

Your complete guide to professional carpet cleaning

Read this guide to discover:

- How to avoid some common and often costly disasters
- The additional benefits to having your carpets professionally cleaned & protected.
- What Carpet Cleaning method is the best method?
- Avoid these mistakes when choosing your Professional Carpet Cleaner
- Top tips to help you maintain your healthy home



Cambridge-Stonecare

Professional Carpet Cleaning & Protection

www.cambridge-stonecare.co.uk

Dear Homeowner

We know there's plenty of competition!

We'd like to take this opportunity to thank you for showing an interest in our services. We understand that there are plenty of carpet cleaners to choose from, so we wanted to show our appreciation for taking the time to meet with us.

Choosing a cleaner will not be easy! You may have already come across some confusing information or misleading claims, because unfortunately there are some people who do not work on a professional level and may not intend to ever see you again.

So how do you find a well trained, well mannered, professional carpet cleaner?

Well this is why we've taken some time to prepare a small guide for you, so you will learn what to look for, and what to avoid, to ensure that your furnishings get the best care possible for years to come.

We hope that the guide will provide you with a better understanding of the professional carpet and upholstery cleaning services available to you. If you have any queries about carpet and upholstery cleaning, we'd be happy to help you in any way we can, just give us a call on **01223 520769** Our business is built around a happy customer base and we remain dedicated to helping you in anyway we can.

All the best

Cambridge-Stonecare



Avoid These Mistakes When Choosing Your Professional Carpet Cleaner

The Cheapest Quote

There is a saying, 'you get what you pay for,' and as previously mentioned, the cheapest quote may well represent the value you will get for your money. We all know that deceitful people exist in most industries, and sadly it's the same with Carpet Cleaning. Anyone can call themselves a professional. You deserve the reassurance that if you're not happy with your results, you should be able to contact the company in question to resolve it, at no additional cost to yourself.

Beware Of Phone Quotes

The majority of professionals in our industry will not be able to give accurate quotations over the phone. Many factors determine how much a professional will charge, because they take in to account the size of the area, the type of fabric(s), the age and the condition; therefore, beware of the companies that do quote over the phone, because they could intend to up-sell and use pressure tactics to come away with more money than originally quoted.

Every Consumer Deserves A 100% Money-Back Guarantee

It should be expected that if a customer is not completely satisfied with the results of any works undertaken for them, then they should not have to pay a penny for it. We believe in this very strongly and this is why we enforce a 100% Money-Back Guarantee.

Ensure whoever you use enforces one too!



Even The Hot Water Extraction Equipment Varies

Professional Carpet & Upholstery Cleaners invest a lot of their time and money in their high-tech machinery, which is developed specifically for the Industry, and in turn, their prices usually represent this. The hot water extraction methods effectiveness is determined by the higher pressure that the hot water solution is forced into your carpet at, and then sucked out again.

'Do-it-yourself' machines work at a fraction of the pressure that professional hot water extraction systems do. They may look clean at first, but in comparison, they would have barely touched the surface!

Some Common And Often Costly Disasters To Avoid:

‘Do It Yourself’ Stain Removal Agents

We can only warn you, because the adverts of the agents tell you different - you can do more damage than good trying to remove a nasty stain your self. If you scrub and pour detergent over the stains, I’m afraid that no Professional will be able to guarantee their work as you may have set the stain deep into the fibres.



‘Do It Yourself’ Machines & Detergents

You have probably noticed that there has been an increase in ‘do-it-your self’ carpet cleaning machines, and we have noticed a rise in customers who have gone out, brought their own machine, their own chemicals and so forth, spending around £80, and a few hours of their precious time and effort trying to get some value for money. Needless to say, they were very unhappy with their purchase, it didn’t do the job, or in a worse case scenario, they’d done some damage to their investments.

Luckily a professional can usually restore your soft furnishings back to their former glory, to an almost like new appearance - but, you could save your self the pain of unnecessary cost, time and effort if you let the professionals use their purposely built, high-tech machinery and Substances to give you the results you and your furnishings deserve. (We discuss the different cleaning methods further on in the guide.)

Unsupported Advert Claims

We understand that it’s impossible to tell if an advert is making false claims, so if you can, before booking, do a little research; whether you use the Internet, ask to see some testimonials, or to speak to an existing customer, it could save you time and a potential disaster!

What Carpet Cleaning Method Is The Best?

Here's a description of all the carpet cleaning methods around, so you know about *all* the choices!

Dry, absorbent powder: The dry-compound is the driest of all methods. It spreads a moist, absorbent powder through the carpet. It is allowed to dry and then it's sucked into a vacuum. This method leaves dry sponge particles at the base of the carpet yarn and because the carpet is not rinsed, this method is not very effective - often attracting dirt back to the fibres much more quickly.

Dry foam: The carpet cleaner applies shampoo to your carpet, allowing it to dry, and then without rinsing, sucks the dried shampoo into a vacuum. Can you imagine applying shampoo to your hair, allowing it to dry and then removing the shampoo from your head with a vacuum? This method leaves dirty residue in your carpet, which is one reason why dry foam is not effective.

Absorbent pad (bonnet buffing): This method is similar to dry foam, except that the company sets a large cotton bonnet on your carpet and with a floor polishing buffer machine on top 'buffs' the carpet. The rotating motion causes the bonnet to absorb dirt from your carpet. This method is also called bonnet buffing. Bonnet cleaning is like trying to use a large cotton towel to mop or rub dirt out of carpets. It's not effective.



Hot water extraction: This is the system we use, whereby a hot water cleaning solution is forced into your carpet using a high pressured machine, which breaks up the dirt, bacteria and other contaminants in the carpet, and then the machines use their highly powered vacuum system to suck it all out. In a recent Technical Bulletin, Shaw Industries, the world's largest carpet manufacturer 'recommends the hot water extraction system, which research indicates provides the best capability for cleaning'.

The hot-water extraction systems are the most highly powered machines in the market, and the only machines that are proven to effectively clean your soft furnishings of the nasty's and to the standard you, and they, deserve.



Do You Wait Until Your Carpets Or Upholstery Look Dirty Before Cleaning Them?

You might have thought we'd say this, because we're in the business - but your carpet can hold its own weight in dirt. You might think, 'Urgh! Why do we bother with carpets then?' But they are in fact a blessing in disguise. Just imagine all that dust and dirt bouncing off your hard floors and constantly floating around your home, however many times you hover it. This is why it's very handy for allergy sufferers to have carpeted homes that are regularly and well maintained.

If you wait until your carpets look soiled and worn, as you might imagine, the damage to the carpet fibres would have increased, like sand paper wearing your fibres down. Therefore, your carpets beauty and life expectancy will be dramatically decreased. We are often asked how often carpets should be cleaned, and it varies from household to household - but between every 6 months to every 2 years is usually recommended, depending on the size and 'personality' of your family.

DOES THIS ADVERT LOOK FAMILIAR TO YOU?



The Cheapest Quote

Some people do base their decisions only on price, which can be a dangerous game. Unfortunately, like many industries in today's world, there are those who will do a quick, rough job and you will never hear from or see them again.

We can only reassure you that we've been born and raised in this area and you can contact us at any time, because we want happy customers. There are many different forms of scams, so all we can do is make you aware of their common traits in our industry:

Prices per room (*professionals usually charge by the sq ft*)

Mobile / non local numbers

Un sign-written vans

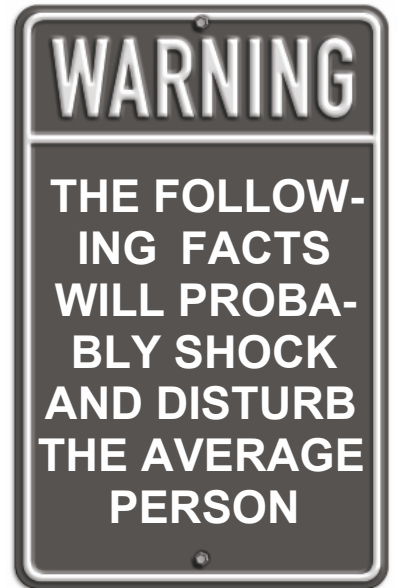


The Additional Benefits To Having Your Soft Furnishings Professionally Cleaned & Protected

Manage The Mites



You may not like to hear it, but it's a fact - in the average UK home, over two million dust mites (invisible to the human eye) feed on the protein from your dead skin. They live in your mattresses, pillows, curtains, upholstery and carpets, and they need to be kept under control. It has now been confirmed that the common dust mite is the culprit for the dramatic increase in Asthma sufferers. Professional Cleaning will dramatically decrease the population of mites and help You maintain a healthy home.



Did You Know? (As Featured On 'This Morning')

That the average home consists of enough pollen grains to fertilise an entire wild flower field - never mind the remains of other living things from the fields...

The average family of four also sheds 3 lbs of skin in a year, which feeds the Silverfishes' diet of carbohydrates. We won't go into the detail, but here are the other nasty's our homes are succumb to:

Asphalt, Bacteria, Car Exhaust Fumes, Chemicals, Dirt, Dust, Earth, Food Particles, Fungus, Germs, Gravel, Grease, Grime, Grit, Hair, Industrial Waste, Lint, Mites, Pet Stains, Pollens, Pollutants, Rock, Sand, Stone, Soil, Soot, Tar, Tobacco Smoke, Urine & Vomit.

Because our homes are vulnerable to all of the above, and more, as you can imagine, maintaining clean furnishings can really benefit those who suffer from allergies.

You Can Extend Your Furnishings Life Expectancy!

Yes - like many of our possessions, by having your soft furnishings professionally cleaned and maintained on a regular basis, you can almost DOUBLE the life of your furnishings. For a fraction of the cost of replacing them, you can keep your home looking its best for much longer. If you think that regular maintenance at a discounted rate sounds ideal, whether it's because you have a family of 6 or a herd of dogs in your home, we have a great maintenance plan which offers flexibility and peace of mind. Ask our technician about it and see if we can fix a great value plan for you.

Top Tips For Maintaining Your Healthy Home

Your Regular Maintenance

Regular vacuuming is still a very important part of maintaining the life span of your carpet, because it decreases the amount of dirt that gets trapped deep in the carpet over a time period. Regular vacuuming will ensure that the wear is kept minimal, in between deep cleans, which will in-turn keep the cost of cleaning your carpets down. Remember that if you wait until your carpet looks dirty before cleaning them, the sooner they'll wear out and the results maybe hindered.

Ask The Technician About Protection

We promise that this is not an up-sell of one of our products! By applying protector, you can give your carpet fibres a hardened outer layer which will dramatically decrease the usual wear on your carpets, as well as giving them a protective layer against nasty stains, which will allow you enough time to go and grab some kitchen towel and soak up every drop before it soaks in. Protector is a great application for homes that take a battering every day, although please be aware that it does have a life span of about a year or two, depending on the household.



No 'Do-It-Yourself' Agents/Machines, *Please!*

If you want to ensure that your furnishings are kept looking their best for as long as possible - 'do-it-yourself' agents are NOT the way to go about it. We have no reason to proclaim this to the world apart from to help you, because many learn the hard way and we get that call eventually; BUT by telling you this, you could avoid the disaster completely and save your self money, effort and pain in the long run.



If you would like a quick and cheap job, there are plenty of 'carpet cleaners' that can help! But if you would like an established professional to give you a free, no-obligation, onsite quotation, we'd be delighted to hear from you: 01223 520769. We hope you've found this guide of value and we wish you all the best.

HERE'S A FEW WORDS FROM ..some of our happy customers!

'A very good service - would certainly use it again! Happy to recommend to others'

R.Smalley, Saffron Walden

'It is an excellent service that I will use again!'

Mr Dignum, Saffron Walden

'Thanks very much for the great job you did - the carpets look like new!'

J.Wallis, Cherry Hinton, Cambridge

'Our neighbours used your company and were very Impressed and recommended your use - many thanks!'

S.Higgins, Gt Shelford, Cambridge

'The carpets were so clean when I returned from France that I thought that I had walked into the wrong house!'

R.Suckling, Steeple Bumpstead

'My husband and I were very pleased with the cleaning of our carpets. They looked as good as new! Thank you'

D.Brown, Saffron Walden

'All dog and cat related stains removed and carpets look like new. A fabulous service, would definitely recommend you to anyone.'

K.Wright, Trumpington, Cambridge

'Technicians were very presentable and friendly. You did a superb job. Thank you.'

P. Fields, Comberton, Cambridgeshire

'Thank you for the superb job you did. It has made all the difference to our meeting room. I came in today and noticed at once how good it looked!'

P.Hancock, Royston, Herts

Cambridge-Stonecare

