

All-Star



Carpet Care Tips

Proper care and maintenance of your carpet will extend its useful life and preserve its appearance for years and years. Failure to take care of it will result in premature wear. Additionally, clean carpets contribute to a healthy indoor environment. Dirty carpets can be unhealthful indeed.

Save yourself money and maintain a healthy home by using the following simple carpet care tips:

- Vacuum your carpets three times a week using a vacuum cleaner with a HEPA (high-efficiency particulate) filter.
- Remove stains and spills as promptly as possible. This is best achieved with Chem-Dry Professional Strength Spot Remover (purchase from your technician). Remove as much excess as possible, then apply and blot with a clean white cloth. **DO NOT** rub the spot as this might grind the stain in further and distort the fibers.
- Have your carpets cleaned and protected at least once a year by All Star Chem-Dry, or more often if you have children or pets.

Traffic Lane Gray

Like all textiles, carpets will eventually show signs of wear. The wear creates an illusion of soiling, which often causes frustration and misunderstanding between the homeowners and carpet care experts. Even though a carpet has been cleaned, it does not mean the traffic areas will look clean. Traffic areas are those places where people are constantly walking or working. This situation creates what is called "traffic lane gray".

There is not a lot that a carpet care expert can do with traffic lane gray. When a 10-year old carpet is cleaned, you will end up with a clean 10-year old carpet. It may not appear the way you had hoped. The easiest way to slow down this process is by rearranging the furniture so traffic areas are changed or just add area rugs. I was able to keep my living room looking great going on 16 years now by keeping runners down in the main pathway.

You Can Trust Chem-Dry for Carpets that are Deep Clean

Contrary to the old saying, "What you can't see won't hurt you...", what you can't see is precisely what will wear out your carpet before its time.

A common misconception to home owners is that carpet is adequately clean with routine vacuuming. It may appear spotless from your family's contribution of daily activity or mishap, but also consider the dust and particles that lie beneath the surface. Many experts recommend cleaning as often as **every six months** and others suggest a thorough deep cleaning by a carpet cleaning professional every *12-18 months*.

Choosing an environmentally friendly ("Green") process of cleaning should be a **top** priority. After all, your aim is to *remove* chemical residue, not introduce more. All-Star Chem-Dry professionals use the core cleaning solution, The Natural™, which puts the power of Mother Nature to work in cleaning your carpets. The Natural is non-toxic and safe for kids and pets.

Periodic deep cleansing removes dust and dander that settle over time. Chem-Dry's powerful Hot Carbonating Extraction process works deep for a phenomenal clean – that keeps on cleaning even after we're gone.

Vacuum Regularly & Remove Spills Quickly

Depending on the traffic in your home, if you have children and/or pets, vacuuming your carpet can be done as often as necessary. Vacuuming a few times per week reduces the dirt that is likely to end up in the roots of your carpet. Spot cleaning is also an essential part of keeping your floors clean.

If you have one of the newer, softer Triexta type carpet, you may need to adjust your vacuum rollers, suction or even get a lighter weight vacuum to avoid damage and thoroughly vacuum these newer carpets.

Who hasn't spilled a glass of wine, milk, or soda? Chem-Dry offers our World Famous Spot Remover—sold in The Home Depot in the cleaning aisle as well as professional strength home products to lift spots. For difficult spots, a professional cleaning application may be required. We are ready to help!

There is nothing like climbing out of bed and putting your feet down on soft, clean carpet. Consult All-Star Chem-Dry at 770-425-6999 or 770-443-1800.

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