appear where the carpet was supposed to have been cleaned. After a few weeks the traffic lanes begin to darken so you have the same cleaner come out or rent more equipment and end up paying for another

cleaning. The carpet looks clean for a few days and then the cycle begins all over again. The carpet no longer feels soft and fluffy and the color sure isn't vibrant like it was when it was new.

What went wrong? Why won't the carpet come clean?

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Improper Maintenance, Continued

The problem is the carpet cleaner or rental equipment probably uses what we call the "one-step carpet cleaning system". This is when the carpet cleaner or rental equipment uses an extraction detergent to clean and rinse the carpet. This system never follows the cleaning process with a clear water rinse leaving soap on the carpet fiber.

Nylon fibers consist of tiny filaments that are similar to hair. Imagine cleaning your hair with shampoo and not rinsing with water.

YUK! Back in the 1970's there was an aerosol shampoo called "PSSSST" that marketed to women on the go. The idea was to spray the shampoo into your hair, comb it through, and then wipe it out with a towel. The product lasted on the market for less than a year. When women went out on a windy day they ended up with a dirt magnet. Their hair would feel dirty and greasy.

Well that is what's happening to your carpet when the one-step cleaning process

is used. Whenever anything is put on the carpet it should be rinsed with hot water, like your hair.

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 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**

Carpet Cleaning Horror Stories

The wrong carpet cleaning systems and cleaning agents can cost you more than you may realize. In fact if your cleaner is not IICRC Certified and not using The Carpet & Rug Institute's, Seal of Approval Cleaning Systems and Cleaning Agents they may in fact be voiding your carpet's warranty. Improper cleaning agents at the

least clean no better than water and at worst cause rapid re-soiling.

In studies documented by The Carpet & Rug Institute a consumer purchased \$7,000.00 worth of carpet that was expected to last 7 years. Because of improper cleaning the carpet "uglied out" in 2 years. The con-

sumer lost \$5,000.00 worth of value. Premature replacement cost another \$7,000.00 for a total cost of \$12,000.00 in two years.

Don't be the next statistic Call **391-0623** for a free consultation we can help design a maintenance program that can double or triple the expected life of your carpet.



IICRC CERTIFIED FIRM

Carpet Care Craftsman, Corporate Sponsor of the Year

The Ronald McDonald House of Southern Colorado held their annual volunteer appreciation dinner February 19, 2009 at the Flying W Ranch. Ronald McDonald was present and made his way around to all the volunteers to show his appreciation for all the hard work they donate to the house. Carpet Care Craftsman was honored to be one of two companies recognized as Corporate Sponsor of the Year for coordinating and orchestrating "GREEN"

bed bug extermination and carpet replacement at the house on Logan Street in Colorado Springs.

On July 2nd, 2008 the house closed while volunteers removed furnishings exposed to bed bug infestation. Employees of Carpet Care Craftsman removed the existing carpet. Donated heating equipment was strategically placed throughout the house and interior temperatures reached or exceeded 150 degrees F for 3 days ridding the house of the

unwelcome guest. New carpet was purchased with donations solicited from Carpet Care Craftsman customers (Thank You!) and installation was donated by Carpet Care Craftsman. The house has not experienced a bed bug bite since. Carpet Care Craftsman continues to donate four time a year carpet cleaning and once a year upholstery cleaning to the home.

For information on how to donate to or volunteer at the house, please call **471-1814**.



**RONALD MCDONALD
HOUSE CHARITIES
OF SOUTHERN
COLORADO**

Official Cleaner Since 1989



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 AND FINE FURNISHINGS. BRING IN AND PICK UP YOUR RUGS OR FURNISHINGS AND RECEIVE 20% OFF PUBLISHED PRICES.

Were on the WEB!

www.carpetcarecraftsman.com

WIN FREE SKY SOX BASEBALL TICKETS!

The Colorado Springs Sky Sox have started another exciting season of baseball and the Carpet Care Craftsman is proud to be a Corporate Sponsor for the 2009 season. The Carpet Care Craftsman has been the official carpet cleaner of the Colorado Springs Sky Sox since 2005. We have watched the changes at the park and have been proud to be part of a great local professional sports team.

We want to share the baseball experience with you. Carpet Care Craftsman is giving away 10 pairs of upper reserved ticket vouchers good for any regular season home game during the 2009 baseball sea-



OFFICIAL CARPET CLEANER
FOR THE COLORADO SPRINGS
SKY SOX SINCE 2005

son.

There is no purchase necessary all you have to do is go to our web site:

www.carpetcarecraftsman.com
click on the contact page and in the message box type:

FREE SKY SOX TICKETS.

Drawing will be held May 18, 2009 at 3:00 pm so hurry and enter soon, one entry per e-mail address. This contest is open to both residential and commercial customers. Winners will be notified via e-mail and tickets can be picked up at our office after May 19, 2009.

CALL 391-0623, MENTION CODE #05032009SS, RECEIVE 20% OFF ANY CARPET CLEANING.

First Time Residential or Commercial Customers Only

OFFER GOOD 05/03/2009 TO 06/30/2009

DOES NOT INCLUDE TEFLON FABRIC PROTECTOR

PAYMENT DUE AT TIME OF SERVICE