



Cleaner Image Carpet Care

630-474-9223

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Some thoughts from
Michael Malandruccolo

Why It's Worth Looking For An Owner/Technician Company

Not all carpet cleaning companies are the same! The skill, quality of work, level of service, time and care spent on the job and price vary significantly from one company to another. One of the most important differentiating factors is who is the actual cleaning technician.

You should develop a relationship with the owner. He can become a very trusted advisor, helping you get the most from your carpet and upholstered furnishings. The owner will learn the needs of your household and can customize his services to best service you.

Dear Friends,

Since residential carpet cleaning is performed in your home it is a very personal service. In the same way we choose other personal services such as doctors, tax advisors, hairdressers, decorators, etc. it is important to choose not only the service, but the individual performing it. Let's look at why it is important to look for a carpet cleaning company where the owner is the primary cleaning technician.

Since the owner is in this business for the long term, he is the most knowledgeable and trained person in the company. He has years of experience to back him up, compared to an employee that could still be in the training phase.

As a business owner it is my responsibility to decide how to design my company. I have intentionally chosen to run my company as an owner/technician.

There is always strong social pressure to grow by hiring employees. I have had clients ask when I was planning on getting employees. When I ask them who would they rather have service them, me or an employee, they always insist that they would prefer me.

I enjoy what I do and take great pride in my work. I have designed my business to provide you with the best service. Please don't ever hesitate to call me if I can help in answering any questions or concerns.

Looking forward
to serving you,

Michael
Malandruccolo

"Good help is so hard to find." This is never more true than in the carpet cleaning industry. Quality, motivated and skilled carpet cleaning employees are extremely rare. There is no one who will care more about satisfying and developing a long term relationship with you more than the owner himself. A successful owner takes pride in the work he does.

Unfortunately we can not always assume that all people are honest and ethical. Knowing *who* you're inviting into your home is very important. Getting referrals from friends, and establishing a relationship with the owner/technician can go a long way to giving you peace of mind.

Having an owner/technician company can give you peace of mind. There will be consistency in the quality and service each time you call the company. You know who will be coming out each time. No surprises!

When your friends are looking for a carpet cleaning service, it is easier to refer a cleaning company when you know that the same person who has worked for you will be working for your friend.

There are some services that can be mass produced. But when it comes to having peace of mind in *your* home it pays to look for the best company where you can count on the owner being the person to service you every time.

YOU'LL LOVE WORKING WITH CLEANER IMAGE BECAUSE...

- ♥ The owner will be the person serving you this time and every time.
- ♥ I use only carpet manufacturers' tested and approved methods.
- ♥ I am an IICRC Certified Firm.
- ♥ You can call me for answers to all your carpet & upholstery questions.
- ♥ I proudly stand behind my 100% Satisfaction Guarantee .
- ♥ I personalize my service to meet your needs.

...BECAUSE I CARE !



Clean-Out Your Files

Did you know that the average person **spends over 150 hours** a year looking for misplaced information? Get a handle on all that paper by using *The Fat System*:

File. Organize your files into two types—Reference Files (things you don't know if you will need, but are afraid to toss) and Action Files (things you need to do or to delegate).

Act. Do you need to *do* something? Pay a bill, plan an event, make a call?

Toss. Ask yourself, "What is the worst possible thing that could happen if I didn't have this?" If you can live with your answer, toss or recycle it!

From *Taming the Paper Tiger*
By Barbara Hemphill of
The Hemphill Productivity Institute
For more information:
www.ProductiveEnvironment.com



Maintenance Tips



Cleaning Labels on Upholstery

The manufacturers of furniture fabrics voluntarily place cleaning labels on upholstered furniture. These labels have created a great deal of confusion for the consumer. Let's shed some light on the issue.

There are many situations when an upholstered piece of furniture gets soiled or an accidental spill occurs. We'd like to be able to spot clean it ourselves. What would be the best solution and method to use?

General advice is extremely difficult to give for spot cleaning upholstery compared to carpet spotting. Upholstery fabrics are made from a variety of natural and synthetic fibers or blends. The dyes and finishes used for upholstery can be extremely sensitive to certain cleaning solutions. Without knowing how to test the safety of a particular cleaning solution and method, a consumer has great potential to cause permanent damage by attempting to spot clean.

The manufacturers have tried to assist you by providing cleaning labels which include recommended procedures and one of the following codes:

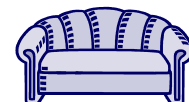
"W" - Use the foam only of a water based cleaning agent such as a mild detergent or non-solvent upholstery shampoo product.

"S" - Use a mild, water-free solvent or dry cleaning product.

"W-S" - Use either of the solutions mentioned above.

The manufacturers don't promise the recommended solutions will be very effective for spot cleaning, but they should prevent you from causing more damage.

Please note that they do advise you to use a *professional cleaner* for overall cleaning. Since a professional cleaner knows how to pre-test cleaning solutions and methods he is not restricted by the label designations.



Q & A

How often should I clean my carpets? Regular maintenance cleaning is very important for a long life and maintaining the "like new" appearance of carpets. The cleaning frequency should be determined by your household situation. According to all the major carpet and fiber manufacturers, under normal usage, residential carpets should be professionally steam cleaned at a minimum of every 12 months. Heavy use areas should have more frequent care, and rarely used rooms can go longer between clean-

ings. The U.S. Environmental Protection Agency's research has found that carpets play an important role in homes, helping filter and hold airborne contaminants. If you are cleaning for health concerns, such as young children or where allergies are an issue, the EPA notes that the presence of smokers, pets or a contaminated outdoor environment, dictates carpets should be cleaned every 3-6 months. **I recently purchased a new carpet and every time I vacuum, the filter bag fills up with carpet fuzz. Is**

this a defective carpet? No. This "shedding" is very common. Cut pile carpet is made from fibers 2-8 inches in length spun together to create a soft fluffy wool-like look and feel. In the manufacturing process these yarns are secured to the carpet with the latex backing. The short end pieces of these fibers that do not get anchored in the latex are loose and will become detached during vacuuming. Depending on the density of the carpet, this "shedding" can last up to two years and is not a cause for concern.



Carpet & Upholstery Cleaning Specialist

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