

Carpet Protection: It Really Works!



The average carpet is replaced every twelve years, even though it begins to show signs of poor care after only three to five years. The carpet industry refers to this as “Uglying Out”. (Notice, they do not call it “Wearing Out”)

This condition typically affects areas called traffic lanes and in front of the furniture first, causing these areas to look dull and soiled.

Today’s lighter colored carpets require **regular professional care** to keep them looking great until they truly wear out.

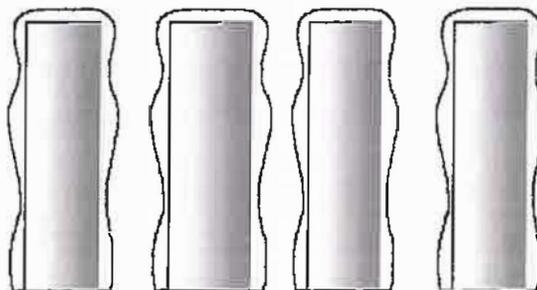
Why Carpets “Ugly” Out Before They Wear Out

STEP 1: From the Factory, Fibers Are Fresh, New & Protected

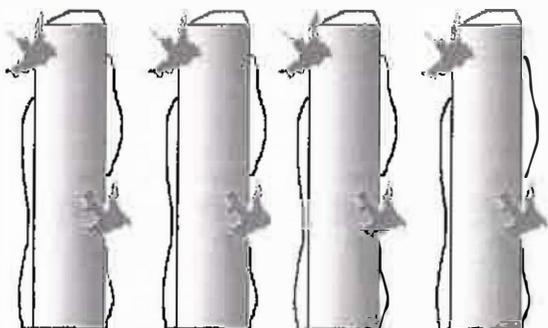
This is what your carpet fibers look like when they’re fresh and new and just arrived from the mill.

You can see that they’re shielded with a protective carpet fiber coating.

This factory coating is what keeps spills from staining your carpet and it also makes vacuuming your carpeting much easier and a more effective task.



STEP 2: Carpet Fibers Under Attack By Soil, Pollen and Mites



Over time, foot traffic on your carpet causes soil to become ground in and trapped in your carpet’s fibers. To the naked eye, dirt has a smooth look to it. But under a microscope, soil is revealed to be an abrasive with sharp, jagged edges.

All of this soil acts like tiny saws, cutting into the protector, exposing and damaging the delicate fibers.

Now exposed, spills and soil can penetrate deep into heart of your carpet. This causes your carpet to “ugly faster. It can also expose the fibers to the possibility permanent staining - *eventually leading to it wearing*

STEP 3: The Solution Is To RENEW Your Carpet Protection

Renewing carpet protection after each cleaning **reinforces** your carpet’s original factory protectant. Spills will become easier to remove. Vacuuming will be much more effective. Most importantly, your carpet will **look better for much longer** than it would with just the original protectant alone. That’s why most carpet manufacturers today recommend renewing carpet protection **AFTER EACH CLEANING!**

Make Your Carpets Last Longer — Protect Them!

Your home and family deserve all of the health benefits that professional cleaning and carpet protectant can provide. **Call us today to see how renewing your carpet protectant can get you every other cleaning for HALF PRICE!**

