

The

As in "Blot, Don't Scrub"
...and Other Helpful Cleaning Info

Blotter

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AMERICAN CARPET CARE



& Janitorial Services

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"How Often Should I Have My Carpet Cleaned?"

The end of Winter is here! Time for some "Spring Cleaning" and shouldn't that include your carpet too?

It doesn't help rid yourself of the things you've accumulated while hibernating this past Winter but it is important all the same. Inside we will discuss 10 important reasons why you should have your carpet cleaned.

Right now we want to talk to you about the frequency of servicing your carpet. We're pretty sure you've heard all sorts of recommendations of friends when a spot cleaning for a single stain is ok, but if you haven't had your carpet cleaned in over a year, that little stain may be the sudden, subtle prompt you've needed.

The Carpet and Rug Institute of America suggests an annual appointment to get your carpet cleaned but, to us who've lived our entire lives here; in Michigan, with children and those of you have health concerns, we know better.

There are many factors that will make you question, "How often is enough?" Most times it may be in the back of people's minds on their list of "household-things-to-do", but it is an important factor of healthy and happy home keeping.

The Environmental Protection Agency is responsible for implementing environmental solutions after Congress passes them as law. It's mission is to protect human health and the environment we live in. Listed below is a helpful EPA guideline helping answer the least asked but still important household question of "How often should I have my carpet cleaned?"

Visit our Website!

www.americancarpetcare.us

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Feel free to email your requests!

Variations	Homes				Office Buildings	
Environmental Conditions	2 Persons Non-Smoking	2 Persons Smoking	Young Kids	Young Kids With Pets	Ground Floor	Upper Floors
Normal	6-12 Months	4 Months	6 Months	3-6 Months	3-6 Months	6-12 Months
Extreme Cold Weather Conditions	4-6 Months	3 Months	3 Months	2 Months	2-6 Months	3-9 Months

Carpet Tips

Carpet offers many advantages over other flooring, such as sound absorption, heat retention and a reduced cost of maintenance over time. From the start, carpet maintenance should be factored into the carpet buying decision. If appropriate upkeep is neglected, the appearance of the floor will suffer and raise long-term costs, in addition to shortening the life of it's usefulness. A comprehensive and sustained care of your carpet consists of four elements:

- Minimizing trafficking of dirt and deposits when entering the building
- Removing dry soil
- Immediate treatment of spots and spills (AS THEY OCCUR)
- Cleaning by hot water extraction

The Importance of Planning

Carpet maintenance must be handled as a regular schedule, not as a result of random actions and infrequent cleaning. Quite often, every complaint of poor appearance, deep staining and, in many cases, poor performance has been directly related to a lack of planning prior to purchase and regularly scheduled maintenance of your indoor floor.

Budget is an important consideration when planning a maintenance schedule. Like other expensive furnishings, equipment and appliances, carpet is a substantial investment for any facility and deserves appropriate and adequate care to prolong it's effectiveness. Other factors to be considered are the amount of traffic and the type of soiling the carpet undergoes through its lifetime, which will vary by area. Example food service areas require more effort than say a walk-in closet due to the high likelihood of soiling.

Minimizing Trafficking of Dirt and Deposits

The simple use of walk-in mats from hard surfaces to carpet is vital. These mats reduce the amount of residual dirt and other deposits left behind when entering a building via normal traffic.

The choice of mats is important. Although less expensive ones may suit initially, they will not stand up to the task of a commercial location and are a poor investment. Walk-off mats fall into two categories; those designed to trap gritty soil and those to absorb water amidst wet weather.

Good soil removal mats have a coarse texture and are able to brush soil from shoes and hold large amounts in the pile.

All in all, vacuuming is the least expensive and the most effective way a consumer can minimize the grounding in of dirt on frequently used carpeted areas.

blot - verb, to dry or remove with absorbent paper or the like.

Scrub - verb, to rub hard with a brush, cloth, etc., or against a rough surface in washing - to subject to friction; rub to remove (dirt, grime, etc.) from something by hard rubbing while washing.

Blotter - noun, an official summary, usually covering a short duration, such as a police blotter, or the trade confirmation summary of an institution.

Available Services

- Carpet & Rug Cleaning
- Upholstery Cleaning
- Tile & Concrete Cleaning & Restoration
 - VCT
 - Concrete
 - Tile & Rubber
- Emergency Water Removal
- Auto Interiors (May - October)
- Interior / Exterior Window Washing
 - Caulking
- Construction Clean-Up
- Rental Turn-Over Service
- Contract Cleaning Service

Household Mishap? Advice is Free!

Coming Next Newsletter:

- Auto Interiors and Eating and Driving!
- Meet our Staff
- Outstanding Customer Awards

Top 10 Reasons American Carpet Care Should Clean YOUR Carpet

1. **Air Pollution**- Carpets retain a large amount of tiny dust particles that can be moved around through regular air circulation. After time, this build up of air toxicity is difficult for a vacuum to remove. If these particles are ingested through the respiratory system, they can cause an assortment of health issues ranging from asthma to even athlete's foot!
2. **Allergies**- Regular traffic on your carpet brings in bacteria, fungi, pollens and dust mites from outdoors. This problem is especially serious to those with allergies which can cause reactions in the body. All though allergy season may be over, particles brought in from outdoors can live in your carpet and enter the body after indoor accumulation.
3. **Use of Home Steam Cleaners May Leave Undesired Results**- Machines offered for use at local retailers are good for small spills, but are often not good for wall-to-wall cleaning. These machines lack the capacity to extract excess water leading to rapid re-soiling and possible mold concerns. These machines are likely NOT cleaned on a regular basis and typically contain more germs than a flushed toilet. Would you really like to clean your carpet with a toilet?
4. **DIY Cleanings MAY Void Your Carpet Warranty!**- Important info: "Do-it-yourself" and some dry cleaning methods may not be in compliance with your warranty! Use a professional company that uses a warranty specified method of cleaning. Don't chance voiding your warranty and ruining your carpet. Regular as specified cleaning greatly reduces the risk of mold, mildew and rapid re-soiling. This will help keep your warranty in tact in case you ever need it.
5. **Appearance**- Over time, high-traffic areas accumulate stains from food, grimy feet and even pet stains that a vacuum cleaner can't remove. You can revive your carpet without the massive cost of replacing it by simply having it cleaned regularly. (For most, this is once or twice annually.) Since it is one of the most expensive furnishings in your home, regular maintenance can keep your investment looking great for years to come and prevent premature wear out.
6. **Carpet Life**- Keeping your carpet clean and properly maintaining it will help to ensure that the carpet lasts for as long as possible. The expense of routinely cleaning a carpet seems trivial in comparison to replacing your carpet before its life span is really over. You tread on it everyday. Every step you take on a soiled carpet causes wear. Carpet can hide a pound of soil per square yard.
7. **Price**- When you rent equipment, you can wind up having to use it 2 or 3 different machines to get the job done thoroughly. It can be pricey to rent every one of them and invest as much time as is needed to use them correctly. Using a professional carpet cleaner is not as expensive as you may think.
8. **Time**- Using leased equipment involves hauling them to and from the rental place, purchasing cleaning chemicals, getting them in the house, then spending potentially a couple of days cleaning. Even then, it may not be enough. American Carpet Care arrives punctually and projects are less time consuming, leaving you more time to take on the rest of your day. Don't underestimate the value of your time!
9. **No Surprises**- You get a no-hassle, no-surprises, quote on any work you decide to have completed. We treat you like the valued, long-term client we hope you become.
10. **Full Service NO CUT CORNERS**- We provide a thorough cleaning of every area scheduled to be cleaned so you can be assured you've been provided the best of quality of service American Carpet Care has to offer!

Many rental steam cleaning machines are likely NOT cleaned on a regular basis and typically contain more germs than a flushed toilet. Would you really like to clean your carpet with a toilet?



Cleaning Spots And Spills

A two-step solution

With today's stain-resistant carpet, treating spots and stains has never been easier. The key is to act quickly! The longer you wait, the higher the probability that a spill will become a permanent stain. No carpet is completely stain-proof. So take quick action for spills.

Step one: Absorb the spill

- Blot liquids with a dry, white absorbent cloth or plain white paper towels (no prints or colors). Use of a printed or colored material may transfer ink or dye to your damp carpet.
- Start at the outside of the spot and continue toward the center to prevent the stain from spreading. Continue step one until the area is barely damp. Semisolids, like food spills, may need to be scooped up with a spoon. Solid, dried bits can be vacuumed up. Warning: do not scrub or use a brush. Scrubbing and brushes can damage the carpet. Fraying and texture change is the likely result.

Step two: treat the spot or stain

- Use a carpet industry approved carpet cleaning product. Though these have been laboratory tested, you should still pretest any cleaner on a scrap of carpet or in a hidden area of your carpet.
- Follow the product's directions carefully. Apply a small amount of the cleaner to a white cloth and work in gently, from the edges to the center. Blot; don't scrub. Never use a brush. You may need to do this several times to remove the spot.

Disclaimer on our recommendation. We recommend that you call us right away to treat your stain with our hot water extraction method. When this is not possible, and you must turn to a store bought chemical, always always remember to pretest the product on an inconspicuous spot of carpet. All cleaners may not react as they claim and your spaghetti sauce spill could turn into a yellow stain that will never come out. When cleaning stains and spills, don't become overzealous. Mix the cleaning solutions according to the directions. In truth, *more is not better*. Don't use too much water; try to keep the carpet as dry as possible. Acting fast may involve trying one of these homemade remedies:

- Use plain water. Surprisingly, water often works better than untested carpet cleaners do.
- Use a detergent solution. Mix 1/4 teaspoon of a clear (nonbleach, nonlanolin) dishwashing liquid with one cup of warm water. Never use laundry detergent, it may contain bleach or simply be too harsh.

Use a white vinegar solution. Mix one cup white (not red wine or cider) vinegar with 1 cup of water. White vinegar (5 percent acetic acid) is sometimes effective on tannins (weak vegetable dyes found in tea and coffee), and it leaves no residue. However, be careful because acids can set some other dye stains.

Special tips for pet owners

Do you have a pet? About 70 million U.S. households do, and that's a 35 percent increase from 1988, according to the American Pet Products Manufacturers Association. You can combat pet odors and stains in many ways:

1. Vacuum carpet more frequently to capture pet hair and dander from your pet's fur.
2. Use cleaning products that are specifically designed for pet stains and odors.
3. Clean up new messes promptly and then follow the steps for spot and stain removal outlined in the "Removing Spots and Stains".
4. Use small hand extractors for a quick cleanup of pet accidents but remember that these quick clean ups don't take the place of periodic deep cleaning.
5. **Make a poultice.** For fresh urine: Patience is the key. For carpet with pad under it, it is important to remove the urine from the carpet as well as the pad. If the spot has been wet for more than 10 minutes or so the pad will have been affected too. You will need fresh cool water, thick cotton towels and some sort of weight, 5 to 10 pounds. Weights can be books, boards, steel workout plates, etc.
6. **Pick up the first towel and get a clean one ready, fold it the same way as the first.** Pour some clean water on the spot, working from the edges of the spot to the center of the spot so that you don't spread the urine, the water spot will be just a little larger than the urine spot. Allow the water to work it's way into the carpet. It won't take long, 30 seconds to a minute. Place a clean folded towel on top of the water spot and put the weight back on top. This time wait at least 30 minutes for the urine to work up into the towel. Do not disturb the towel or the wicking action will be compromised. Lastly repeat this whole process again using 1 part water to 1 part white vinegar and let the towel and weight sit overnight. Pull up in the morning and let dry. There should be no smell when the carpet is dry.
7. **Launder the towels well.** Keep old clean towels around the house for this.
8. For padding that has been soaked with urine and left untreated - the urine will eventually crystalize. Adding water, for instance at time of hot water extraction, will only activate the smell. Padding in this condition, in order to remove the odor, must be replaced. The carpet itself can be cleaned but the padding is your underlyingly problem.