

Probably our most asked question is "**How Often Should I Clean My Carpet?**"

Our clients primarily clean for health and not appearance. A 1 square foot section of white plush carpet can hide as much as 1 pound of black potting soil without the soil being visible. So if you can see the dirt it is past time to clean. If you are not cleaning on a regular basis, just walking on your carpet is doing tremendous damage to your very expensive floor covering.

### How Soiling Damages Carpet Appearance

Carpet is made of tightly twisted tufts of plastic fibers. The fibers are much like fishing line.

Soiling, accumulation of microscopic grit on the fibers combined with foot traffic scratches away your carpet's beauty. Like rubbing the fishing line with a piece of sandpaper, the surface no longer reflects light uniformly from the scratched fibers. This gives your carpet a dull and gray appearance.

We can clean your carpet to remove the soils, but cannot restore the scratched fibers. They will be clean, but still have the dull and gray appearance.

The factory applied soil protector is also damaged. This is why carpet warranties call for professional carpet cleaning on a routine basis. It is also why we sell and apply a water-based all-green certified carpet protector.

The following carpet cleaning frequency chart is from the Environmental Protection Agency (EPA)

## EPA Cleaning Chart

The Environmental Protection Agency has conducted numerous studies on indoor air quality. Their findings show that regular cleaning significantly reduces pollutants within a structure. More frequent cleanings are recommended for homes where children and pets are present.

Environment:	Normal	Contaminated Outside, Dusty	Extremely Cold Weather Climates	High Humidity Biogenic
<b>Day Care Center</b>	2 weeks	1 week	2 weeks	1 week
<b>Nursing Home</b>	1 month	1 month	1 month	1 week
<b>Residence</b>				
(2 persons, non-smoking)	6-12 months	2 months	4-6 months	4-6 months
(2 persons, smoking)	4 months	2 months	3 months	4 months
(young children)	6 months	1 month	3 months	4 months
(young children with pets)	3-6 months	1 month	2 months	2 months
<b>Office Building</b>				
(ground floor)	3-6 months	1-4 months	2-6 months	2-6 months
(higher floors)	6-12 months	2-6 months	3-9 months	3-9 months
<b>Food Service Establishment</b>	1 month	1 week	2 weeks	2 weeks
<b>Commercial Building</b>	3-6 months	1 month	2 month	2 months

(From - U.S. EPA Letter, January 1989)