

# **EASY TO FOLLOW CARPET CLEANING TO HELP YOUR CARPETS LAST**

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Being in the carpet and upholstery cleaning business we've seen it all from the highest quality carpet to thread bare, from clean to replace me now. No matter what the situation, the questions are always the same. "How do you care for your carpet?" "Can you give me any tips?" Sure we can! Dirt not daily wear and tear is the single largest contributor to the early breakdown of carpets. Your carpet is a magnet for soil particles, allergens, and pet dander. Dirt is like sand paper. It damages your carpet. Dust is enemy number two and the longer they stay, the deeper they become embedded.

We recommend you vacuum regularly at least once a week. Don't forget your upholstery! Upholstery furniture needs to be regularly vacuumed to remove surface dust. If possible, rotate and reverse cushions on couches and chairs. Fading and wear will be less noticeable. Industry experts recommend professional carpet cleaning every 6 to 12 months and upholstery every 12 to 18 months. Regular cleaning will help preserve the fibers and keep the colors brighter. But, choose your cleaning company wisely. They don't all do the right cleaning methods. Follow these tips to avoid a bad experience.

## **TIP #1 – CLEANING METHODS**

There are several to choose from: Bonnet, Dry Foam and Dry Compound, but these are all superficial methods and will leave a residue which can attract even more dirt. Only hot water extraction (steam cleaning) with a two-step process that will neutralize the shampoo and will give you the deep clean you need and will leave your carpets as residue free as possible.

## **TIP #2 – REFERENCES**

Carpet cleaners should be able to provide references. Make sure you get at least two.

## **TIP #3 – DON'T JUST SHOP PRICES**

Some carpet cleaning companies offer a low price to persuade you to call but then add on services you thought were included in the price. Remember, you get what you pay for.

## **TIP #4 – SAY YES**

Protective coatings like 3M Scotchguard aren't just an extra. Applying a soil protectant can actually save you money by extending the life of your carpets and upholstery. Vacuuming is more effective to remove soil. Stains release more easily, spills blot up before they become stains. New 3M technology uses less water and is faster drying.