

in this issue:

Protecting Your Carpet Warranty

Elect to Protect!

Choose to keep your carpets protected from soiling and staining

3 Easy Steps to Stop Dirt at the Door

1. Use Door Mats
2. Take off your shoes
3. Change your air filters
(provided by carpet-rug.org)



Chem-Dry Keeps it Clean



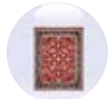
Carpet



Upholstery



Leather



Area Rugs



Pet Urine



Stain Removal



Carpet cleaning is just like exercise! If you get into a routine and keep it up, you will see great results and feel better for it. And understanding the right way to clean carpet will help you save time by doing it correctly the first time with products that do the job right from the start. Not only will a Carpet and Rug Institute (CRI) Seal of Approval cleaning from Chem-Dry help keep your carpet looking great, they can also help meet the warranty requirements of the carpet manufacturer. Below are three simple steps to keeping your carpet clean and looking great:

STEP 1



Vacuum frequently.

Proper vacuuming is the easiest and most effective way to keep your carpet clean. It may come as a surprise that something as simple as regular vacuuming can also have the largest impact on the air you breathe. Removing loose soil while it remains on the carpet surface prevents dirt from being ground into the carpet pile and can help preserve the cushioniness of your carpet. Keep in mind green cleaning starts with vacuuming.

STEP 2



Clean spots and spills quickly with products that do not damage the carpet or cause it to resoil quicker.

With today's stain-resistant carpet, treating spots and stains has never been easier. The key is to act quickly! The longer you wait, the higher the probability that a spill will become a permanent stain. No carpet is completely stainproof. So to knock out spots, give them a one-two punch. First, absorb the spill by blotting, and second, treat the spot or stain with a CRI approved cleaning product such as Chem-Dry World Famous® Spot Remover.

STEP 3



Professionally deep clean your carpets every 12 to 18 months to remove embedded dirt and grime.

To keep your carpet at peak performance, CRI recommends professionally deep cleaning your carpet every 12 to 18 months. (Be sure to check your carpet warranty for particular requirements.) Using Chem-Dry, a CRI approved service provider, is an easy way to make sure that your carpets are being professionally cleaned with quality products that will help maintain your carpet's life, beauty and warranty.

Article adapted from excerpts from the Carpet and Rug Institute

THE VOTE IS IN: Chem-Dry offers the most technically advanced protectants!

Over time and with regular wear, your carpet's factory applied stain resists will experience a reduction in effectiveness. Chem-Dry Protectants refresh the performance of stain resistant carpets, fortifying its ability to resist soiling and staining. Elect to protect your carpets with our great Protectants.



Chem-Dry Protectant™

The next generation of outstanding Chem-Dry Protectant is here. Not only is Chem-Dry's PowerGuard Protectant loaded with acid-dye resists to provide excellent stain resistance, but its unique polymer base also makes it an excellent protector for carpets like polyester and olefin. Repel Protectant can be applied to all types of carpets as it forms a molecular shield around each carpet fiber. This shield increases the surface tension of the carpet fibers, causing them to repel dust and dirt. This helps prevent dirt and stains from being ground in or absorbed by the carpet fiber.



Wool Protectant

Chem-Dry Wool Protectant is a fluorocarbon, water-based product specifically developed to enhance soil and stain repellency for wool carpets and rugs. Wool Protectant is used to form an invisible shield around each carpet fiber to resist soil and stains. The repellency provided will enable most liquid spills to be removed before staining can occur, keeping carpets cleaner, longer.



Elect to Protect!

Choose to keep your carpet protected from soiling and staining!

Click to see the amazing power of Chem-Dry's PowerGuard Protectant™

Schedule An Appointment online:
www.Chem-Dry.net
phone:
1-800-CHEM-DRY



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Franchise Opportunities:
www.ChemDry.com
1.877.307.8233

Give your carpet the power to fight stains!

