

# Everything You Ever Wanted to Know About Carpets

## PROVIDES WARMTH AND COMFORT

Carpet provides actual thermal resistance, or R-value. In colder seasons, it retains warm air longer, an energy conservation benefit. Carpet also provides a comfortable place to sit, play or work and gives a room an overall warmer feeling.

## ADDS BEAUTY, STYLE AND PERSONALITY

You can choose from several thousands of carpet styles and colors. That means your ultimate choice will reflect how you want to personalize your living space. Carpet can be a neutral foundation, or it can be a focal point with vibrant colors and stronger bolder patterns and textures.

## IMPROVES INDOOR AIR QUALITY

Although we might not normally associate carpet with improved indoor air quality, it does have a very proven and positive effect. Gravity causes common household particles, such as dust, pollen, pet and insect dander, to fall to the floor. Carpet fibers trap the particles, removing them from the breathing zone and reducing their circulation in the air. Proper vacuuming and professional carpet cleaning effectively removes dust and allergens from the carpet and helps keep them out of the air we breathe.

A misconception is that people with asthma and allergies should avoid carpet in the home. Actually, the opposite is true. Studies have shown that properly cleaned carpets help reduce symptoms and are the best flooring choice for those dealing with asthma and allergies.

## SOFTENS SLIPS AND FALLS

Carpet is ideal for cushioning our footsteps, reducing slips and falls and minimizing injuries when falls do occur. Carpet

provides safety protection for the whole family, but especially for toddlers and older individuals.

## REDUCES NOISE

Kids, pets, TVs, computers and modern sound systems make our homes noisy places. Carpet helps absorb these sounds. Adding a cushion pad beneath your carpet reduces noise even further. Carpet also works as a sound barrier between floors by helping to block sound transmission to rooms below. And carpet on stairs helps mask the sound of constant foot traffic.

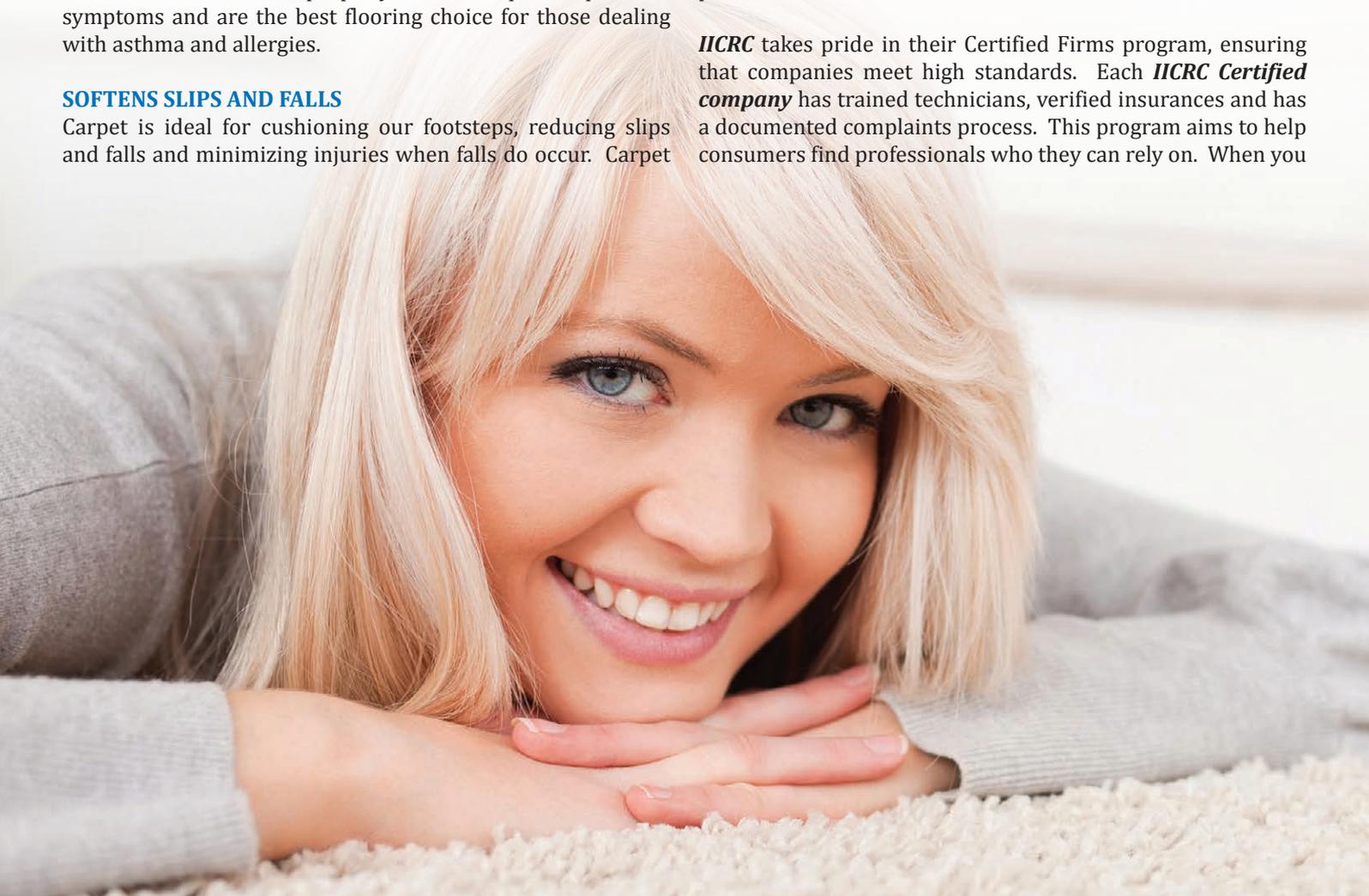
## CARPET IS A SUSTAINABLE CHOICE

The carpet industry is minimizing carpet's impact on the environment through the "3 Rs" reduce, reuse and recycle. When carpet reaches the end of its long life, it is reused to make new carpet or is recycled into a variety of products, ranging from roofing shingles and railroad ties to automotive parts.

## NO CARPET IS ABSOLUTELY STAIN PROOF

Some carpets have stain resistant treatments that improve your ability to clean stains, but not prevent them. Similarly, carpets with soil resistant treatments reduce the rate of soiling, but all carpets require regular care and maintenance. Want your carpet to stay resistant to soil and stains? Hire an *IICRC* certified carpet cleaner to professionally clean and protect them.

*IICRC* takes pride in their Certified Firms program, ensuring that companies meet high standards. Each *IICRC Certified company* has trained technicians, verified insurances and has a documented complaints process. This program aims to help consumers find professionals who they can rely on. When you



hire an IICRC Certified company you can be assured that the technician has passed comprehensive exams and has the field experience to properly clean and care for your carpet.

**In addition to frequent vacuuming, it's important to professionally clean your carpet on a regular basis. Professional cleaning systems will remove the oily, sticky soil that vacuums can't take out, and will help keep your carpet looking great over time.**

Cleaning systems target the soils that result from cooking vapors, air pollution, and tracked-in dirt. The particles of oily soil deposited on carpet fibers can cause gradual but significant dulling of colors. The color isn't lost, but is hidden under the film. If this type of soil is allowed to accumulate, it begins to attract and hold the dry soil. Children and pets tend to increase the soiling conditions significantly, and should be professionally cleaned more frequently.

All carpet manufacturers in the US recommend having your carpets professional cleaned every 12 to 18 months under normal conditions and more frequently for high traffic households. In fact, some suggest scheduling a routine cleaning every 3 to 4 months for busy homes with kids and pets. If the thought of thoroughly cleaning your carpet every few months isn't enough to convince you, here are 3 extremely good reasons to call an IICRC certified professional carpet cleaner.

### **REASON 1: KNOWLEDGE & EXPERTISE**

- Trained to identify the best pretreatments, solutions and cleaning methods required to remove ground-in dirt or deep-seated stains.
- Familiar with different carpet construction and fiber types, which determine what cleaning compounds and methods will be most effective without causing damage.

- Knowledgeable about cleaning formulas and know which ones work best in which situations.
- Likely to have industry certifications that reflect expert training in carpet cleaning methods, restoration, mold and mildew prevention, and more.

### **REASON 2: EQUIPMENT & METHODS**

- The right equipment, tools and cleaning formulas to complete the job and do it right the first time.
- Pretreatment and cleaning solutions that are more efficient and effective than over-the-counter products.
- Specialty treatments (Scotchgard or similar carpet protector products) that resist spills and stains,

### **REASON 3: PROTECT YOUR INVESTMENT**

- Extend carpet longevity and protect your investment by removing dirt and grit that over time damages carpet pile and backing.
- **Preserve your carpet's integrity by avoiding products that cause yellowing, bleaching or visible light spots.**
- **Help you avoid cleaning methods that shorten carpet lifespan, cause shrinking, stretching or matting, or invalidate the warranty**
- **Keep carpet warranties intact. All carpet manufactures require deep steam cleaning carpets every 12 - 18 months at a minimum to maintain warranties.** 🌳

*By Rob Brinker, Owner  
Steam Pro of Tallahassee*