



2018 Browns
CARPET
CARE
GUIDE



CARPET CARE TIPS

Vacuuming 101

Proper vacuuming is the easiest and most effective way to keep your carpet clean. Regular vacuuming can also have the largest impact on the air you breathe. To get the most out of your vacuuming regime, remember these few easy tips: A quick once-over doesn't do much. Slow and steady does the trick.

- When vacuuming, don't ignore those corners and crevices where dust builds.
- "Top-down" cleaning saves you the step of vacuuming again after dusting. Dust blinds, windowsills, and furniture surfaces first and then vacuum away any fallen dust.
- Remember to replace or empty vacuum bags when they are half to two-thirds full.

How Often Should You Vacuum?

As a rule of thumb, you should vacuum at least once a week with a quality vacuum cleaner. However, the more foot traffic over your carpet, the more you need to vacuum. The general formula is:

- Vacuum daily in high-traffic or pet areas.
- Vacuum twice weekly in medium-traffic areas.
- Vacuum weekly in light-traffic areas, using attachments at carpet edges.
- Cleaning Spots & Spills



A Two-Step Solution

With today's stain-resistant carpet, treating spots and stains has never been easier. Still, no carpet is completely stain proof. The key is to act quickly! So, to knock out spots, give them a one-two punch.

Step One: Absorb the Spill

- Blot liquids with a dry, white absorbent cloth or plain white paper towels (no prints or colors). Using a printed or colored material may transfer ink or dye to your damp carpet. Continue until the area is barely damp. Semisolids, like food spills, may need to be scooped up with a spoon. Solid, dried bits can be vacuumed up.
- Warning: do not scrub or use a brush. Bristles and scrubbing can damage carpet. Fraying and texture change are the likely results.

Step Two: Treat the Spot or Stain

- Use a CRI Certified Seal of Approval carpet cleaning product. Though these have been laboratory tested, you should still pretest any cleaner on a scrap of carpet or in an out-of-the-way area of your carpet.
- Follow the product's directions carefully. More is not better. Apply a small amount of the cleaner to a white cloth and work in gently, from the edges to the center. Blot; don't scrub. You may need to do this several times to remove the spot. After the spot is gone, blot the area with clear water once or more to remove any remaining product.

What if you don't have a CRI-approved carpet cleaner handy? Try one of the remedies from our spot solver.

Special Tips for Pet Owners

Do you have a pet? You can combat pet odors and stains in many ways:

- Vacuum carpet more frequently to capture pet hair and dander from your pet's fur.
- Use CRI Certified Seal of Approval cleaning products that are specifically designed for pet stains and odors.
- Clean up new messes promptly and then follow the steps for spot and stain removal.
- Use small hand extractors for quick cleanups of pet accidents, but remember that these quick clean ups don't take the place of periodic deep cleaning.
- Have your carpet professionally cleaned every 12 to 18 months More frequently if necessary.
- Don't use a steam cleaner when dealing with urine spots because the heat will set the stain and the smell. Extracting the spill with a wet-vacuum and rinsing with cool water will reduce the odor. If necessary, call in certified carpet cleaning firms that know how to remove pet stains and odors permanently.



Keep Your Carpet Looking Beautiful

Vacuuming is great for day-to-day carpet maintenance. But to keep it at peak performance, CRI recommends professionally deep cleaning your carpet every 12 to 18 months. (Be sure to check your carpet warranty for particular requirements.)

CRI strongly recommends getting your carpet professionally cleaned by an SOA-certified service provider. These companies use SOA-approved equipment and products in order to assure their customers their carpet is being serviced with the best products. It is also the most effective way to maintain your warranty, as many carpet manufacturers recommend SOA products in their residential warranties.

Ask Good Questions

There are a number of questions to ask when hiring a cleaning professional:

- “How long have you been in business?” The answer can speak volumes about a company’s reputation and experience. A quick Google search for customer reviews can also tell you a lot about the company.
- “Do you vacuum before deep cleaning the carpet?” The answer should be yes. Vacuuming before deep cleaning is critical and makes a difference in the end result.
- “How is your pricing structured?” Pricing should be based on the area cleaned, not by the number of rooms. Make sure to measure your area before you get on the phone. Room sizes vary, so be careful of any company that quotes price by the room.
- “How much will it cost?” When you’re on the phone, get an estimate that you’re comfortable with – before the cleaner comes to your house.
- Are your technicians certified through the Institute of Inspection, Cleaning and Restoration (IICRC)?
- Do you move the furniture or should I have it moved before you arrive? If you move the furniture, do you charge extra?

When They Arrive

Here are a few considerations for when the cleaners arrive.

- Be sure to point out any problem areas, spots or pet stains that need special attention.
- All major U.S. carpet manufacturers highly recommend the use of SOA products in their residential warranties.
- Many warranties also require you to check with the carpet manufacturer before allowing additional treatments, such as re-applying stain treatments or anti-static treatments.
- Finally, wait for the carpet to dry completely before walking on it or moving the furniture back into the room. If you replace the furniture too quickly, rust or stains from paint or finishes could mar the carpet permanently.



Tips For Cleaning Carpet Yourself

These days, you can buy or rent a do-it-yourself extractor or "steam cleaner." While these machines are effective at cleaning spots and spills, and provide excellent interim cleaning, they do not take the place of periodic deep cleaning by a carpet cleaning professional.

Here's what you need to know about do-it-yourself extraction cleaning:

- Remove the furniture from the carpeted area. If the furniture is too heavy, place a plastic film under and around the legs of the furniture.
- Vacuum thoroughly. This can have the biggest impact on the whole process!
- Follow the instructions on the machine carefully. Do not add other chemicals or under-dilute in an attempt to make your cleaner stronger.
- Only use a Seal of Approval cleaning solution that works with your extractor.
- Begin at the farthest point from the doorway and work back toward it so you can step out when done. Do not clean yourself into a corner!
- Be patient and do not over-wet the carpet. Extract as much of the water as possible. Do not rush this step.
- Wait until the carpet dries before replacing the furniture or walking on carpet. This step can take 6-12 hours.
- Ventilate the area. Open windows if outdoor weather conditions permit, or put the air conditioning on a moderate setting (72 to 78 degrees Fahrenheit). Never close up a room with a wet carpet. You want the fastest drying-time possible, to prevent mold growth and to allow earlier use.