

# Is Your Carpet "Bulletproof"



*Carpet is not cheap. It's a real investment. And today's carpeting offers you more choices than ever before. Trackless. Kid proof. Stain proof. But is it "bullet proof". Have consumer's expectations exceeded reality?*

Some consumers have come to expect a lot from their carpet, and granted today's carpeting has evolved into a much higher quality product but it's not "bulletproof" and without proper maintenance it will not wear properly. In fact, its life span will be shortened.

## **So How Do You Get The Most Out Of Your Investment?**

Tear up the carpet and lay hard wood? No, your carpet can still be a beautiful, lasting investment. But how? Well, if you open up a Warranty Guide published by one of the world's largest carpet manufacturer's, DuPont, you will immediately find the following information under "Normal Day-to-Day Care"

### **There are three key aspects to maintaining Dupont warranted carpeting:**

1. Frequent thorough vacuuming.
2. Prompt clean-up of spills.
3. Periodic professional care and cleaning.

And these three things hold true to maintaining all carpeting. A thorough and frequent vacuuming is the most important thing you, the consumer, can do to keep your carpet looking great, especially in high traffic areas. Also, placement of walk-off mats at entrances to minimize dirt particles being tracked onto the carpet is important.

In the DuPont Warranty Booklet, it also mentions that "there can be some slight loss of stain resistance in high traffic areas." For example, it will be more difficult to remove a kool-aid spill in a traffic lane, than from behind the sofa where there is little or no foot traffic.

**One of the things that we, as professional carpet cleaners, can do to help protect your stain and soil warranty is to apply Carpet Protector after cleaning.** This specially formulated carpet protector contains "dye blockers" and will enhance the carpet's ability to protect against soil, spills, stains, and oil. Even if you purchased "stain resistant" carpet you will eventually need this Carpet Protector reapplied in order to maintain the resistance.

The DuPont Warranty Booklet also states that, "hot water extraction to refresh carpet texture, performed by a trained, qualified carpet care professional, is required at least once every one to one and a half years for coverage under this warranty. Please keep your receipts for proof of service." So, even the carpet manufacturers stress the importance of a professional cleaning in order to maintain your carpet and keep the warranties current.

So, although your carpeting is not "bullet proof" it can still be stain resistant and a comfortable, beautiful addition to your home. We are well qualified to help maintain your carpet's beauty and keep the warranty current.

**Our Healthy Home Program Can**  
**Keep Your Carpet Beautiful**  
**And Your Warranty Current**  
**Ask Us For Details!**