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Carpet Care Tips

First Things First: Vacuum! Vacuum! Vacuum!

Carpet is the biggest filter in your house and bears the burden of everything dropped on it or settled on it, including dirt, dust, mites, and fine particulates (the floating particles that are sharp and abrasive). Add to that grease, grime, air pollutants, chemicals, and more, and it becomes contaminated. Then, with foot traffic, well, the fibers will only take so much before they “scream for help” before they become damaged.

How Carpets “Ugly Out” and Develop That Dingy “Wear” Appearance

Did You Know? 22% of your carpet’s surface (traffic lanes) can wear out quickly without proper care. Better explained, if neglected, ugly traffic lanes will develop in the middle of your rooms, looking so bad that you are forced to replace the carpet well before you might otherwise need to. Premature wear leads to premature replacement!

The damage is often caused by neglect (infrequent vacuuming and cleaning). Also damaging are spots and spills, airborne chemicals, and pet urine, which, if left unattended, will certainly bring the carpet to an early demise.

Optimize Carpet Appearance and Extend Carpet Life

A good maintenance plan is a team effort involving both the homeowner and their professional service provider. It includes effective vacuuming, spot and spill control, DIY efforts for periodic carpet cleaning, professional carpet cleaning, re-application of protectants, and warranty compliance.

Vacuuming. This is a key activity that removes the abrasive particles that accumulate on the fibers or burrow in. Vacuum regularly, before you see dirt, which will slow wear and shading (the dingy look that doesn’t go away). Frequency: 1-2 x week or more, depending on foot traffic, pets, and exposure. Remove loose debris.

Spot and Spill Control. Act fast! Speed and technique matter when removing spots. Address them immediately to prevent lasting damage.

Dangerous Spots:

- Red wine, red-based spills, ink, and marker stains
- Biological spills like urine, blood, feces, and vomit
- Other spills, such as plant water, paint, or nail polish

Technique: Clean spills immediately. For new or protected carpets, tap water works well for water-based stains. Carpet manufacturers recommend (in their warranty info and guidance), a mild solution of dish soap and lukewarm water. It is usually safe and effective to try first. We recommend the spotter we provide (avoids residues or bleaching). Avoid foam spotters or harsh chemicals not intended for carpets.

Apply spotters sparingly with a white terry cloth, *gently dabbing* the area to transfer the dirt. **Don't rub hard**—this can damage fibers. Repeat with a damp (not soaking) cloth to remove any residue. If a spot reappears quickly, it's best to call professionals. For tough stains like pet or any biological spills, contact us immediately—these can pose health risks.

DIY Efforts For Periodic Carpet Cleaning: Home cleaning units or rented steam cleaners can help with regular maintenance. Clean traffic lanes or high-use areas as needed, but be cautious: use the right cleaners, measure carefully, and avoid overwetting. Always follow up with professional cleaning, as DIY methods can leave detergent residue, leading to problems.

Professional Carpet Cleaning: Schedule professional cleaning every 12-18 months, more frequently in high-traffic areas or homes with children or pets. Professional cleaning removes deep soil that vacuuming can't, and avoids the sticky residue often left by home cleaning machines. Always hire trained and certified technicians. Some companies, even well-known ones, may cut corners by using cheap solutions or untrained staff, leading to subpar results. Professional cleaning 'done right' will ensure your carpet looks its best and stays clean longer.

Protective Coatings: After 1-2 years, the manufacturer-applied protective coatings like DuPont Teflon or 3M Scotchgard may wear off, especially in traffic areas. Be sure to have your technician reapply the coating after professional cleaning. This helps soil slide off the fibers more easily. It makes vacuuming more effective and spot removal simpler. It also improves air quality by reducing dust and airborne particles. Protecting your carpet can extend its life and maintain its appearance.

Warranty: Keep your carpet warranty handy, and schedule professional cleaning if the warranty requires it. Many manufacturers require professional cleaning every 12-18 months to maintain coverage. Warranties can range from 5 to 20 years, covering wear, texture retention, soil resistance, stain protection, and more. Keep your receipts to ensure warranty compliance.

6 + Reasons to Always Use Carpet Protector

1. **Prevents Permanent Stains:** Protectant helps repel spills, helps carpet fight staining
2. **Reduces Wear:** Dirt buildup cuts carpet fibers, causing premature wear (the ugly worn appearance in the traffic lanes- about 22% of the carpet). Protectant slows this down.
3. **Decreases Dust:** Reduces dust particles, improving appearance and air quality-especially for those with allergies, asthma, and other respiratory problems, medical conditions, etc
4. **Makes Spot Removal Easier:** Spills and spots are easier to clean up on protected carpets, often with just water or the provided spotter.
5. **Less Frequent Cleanings:** With a good protectant, carpets stay cleaner longer, saving you money on professional cleaning.
6. **Improves Cleaning Results and Extends Carpet Life:** Protectant makes professional cleaning more effective, keeping carpets looking better for longer.

Avoid Premature Carpet Replacement

Regular professional cleaning extends the life of your carpet. Follow a cleaning schedule—even when they don't look dirty—Avoid the 22% mistake and enjoy spending your money elsewhere!