

Carpet and Fabric Cleaning

The TG's Report

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fire
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TG's

**CARPET CLEANING &
RESTORATION SERVICES**

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In This Issue

Just How Should Carpets Be Cleaned?

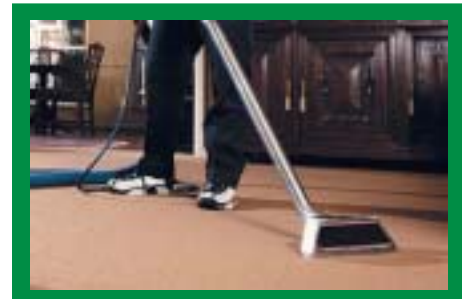
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WARNING:
**False Claims
Made About
Carpet Cleaning**

Just How Should Carpets Be Cleaned?

There are so many carpet cleaning companies out there. Most consumers don't have time to research methods, prices, training, or background.

So, just how should carpets be cleaned? We asked the two most reliable sources we could find: The carpet manufacturers and the industry regulators such as the IICRC, CFI and the ASCR. The following is recognized as the appropriate steps a professional carpet cleaning company should take.



STEP 1 — Pre-Inspection

Inspect the carpet to determine fiber makeup, installation integrity and best strategy to clean this particular carpet. They will answer such questions as: Is this carpet nylon, wool, olefin, glue down, padded, seamed....? Finally, noting spots which may be difficult to remove during the normal cleaning.

STEP 2 — Groom the carpet.

Soil actually has a "surface tension" to it – that is, it tries to stick together. Raking releases this surface tension and allows the soil to be more easily released. Finally, moving all the furniture safe to move.

STEP 3 — Vacuum the carpet wall to wall.

This is the most missed step by carpet cleaners. It has been determined that nearly 65% of all soil on a carpet is "dry" soil. That is, it does not adhere to the fibers of the carpet. Clearly, not vacuuming can not produce the cleanest carpet possible.

STEP 4 — Pre-treat

The carpet is sprayed with an alkaline solution. Virtually all soil is acidic in nature. Many soil materials can not be released from the carpet fibers without this chemistry.

STEP 5 — Groom the carpet again!

This agitates the pretreatment solution in the fibers much like rubbing your hands together when you clean them.

STEP 6 — Extract

Using a truck mounted "steam extraction" unit. While no one literally uses steam, the hot water extraction will mix with the soil and be extracted out of the carpet. (See "Carpet" on back page)

(Carpet - from front page)

Water temperature should be between 180 °F - 190 °F. Rinse in acid based fresh water.

STEP 7 — pH Balanced Rinse

This rinse is nearly always forgotten by professional carpet cleaning companies...just ask them what the pH of the rinse water is. Without bringing the pH level back down to about 5, your carpets will literally become a “dirt magnet.”

STEP 8 — Post-spot Treatment

If any spots are not removed during the cleaning process, specialty spotting techniques are employed. Note: Permanent stains identified by the technician will be noted to the owner.

STEP 9 — Post Grooming

The carpet pile is set in one direction for faster drying and visual appeal.

STEP 10 — Speed Dry

High velocity air movers are placed on the carpet to speed dry carpet.

STEP 11 — Post Inspection

The final walk through to insure all aspects of the cleaning process has been accomplished.

STEP 12 — Post Inspection

Apply protectant. This Teflon based solution will help the carpet resist both wet and dry soils.

If the carpet company you call does not complete all of these steps, then they have failed to keep the standards set by the industry. When shopping, ask them about their procedures. Ask about certification, and most of all, get references.

WARNING: False Claims Made About Carpet Cleaning...

From the *Myth-buster Files of the TG's Vault*

You have heard the claims: “No Soap Cleaning” “Cheapest Price” Dries In Hours, Not Days”. So, what’s the truth? How can you keep yourself from being the victim of uneducated, uninformed, and downright unscrupulous carpet cleaning companies? Here are some common scams to avoid – remember, the more you know, the better shopper you will be and the higher quality you will be able to demand.

The “Too Good To Be True” Scam. This is the “we are the lowest price” company who offers coupon prices that seem miraculous. This is the typical bait and switch tactic. One the carpet cleaner gets in the house, they “find” other things that need to be done for, of course, an extra price. The obvious question is, how can a company offer to clean any amount of rooms if they do not know the size of the room? In the textile cleaning industry, the lowest price is almost never the highest quality.

The “We Don’t Use Soap” Scam. The claim on this one is that their equipment is so superior to anyone else’s, that they actually do not need to use the industry standard to clean. They claim that their water is so special and so hot that it will clean without the prescribed solutions. But be aware, they will actually spray some sort of solution of spots “just to make sure” their miraculous water cleans. In the end, this type of company is only trying to cut their own costs at the expense of the consumer.



The “If You Vacuum First, We Will Come And Clean After” Scam. When you call around to carpet cleaning companies, ask them if they vacuum first. When we shopped our own competition in Northern Arizona, not one single company stated they vacuum first. Yet, according to all our industry standards as set forth by the IICRC, vacuuming prior to water extraction is necessary to remove at least 64% of dry soil. If a company does not want to do all the work required, why would you pay them the full amount?

The “We Guarantee To Remove Any Spot” Scam. The company claims that they can remove any spot or stain. This should NEVER be claimed by anyone. Some spots are actually a re-coloring of the carpet. While *most* spots can be removed if properly treated, no claim to *guarantee* should ever be made.

A reputable carpet cleaning company should be able to present all certifications, describe in detail how they will clean the carpet, and follow all 12 of the prescribed steps to carpet cleaning (see page one).

Don’t be fooled by uneducated, untrained, or downright unscrupulous textile cleaning companies. Demand the service you need and deserve.



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