

How to Care For Your Carpets

When it comes to maintaining your carpet, the critical areas of focus are the high traffic areas. If ground-in soil is not removed on a regular basis, the high traffic areas will begin to wear excessively. The dirt is extremely abrasive against the fibers of your carpet as you walk back and forth on it. The second area of focus, of course, is spot removal. You must react to "danger" spots immediately. If not treated immediately, red wine, red beverages, urine, blood, etc. can cause permanent stains. Listed below are the proper steps that you must take to properly maintain your carpeting.

Vacuuming

Vacuuming your carpet often... once or twice a week at least. Vacuuming removes the sharp soil, not visible to the eye that can cut and slice the fiber, causing premature wear. The key is to vacuum before the carpet looks soiled. Removing and loose particles prior to vacuuming, such as loose food, leaves, pieces of crayon, bugs, etc., as these items can create spots on the carpet.

Professional Cleaning

As a general rule, professional cleaning (by a respected company) should take place every 6-18 months. For extremely heavy traffic areas, cleaning may be required more or less often depending on the type and amount of traffic. Proper professional cleaning will not leave a sticky residue behind, and can be done as many times per year as needed. **Many stain resistant warranties require professional cleaning every two years.** Professional cleaning removes the damaging soil from the high traffic areas that cannot be removed by vacuuming. **Warning: Uninformed carpet cleaners may void your warranty by using improper cleaning procedures. Be very selective when choosing, which company to hire.**

Spot Removal

Immediate spot removal is imperative to a clean carpet; great care must be taken in how spot cleaning is performed. When a carpet is new, or has sufficient protector on it, plain tap water will remove most spots, however, for those spots that will not remove easily with water, you must use a spot cleaner. Select a spot cleaner that is recommended by either the carpet retailer, or your trained professional cleaner. Most spot removers that are purchased over-the-counter leave too much soap residue and can cause yellowing. Avoid using foam carpet cleaners or any product that is not specially made for carpet.

Apply spot cleaner sparingly to a white terry cloth, and gently massage spot, causing it to transfer onto the cloth. Never pour cleaner directly onto the carpet. If the product that you are using seems to cause the spot to re-soil after a few weeks, discontinue its use. Any spot that you are not able to remove, and for pet urine or feces, call your professional cleaner immediately.

Protective Coatings

Most residential carpets are treated with stain resistant properties, and soil resisters such as Dupont Teflon or 3m Scotch-guard. After a period of 6 months to two years, some of the soil resister wears off. At that point, you should consider having the treatment reapplied after a professional cleaning. The soil resister will help the soil slide off the carpet easier when vacuuming, spots will be easier to remove, and professional cleaning will be more effective. When it comes to professional cleaning we recommend **Roto-Static** carpet cleaning!