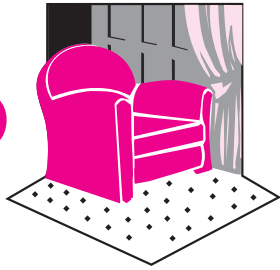


# CHET'S



# CLEANING, Inc.

UNCOMPROMISING QUALITY SINCE 1986

November 2006

## Certified Carpet Cleaner – Does It Mean Anything?

Would you be surprised to learn that most carpet cleaning companies have no formal training? That they are not required to be licensed? That there is no requirement to have any certification whatsoever? Is training and certification important? After all, isn't carpet cleaning a "menial" task that anyone can perform?



Actually, a carpet cleaning professional is working with one of your most valuable assets. Should it be trusted with just anyone? Unfortunately, our industry is full of "rogues" that only care about how much money they can get from you, and nothing about the life of your carpeting. They do not care about the industry in which they work.

Have you ever noticed that in many states, air conditioning companies, plumbers, and pest control companies are required to be licensed? Not so for carpet cleaners. Fortunately for you, and for me, there are many fine people in the carpet cleaning industry that realize the standard must be raised. Those of us in that process help to police our own industry. In order to do this, associations and certification organizations were created.

One such organization is called the IICRC (Institute of Inspection, Cleaning, and Restoration Certification). This organization provides certification courses and exams for the carpet cleaning industry. By attending these courses, carpet cleaners are taught about fiber identification, carpet construction, cleaning chemistry, cleaning methods, and professionalism.

There are several levels of certification: Certified Technician (1 certification point), Journeyman Technician (5 certification points and one year of active status), and Master Cleaning Technician (10 certification points and 3 years of continuous active status).

So, the question remains- "Does it mean anything?" Yes, yes, yes! It means a lot! It means that the certified firm is on the cutting edge of technology and change in our industry. It means that a certified firm knows the right way to apply cleaning procedures and chemistry. It means that the certified firm is working together with other certified firms to raise the standard of carpet cleaning in general, therefore providing you with a higher quality product.

**Trivia:** "You're Joshin' Me" "He Got Off Scott Free"

Have you ever wondered where the term "Your Joshin' me" came from? How about the term "He got off Scott free".

Well, both of these terms came from a 19<sup>th</sup> century man named Joshua Scott. Joshua Scott walked into a store one day, put a few items on the counter, and laid down a nickel. The clerk accepted the nickel and Joshua Scott left the store with the goods in hand. It was discovered later that Scott actually had more than a nickel's worth of merchandise.

When accused of stealing, Scott countered that no one told him how much the items were, but accepted his nickel, therefore he owed no further monies to the store. Joshua actually didn't "josh" them, he simply laid down his nickel and said nothing. And yes, he did get off "Scott free".

**GET FREE CASH OR FREE CLEANING THROUGH OUR REFERRAL REWARD PROGRAM!**

For each new customer that you send us, we will reward you with a 10% referral fee that can be used toward CASH or FREE CLEANING. Simply refer your friends, neighbors, or co-workers, and we will reward you automatically. Remember that we offer a 110% money back guarantee, so you can be sure that we will take the absolute best care of your valuable referrals!

## Run Spot Run - Urine Spots

What should you do when your pet “goes on the carpet”? Are puppy puddles putting you in a particular predicament? Well, not to worry, that’s what we are here for.

First of all, if you have a pet that is prone to urinate on the carpet, take a quick walk through your home each day when you get home. The quicker you get to a pet stain the better.

Some technical tips on urine: When urine is first excreted, it is much easier to remove. Within hours of being exposed to oxygen, it turns into a fiber and dye destroying alkaline. When this happens it will continue to increase in alkalinity to the point of becoming practically ammonia. This explains the ammonia like odor.

**At this stage it dramatically affects the dye structure of the carpet.**

To clean the urine spot: Mix 1 part white vinegar to 2 parts water and clean with a white terry towel. If you have a small extraction machine, it would be ideal to use it. **DO NOT USE OVER THE COUNTER SPOT REMOVERS OR ALL PURPOSE CLEANERS ON URINE! YOU MAY SET THE SPOT PERMANENTLY! IF YOU HAVE TROUBLE REMOVING IT, CALL US.** We offer a wonderful product for just this purpose.

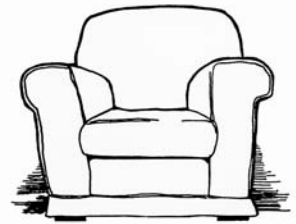


### PET GONE WILD ON THE CARPET?

## The 7 Principles of Professional Upholstery Cleaning

The IICRC (Institute of Cleaning & Restoration Certification) Upholstery Cleaning Standards Guide declares that there are 7 important principles in effectively cleaning upholstery.

- 1. Fabric Inspection:** A simple burn test which involves taking a tiny swatch of the fabric can reveal the fiber content. The flame, smoke and odor are identifying characteristics.
- 2. Dye Testing:** A small amount of upholstery cleaner is applied to an inconspicuous area of the fabric and a towel is pressed to the fabric. This tests the stability of the dye.
- 3. Dry Soil Removal:** In cleaning any textile, the first step is always to remove as much dry soil as possible. This improves the following cleaning steps greatly.
- 4. Soil Suspension:** A preconditioning agent is used on most fabrics to “suspend” the soil for more effective extraction.
- 5. Soil Removal (Extraction):** A water or solvent based “rinse” is used to wisk away the the suspended soils.
- 6. Pile Setting/Grooming:** Many textiles have a “pile” that needs to be set after cleaning. A special upholstery brush is used to groom the pile for proper drying.
- 7. Drying:** Getting the upholstery dry as fast as possible is important. High velocity air movers are used to promote faster drying. Ceiling fans and air conditioning also help.



### WANTED: DEAD OR ALIVE



**BUBBA – THE WORLD’S MOST NOTORIOUS CARPET CLEANER!**

Bubba is a fictional character that represents The Uneducated, Uninformed, and Sometimes Downright Unscrupulous Carpet Cleaners of The World. He is to be avoided at all cost!

### OUR GUARANTEE TO YOU

If you’re not 100% delighted with our service, we will do whatever it takes to make you a Chet’s Cheerleader for life

If you are still unimpressed, we will promptly refund 110% of your money.

## Carpet Protector – Does It Really Work?

Unfortunately there is probably as much confusion in the carpet cleaning industry about carpet protectors as there is about cleaning. Uneducated, uninformed, and sometimes downright unscrupulous carpet cleaners cause a great deal of confusion by giving out false information or intentionally misrepresenting the product.

A nylon stain-resist carpet is made with two protective properties: The first is an acid dye blocker that is basically a clear dye that fills the extra dye sites in a fiber. This helps to keep “foreign” dyes (such as red dye in a beverage) from penetrating the carpet fiber. The second property is called a “fluorochemical”. It is commonly known as 3M Scotchgard® or DuPont Teflon®. These protectors help keep spillage from actually getting to the acid dye blocker, but its biggest job is to resist dry soil. By resisting dry soil, less soil bonds to the carpet, therefore being picked up by your vacuum or cleaning. Making sure that you have a sufficient amount of protector on your carpet will help keep the soil from bonding to the carpet. Once it bonds to the carpet, it acts like sandpaper on your traffic area. Once the traffic area yarns are broken down, there is no way to bring them back to their original state.

### There are 2 primary ways that protector is removed from a fiber:

- 1. Regular foot traffic and vacuuming.** Over a period of 6 months to 2 years depending on the amount of use, a significant amount of protector can be removed from your high use areas and needs to be reapplied.
- 2. High alkaline cleaner.** Uneducated, uninformed, and sometimes downright unscrupulous carpet cleaners use harsh chemicals on your carpet and upholstery that will strip it of its protection. If one of these rascals has been in your house, you may want to have your carpet and upholstery re-protected.

### 4 Mistakes Other Cleaners Make In Applying Protector

- 1. Not using high quality protector.** Discount protectors are not as effective and sometimes void the warranty of the carpet. **Our Company uses only the highest quality, recommended protectors. Dupont®, Scotchgard®, and Ultraviolet Protector®**
- 2. Not using a dedicated container.** Using the same container for carpet protector as other cleaners can contaminate the carpet protector making it gummy and ineffective.

**We always use dedicated containers reserved ONLY for the specific protector.**

- 3. Not applying the product properly.** Most cleaners either under apply or over apply the protector. Under applying it doesn't allow for complete penetration on the carpet yarns. Over applying it causes the carpet to become overly stiff and crusty.

**Our Company technicians are diligently trained for proper application.**

- 4. Not agitating in the protector.** For the best performance, the product should be groomed into the fiber for maximum penetration. This ensures contact with all surfaces of the yarn and proper distribution and drying.

**Our Company thoroughly grooms the protector into the carpet pile.**

### 5 Reasons You Should Always Get Carpet Protector

#### 1. Reduces permanent stains

A great looking carpet can be ruined by an ugly spot. Unprotected carpet doesn't repel spillage as well as protected carpet. Being able to remove spots and spills more effectively, you can avoid permanent staining.

#### 2. Helps save your traffic areas from becoming destroyed

Traffic area soil is very abrasive and cuts carpet yarns like a knife. This damaging soil can easily bond to an unprotected carpet. By applying protector, you will increase the life of your carpet dramatically. When you vacuum your protected carpet the soils will release from the carpet pile much more effectively.

#### 3. Make spots easier to remove

The easier a spot is to remove, the less cleaning solution, and less agitation you will have to use, and the less of your time it will take. Many spots can be removed easily with just water.

#### 4. Makes your next professional cleaning more effective

Having protector applied to your carpet will enhance your next cleaning. More soil will be removed the next time your carpeting is professionally cleaned.

#### 5. Helps avoid costly service calls

Although you want to call us out to handle any spot you cannot remove immediately, carpet protector helps you remove more spots than you could without protector. You may be able to save a minimum charge by removing the spot yourself.

**The result of having protector applied to your carpet is that you carpet will look better and last longer.**

# Flaming Bananas Foster

Really impress your guests with this one!



## Ingredients for two:

- 2 bananas (sliced or in quarters)
- ¼ stick of butter
- enough brown sugar to soak up the butter (about ¼ cup)
- 1 oz. Banana liqueur (you can also use Grand Mariner or other liqueurs)
- 1 oz orange juice
- 1 oz Brandy (optional).
- 1 cup French vanilla ice cream

Prepare ice cream in **TEMPERED** dishes and put in freezer. Melt butter over low heat, absorb butter with brown sugar until no melted butter is visible. Put in bananas and raise heat to medium high. Add banana liqueur and orange juice. Turn heat to high. If you have a gas stove and want to “flame” it, pour the brandy and tip the pan so as to allow the flame to ignite the brandy. Continue to shift the pan to keep the flame going. **BE CAREFUL!** Serve over ice cream.

## Credentials, Associations, and References



“Dale did a wonderful job on my carpet & was very pleasant; he explained the whole process, thank you!” Charlotte Prussian, Farmington Hills

“You promised a very high level of service & Cliff delivered. Your office staff was also A+, great job!” George Bednarik, Troy

“Mike was very accommodating to my concerns with the condition of my luminettes. I was delighted with the outcome.” Beverly Flatt, St. Clairs Shores

**OUR MISSION: To dramatically exceed your expectations, consistently!**  
**“Avoid Uneducated, Uninformed, & Downright Unscrupulous Carpet Cleaners!”**  
**Call 800-404-0017 Today!**



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