

Chet's Cleaning Inc.

Nov/Dec 06 Edition

Get the Spot Out!!

The holiday season is a joyous time of year; that is of course if you're not hosting the parties! So how can you ensure that your holiday parties will not turn you into the Grinch? Here at Chet's, we want to help you prevent even the smallest of stains so that you can continue to spread the Holiday cheer you are known for!



1. Using a ladle or a large spoon, scoop as much of the spill off the surface prior to doing anything else.
2. Use only a folded white cotton terry cloth or paper towels & apply direct pressure by kneeling or standing on area for one minute. Check the cloth and repeat until there is little or no transfer
3. Next, use your bottle of Chet's Spot Out on the area, apply only enough to wet out the stain without soaking it. Use the bottom of the bottle or the rounded edge of a spoon & **GENTLY** agitate area. (If Spot Out isn't available, mix one teaspoon of **CLEAR** household dish soap with 3 cups lukewarm water.)
4. Use only a folded white cotton terry cloth or paper towels & apply direct pressure by kneeling or standing on area for one minute.
5. Check the cloth * and repeat steps 5 & 6 until there is little or no transfer. Stop and **properly dry** after 3 attempts before repeating so you don't soak the carpet.
6. **Proper drying**; use another dry towel or paper towels and apply direct pressure with a heavy object until dry, usually 4-8 hours (grapefruit size rock, books with weight on top, brick etc...)
* **WARNING** If there is no transfer, different spills require different spotting solutions. Please call us for further instructions, we're glad to help! Ask about our "Spotting Solutions Kit" (gets every spot out)

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!

Trivia: Who is that Guy in the Red Suit?

It's about that time of year, the once, freshly manicured lawn is now covered in a blanket of snow, the sounds of the holiday jingles are playing throughout the extremely crowded shopping malls, the holiday tree is adorned with ornaments, and the stockings are hung by the chimney with care. Yes, you guessed it, the holidays are right around the corner. Throughout the world, children anxiously wait for the jolly old man, dressed in the red suit to bring them presents that sit underneath the tree. Have you ever wondered if Santa Clause was a real person or just a legend in the imagination of young ones around the world?

Santa Clause, was based on a real person, his name was St. Nicholas. He was originally part of an old English midwinter festival and became well known in the 1870's. He was a very shy man, who wanted to give to the poor, without them knowing it. He would drop gifts down their chimney in the middle of the night. When they woke, the less fortunate would be surprised with a gift that lay near the fireplace. His name comes from the Dutch name for St. Nicholas, "Sinkter Klaas", which later turned into Santa Clause, because that's how the children were able to pronounce his name. He was originally dressed in green; however, in the 1930's, Santa appeared in a Coca-Cola advertisement, wearing a red suit, painting a whole new image of the Santa we know today.



Kids & Pets Gone Wild!!!

Chet's Cleaning would like to give our clients a chance to share some of their most treasured moments with their kids and pets. Each newsletter, we will pick the cutest picture that involves the particular news letters theme. Last month's newsletter theme was Kids & Pets Gone Wild for Halloween!! This particular group of dogs might not agree on where to eat, but they do agree on where to pee when their owners don't get home on time, the carpet! Next month's winner will receive our "Spotting Solutions Kit" \$75.00 value. Photos can be mailed to 26051 Dequindre Rd, Madison Heights., MI 48071 or

E-mail to matt@chetscleaning.com

All pictures must be submitted by 1-10-07.



PET GONE WILD ON FAST FOOD!!

Education – Is It Worth It?

Historically, cleaning has been viewed as a commodity, a menial task that anyone can do. Long before sophisticated textiles and complex indoor environments were created, cleaning may have been a simple, easy task, but that is no longer the case.

Complex flooring systems, sensitive fabrics, and new age soiling conditions have created a need for advanced education in the cleaning industry. Unfortunately, many cleaners haven't understood this concept. We still see the ads for \$6.95 per room for carpet cleaning and sofa cleaning for \$45.00. These cleaners are professionals at only one thing; "the bait and switch mentality", advertising at discounted rates, promising exceptional service, but always falling well short of the promised results.

These cleaning companies do not spend any time or resources on educating themselves or their employees. The result is that carpets and fabrics are being ruined every day by uneducated, uninformed, and sometimes downright unscrupulous carpet cleaners.

They are facing soiling conditions that they have never seen or heard of due to a lack of education. Or worse, they create a situation on a carpet or fabric that they have no idea how to fix. An example of this is when they leave sticky residues behind, causing carpet or fabric to rapidly re-soil or discolor.

Top-notch education is readily available in our industry. There is no excuse for cleaners not to educate themselves (and provide useful education to their clients). The problem remains that they view cleaning as a commodity; the attitude they adopt is they simply can't afford to educate themselves. Education is expensive, but the result of not getting the knowledge necessary is much more costly.

Our company invests a great deal in education. Not only do we spend thousands of dollars per year, but we invest considerable amounts of time on education with our employees, as well as our clients. We are also heavily involved within our industry, making us well connected with its' leaders and teachers.

Many organizations in our industry offer certification programs that involve testing and ethics requirements. There are also trade publications, web-sites, bulletin boards and a variety of opportunities to stay plugged in.

We attend every course we can in order to bring you the very best. Many of these courses require travel across the U.S. and can therefore be quite costly. We believe however, as fiber technology changes and as floor coverings become more complex, proper education is becoming even more important.

The bottom line is that you have a tremendous investment in your textiles and flooring systems and it is our duty to know how to best care for them. Understanding cleaning technology at the highest level helps to reduce cleaning residues and creates a healthier indoor environment by eliminating invisible germs and bacteria. It also empowers the cleaner to remove more soil, therefore creating a longer lasting fabric or floor.

Chet's Holiday Gift Certificates Available

Chet's Cleaning is now offering Gift Certificates to anyone that might want to get a clean start to a new year. This allows you and your family to spread the holiday cheer in a way that will help provide a healthier, happy living environment. These Gift Certificates work in conjunction with our referral rewards program and do not have an expiration date. So call us today and get the perfect stocking stuffer for your loved ones this holiday season!

What is the best time of year to clean?

So the leaves have fallen and summer showers have turned to snow. Why clean now when I could just wait until that elusive spring cleaning happens? The reason is simple. There is a common misconception in our industry that you should wait until spring or summer to have your carpets cleaned. This ideology could not be any further from the truth. While we encourage cleaning at anytime of the year in order to maintain your investments, cleaning after the holidays is actually the one of the best times to do so! There are a couple of reasons:

1. You will receive unusually higher volumes of traffic in and out of your house due to visitors.
2. The longer that soil is allowed to remain in the carpet, the more damage it can do.
3. Carpets dry faster with the heat (furnace) on in winter.

Some consumers believe that with the sloppy outside conditions, the carpet cleaning process will only help these conditions migrate inside! Not true! Chet's Cleaning will show you that we will protect not only your carpets, upholstery, leather and tile, during cleaning but also your castle. We use walk off mats to prevent slush from coming inside, moving blankets on hard surfaces, and last but not least, a door guard to keep the cold air out and the warm air in! So after the parties are done and all you want to do is relax, let us clean up for you!



Frost Proof

Sill Cock



Preventing a flooded basement

By winterizing your outside faucets

If you have **frost proof** faucets, the **garden hose must be disconnected** in order for the faucet to self drain. If you have a standard **sill cock**, it should be shut off from within your home (there should be a small valve on the side to allow water to drain from the line), the outside faucet should then be left open and allowed to drain.

Chet's Corner

This newsletter is made to help answer any of your particular cleaning questions and inform you of how to maintain any of the fine fabrics that you may possess in your home. If you have any questions you may send them to matt@chetscleaning.com. The answers will be posted not only in the following month's newsletter but also on our website. With over two decades of cleaning experience, Chet's looks forward to answering any and all of your questions.

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.

Did you know December 25th is...?

National Pumpkin Pie Day

Ingredients:

homemade or frozen crust for one-crust pie

3 large eggs, beaten

½ cup light or dark brown sugar, firmly packed

½ cup cane syrup

1 cup heavy cream

1 ½ cup pumpkin puree

1 tbsp. Rum, optional

½ tsp. salt

½ tsp. nutmeg or ginger, depending on preference

½ tsp. cinnamon

½ cup pecan halves or sugared nuts, optional



Directions:

Line a 10-inch pie pan with crust and pre-bake the crust. Preheat the oven to 350 degrees. In a large mixing bowl, beat eggs, brown sugar, cane syrup, cream, pumpkin puree, seasonings, and rum (if desired). Pour the filling into the pre-baked shell. This recipe can also be made without a crust or with a gingersnap-crumb crust, in which case it should not be pre-baked.

Cut pastry leaves for top of pie. Dab them with milk and sprinkle them with sugar. Layer uncooked leaves around the edges of the pie. Place some leaves on a cookie sheet and bake separately until golden brown.

Bake pie for 40 minutes or until the filling has set around the edges. Remove the pie from the oven and decorate the top with additional leaves. Cool thoroughly before serving.

Makes 8 servings.

Credentials, Associations, and References



“Every aspect of the service was phenomenal and the tech not only did fabulous work in a very professional manner, but was a complete gentleman.” Kathy K, Milford



“Wow! I am so happy! Honestly, I know I have a few trouble areas. Your knowledge, along with Robert and Jerrelle, have my heart beaming. As always I take my hat off to you.

Robert and Jerrelle are two gems and Jennifer is too. Thank you for being you!” Jeanette G, Beverly Hills



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

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Your Company Name
Your Company Address
Your City, State, Zip
Your Phone Number