

FRESH AIRE NEWS

TUFT AIDE INC. / BUDDY'S CARPET CARE

WATER DAMAGE RESTORATION - STRUCTURAL DRYING
IICRC CERTIFIED MASTER CLEANER
SENIOR CARPET INSPECTOR

417.833.1732



March/April 2010



Carpet Protector - Does It Really Work???



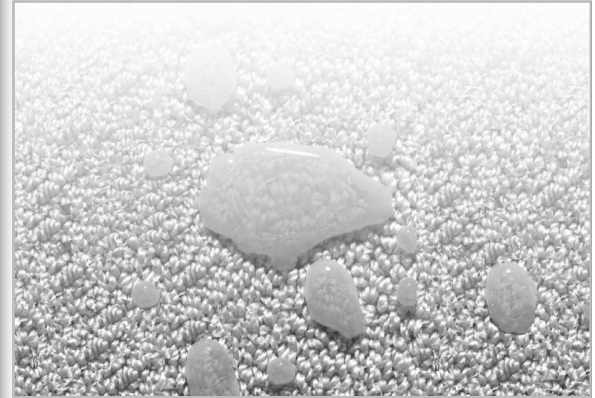
Unfortunately, there is probably as much confusion in the carpet cleaning industry about carpet protectors as there is about cleaning. Uneducated and uninformed carpet cleaners cause a great deal of confusion by giving out false information or intentionally misrepresenting the product.

A nylon stain-resist carpet is made with two protective properties:

- 1) an acid dye blocker that is a clear dye that fills the extra dye sites in a fiber. That helps keep "foreign" dyes (such as red dye in a beverage) from penetrating the carpet fiber.
- 2) a "fluorochemical": It is commonly known as 3M Scotchgard© or DuPont© Teflon. These help keep spillage from actually getting to the acid dye blocker. Their biggest job is to resist dry soil. By resisting dry soil, less soil bonds to the carpet and is consequently picked up by your vacuum. Not having enough "soil resistor" on the carpet leaves your traffic areas exposed to gritty soil that cuts and slices the carpet fibers.

WARNING: Technician applied treatment is removed 2 ways:

- 1: With regular foot traffic over a period of 6 months to 2 years (depending on traffic).
- 2: With cleaners with a pH over 10!



Water beading up on a carpet protected by carpet protector.

Uninformed cleaners use chemicals that are too harsh. If you had your carpet cleaned by one of these carpet cleaners, chances are that a significant amount of protector has been removed, leaving your carpet exposed! (Carpet cleaning at a pH of 10 or below does not remove a significant amount of protector). Many times the protector is not mixed or applied properly. In the worst case, only water is applied.

5 Reasons to Always Get Carpet Protector

- ➔ **Reduce permanent stains:** A great looking carpet can be ruined by an ugly spot. Unprotected carpet doesn't repel spillage as well as protected carpet. When you can remove spots and spills more effectively it helps avoid permanent staining.
- ➔ **Help save traffic areas from being destroyed:** Traffic area soil is very abrasive and cuts yarn 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. Vacuum your protected carpet and the soils will release from the carpet pile much more effectively.
- ➔ **Make spots easier to remove:** The easier a spot is to remove, the less cleaner you will have to use, less agitation you will have to use, and less time it will take. Many spots can be removed easily with just water.
- ➔ **Professional cleaning will be 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.
- ➔ **Avoid service calls:** Carpet protector helps you remove more spots than you could remove without protector. You may be able to save a service charge by removing the spot yourself. **Having protector applied to your carpet will make it look better and last longer.**

OUR GUARANTEE If you are not thrilled with your experience, we will rush back to your location at **NO CHARGE** and **NO obligation**. If you are still unimpressed, we will promptly refund 100% of your investment.

CAUTION: If you are moving out of your home to sell or rent, beware...

Check with your agent about your homeowners policy if you are vacating your property.

- A common oversight homeowners make when selling or renting their home is not changing their policy to adjust to the transition. If you have moved out of your home to sell or rent and it is now unoccupied & unfurnished your old insurance policy may not cover a loss. Many times you need a different policy for a vacant unoccupied residence.
- A client of ours is looking at \$50,000 worth of work on a home caused by broken pipes that their insurance company declined coverage on. They thought they had the right policy but did not.
- Also, check your outside faucets in the spring. If your water hose was connected this winter, (maybe if it wasn't) you may have a broken water pipe in your wall. Watch out for flooding in your basement as you wash your car or fill your pool.

Tuft Aide Inc./Buddy's Carpet Care...Our Mission: To provide you with the most outstanding service experience in the Ozarks!

If you have never tried carpet protector after our cleaning process here is your chance!
One Free Room of Carpet Protector

(250 square feet or less)
Expires April 30, 2010

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Inside...

**Carpet Protector
Does It really Work?**

*Can You Do Anything to
Prevent Those Ugly Traffic
Patterns?*

**<<Does Your
Homeowners Policy
Cover a Flood?**

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Dear Friend and Client,

*Spring is on its way!!! Hurray!
Remember us when you are planning your
spring cleaning. We can make your job
easier. Our pleasure is in serving you.*

*Sincerely,
The Staff at Buddy's Carpet Care*

RETURN SERVICE REQUESTED

Our Services Include: Carpet, Upholstery & Oriental Rug Cleaning, Tile and Grout Sealing & Cleaning, Natural Stone Cleaning, Odor removal, Water Extraction & Structural Drying