



THE CARPET FACTOR

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VOLUME 8 NO. 2

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Everything that enters our homes in the air, everything that spills, everything that gets tracked in on our shoes settles to the bottom of our home. It lands on the carpet.

The light dusty bits of soils are easily removed by conscientious vacuuming. The more tenacious and sticky soils stick to the carpet and they need professional cleaning to dislodge and remove them.

Think for a moment about walking on the street. The asphalt of the street is a petroleum product. We don't think of it, but our shoes pick up a tiny bit of the oils from the street and bring it home.

To understand how this causes problems for your carpet just think of your favorite TV detective show. After every crime, the "boys from the lab" come in and "dust for prints." The police officer takes a very fine dust and sprinkles it on any areas where they think the bad guy might have put his hand. Of course we know our fingers always leave behind a tiny bit of oil and the fingerprint dust sticks to it.

The exact same principle works when dust in the air meets oily residue in your carpet. Our shoes bring in oily residue. Cooking disperses it into the air so it can

eventually settle on the floor. Then gravity gently deposits the dust on it. It's almost a crime to see how some carpets get soiled this way.

Some people try to avoid the problem by taking their shoes off. This simply changes the source of the problem. The soles of our feet leave an oily residue just like the palms of our hands.

Pets are as guilty as we are. Some pets even have oil glands in the pads of their feet. To make matters worse, you have probably never seen a pet who wipes his feet when he comes in.

What kind of walk-off mat?

Since some of the oily residue that gets to your carpet comes in on your shoes, a walk-off mat is a good idea.

It's important to get an absorbent walk-off mat. There are some that are made to have a smooth finish. These absorb nothing at all. A good mat will have fibers that can trap oils and soils as well as grit before they get into your home.

Wash it.

It stands to reason that if the walk-off mat is doing its job, it will get pretty dirty. Once in a while when you are washing the car, you can soap up and scrub the walk-off mat. You will be

amazed at what comes out of it as you rinse it out. All the grime that you see coming out, was stopped from getting to your carpet.

Combat oils from cooking.

Cooking is the other source of oils that can settle on your carpet. If you have a vent over your stovetop, it's a good idea to use it. Some of these vent the cooking vapors outside your home. Others run the vapors through a filter and release them back into your kitchen. In either case, you will get the most effectiveness if the filter of your vent is clean.

Most of the filters are dishwasher safe. That makes it easy. If yours is equipped with a charcoal filter, you can look to see if the manufacturer's instructions allow that to go into the dishwasher as well.

It's impossible to keep all soils from sticking to your carpet, but you can take these measures to minimize the soiling. An added bonus is that by keeping the amount of oils and soils in your carpet reduced, you contribute to a clean fresh smell in your home or office.

When the time comes to professionally remove those oils and soils, we'll be ready to help.

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Plants, flowers, pets and other sources of carpet woes.

No matter what kind of carpet you have or even if you have a wood floor, some common things in many homes need to be treated correctly to prevent avoidable problems.

Plants

Plants cause problems from being over watered. This most often happens with large plants. They rarely get moved, so if there is a leak in the pot most people don't know.

Smaller plants are often knocked over. If you have children or pets, you probably have first hand experience. A little potting soil on the carpet is not usually a problem unless it's wet or improperly cleaned up. Potting soils often contain ingredients to enhance their rich, dark look. When they are wet, these ingredients can stain the carpet.

The other issue with potting soil is how to clean it up. TV ads teach us to spray something on the spot right away. That's a bad idea. The best way to deal with spilled soil is to vacuum it up. Vacuum thoroughly. If the soil is damp, you should keep two things in mind. First, the dampness could weaken the paper bag in your vacuum cleaner. It's a good idea to keep an eye on it as you vacuum up the soil. It's also a good idea to

discard the vacuum bag after you vacuum up damp soil.

The second thing to keep in mind with damp soil is its propensity to stick to the carpet fibers. After you do your initial vacuuming, wait a while and then vacuum again. You may be pleasantly surprised to see how much more soil will come out.

Flowers have pollen. Some plants, like lilies, have copious quantities of pollen. When the plant is bumped the pollen can fall to the floor. Most forms of pollen are tiny, they easily lodge themselves in the minute irregularities of the carpet fibers. Color also can enhance or minimize the problem.

Yellow pollen will be obvious on a white or brown carpet. The same yellow pollen will be less noticeable on a beige carpet.

Pets

A leading source of dust in your home is caused by dander. It's unpleasant to think about it, but each day our bodies shed countless dead cells. Most of these just fall free from us. A home or office with more people in it will naturally have more dust accumulating.

Pets are similar. They lose dander and hair just like we do. They also fail to wipe their feet at the door. They never take their shoes off. Pets sneeze and

have "accidents." Many pets secrete oils from the pads and/or scent glands in their feet. By gravity or by direct application, all these things find their way to the floor.

False relief

Thinking these issues are unique to carpet, some people have opted to remove their carpets and put in another type of floor. This often leads to more maintenance.

A potted plant that gets knocked off a table, will spill soil on a carpeted floor. On a hard surface floor it would spill *and* it would likely be broken.

An over watered plant may call for some specialized care for the carpet beneath it. A wooden floor would be permanently stained and will need to be sanded and/or bleached and refinished.

Dust on hard-surface floors travels endlessly until you vacuum it up or inhale it. Carpet arrests dust.

No floor is maintenance-free. Regardless of your type of floor surface, some precautions will help them to stay looking good.

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We recently had some broken glass land on our carpet. What's the best way to get it out?

Of course glass is dangerous. The first, and most obvious step, is to pick up as much of the glass as you can by hand. Be careful to avoid cutting yourself. The glass shards should go into a trash can or some other type of cut-proof container. While you do this, try to keep your footfalls on the carpet to a minimum. You want to leave the smaller pieces of glass undisturbed if possible.

Next, it's time to vacuum. To begin, we must be sure the vacuum is properly adjusted. A correctly adjusted vacuum cleaner will be more efficient and remove more of the glass. It's also wise to have a new or nearly new bag in your vacuum cleaner. A filled or soiled bag will not let your vacuum cleaner work at its maximum efficiency.

To properly adjust your vacuum cleaner, set your machine's height to be at its highest. Turn the vacuum cleaner on. Put the handle in the normal position it

would be in for use. You want the beater bar to be spinning freely above the carpet.

Now, adjust the beater bar down towards the carpet gradually. When you hear the beater bar just beginning to touch the tops of the carpet fibers, that's the right height.

Many people mistakenly believe that lowering the beater bar to its lowest setting will lead to "deeper" cleaning. This is wrong. When the beater bar is set deeply down into the carpet it is not free to spin as it should. The whole idea of the spinning beater bar is to agitate the fibers so they will release any soils and foreign matter that is lodged in them.

With the beater bar just contacting the upper areas of the fibers, the beater bar is free to spin as it should and agitate the fibers to the greatest degree possible. Of course all this takes place in the presence of the wind which the vacuum cleaner's motor is creating. The soils and foreign matter loosened by the beater bar will be caught in the wind and pulled into the vacuum cleaner the same way an Autumn wind blows the dead leaves from the trees.

Now that you have your vacuum cleaner correctly adjusted for maximum efficiency and you have an efficient bag installed in it, it's time to begin vacuuming.

Look at the area of the carpet

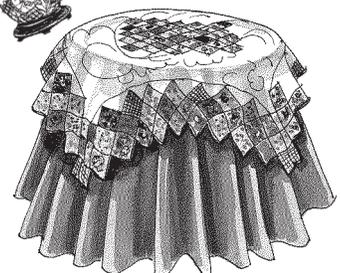
that's involved and try to imagine the face of a clock superimposed on the carpet. Begin by slowly vacuuming in the direction from six o'clock up to twelve o'clock.

Go over the whole area working in that direction. Now move yourself and vacuum the area a second time. This time vacuum from three o'clock toward nine o'clock. Next vacuum from twelve o'clock toward six o'clock. And lastly, vacuum from nine o'clock toward three o'clock.

When you vacuum, the beater bar spins in one direction. So even though you are pushing the vacuum cleaner forward and back, the beater bar is always striking the fibers from the same direction. It's easy for something sharp like glass to get lodged in such a way that the beater bar won't loosen it from any one direction. However, when we vacuum from all four directions, we agitate the fibers from the left, right, front, and back. Sure it's a pain, but we are talking about broken glass here.



It's important to get it all. After vacuuming, change the bag.



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THANK YOU

Thanks to you the word is spreading. Thanks to all of my clients and friends who graciously referred me to your friends and neighbors. See, I build my business based on the positive

comments and referrals from people like you. We are happy to serve your neighbors, friends, and family with the same great service you received. Remember, our risk-free guarantee allows you to refer LEWIS CARPET CLEANERS with confidence. The following is a list of referring clients for this year to date, Renee Albera, Anne Alexander, Melanie Allen, Amy Morgan, Andres Miranda, Trynie Hermary, John Barei, Eileen Babb, Kathy Baskins, Leanne Baxter, Beach Cleaners, Better Business Bureau, Beverly Beer, Michal Ben-Schachar, Marcie Bertram, Burlingame Carpet, Circus Floors, Ethan Allen, Brad Bisconer, Valerie Braidia, Brian Perkins, Broadway Cleaners, Lori Brown, Carol Bullock, Carol Lucus, Dan Catania, Casa Bella Interiors, Ruben Citores, Judy Cook, Jack and Debbie Curry, Barbara Dade, Dan's Upholstery, Bobbi Decker, Ray DiFruscio, Redwood City Chamber, Carpet and Fabricare Institute, Michelle De Wolf, Diane Flynn, The Pedestal, Exspressions, Beverly Felderman, Bea Fioretti, Nancy Foss, Steve Nash, Mid Peninsula Floor, Carpet One, Judith Stewart, Stonetech,

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Great News !! Our office is now open on Saturday and Sunday. This will be a convenient time to drop off and pick up area rugs for cleaning. Use this month's coupon for a FREE AREA RUG

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