

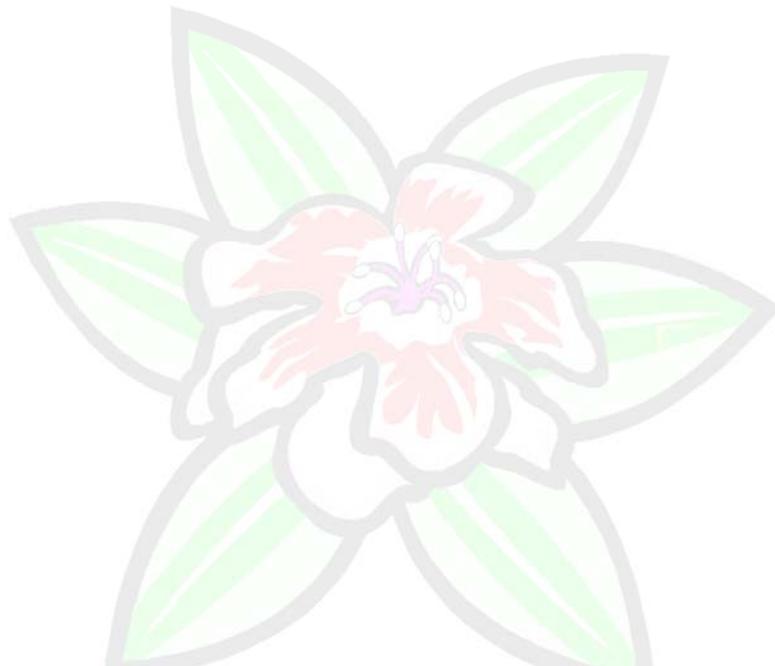
Healthy Home Carpet Cleaning

Consumer Guide



Discover How To :-

- **Understand Misconceptions About Cleaning.**
- **Get Rid of Dirt, Grime and Creepy Crawlies.**
- **Choose the Correct Supplier.**
- **Choose the Correct Method.**
- **Process Simplified & Tools of the Trade**
- **Understand the Importance of Value and Price.**
- **Get a Clean Healthy Home.**
- **Have a 100% Piece of Mind Guarantee.**
- **Give First Aid Stain Treatment to Your Carpet.**
- **Get Unbiased Information**
- **Get Protected**



About this guide

The carpet cleaning industry is one of the few industries that are not regulated; hence anyone can call themselves a “professional” without any basis for that claim. Yet these are people who come into your home and use cleaning chemicals, which can be dangerous if you do not have the knowledge of how to use them properly, and more importantly do not have the right equipment to remove them properly.

Your carpet and rugs act as a “filter” in your home for your indoor air. Their fibres “grab” particulates and contaminants and hold them. But like any filter, it needs to be cleaned because when it gets full it cannot grab anything else ... and every time you step on a “full” filter you release contaminants back into the air. Also these contaminants cause your carpet to wear prematurely.

Cleaning your carpet is key to a healthy indoor environment, and the IICRC’s guidelines for cleaning vary from every four months to every eighteen depending on the number of people and pets in the home, as well as other concerns from allergic sensitivities to how dusty the air is in your neighbourhood to whether anyone in the home smokes. A true carpet cleaning professional can evaluate your particular needs, and with the right equipment and cleaning solutions, can fulfil those needs for you and your family.

We-Clean Services Ltd is NCCA trained and use appropriate methods of cleaning to ensure that you and your family benefit from the health improvements carpet cleaning is able to offer.

For those of you that are concerned about the environment rest assured that all the chemicals that we use are biodegradable. If you wish us to use organic cleaning products please make us aware before the cleaning process is started.

Understand Misconceptions About Carpet Cleaning

Misconception 1: -

"Should I wait as long as possible before having my carpet cleaned"

No. Dirt is an abrasive, like sandpaper. Every time you step on your carpet, you grind dirt into the carpet fibres. This cuts your carpet. This cutting causes your carpet to wear out faster. A dirty carpet will not last as long as a clean carpet. While vacuuming helps, by itself, it's simply not enough. The longer you wait to have your carpet cleaned, the more damage you do to your carpet and the faster it wears out.

Misconception 2: -

"The only reason to clean my carpet is to make it look clean"

No. As you probably know, outdoor air contains pollens, fungus, bacteria, air pollution, cigarette smoke, car exhaust and hundreds of other chemicals. When you come into your home, you carry those pollens, bacteria and chemicals in your hair and on your skin, clothing and shoes. Not surprisingly, all those chemicals and toxins wind up in your carpet. If you have allergies, asthma, emphysema, or other breathing problems one major source of health problems could be the pollens, fungus, smoke and chemicals in your carpet.

Misconception 3: -

"One method of carpet cleaning is as good as another"

No. The dry cleaning methods, which are dry foam, dry chemicals, and dry compound do not rinse your carpet in any way. Instead, they may leave a dirty residue. These are good maintenance methods to keep a carpet clean, but you have to use them every few weeks. The most effective cleaning method is hot water extraction, which is the most popular method used today. **Hot water extraction** means a hot water cleaning solution, under high pressure, is forced into your carpet and then sucked out of your carpet. Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction as the primary method of cleaning carpets.

Get Rid of Dirt, Grime and Creepy Crawlies

Asphalt, Bacteria, Car exhaust, Chemicals, Dirt, Dust, Earth, Food particles, Fungus, Germs, Gravel, Grease, Grime, Grit, Hair, Industrial waste, Lint, Mud, Pet stains, Pollens, Pollutants, Rock, Sand, Scum, Smoke, Soil, Soot, Tar, Tobacco smoke, Urine and Vomit. Plus, don't forget living creatures, such as Dust Mites, Fleas and the Critters that live, hide and breed in your carpet.

Allergies

Over the past 20 years or so allergies, such as asthma, have been causing more and more of us to experience those uncomfortable – and in the case of our children in particular – distressing symptoms of allergen sensitivity. It is now estimated that over 50% of children have some form of allergy, and unfortunately for the majority of them these symptoms will not be diagnosed until they are fully 'sensitised' - by which time the allergy could be with them for life. - Do You Recognise These Symptoms?

Most symptoms associated with allergies are so common we don't even realise they are allergies. Symptoms such as sneezing, wheezing, sinus pain, runny nose, coughing, rashes, swelling, itchy red eyes and sore throats can all indicate an underlying sensitivity to the allergens. This increase has been blamed on many things including the pollution in our environment. In particular, pollution in our homes.

Until recently in this country professional carpet and upholstery cleaning has been traditionally regarded as simply a cosmetic job to remove stains from years of wear and tear, and untrained people with low-tech equipment have carried it out.

Now, with improved knowledge and techniques gained from countries such as the United Kingdom, America, Canada and Australia the importance of cleaning for the benefit of the family's health has been recognised as being of vital importance.

We-Clean Services Ltd are acutely aware of these problems and in conjunction with the correct products for your needs are right at the forefront in addressing the situation.

Facts About Allergies

The British Allergy Foundation has described Asthma as “the most common chronic childhood medical condition.” However, no one has ever found a ‘cure’ for Asthma.

The number of Allergy Sufferers is growing dramatically in the UK. This has been blamed on hundreds of different reasons like pollution. If this was true why is there as many sufferers in the Highlands of Scotland as in the inner cities.

It is our children that suffer the most. Exposure of children in early years to allergens increases their risk of developing allergies. Establishing an allergy-friendly environment is the first step in avoiding common allergens and controlling allergies.

Millions of pounds are lost in production each year when people in offices become ‘ill’ with headaches tickly throat, runny nose and sore eyes etc...

We have scientific proof that is not just Asthma, rhinitis and eczema that are caused by the faeces of the Dust Mite – allergies can start as simply as a tickly cough, runny nose and sore eyes etc...

Some people will tell you to remove your carpets and vacuum with a conventional (bag or cyclone) cleaning machine. This is not correct advice. To transform your life you first need professional advice, professional ‘deep’ cleaning.

The House Dust Mite

The House Dust Mite (*Dermatophagoides pteronyssinus*) is microscopic (up to 0.3 mm) an arthropod creature, related to ticks and spiders. Too small to be seen with the naked eye the mites are turtle shaped creatures with eight legs. They live on the decaying dead skin flakes in house dust – skin that we shed every day. There is hardly a house in the UK without them, although the number can vary between houses containing huge numbers, and others almost none.

The Mites survival does not only depend on the amount of dust, but very much on the amount of humidity in the house. Without continuous high humidity (50+rh) their skin will cause them to rapidly dehydrate. In these perfect conditions Dust Mites live for 3-4 months with females laying 25 to 50 eggs, with a new generation produced every three weeks!

It is not the Mite that we become allergic to, but ironically it's the waste product from our skin that they digest. In fact it is the powerful protein enzymes the mites digest our skin with.

Each mite will produce around 20 droppings per day everywhere they go. Each of these droppings holds around 10-12 sub pellets that are about 2-10 micron in size and contain their leftover enzymes.

The Solution

Prevention is better than cure. Cleaning of your carpets and upholstery by a fully trained and certificated professional using a deep cleaning method, on a regular scheduled basis, will significantly reduce the risks that your family are subjected to. Use of the correct product in this process will protect against the effects of mites and it also gives protection against most household soils and spills by creating a barrier and not allowing them to get a hold on your valuable carpets and furnishings.

The correct products are clinically tested and proven to create an allergy-free home environment by safely removing the House Dust Mite from your mattress, carpets and upholstery. There are a number of products, which unlike most methods actually remove the mite, not just the food source and can also protects your furnishings from soil and stains.

We-Clean Services Ltd can carry out a simple to test to establish whether or not you have dust mites living amongst you. Call Now on 01277 204 345



The House Dust Mite (*Dermatophagoides pteronyssinus*)

Don't Let it Effect You and Your Family

*Please see an article in the Daily Mail October 15th 2005
page 32 "The Ecosystem that's thriving in your pillow"
by Liz Hull*

Copy available upon request

Choose the Correct Supplier

Everyone has heard nightmare stories about crimes committed, about overuse or improper use of chemicals, and exposés on Bait-and-Switch companies who use a low coupon offers to get their foot in the door and hard sell unsuspecting consumers into a bill they are compelled to pay. When you open the phone book you really can't tell who the great cleaners are, or the ones you would never EVER want to use. The "great" cleaners work hard to distinguish themselves apart from the fly-by-night companies who use unsafe cleaning practices, hard-sell tactics, and sometimes have very unsavoury employees.

Five mistakes to avoid when choosing a carpet cleaner

Mistake 1: -

"Choosing a carpet cleaner based on equipment alone."

No question, your carpet cleaner needs first-rate equipment. But he also needs something else – employees who are skilled at operating that equipment. Many company's own hot-water extractors, but few companies teach their employees how to use them properly. The best way to know that the carpet cleaner's employees have been properly trained is to make sure the cleaner has been certified by the by the National Carpet Cleaners Association (NCCA). Before you choose a carpet cleaner, ask to see written proof of their certification.

Mistake 2: -

"I should use the company that offers the lowest price"

No. I've seen so many problems arise from lowest-bid companies that I suggest you NEVER hire the company that quotes the cheapest price. The two most common problems are: 1 The price may not be for the services you want performed. The company may be equipped to remove only the dirt from your carpet, but you want bacteria, fungus, pollens, Dust Mites and tobacco residues removed also. 2 The price you may see advertised might not be the price you pay. Many homeowners have learned that the low price they saw advertised lasted only until the carpet cleaner got into their home. Then they were pressured into paying a lot more for a variety of add-ons. (Some carpet cleaners even break the law by using illegal bait and switch tactics)

Mistake 3: -

"Any honest carpet cleaning company should be able to give me an exact price quote over the telephone".

I wish this were true. Honest, reputable carpet cleaning companies almost never price carpet cleaning just by the room. Instead, professional carpet cleaning is usually priced by 30 cm² (per square foot). But cleaning is not priced just on the size alone. To give you an idea of how we estimate the cost of cleaning, here are other things we consider before we give you the price: **First**, the type of carpet. Certain types of carpet are harder to clean than other

types. **Second**, the age of the carpet. Carpet that hasn't been cleaned for ten years will take longer to clean than a carpet that we cleaned within the last six months. **Third**, the amount and type of soiling. **Fourth** the amount of furniture we have to move. If you move your furniture, you'll save money.

So remember if you'd like me to tell you the exact cost of cleaning your carpet, I need to know:-

1. The exact number of 30 cm² (square feet) that you want cleaned
2. The carpets type and approximate age.
3. The amount and type of soil on it.
4. The amount of furniture to be moved or cleaned around.

Not as easy as some would make you believe - is it?

Mistake 4: -

“Choosing a carpet cleaner who doesn’t offer a money-back guarantee.”

Every carpet cleaning company should be fully accountable for its work. And if you aren’t pleased with the job in every way, you shouldn’t have to pay for it.

Mistake 5: -

“Choosing a carpet cleaner without getting comments from his other clients.”

Any carpet cleaner can say anything about his past jobs. And, sadly, some of what he says may not be true. Make sure you ask for references or read comments from current customers so you can depend on the carpet cleaner and his work.

Choose the Correct Method

Dry foam: -

The carpet cleaner applies shampoo to your carpet, allows it to dry, and then without rinsing sucks the dried shampoo into a vacuum. Can you imagine applying shampoo to your hair, allowing it to dry and then removing the shampoo from your head with a vacuum? This method leaves dirty residue in your carpet, which is one reason dry foam is not too effective.

Absorbent pad (bonnet buffing): -

This method is similar to dry foam except that the company sets a large cotton bonnet on your carpet and with a floor polishing buffer machine on top 'buffs' the carpet. The rotating motion causes the bonnet to absorb dirt from your carpet. This method is also called bonnet buffing. Bonnet cleaning is like trying to use a large cotton towel to mop or rub the dirt out of carpets. It's not very effective.

Dry, absorbent powder: -

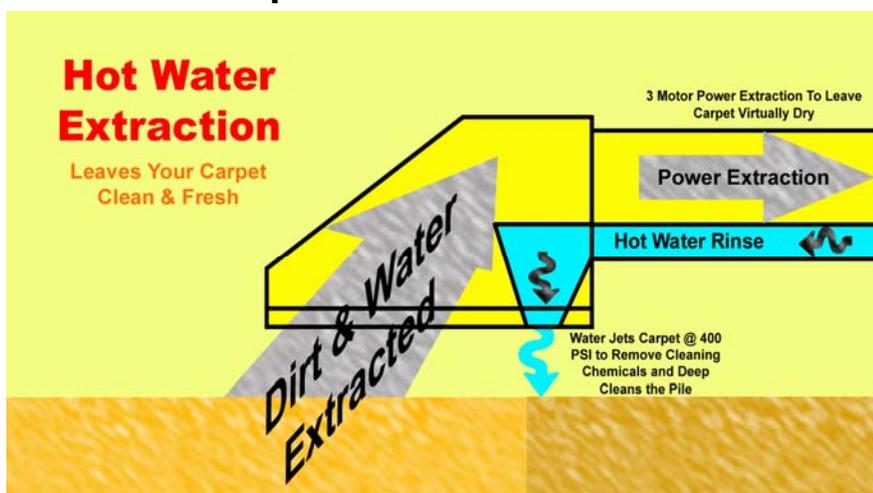
The dry-compound is the driest of all methods. It spreads a moist, absorbent powder through the carpet. The powder is allowed to dry and then sucked into a vacuum. This method leaves dry sponge particles at the base of the carpet yarn. And because the carpet is not rinsed, this method is not very effective.

Hot water extraction: -

This is a fancy way of saying that a hot water cleaning solution under high pressure is forced into your carpet and then sucked out again. In a recent Technical Bulletin, Shaw Industries, the world's largest carpet manufacturer 'recommends the hot water extraction system, which research indicates provides the best capability for cleaning'. This system cleans much better because it heats the water to a high temperature and shoots the cleaning solution into the carpet at higher pressures. This breaks up the dirt, bacteria etc. in the carpet. Then the machine produces huge vacuum volume to draw the dirt and chemicals out of your carpet.

No question, the most effective way to clean carpeting is with a hot-water unit. It's the most powerful cleaning machine on the market and the only machine that cleans your carpet of dirt, harmful bacteria, fungus, chemicals, pollens, tobacco residue and dust mites. Some people believe that hot water damages your carpet, but this is not true of most carpet construction types. By washing and then rinsing your carpet with hot water, we clean your carpet completely in the same way that the person who showers and rinses off the dirt and soap will be much cleaner than the person who only takes a sponge bath. Where hot water extraction is not advised ie. On more delicate fibres we will use hot solvent extraction. For some upholstery and all curtains Hot Solvent Extraction is the normal method of cleaning.

Process Simplified & Tools of the Trade



The Importance of Value and Price

“Price is what you pay - Value is what you get.”

When you select a carpet cleaner, you'll choose from a wide variety of cleaning methods and prices. Shaw Industries, the world's largest carpet manufacturer, recommends hot water extraction and here's why: A twin vacuum system unit cleans much better than a hire (or DIY) machines for three reasons: -

1. It heats the water to a higher temperature. For every 10-degree increase in temperature above 50 degrees C, you double the waters cleaning ability. So if the water temperature is 60 degrees C, it will clean twice as well as water that is 50 degrees C, and so on.
2. It shoots the cleaning solution into your carpet at higher pressure, which breaks up dirt, bacteria, pollens and chemicals. 7 to 14 Bar (100 to 200 pounds per square inch) is the optimum pressure for hot water extraction Hire machines only run at 2 - 3 Bar (30-40 psi).
3. The machine uses stronger suction to draw the dirt, chemicals, pollens etc. out of the carpet. Not surprisingly, having your carpet thoroughly cleaned with hot water extraction costs more than renting a shampooer at the corner grocery store.

If you bought the cheapest carpeting you could find, then renting a small shampooer might be all you need. No question, it will get out some of the dirt but the key word here is 'some'.

It will not get out many of the pollens, chemicals, bacteria and dust mite residues. On the other hand if you want your carpet to look good and give you years of dependable service û then you need to take extra care of it.

This means you need to have it cleaned by a skilled, qualified technician at least every six months to one year, depending on the amount of soiling and foot traffic it receives. And you need to have it cleaned thoroughly and disinfected, as only a hot water extractor can do. Back to top

“Do you want a clean, healthy carpet?”

Which is more important to you: a clean carpet or a clean and healthy carpet? Yes, I assure you there is a big difference. Each carpet cleaning method has advantages and disadvantages.

Some methods will get out only the dirt. Other methods will get out dirt and grease. Still others will get out virtually everything. And, to be sure, some are more expensive than others. If all you want is a cheap, rinse-the-dirt-off-the-top cleaning, which you might find for around £9.95 per room then I respectfully ask that you call another company. But if you want to protect your health, if you want to protect your investment in carpeting; if you want to protect your family from the countless bacteria, fungus, pollens and dust mites that reside in your carpet, then you're invited to call We-Clean Services Ltd.

The hot water unit we use is the most effective portable cleaning system available today. Likewise, it's one of the most expensive portables units on the market. But we bought this unit for a good reason: More and more families want the good-health benefits that come from having a fresh, clean carpet. Have you ever seen how dirty a little boy's trousers get when he plays outdoors? If you have, then you know you can brush off his trousers and make him think they're clean. The same is true for your carpet. You can hire someone for £9.95- £35 who will brush off your carpeting and make you think it's clean.

Or, if you want the job done right We-Clean Services Ltd will clean your carpets with hot water and detergent using state of the art equipment and you'll KNOW they're clean.

So if: -

1. You want a thoroughly clean carpet.
2. You're willing to invest in your family's good health.
3. Want a competitive price and Value for money.

You're invited to call We-Clean Services Ltd. And you will receive: -

1. A Healthy Home Carpet/Upholstery audit to establish
 - a. Areas to be cleaned.
 - b. Carpet Type.
 - c. Time since the last clean.
 - d. View furniture removal.
 - e. Access.
2. Improve your understanding of carpet cleaning.
3. A quotation.
4. Advice on carpet and upholstery protection
5. A copy of this consumer guide.
6. And a guarantee that you carpet will be cleaned by NCCA trained employees in accordance with the process and methods explained in this leaflet.



Get an Clean Healthy Home

If you're thinking about having your carpets cleaned, we encourage you to follow these four steps:

Step 1: -

“Make a commitment to yourself to get your carpets cleaned.”

The longer they remain dirty, the sooner they'll wear out. Industry testing shows that you can have up to one full pound of dirt in a square foot of carpet before it begins to look dirty. This dirt is abrasive and wears down the fibres and substantially shortens the life. Many warranties require at least an annual cleaning by a professional to be honoured (check your own warranty to see your requirements, and if they specify the type of cleaning method to keep your warranty in effect).

Another necessity of regular cleaning is to remove the contaminants besides the “dirt” that gets trapped in your carpet's fibres. The longer you wait to clean, the longer you have to breathe all the pollen, fungus, pet odours, dust mites, and chemicals that hide in your carpet.

Step 2: -

“List your objectives.”

Is the health of your indoor environment highest on your list, so that you would want a company that is using the proper equipment and method to address your concerns? Do you want only the dirt removed – something you could do with a rented shampooer – or are you concerned about removing other contaminants (bacteria, pollen, dust mites, mould spores)? Do you want to work with an honest, reputable company – or are you willing to risk working with the company that offers you the lowest price – knowing that the company might not be in business tomorrow and might not be safe to let into your home?

Step 3: -

“Ask questions.”

The way you learn about a company is to ask specific questions and listen carefully to the answers. Here are nine questions to ask a carpet cleaner to help you feel more confident about the one that you choose:

1. What method of carpet cleaning do you recommend for my needs?
2. What type of equipment do you use to clean carpet, and what are your cleaning steps?
3. How often should I get my carpets cleaned?
4. What training have you had in cleaning carpets?
5. Are you a member of a Trade Association or other professional organization?
6. Are you and your technicians certified by the NCCA or IICRC, and can I see your certification certificates?
7. Do you guarantee your work?
8. Are you insured?
9. Do you have any references of clients or businesses that I can call regarding your work?

Step 4: -

“Ensure he has visited you”

Once you're satisfied that you're working with an honest, competent professional, invite him to your home and ask for a specific quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost – no surprises.

100% Piece of Mind Guarantee

We want you to be satisfied; in fact, absolutely delighted with every carpet and upholstery job you contract us for. So every contract comes with our ironclad, risk free guarantee. What does this mean? Simply this: if you aren't satisfied, you pay nothing. Not one Penny. Many companies don't guarantee their work but we feel nothing is more important than your complete satisfaction. We stand behind our work 100%. If you ever have any questions or concerns about any of our technicians, our finish, or any aspect of our business, please call Lewis Day right away on 01277 204 345

First Aid Stain Treatment for Your Carpet

This process is designed to be the first actions taken before calling We-Clean Services Ltd. It will give us the best chance of removing the stain completely and may prevent the need to call us at all.

You will need to have the following in your cleaning cupboard: -

Dry cleaning Solution - surgical spirit.

Citrus Solution - Juice of a lemon

Detergent Solution - One teaspoonful of gentle detergent for washing woolens to a half pint of warm water.

Vinegar Solution - Add cup of white (not malt) vinegar to 2 cups of water.

Ammonia Solution - 2 tablespoons of non-bleaching, non-sudsing household ammonia (available from hardware stores) to one cup of warm water.

Clean white absorbent cloth

Plain white kitchen tissue

Spray bottle

Luke warm water

Conversion Table

1 tablespoon (tbsp) = 3 teaspoons (tsp)

1 cup = 48 teaspoons

1 cup = 16 tablespoons

8 fluid ounces (fl oz) = 1 cup

1 pint (pt) = 2 cups

Your carpet is a expensive part of your home so prior to stain removal you must TEST the above solutions are compatible for your carpet.

How to Test

Please check that your carpet is color fast and safe to clean, by testing all solutions in an **inconspicuous** area before application, Usually in a corner or behind a sideboard/bookcase or a spare bit of carpet. Carryout the test as follows

Place a clean white piece of cloth on the test area.

In the middle of the cloth put a teaspoon (5ml) of the solution.

Place a weight (plastic bottle of fluid, tightly closed).Leave 10 minutes. Remove weight and check cloth for stain migration from the carpet to the cloth.

If stain migration occurs seek professional advice from the We-Clean Services Carpet Help Line. 01277 204 345 It is critical that you take Prompt Action and do NOT proceed with any stain removal process.

Before attempting the processes below remember - NEVER OVER WET. - Dab DO NOT scrub or rub.

For the removal of Greasy Oil Based Stains such as:-

Butter Margarine, Chocolate, Mascara, Cooking Oil, Mayonnaise, Cosmetics, Nail Polish, Crayon, Oil, Furniture Dye, Oil Paint, Furniture Polish, (oil-based) Ointment Glue* Peanut Butter, Gravy, Rouge, Grease (black), Salad Dressing, Gum*, Spaghetti, Hand Cream Wax*, Ink, Varnish, Lipstick,

* Freeze and remove solid materials before using cleaning fluid.

Step 1

Use a spoon or dull knife to remove solid materials. For these stains, use a citrus solvent applied directly to a white cloth. Dampen the carpet fibers in the stained area with the cloth. Avoid saturating the carpet.

Step 2

For large stains, work from the outside of stain to the center to prevent spreading.

Blot up liquid spills with a white towel or paper towel.

Mix Detergent Solution - One teaspoonful of gentle detergent for washing woolens to a half pint of warm water.

Apply Detergent Solution directly to a white cloth. Dampen the carpet fibers in the stained area with the cloth.

Avoid saturating the carpet. Wipe gently. Turn cloth frequently. Never rub, scrub or use a brush. This may damage carpet fibers.

If necessary, use your fingertips to work the solution to the base of the stain. Wet the stained carpet fibers with clear, lukewarm water to rinse.

Cover the spot with an absorbent white towel or paper towel and apply pressure to blot.

Repeat the rinsing and blotting procedures until you are sure all traces of the detergent have been removed.

If the stain is gone, place an absorbent white towel or paper towel over the area cleaned, and weigh towels down with a heavy, color-fast object, such as a weighted plastic wastebasket.

Change towels or paper towels until carpet dries. If stain remains, proceed to Step 3.

Step 3

Do NOT use on coffee, tea or urine stains.

Mix Ammonia Solution - 2 tablespoons of non-bleaching, non-sudsing household ammonia with 1 cup of lukewarm water.

Apply ammonia solution, rinse and blot as outlined in Step 1.

Do not dry with paper towels.

Proceed to Step 4 to neutralize the ammonia solution.

Step 4

Mix 1 cup of white vinegar with 2 cups of water.

Apply vinegar solution,

Rinse and blot as outlined in Step 1.

Water Based Stains

Alcohol, Grape Juice, Baby Formula, Graphite, Beer, Ice Cream, Blood, Jelly, Candy, Latex Paint, Chocolate Milk, Milk, Clay, Soil Spots, Cola, Soft Drinks, Cologne Syrup, Cranberry Juice, Tomato Juice, Felt Tip Marker Water Colors, Food Stains (general), Watermelon, Fruit Juice, Whiskey, Fruit Punch, Wine, Furniture Polish (water-based), Vomit

Step 1

Use a spoon or dull knife to remove solid materials.

For large stains, work from the outside of stain to the center to prevent spreading.

Blot up liquid spills with a white towel or paper towel.

Mix a solution of 1/4 teaspoon of clear hand dishwashing detergent with 1 cup of water. Stir gently.

Apply detergent solution directly to a white cloth. Dampen the carpet fibers in the stained area with the cloth.

Avoid saturating the carpet.

Wipe gently. Turn cloth frequently. Never rub, scrub or use a brush. This may damage carpet fibers.

If necessary, use your fingertips to work the solution to the base of the stain.

Wet the stained carpet fibers with clear, lukewarm water to rinse.

Cover the spot with an absorbent white towel or paper towel and apply pressure to blot.

Repeat the rinsing and blotting procedures until you are sure all traces of the detergent have been removed.

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Apply ammonia solution, rinse and blot as outlined in Step 1.

Do not dry with paper towels. Proceed to Step 3 to neutralize the ammonia solution.

Step 3

Mix 1 cup of white vinegar with 2 cups of water.

Apply vinegar solution, rinse and blot as outlined in Step 1.

Tea, Coffee, and Urine.

Step 1

For large stains, work from the outside of stain to the center to prevent spreading.

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Apply detergent solution directly to a white cloth. Dampen the carpet fibers in the stained area with the cloth. Avoid saturating the carpet.

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If necessary, use your fingertips to work the solution to the base of the stain.

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Change towels or paper towels until carpet dries.

If stain remains, proceed to Step 2.

Step 2

Mix 1 cup of white vinegar with 2 cups of water.

Apply vinegar solution, rinse and blot as outlined in Step 1.

Reappearing Stains

It is not unusual for stains to sometimes reappear after spot-cleaning. Wicking occurs when a liquid has been spilled on the carpet (usually a large quantity) and cleaning attempts remove only the stain and liquid from the carpet fibers. Liquid still remains in the carpet backing or padding. Through capillary action, the stain can "wick" back up into the carpet fibers. Residual resoiling occurs if staining substances or cleaning products are left in the carpet and attract soil.

These stains are not permanent and typically can be removed by simply repeating these appropriate step-by-step directions listed on the above chart. Here are some additional suggestions:

Avoid over wetting the carpet backing during spot-cleaning and rinsing. Blotting to remove excess moisture reduces the occurrence of wicking stains.

Use a "wet-vac" to extract liquid from the area if possible. Paper toweling placed over the cleaned area and weight with a color-fast object will help absorb resurfacing stains. Use of fans to decrease the drying time will also help.

If you are still unable to resolve the problem, our stain removal experts at We-Clean Services Ltd will work with you to solve the problem. Contact them at 01277 204 345 for assistance.

Why NCCA? Why We-Clean Services Ltd?

The NCCA establishes minimum standards within the carpet and upholstery cleaning industry. Provides training for members in order to achieve the above and keep members abreast of

developments such as new chemicals, equipment and new fibres and materials. Ensures that members have adequate public liability insurance. Provides an advisory service to assist with problems and handle complaints smoothly and promptly, thus ensuring that all members live up to the Association motto "Service with Integrity".

"Your valuable carpets and upholstery are safe in our hands"

Why regular cleaning is necessary Just as the clothes we wear need regular washing to keep them fresh and hygienic, so carpets and upholstered furniture require periodic cleaning. Accumulated soil and grit are major causes of reduced carpet and fabric life, and enable destructive and health harmful mites and bacteria to work unchecked. Cleaning costs are minimal when you consider the replacement cost of carpets and furnishings; so regular cleaning makes economic sense too.

How we do it?

There are several methods used, but the aim of all is the same; to remove as much of, if not all, the accumulated dust, grit and general soiling as possible. Regular vacuuming is a fundamental part of 'housekeeping', but more specialised equipment and knowledge are required in order to clean properly. There are several cleaning methods, the choice depending on many factors, but mainly on the type of article, its construction, age and condition, the degree of soiling, its location and the time available for the cleaning to be carried out. The most common methods are shampooing, hot water extraction (often inaccurately referred to as steam cleaning) and the use of impregnated compounds, which are brushed into the carpet and subsequently removed with a vacuum cleaner. We have the experience and expertise to recommend the most appropriate method of achieving the best possible results, whatever the circumstances.

Where we do it?

Carpets and upholstery are cleaned on site in your home. We ensure that the carpets are correctly fitted, and that any possible problems, such as weak or damaged seams, are pointed out to you, and any remedial work arranged before work starts. The area concerned should be as clear as is practical, and left clear until the carpet is dry. Drying times vary with the type of carpet, the method used and the weather, but we can give you an accurate assessment at the time.

Upholstery

All upholstery is carefully inspected prior to cleaning. We then decide on the most suitable process according to the type of material and degree of soiling. As an NCCA member we will advise you how to assist in preparing the area for the furniture cleaning but every care will be taken to protect the floor covering and surrounding furniture.

We-Clean Services Ltd a professional cleaning service for the cleaning and maintenance of carpets and upholstery founded on the principle that "We Must Clean for Health". Based on this concept, you will find that all of our services are carried out methodically and intelligently, and above all, with the highest standards of quality and safety in mind. All of our services receive my personal attention and supervision. We sincerely hope that you will give us the chance to prove ourselves to you - we know we will always deliver exactly what we promise.

Prevention Is Better Than Cure!

After having your carpet professionally cleaned go that extra mile and have it professionally treated. We have mentioned the opportunity to exterminate the dust mite, now lets look at the other services that we can provide to protect you and your family as well as your carpet.

Fire Retardants

In the event of fire these will significantly reduce the ability of the fire to spread through out your home. One application after cleaning could save lives.

Static Neutraliser

Do you ever get those annoying and painful electric shocks when you touch another person or thing. This is caused by the carpets inability to discharge any electrostatic charge that builds up within it. On application of Static Neutraliser and al those pain shocks will be a thing of the past.

Stain Guard

Why when you have just gone to the expense of having your carpet professionally cleaned don't you go that extra mile and have Stain Guard applied. This will prevent any spills being absorbed into the fibres of the pile/fabric, giving you time to clean up the spillage before any damage can be caused. Please ask for a demonstration.



We-Clean Services Ltd After Service Essentials

In the event that We-Clean Services Ltd have cleaned your carpet we would like to thank you for the opportunity to be of service. Listed below are several suggested procedures for you to follow for your convenience and safety and to ensure you get the full benefit from our service. We strongly recommend that you follow all of them.

- *To speed up drying time leave open internal door and windows (weather permitting).*
- *Keep the room warm during winter months by using your heating system.*
- *Foil protectors or foam blocks should **NOT** be removed from beneath furniture until you are sure that the carpet is absolutely dry. If they are removed whilst the carpet is still damp, wood staining from furniture legs or rust from the metal studs may transfer onto the carpet leaving permanent stains. Foam blocks are to allow airflow to prevent mildew or mould.*
- *Do **NOT** walk on the damp carpet in outdoor shoes, as the dirt will transfer on to the carpet fibres.*
- *Do **NOT** wear coloured socks or slippers whilst the carpet is still damp. The dyes from your socks or slippers may transfer to the carpet leaving stains.*
- ***Warning**, take care when stepping from a damp carpet onto a hard surface i.e. Kitchen or bathroom as the moisture picked up on your footwear can make them slippery.*
- *Do **NOT** place cushions from the suit against radiators to dry them. This will cause permanent pressure marks.*
- ***Please note** some upholstery tags, labels and linings contain loose dyes. Care must be taken when replacing damp freshly cleaned cushions on to the frame.*
- ***Please note** drying times may vary greatly depending on different factors i.e. fibre content, pile density, degree of soiling, method of cleaning, room temperature, humidity and air circulation.*
- ***Please note** if your carpet has had a protection treatment, please refer to the leaflet you were given as it gives important maintenance and cleaning information.*

We hope that you enjoy your freshly cleaned carpet/furniture; we thank you for your custom and look forward to being of service to you again.