

# The Carpet Factor

## Three Keys to Successful Spot Cleaning

**There are a few things to keep in mind when spotting your own carpet:**

### 1. All spots are not created equal.

All spots should not be cleaned with the same product. For example urine spots that are dried should be cleaned with an "acid side" spotter due to the fact that the pH of urine changes within hours of drying. Oil or grease spots require a solvent-based spotter, and do-it-yourself traffic area cleaning is best approached with a dry compound material, leaving just food and general spots for the general spotter.

### 2. Using the wrong product can actually cause a permanent stain.

Many over-the-counter products are high in alkaline content and can actually "set" the stain. In addition, some tend to leave heavy residues that cause spots to resoil quickly.

### 3. Spot cleaning is not a substitute for professional traffic area cleaning.

Leaving traffic areas without professional attention for long periods of time will allow abrasive soils to damage carpet beyond remedy. If you don't know how long it's been since we cleaned your carpets, call us today.



## Securing Your Passwords

Unfortunately, the easiest computer passwords to remember are also the easiest for hackers to decipher. Here's a simple method for creating a memorable and more secure password. Think of a phrase or sentence you can remember. For example, "I spent my honeymoon in Hawaii." Create a new password by using the first letter of each word. Example: "ismhnh." Substitute some special characters that look like letters, such as 1 for the letters I or L, @ for the letter A, 3 for the letter E, or \* for any letter. Your password might then read "1sm\*1h".

**For service call 650-366-3477 • For cleaning tips and specials visit [www.4carpetcleaning.com](http://www.4carpetcleaning.com)**

Cleaning has historically 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 (and consumers) have not understood this concept. We still see the ads for \$6.95 per room for carpet cleaning and sofa cleaning for \$45.00. The cleaner puts the ads out, never intending on cleaning for those prices, and the consuming public gets the idea that cleaning should be cheap.



These so called "cleaning" companies also happen to be the ones that don't educate 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. Some examples would be that they leave sticky residues in the carpet that causes the carpet or fabric to re-soil rapidly 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). Part of the problem is since they have fallen into the trap of viewing cleaning as a commodity themselves, they can't afford to educate themselves. Education is expensive, but the result of not getting the knowledge necessary is much more costly.

## **"Got Stone"**

**Did you know at Lewis Cleaners we also maintain and restore all or your hard surfaces?**

If everyday wear and tear has removed the luster from your marble floor it's time to call Lewis Cleaners. Our technicians can correct most of the everyday problems that can rob the beauty of your marble floor. Our Service Include:

**Clean and Polish....** Using specially formulated polishing powders or diamond grinding; we can restore the shine to your marble in no time.

**Honing....** Minor scratches that may have marred your marble finish can be removed by our honing process.

**Sealing....** Protect both the marble and grout by applying a protective seal.

Service also available for:

**-Countertops, Showers, Other hard surfaces**

**Slate, Limestone, Terrazzo, Granite and Concrete.**



## **Ozone Alert**

If you live in a city that routinely puts out ozone alerts on hot days, Dr. Carlos Girod, a physician at the University of Texas Southwestern Medical Center, recommends that you avoid outdoor exercise between 11 a.m. and 8 p.m. on those days because that's when ozone pollution is at its highest. "Chronic exposure can lead to lung disease and trigger asthma attacks," he says, adding that children, older adults, and people with respiratory conditions should try to stay indoors on ozone-alert days.

## **Education - Is It Worth It? Continued from**

Our company invests a great deal in education. Not only do we spend thousands of dollars per year on education, we are heavily involved in our industry making us well connected with our industry leaders.

Many of the organizations offer certification programs that involve testing and ethics requirements. There are 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.



## **"GET FREE CASH OR CLEANING THROUGH OUR REFERRAL REWARD PROGRAM"**

For each new client that you send us, we will reward you with a 10% referral certificate 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 100% money back guarantee, so you can be sure that we will take the absolute best care of your referrals! Call our office for some business cards, newsletters or goody bags to hand out to friends.

## **When Extended Warranties Pay**

Product warranties used to cover two or three years but now it's not uncommon for them to provide coverage for as little as three months, making many consumers question whether it's worth it to get extended warranties. Consumer expert William Mauldin offers these suggestions on what merits an extended warranty and what doesn't:

### **YES**

- Laptop computers - Laptops are twice as likely to need repairs as desktop computers. Their small size and the fact that they are toted around make them susceptible to damage.
- Plasma TVs - Nearly a third of plasma sets need servicing within the first three years (for things like the pixels on the screen going bad).
- Watch - A standard warranty on an expensive watch often excludes the watch face and band, the two parts that are most likely to wear out or see damage.

### **NO**

- Refrigerator - Breakdowns are unlikely to occur while still under warranty. Even if that happens after the regular warranty has expired, the repair cost would likely be less than carrying additional coverage.
- Washing Machines and Dishwashers - For the same reason as the refrigerator.

Use Lewis Cash for any of our services



**\$\$ LEWIS CASH \$\$**  
(Limit one per order)

"I have been using Lewis Carpet Cleaners for several years and have always found that they have done a wonderful job. When necessary I am able to point out specific areas that need to be cleaned and I am always satisfied with the service. I would recommend Lewis Carpet Cleaners to everyone I know.."

Janice Lee  
San Mateo

"The Lewis Carpet Team has cleaned at my home and office, they both look like new. The quality of their work was beyond our expectations. Would we use them again? In a heartbeat.

Paula Uccelli  
Redwood City, CA

To view more happy clients, Go to  
<http://www.4carpetcleaning.com/customers.html>

# Community News

## Family Fun Golf Tournament

Plan on joining us October 7 th, 2006 for this year's event. Our Company has a lot of fun organizing this event for The Redwood City Elks Drug Awareness program and The Redwood City DARE program. The price is \$39.00 per person and includes, Green Fees, Lunch, DARE program and award ceremony. If you have a business please call to sponsor a hole in your Company name. The price is \$250. This is a Family event and is open to everyone in our Community; For further information/ or to register, contact:

Rick Lewis: 650 366-3477  
Gino Gasparini 650 558-9575  
Officer Todd Hurst 650 839-8975



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**OUR MISSION: To Provide You With The Most Outstanding Service Experience Possible!**  
**Call 1-800-23-LEWIS Today!**