



FRESH PERSPECTIVE

Winning the war against dirt • grime • stains • frays • odors • filth • spills • mud • tracks • floods • leaks • mold • allergies • mites

The Myth of the Vacuum

You would be hard pressed not to find this noisy, electrical and often-underused mechanical device in any home, apartment or business.

What is it? The vacuum cleaner. You know, that silent sentinel in your closet that comes to life when you plug it in and push the power button, and it buzzes all over the carpet as you chase it around the house.

The problem with the vacuum cleaner is we trust it too much. No, we're not saying you shouldn't vacuum your carpet. You should vacuum once per week per occupant, on average, for the main areas. You might vacuum the bedrooms less frequently. We all know that proper vacuuming is important in caring for the carpet.

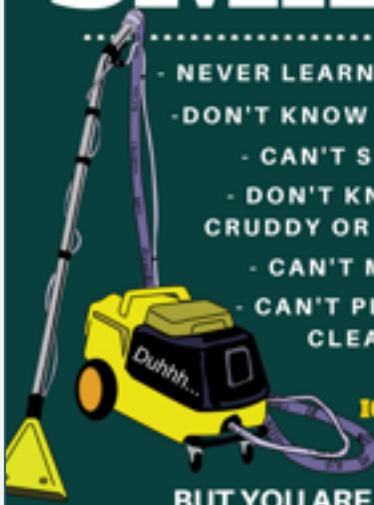
But some feel that vacuuming the carpet is equal to *carpet cleaning*. That's a myth and it is simply not true. Professional carpet cleaning removes so much more than a vacuum can remove. Yet it has been reported that consumers feel that frequent vacuuming removes the dust and grime from their floors and they can either skip or prolong regular carpet cleaning.

That's not the case.

A good vacuum, no matter how powerful or advanced, removes only *dry* soil. The stuff that is tracked in every day and should be removed every day, as well. Vacuums don't remove the sticky, greasy soil stuck to the carpet fibers. You need professional cleaning to remove those soils.

Compare this to washing your car with a dry rag... or brushing your hair and skipping the shower and shampoo... or – well, you get the point. You need quality cleaning, deep carpet cleaning, to get your carpet thoroughly cleaned.

Do yourself a favor. Keep that vacuum cleaner working, use it all the time, but also use your professional carpet cleaning pro. He knows what it takes to remove ALL the dirt!



NEWS FLASH!

**CARPET CLEANING RENTAL
MACHINES AIN'T SO
SMART!**

- NEVER LEARN FROM MISTAKES!
- DON'T KNOW WHAT A STAIN IS!
- CAN'T SMELL PET ODORS!
- DON'T KNOW CLEAN FROM CRUDDY OR DRY FROM DAMP!
- CAN'T MOVE FURNITURE!
- CAN'T PICK THE CORRECT CLEANING AGENT FOR YOUR CARPET!

IQ = ZERO!

**BUT YOU ARE SMART!
CALL A CARPET CLEANING PRO!**

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It's Not Just the Carpet

Many water damage pros have been called by good people just like you who need help “just sucking up the water from the carpet.”

Calling your water damage pro immediately and then listening to his expert advice is something smart consumers (just like you) must do when water causes damage to your home. If you wait too long, you invite a host of difficulties, such as mold and odors that are challenging to remove.

Remember, it's not “just the carpet” – it can be other areas of your home as well. Don't take a chance. Call your water damage pro.