



**When Your Carpet Simply NEEDS To Be Cleaned...  
Professionally!**

A Comprehensive Carpet Maintenance Service

Fast Dry Times  
Efficient Service  
Reliable System  
Cost-effective Cleaning  
Little Disruption

No Sticky Residues  
Green Products  
Extends Carpet Life  
Reduced Down Times  
Mfr Recommended



**Our Mission: Is to provide our customers with a comprehensive and professional cleaning system of the highest quality and to offer an expert, personalized service and support for the long term.**

CarpetSmart Interim Cleaning Specialists recognises and understands that one of the biggest investments for any company is their carpets, and that it's also their most abused asset. So we understand the importance of protecting this capital asset by not only maintaining a good appearance for the entire life of the carpet, but to also reduce a facilities maintenance costs and to maximise the lifecycle of the carpet to get the most out of their investment.

With this in mind; CarpetSmart have implemented a unique four stage cleaning process to provide our customers with a comprehensive carpet maintenance solution.

We are very proud of the fact that we are indeed the first and only such company offering such a professional, reliable and efficient carpet maintenance service catering for a demand in the hotel and hospitality industry.

Periodic interim cleaning is performed using a technically advanced system and chemicals. 'Dry cleaning' as it is known in the industry is a revolutionary technique that is highly recommended by leading carpet manufacturers.

Implementing the correct procedure and going that extra mile with regards to proper care, and attention to detail, will pay off in the long run.

Most high-traffic carpet areas are cleaned only when soil remains visible after vacuuming. The problem with this "restorative cleaning" is that layers upon layers of dirt must build up before it is noticeable, and cleaning at this point can leave up to 85% of the layered grime and pollutants trapped in the carpet fibres.

The situation is compounded by the fact that much of the remaining soil is sticky and oily, and the harsh chemicals typical of restorative cleaning systems can themselves leave a sticky residue.

Together with the fact that Spin Bonneting and Rotary machine shampooing can have a detrimental effect and actually contribute to the deterioration of a carpet. They rip and tear at the carpet fibres causing the carpet to appear fluffy; this in turn helps to trap in embedded soils further.

The result is increased soil adherence, so that subsequent cleanings become less and less effective and more and more frequent. This leads to substantial degradation of the carpets appearance long before its time and shortens its overall lifecycle.

## The CarpetSmart® Solution

Low-moisture "Encapsulation" cleaning is a revolutionary cleaning method and the preferred alternative to disruptive, inefficient restorative cleaning systems that are currently in operation. Our Low-Moisture Agitation and Crystallization process traps embedded soils in clear polymer crystals that are removed along with the dirt during the next vacuuming cycle.

It is by far the best interim method available.

With CarpetSmart; effective interim maintenance may be performed more quickly than vacuuming and as often as needed. Productivity rates are 1,500-2,500 square feet/hour for obstructed areas, and 6,000-10,000 square feet/hour for unobstructed areas such as hallways and lobbies. Sticky chemical build up is eliminated and routine vacuuming becomes much more effective for a consistently clean appearance.

The 'CarpetSmart' system has the added benefits of quicker drying times of between 20-30 minutes, improved indoor air quality, and mill-recommended pile lifting for enhanced appearance. Deep wet cleaning is then only required and utilized on an 18 month basis and your carpets life is significantly lengthened.



### Why Choose CarpetSmart?



- ❖ **Fast Dry Times** – Unlike water extraction cleaning methods, our low-moisture system allows carpets to be walked on in just 20 minutes.
- ❖ **Very Little Disruption To Your Facility** – Because our machines are intuitive and they perform dual tasks of pile lifting and chemical application in one sweep, production rates can be as high as 10,000 square feet per hour in unobstructed areas, combine this with fast dry times of between 20-30 minutes and you have a system that doesn't bring too much disruption to your facility. There is no longer a need to close large portions of your facility down for prolonged periods during cleaning.
- ❖ **Use Of Green Chemistry** – Special 'Green' formulations use no hazardous chemicals, which mean no residue or special handling. Formulations are also phosphate and butyl free.
- ❖ **Environmentally Preferred**– Improved cleaning means better indoor air quality and lower microbial activity. Uses 30 times less water than many wet cleaning methods to exceed water conservation standards outlined by the US Green Building Council. This method also eliminates the fear of over-wetting which is the number one reason behind mildew growth within the carpet fibres.
- ❖ **Manufacturer Approved** – All CarpetSmart products are approved for stain-resistant fibres, and select products are safe on wool (wool-safe™).
- ❖ **No Chemical Residue**– By eliminating sticky soils and residue, dirt has nothing left to cling to so spots will not reappear. This eliminates the maintenance and time costs associated with further spot treatment and over-cleaning.
- ❖ **Cost Savings** – Our crystal encapsulation interim cleaning process is proved to be the most cost-effective maintenance system available on the market today! Using our system reduces labour by more than 50% and significantly extends your carpets life.
- ❖ **Pile Lifting** – The CarpetSmart process lifts the carpet pile as it cleans, for optimal scheduled vacuuming and improved appearance. Conversely, bonnets and rotary machines flatten the pile and create additional chemical and water usage during laundry cycles. They also incur damage to your carpet fibres by ripping the fibre.
- ❖ **Brighter And Cleaner Carpets** – The revolutionary crystal encapsulation technology we use in our cleaning system absorbs soil as it dries to recover a 'true clean'.

We cater for all types of businesses within the Hotel and Hospitality Industry, and various other areas which include:

Hotels	Offices	Private Homes
Cinemas	Commercial property	Restaurants
Airports	Palatial property	Entertainment Venues
Schools and Universities	Exhibition Halls	Conference Centres

### **The CarpetSmart Comprehensive "Planned" Approach –**

## Four Cornerstones of CarpetSmart Cleaning Process

The CarpetSmart Comprehensive "Planned" Approach identifies the total program of maintenance for the proper care of any facility's most abused asset - its carpet. Our integrated four-step process prevents the build-up of sticky chemical residues and soil, protecting the colour and appearance of expensive, carefully chosen carpets.



### Preventative Maintenance

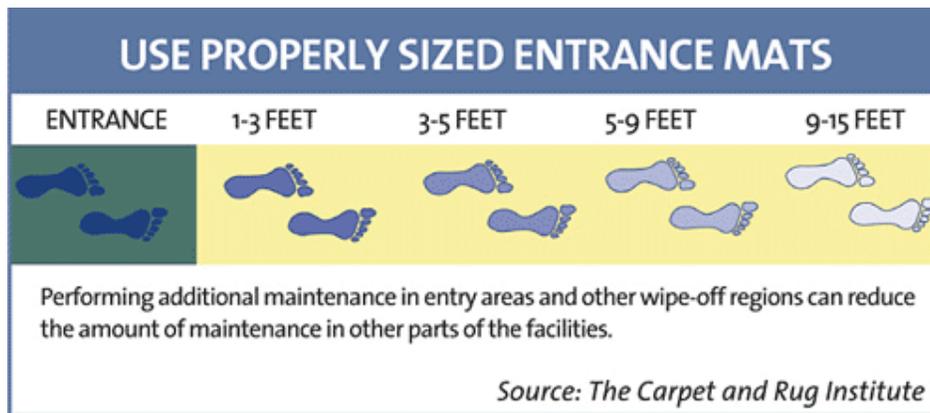
Preventative maintenance is the least costly; yet most important and effective means to protect carpet appearance. Since 80% of soil is tracked-in on the feet of building visitors and occupants, the goal at this level is to reduce the amount of soil that actually contacts the carpet to limit its accumulation.

#### COMPONENTS INCLUDE:

- Walk-off mats at all entrances and hard-to-soft transition points to remove dirt, grease, and oil from shoes prior to tracking.
- Protective mats in areas where excessive matter is tracked onto carpeted areas, such as underneath water fountains, coffee bars, or print stations.

*Note: Scraper mats, highly effective at removing soil, should be used in tandem with absorbent wiping mats that remove water and fine particulate soil.*





As part of the CarpetSmart planned approach and high level of service we offer our clients, we will survey the business premises and identify the most high-risk areas and recommend the correct preventative measures needed; if required.

### Daily Maintenance

Frequent vacuuming of high-traffic areas will remove 80-90% of dry soil accumulation. Choose a commercial-grade powerful upright vacuum cleaner which meets the certification criteria of the Carpet & Rug Institute. High-filtration vacuum systems have been proven to have longer life cycles and increased effectiveness, while containing dust better during daily vacuuming cycles. We supply a very powerful Dyson upright specifically for this purpose with incredible results.

Assemble a spotting and stain-removal kit for the immediate cleaning of spills and tracked-on discoloration resulting from oil, grease, wax, beverages, and other foreign substances. It's best to reach potential staining spots before they have time to dry, so daily visual inspection by members of the vacuum crew is recommended.

CarpetSmart aim to get to a spillage within a 24 hour period as another part of the service we provide, we believe that if a spillage can be contained quickly there is less work involved which ultimately leads to less harm to your carpet fibres and also maintains a high level of appearance at all times. Combined with your own staff vigilance provides a speedy solution and containment of spillages.

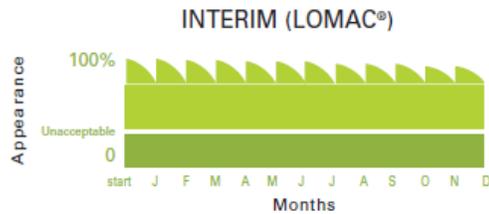
### Interim Maintenance and Annual deep cleaning

All carpets require at least one Annual deep clean, this is to significantly reduce soil build up within the carpets fibres, thus making it easier for a hotel to maintain themselves. Depending on the traffic and function regularity, some areas of carpet, like Ballrooms, hallways and Lobby entrances may require 2 or 4 scheduled deep cleans per year to maintain a healthy and clean looking carpet.

The goal of Interim Maintenance is to keep the carpet clean between the deep cleans, and maintain a consistent level of appearance without sacrificing safety whilst reducing overall maintenance costs. The primary focus is frequent low-moisture pile lifting and the removal of sticky residues that would otherwise hold soil in the carpet and lead to over-cleaning.

The CarpetSmart process is the next-generation approach to effective Interim Maintenance involving three simple steps:

1. We apply the crystallized cleaning solution to carpeting with either a manual sprayer or a machine-mounted electric applicator. The crystallized cleaning solution is non-hazardous, contains no VOCs, and is approved for use on wool as well as stain-resistant fibres.
2. We then agitate the crystallized cleaning solution immediately into the carpet fibres with low moisture machine, with its twin-cylindrical brushes. The low moisture machine carries the solution deep into the fibres, scrubbing each tuft in multiple directions while lifting and opening the pile at the same time.
3. Vacuum in as little as 20 minutes or at the next vacuum cycle. The crystal cleaning solution will completely encapsulate sticky soils in clear polymer crystals that are brittle enough to be easily vacuumed away.



Interim maintenance maintains carpet appearance at a consistently high level.



Restorative cleaning takes a carpet in poor condition and attempts to restore it to an acceptable appearance level. This approach leads to erratic appearance levels that degrade significantly over time.

### Restorative Cleaning

This level of cleaning should only be performed on an annual basis or longer, except in special cases such as poor scheduling of interim maintenance, flooding, or otherwise extraordinary conditions.

### Machine And Chemistry

#### **CarpetSmart Low Moisture Machines**

Each of CarpetSmart's low moisture machines utilizes counter-rotating twin-cylindrical brushes rotating at 480 rpm to agitate the carpet, whilst automatically applying the Crystal chemistry deep into the fibres, simultaneously lifting the carpet pile all in one pass.

We also use a removable protective flap on the front of our machines which prevents splashing during use, and non-marking bumpers which protect building furnishings. The premium-grade power cord is also UL Listed.

The twin cylinder system is approved by the Carpet and Rug Institute and recommended by leading carpet mills to be the best, most efficient and safest way to clean carpets. Many businesses are unaware of this new technology and continue to use a spin bonnet shampooing rotary system which ultimately damage carpet fibres, shorten the life of the carpet and actually void the carpet manufacturer's warranty.

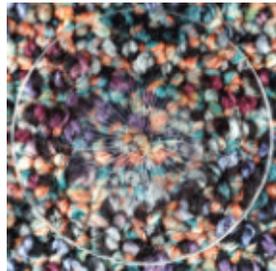
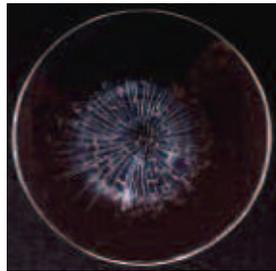
#### **CarpetSmart's Crystal Encapsulating Cleaning Chemicals and dry powder compound**

CarpetSmart's crystal encapsulating cleaning chemical combines unique crystallizing polymers with effective detergent components, creating the perfect blend to emulsify embedded soils (both dry and oily) and encapsulate them for vacuum extraction. It will not cause re-soiling and will extend time between deep cleans to either annually or longer in most situations (typically 18 month cycles). The CarpetSmart crystal cleaning chemical is Green Seal Certified. It has no volatile organic compounds (VOC's), a neutral PH, and is non-butyl. The crystal solution is portion controlled to provide consistent dilution for consistent superior cleaning.

Our revolutionary dry powder deep cleaning compound is biodegradable and in conjunction with our remarkable machine technology can deep clean a carpet 80% more efficient than any other carpet cleaning system currently on the market. With our techniques, processes and expertise in our field, your carpets cannot be in better hands.

## Where Does the Dirt Go?

These photos are of dried, undiluted chemistry.



Crystal chemical dries clear to promote  
Fibre colour retention

Since carpet fibres look cleaner immediately, before extraction takes place, people often ask us, "where did the dirt go?"



We answer by comparing our Crystal chemical and its encapsulated soil particles with a diamond. Diamonds always have flaws from embedded foreign particles, but these flaws are not seen except under high magnification. Similarly, our Crystal chemical entirely encapsulates foreign soils in a clear polymer that still looks perfect to the naked eye or even under low magnification. The soil is there, but all that can be seen is bright and clean carpet. The soil-laden crystals are removed easily by vacuuming, which may occur at any time without adverse effect.

### Extend Carpet Life And Cost Savings...

Carpet is not meant to last forever; that is why manufacturer's issue wear warranties to inform their customers how long they should last. But unfortunately they do not have appearance warranties; appearance generally is the factor that determines when the carpet is replaced. By implementing the CarpetSmart 'Planned Approach' appearance no longer has to be the determining factor in early carpet replacement. The low-moisture agitation and crystallization system which is used has been scientifically proven to maintain the carpets healthy appearance and prolong its life by up to 10 years longer than just vacuuming alone.

On average companies tend to have to change their carpet every 5 years, so by using the CarpetSmart system and extending the life by another 10 years, they would save on replacing the carpet twice, and also reduce the depreciation value of the carpet each year.

### CarpetSmart Interim Cleaning Related to Carpet Depreciation

- ❖ For savings listed below, eliminate one vacuum every second month and replace with one CarpetSmart CarpetSmart interim clean.
- ❖ Vacuum and CarpetSmart cleaning machines both clean at 6,000 sq. feet per hour.
- ❖ Carpet life is generally determined by how quickly a carpet visually deteriorates.
- ❖ For this illustration, the value of the carpet is estimated at \$1,200,000 (\$12.00 per sq. foot x 100,000 sq. feet).

CarpetSmart Cleaning Schedule	Carpet Life	Yearly Depreciation	CarpetSmart Cleaning Cost
NONE	5 YEARS	\$240,000 (\$1,200,000/5)	NONE
6x Year (every 2 months)	15 YEARS	\$80,000 (\$1,200,000/15)	\$15,000 per clean @5 thb per sq. ft.

### Cost Savings Study

Vacuuming 5 days per week 260 Days per year

Replacing one vacuum every second month with one cleaning -6 Days

CarpetSmart cleaning once every second month +6 Days

- ❖ Since both machines clean at the same rate, there is no change in labour costs
- ❖ Since CarpetSmart uses chemicals; the additional cost is \$15,000 per clean @5 thb per sq.ft. x 100,000 sq.ft.= \$90,000 per year or \$1,350,000 over 15 years
- ❖ Savings based on a 15 year depreciation vs. a 5 year depreciation: = \$2,400,000 minus \$1,350,000 cleaning costs, gives you a saving of \$1,050,000

By replacing one vacuum every second month with a CarpetSmart scheduled interim clean the savings made based on a 15 year depreciation vs. a 5 year depreciation are:- **USD\$1,050,000 or \$70,000 per year**

### **Environment..(Going Green)**

Green cleaning has been driving new generations of carpet care chemicals and cleaning methods. Green initiatives related to carpet care include minimizing water use, recycling, energy efficiency and indoor air quality by using green chemicals certified by third party entities.



More and more green chemicals are being developed. They're safer on the environment, to health and are less corrosive. The chemistry has definitely changed for the better. It has come a long way and now we can offer safer green chemicals that live up to performance standards.

Leading the way in green cleaning chemicals are the advances in encapsulation cleaning such as hydrogen peroxide chemistry that destroys odours, boosts cleaning power and then breaks down safely into oxygen and water such as the ones used in the CarpetSmart system.

### **Our Commitment**

At CarpetSmart, we believe our uncompromising commitment to environmental sustainability enhances our corporate mission: to promote industry innovation, safety and green cleaning systems.

We do this in several ways:

- ❖ CarpetSmart uses products that integrate reusable and replaceable components that are manufactured for longer life cycles and avoid unnecessary landfill disposal.
- ❖ CarpetSmart cleaning systems and Green Seal certified chemistry contributes to protecting the built environment and promoting healthy building standards.
- ❖ This revolutionary green cleaning technology is designed to conserve water and reduce chemical usage. Concentrates in recyclable packaging are designed to conserve natural resources.
- ❖ As advocates for worker safety, we focus on intuitive systems that reduce risk and promote worker wellness.
- ❖ Low moisture process does not overtax the HVAC system with dehumidification for energy savings and smaller carbon footprint.

A quote by Bob Wittkamp, Certified Master Cleaning Technician by the IICRC

(Institute of Inspection, Cleaning and Restoration Certification)

**"Encapsulation may prove to be one of the greatest advances in carpet maintenance during my 30-year tenure with the industry."**

*ICS Cleaning Specialist magazine*



## Cleaning Guide

## Introduction / Overview

Carpet is a major investment for any facility and provides the benefits of a clean environment that is conducive to productivity and occupant comfort.

Planning and implementing a scheduled maintenance program protects your capital investment and effectively contains maintenance costs. Properly maintained carpet enhances facility appearance, contributes to a professional image, and protects the capital investment through extended product life cycles that lower your overall cost.

### **Carpet enhances workplace wellness and the indoor environment in several ways:**

- ❖ Carpeted areas are quieter and make it easier to concentrate whether at work or school
- ❖ Particulate soils tend to settle into carpet fibres until they are vacuumed, and do not re-circulate freely throughout the building
- ❖ Fewer slip/fall accidents occur on carpeted surfaces
- ❖ Carpet provides thermal resistance, which can reduce energy costs

Comprehensive cleaning programs foster cleaner air and healthy environments that look good, boost morale and ultimately improve performance.





### **Low-Moisture Spotting and Encapsulation**

Encapsulation spotting is an effortless system, yet it is extremely effective for over 90% of unidentifiable spots. Encapsulation spotting simplifies a complex process to ensure best practice and quality results.

#### **Effective Spotting in 2 Simple Steps**

1. Apply CarpetSmart Krystal Spotter carpet spotting agent using a trigger sprayer or 2 gallon pump-up sprayer.
2. Agitate the spot inward with the white Carpet brush we supply. Blend in surrounding area for a consistent appearance.

#### **Simplified Spot Removal**

Prior to CarpetSmart Spotting, typical spot removal was a difficult task requiring complex charts to determine the correct chemical for a specific spot? Additional follow-up was also required to make sure no residues were left in the carpet after the multi-step blot, rinse, apply spot remover, etc.

At the next vacuum cycle, soil-laden polymer crystals are easily removed. Dirt has nothing to cling to, so spots are not likely to reappear. This spotting procedure can be performed as often as required.

CarpetSmart's Krystal Dry® is certified by the WoolSafe Organisation, and will not harm delicate woollen fibres.

Wet spills – Blot up excess moisture as soon as possible. For large amounts use a wet vacuum to recover as much as possible, then blot dry. Finally, follow up with Krystal Spotter carpet spotting agent as described above.

**For more stubborn stains please consult one of our technicians.**

## Daily Vacuuming

### The right equipment enhances outcomes

Choose a quality commercial vacuum or follow recommendations by the carpet manufacturer. Take into consideration carpet profile, density and fibre type. Look for high-efficiency particulate air filtration (HEPA), disposable vacuum bags, high airflow, durability and commercial performance to ensure the equipment selected is the most effective at soil removal and dust containment.

### Daily Maintenance: Vacuuming Frequency Minimums

Area	Traffic Conditions	Minimum Frequency
Entrance Areas	Heavy	Daily
Ground Floor Areas/Hallways	Heavy	Daily
School Corridors	Heavy	Daily
Hallways/General Areas 2 <sup>nd</sup> Floor and Above	Medium	Daily
Administrative Offices	Medium	Daily
Classrooms	Medium	Daily
Conference Rooms	Light	Daily
Executive Offices	Light	Daily
General Office Areas	Light	Daily

### Interim Maintenance - Cleaning Frequency Minimums

Area	Traffic Conditions	Minimum Frequency
Entrance Areas	Heavy	6 x Per Year
Ground Floor Areas/Hallways	Heavy	6 x Per Year
School Corridors	Heavy	6 x Per Year
Hallways/General Areas 2 <sup>nd</sup> Floor and Above	Medium	4 x Per Year
Administrative Offices	Medium	4 x Per Year
Classrooms	Medium	4 x Per Year
Conference Rooms	Light	3 x Per Year
Executive Offices	Light	3 x Per Year
General Office Areas	Light	3 x Per Year

## DEEP CLEANING – Dry Powder

The goal of deep cleaning is to remove embedded dry soil, oily substances and any residue build-up. Even if not readily visible, these substances can damage fibres and reduce the life of the carpet. Carpet appearance is restored by working our dry powder into the carpet fibre, agitating to release difficult soil, and extracting soiled powder into our renovators that we fix onto our machines.

To ensure optimum results, we pre-spray traffic lane areas and spots prior to extraction (5-10 minute dwell time is recommended). Heavy traffic areas may require additional pre-spray. We then agitate these areas using a twin-cylindrical brush machine to lift the pile and remove embedded soil for better results. We choose environmentally preferred products formulated to extract detergent residues and mineral deposits, which can degrade carpet and accelerate wear. Our powder injected and agitated by brushes effectively pulls more suspended soils out as it is extracted in a single pass.

### Deep Cleaning – Dry Powder - Cleaning Frequency Minimums

Area	Traffic Conditions	Minimum Frequency
Entrance Areas	Heavy	6 – 12 Months
Ground Floor Areas/Hallways	Heavy	6 – 12 Months
School Corridors	Heavy	6 – 12 Months
Hallways/General Areas 2 <sup>nd</sup> Floor and Above	Medium	12 – 18 Months
Administrative Offices	Medium	12 – 18 Months
Classrooms	Medium	12 – 18 Months
Conference Rooms	Light	18 Months
Executive Offices	Light	18 Months
General Office Areas	Light	18 Months

### Care of Wool Carpet

Protect the investment of your wool carpet by following a sensible approach, using a comprehensive maintenance plan suited to the carpet's colour, pattern, and construction. The single most effective component in the care of wool carpet begins with daily vacuuming and scheduled interim maintenance using Krystal Dry. Wool likes it cooler, so use warm tap water instead of hot water for better results. Always test for colourfastness in an inconspicuous area. The extra care you give wool carpeting will pay off with long-term resilience and durability.

#### Avoid these destructive practices:

- ❖ Extreme water temperature damages fibres and may cause delamination of seams.
- ❖ Cleaning solutions with high VOC's that leave a residue may cause rapid re-soiling and fibre damage.
- ❖ Using bleach on carpet spots will cause permanent damage.
- ❖ Chemicals with high VOC levels may harm the carpet and impact indoor air quality levels.
- ❖ Increasing airborne particulates by performing dry pile lifting may recirculate dust and harmful particulates into the indoor environment.
- ❖ Spin bonneting and shampooing with a rotary floor machine are not recommended by the leading carpet mills, CRI or WoolSafe Organisation.

Wool carpet requires mild cleaning solutions and safe agitation. Visit [www.wool-safe.org](http://www.wool-safe.org) for additional information. The Carpet and Rug Institute tests the effectiveness of carpet cleaning equipment and chemistry. Their certification validates cleaning performance and helps customers recognize quality products.

Visit [www.carpet-rug.org](http://www.carpet-rug.org) to view the CRI Seal of Approval and recommended products.





## The Science of Cleaning

### **‘CarpetSmart’ Superior Interim Carpet Cleaning Specialists**

- Carpets have wear warranties
- Carpets do not have appearance warranties
- Appearance generally determines carpet replacement
- Appearance is not the determining factor in early carpet replacement when the LOMAC® (Low-Moisture Agitation & Crystallization) System is used.

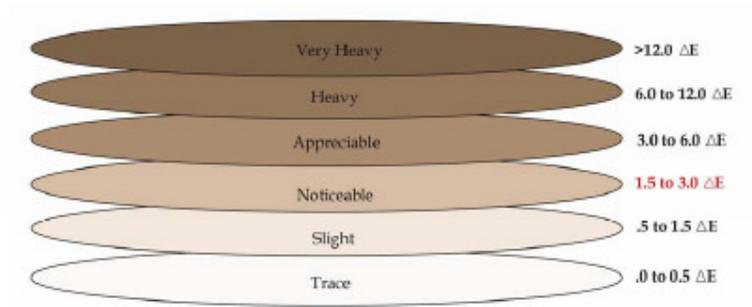
#### **Soil Measurement**

We use a patented  $\Delta$  soil measuring system which provides answers to carpet cleaning questions related to: *Frequency, Procedures, and Accountability.*

$\Delta E$  is a numerical measure of the total colour difference between a new carpet and a soiled carpet.

### Frequency – Layering of Soil in Grey Carpet Tiles

As soil builds up, carpets change colour and continue changing colour until saturated. The colour change of the carpet, as expressed by  $\Delta E$ , correlates with the build-up of soil.



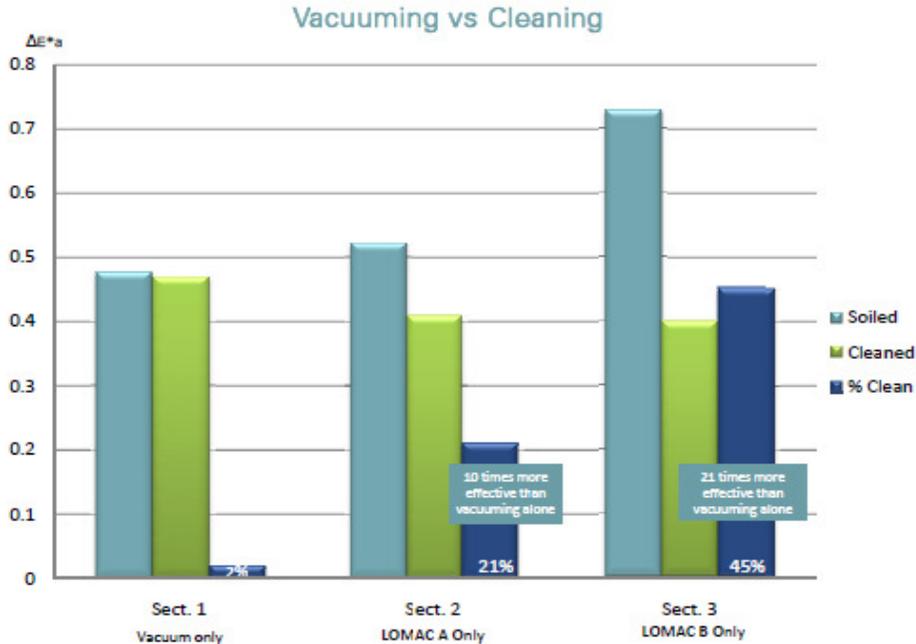
*Objective soil measurements reveal that carpets need cleaning before  $\Delta E$  equals 3.*

Generally accepted vacuuming and cleaning frequencies:

- Vacuum – daily
- Interim clean – as needed
- Deep clean – once or twice a year

### In-House Visual Appearance Results Comparing Two Procedures:

Vacuum Cleaning vs. L OMAC® Cleaning using numerical soil measurements ( $\Delta E$ )



CarpetSmart carpets are up to 21 times visually cleaner than when vacuuming alone is performed.

Third Party Certification  
Cleaning Research International

Test Results		
The higher the $\Delta L$ number, the more soil present in the carpet.		
SOILING CYCLE	VACUUMED ONLY ( $\Delta L$ )	WITH INTERIM CLEANING ( $\Delta L$ )
1	17.7	17.7
2	23.6	23.6
3	26.9	26.9
4	30.8	30.8
5	31.5	18.6
6	31.2	24.3
7	31.6	26.9
8	32.2	28.3
9	33.6	30.4
10	34.9	19.9
11	34.5	24.8
12	34.6	28
13	35.1	29.8
14	35.4	31.4
15	36.2	19.5
16	35.8	23.1
17	35.4	25.9
18	36.5	27.9
19	35.2	30.6
20	35.5	20.1
Extracted	27.3	11.2

We commissioned Cleaning Research International to confirm our in-house visual appearance procedures.

- Hot water extraction is part of the CarpetSmart Comprehensive Planned Approach to Maintenance and was included in the third party certification report.
- Each soiling cycle represents approximately 10,000 footsteps.
- $\Delta L$  is a measure of the difference in whiteness between a new and a soiled carpet.

### Comments

When the carpet is soiled for the first time, there is a sudden change in its appearance. In the case of the sample which was vacuumed only, this change continues to worsen until a plateau is reached which is an equilibrium between the colour of the soil and the colour of the carpet. In the case of the carpet being subjected to interim cleaning, however, each subsequent clean restores the carpet to a value around that obtained after a single soiling. This means that by regular use of the CarpetSmart System, the soiled appearance of the carpet can be maintained at a satisfactory level over a prolonged period of time.

Furthermore, after so-called 'restoration cleaning' using hot water extraction equipment, the recovery of the carpet regularly maintained with the CarpetSmart system is significantly better than that which does not have the benefit of CarpetSmart's interim maintenance.

Every 5<sup>th</sup> soiling cycle is highlighted to show when the CarpetSmart interim method was performed. There is a notable difference in the amount of soil present after interim cleaning is performed.



Our system;

- ✓ Has no water retention within your carpet (so you never have to worry about that musty mould smell emanating from your carpets),
- ✓ Has no sticky chemical residue that remains after cleaning,
- ✓ Removes 90% of soiling from within the depths of your fibres
- ✓ Has a very fast dry time of between 20-45 minutes depending on pile depth and room temperature
- ✓ Uses environmentally friendly chemicals which will help reduce your carbon footprint
- ✓ Is quick, safe, healthy and extremely effective meaning your carpets remain cleaner for longer. (depending on traffic volume of course)
- ✓ Is the most recognised and preferred method of interim maintenance on carpets by all the major carpet institutes worldwide
- ✓ Has specific individual spotting chemicals for specific individual spots (One chemical cannot possibly do all spots)

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