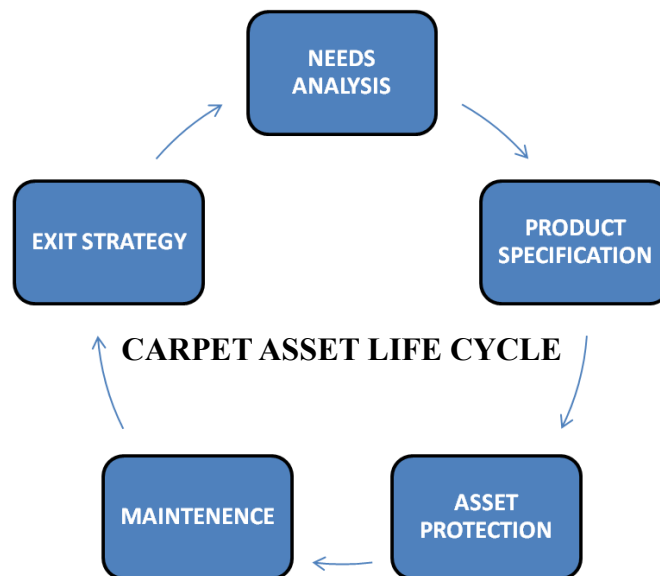
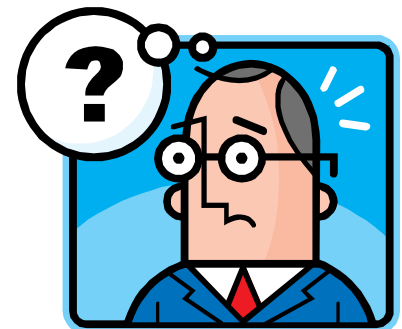




## UNDERSTANDING THE FIVE STAGES OF A CARPET ASSET LIFE CYCLE

### Do you considered your carpet an asset or just a piece of material you walk on?

- Do you know how long the carpet in your home or business will last?
- Do you know if your carpet was properly specified?
- Do you know if the carpet was properly installed?
- Do you know if your carpet has a warranty?
- Do you know how to protect the carpet from normal use?
- Do you know the requirements for maintenance?
- Do you know when the carpet will require replacement?
- Do you know the projected cost for replacement?
- Do you have a “CARPET ASSET MANAGEMENT PROGRAM”?

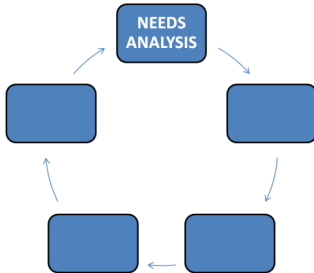


## CARPET ASSET MANAGEMENT PROGRAM (CAMP)

Carpet is an Asset! If properly maintained Carpet can retain its original investment value for years. Anyone who has ever left a flooring allowance or replaced carpet just to sell a home understands how carpet affects the listing price. At CarpetCare Craftsman, Inc. we have developed the Carpet Asset Management Program or CAMP to help connect the five stages of the Carpet Asset Life Cycle and retain the original value of your carpet investment.



# “ON THE CARPET”



**Needs Analysis:** This is the Who, What, Where, When, Why and How of the buying process. If you wanted to go “four wheeling” in the mountains you wouldn’t purchase a sports car. Yet people purchase carpet with no expectation of how it will perform, how to protect it, how it needs to be maintained, or how long it will last.

“Who” will use the carpet? Is it for personal use, employee use or customer use?

“What” will the carpet be used for? Noise control, aesthetics, comfort, or color coordination?

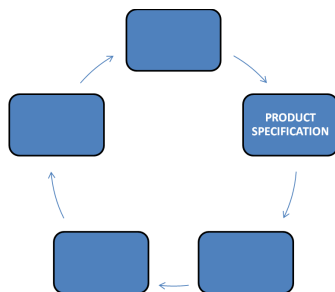
“Where” will the carpet be installed? Where will carpet begin and end? What type of walk off mat system will be utilized?

“When” will the carpet need to be cleaned? Should it be on a time schedule or when it looks bad?

“Why” should we budget for maintenance? Warranty considerations, appearance retention, and to protect your investment.

“How long do you want the carpet last? This will determine replacement timeline for the “Exit Strategy”.

If performed properly a buying plan begins to emerge that leads into the next stage.



**“Product Specification”:** Once you have developed your list from the Needs Analysis, choosing the product becomes easier. Carpet style, color, construction, warranty coverage, and method of installation can now be determined. Carpet Manufacturers have made product selection easier by placing the performance characteristics and life expectancy on the carpet samples.

Color selection determines maintenance requirements. Lighter colors require a higher level of care to retain their appearance. Although darker colors hide soil, maintenance is important to prevent “uglying out” or premature replacement.

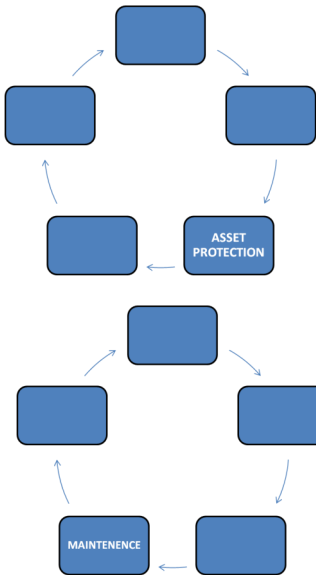
Construction is never considered until the carpet fails to perform when exposed to daily use. Tufted or Woven? Broadloom or Modules? Unitary Back, Action Bac, or Fusion Bonded?

Warranty coverage should be reviewed before the carpet becomes “YOURS”. “Crushing, Matting, and Soiling” are not covered in an average “Wear” Warranty. Better you know what the manufacturer will and more importantly will not cover before the carpet becomes yours. Call us for help understanding your warranty 719-391-0623.

Installation, direct glue down, double stick or stretch in over separate cushion? Major Carpet Manufacturer warranty’s require carpet be installed per the Carpet and Rug Institute’s Standard for Installation. If the carpet is not installed per the Standard for Installation then warranty claims for some construction defects or poor performance may potentially be denied.



# “ON THE CARPET”



**“Asset Protection”:** Protection of the physical asset means stopping damage before it occurs. Entry mats reduce the introduction of soil onto the carpet surface. If you don’t have a walk off mat system your carpet asset becomes your walk off mat system. Chair pads protect the carpet fibers and backing from premature damage due to rolling wheel movement.

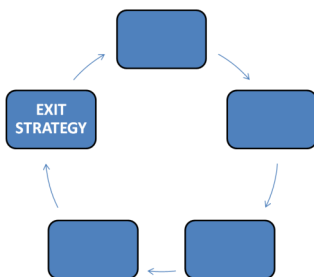
A carpet repair program addresses snags and damage from daily use.

**“Maintenance”:** The most overlooked stage in the Carpet Asset Life Cycle is the implementation of a proper maintenance program. Carpet has to be maintained to last, period. If you purchased a new car and never washed or waxed it, how long would it look new? Carpet is no different, if you clean carpet on a time schedule rather than a reactive schedule you can retain the like new appearance longer.

Vacuum maintenance should be planned and scheduled to prevent dry soils from cutting the fibers. According to Industry Studies 79% of dry soil can be removed in the dry vacuum process. Carpet & Rug Institute’s Green Label Vacuum Testing Program helps in the selection of a proper vacuum cleaner. To learn more about vacuum testing, visit: <http://www.carpet-rug.org/residential-customers/cleaning-and-maintenance/seal-of-approval-products/vacuums.cfm>

The Carpet & Rug Institute’s Seal of Approval Program tests and rates cleaning extractors and cleaning agents based on their performance. The Program qualifies Carpet Cleaning Companies based on conformance to Specific Protocol. As of January 2008 Major Carpet Manufacturer warranties require the use of a Carpet and Rug Institute, Seal of Approval Service Provider to clean the carpet once every 12 to 18 months, failure to meet the requirement can void the manufacturer’s warranty. To learn more visit: <http://www.carpet-rug.org/residential-customers/cleaning-and-maintenance/index.cfm>

The Institute of Inspection, Cleaning, and Restoration Certification is an International Certification Organization for the Carpet Industry. As of January 2008 Major Carpet Manufacturer warranties require the use of IICRC Certified Firms. To learn more, visit: <http://www.iicrc.org>



**“Exit Strategy”:** When the first four stages of the Carpet Asset Life Cycle are properly managed the exit strategy will fall in place. If you know when the carpet will need to be replaced you can plan for the replacement. Budgets are less strained, no “Knee Jerk Reactions”.

Don’t have a plan? We can help you create one in any of the 5 stages of a Carpet Asset Life Cycle. **Call CarpetCare Craftsman, Inc. now to discuss how we can help design your CAMP. (719) 391-0623**

**CarpetCare**  
Craftsman, Inc.

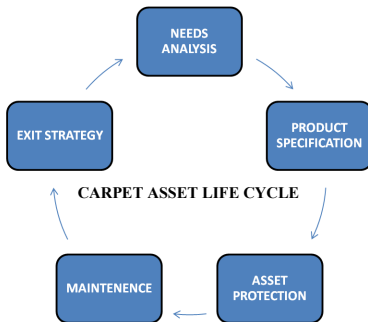


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**“ON THE CARPET”**

**Inside: Understanding the 5 Stages of A  
Carpet Asset Life Cycle**



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