



## **10 Ways to Prolong the Life of your Carpet**

### **Clean Carpet Lasts Longer**

Your carpets represent a sizable investment. It would make sense to take measures that would extend their life. Today's carpet is designed to hide dirt. In fact, a single square-foot of beige carpet can conceal over one pound of fiber-damaging dirt and grit, and still look clean!

Most carpet is made of synthetic fibers such as: nylon, olefin, polyester, and some acrylic. These synthetic fibers rarely wear out (except on stairs), instead they **ugly out**. What we mean by that is, the fibers crush, or mat down, or flatten out. They also abrade or get scratched.

What scratches carpet is gritty soil and sand that is left in the carpet and when it is walked on it rubs against the fibers and scratches them. After so much of this scratching, you can clean the soil and sand out but the damage already done is irreversible. What you get is what we call in the carpet cleaning industry ... traffic lane gray.

The fibers are clean, but since they are so scratched up they do not reflect the light back to the eyes and now take on a dull appearance which is commonly mistaken for soiled carpets. This usually happens first in the heavily walked on areas or traffic lanes.

Here are things you can do to prolong the life of your carpet.

- 1. Use a quality pad.** A good carpet pad not only gives better resilience and comfort underfoot, it can extend the life of your carpet, especially on stairs. Because some carpets carry warranties with specific density and thickness requirements, be sure and review your warranty before purchasing your pad. Explore varieties of carpet pad.
- 2. Use walk off mats both inside and outside.** Every entry into the house that is used should have an outside mat that is rough enough to remove mud and other debris and soil and the inside mat that is absorbent can remove any moisture. The outside mat should be able to withstand the elements and have someplace for the dirt to drop into so that it does not get contaminated and start doing the opposite of what it was intended to do. The inside mat should be heavy enough to lay flat and have a rubberized back to prevent creeping. These mats should be small and light enough to be able to be washed in your home washing machine and should be cleaned regularly.



- 3. Vacuum your carpets regularly.** The best way to ensure long-lasting beauty, comfort and durability in your carpet is to vacuum it regularly, as it prevents soil from becoming embedded in the carpet's pile. Vacuum at least twice per week and more often if you have children or pets. Vacuuming your traffic lanes every day will give you the best protection against

premature uglying out of your carpet. Use scissors to cut out sprouts. Do not pull. Also, groom your carpets. Yes, your carpets need to be brushed just like your hair to ensure optimum health. What it does is to pull up or lift the tufts of fibers and make them stand on end. This helps to control matting and crushing, and allows your vacuum cleaner to reach down and get the sand and grit in the base of your carpeting. It has been estimated that grooming prior to vacuuming increases loose soil removal by 23%.

- 4. Maintain your vacuum cleaner.** Most vacuum cleaners in America today are 70% ineffective, because the bag is over 1/2 full. After the bag is 1/2 full, the vacuum efficiency is greatly reduced. Once your vacuum cleaner bag is 1/2 full you should change it. Check **the brushes** of your vacuum cleaner, when placing a pencil on the base of your power head, the brushes should just touch the pencil and bend slightly as you turn the brush. If it doesn't you could be losing up to 50% efficiency. Adjust or replace the brushes if needed.
- 5. Have your carpets professionally 'Steam Cleaned' a minimum of once per year, more often if you have pets or children**



. Most people wait until the carpet is visibly soiled before they clean their carpets. This is not wise. What causes the most damage to carpets is the abrasive particles that are stuck to the carpet fibers by oil residues. These oil residues are everywhere and are from the burning of hydrocarbons from motor vehicles factories, power plants and volatilized oils from cooking. They are so small that we usually cannot see them.

But they always settle down and land on the largest horizontal surfaces, our carpets! Once the oil is on the carpet, the soil then sticks to the fibers and no vacuum cleaner can then remove it. Also regular cleaning helps prevent matting and crushing of carpet by removing the oils that cause fibers to clump together and compress. When the carpet is so soiled that you can visibly see it then the abrasive soil has been rubbing on the fibers way too long and damage has already occurred.

- 6. Have your carpets retreated with stain and soil resistant products regularly after a thorough, deep cleaning.** Although you may have purchased your carpet new with some type of soil or stain resistant treatment, all topical treatments like these lose effectiveness over time through wear and in the cleaning process. The only way to insure the highest level of protection is to retreat after each cleaning.
- 7. Remove spots quickly.** Most spills can be removed if attended to quickly. The longer a spill stays on the carpet, the greater the chance that damage will take



place.

- 8. Rotate furniture to give carpet a rest.** Change traffic patterns. Rotate furniture so people alter their path through the room. Occasionally move heavy furniture. Moving your furniture on occasion won't just renew the feel of your room, it will also help avoid excessive pile crushing. Use carpet protectors under the legs of tables, chairs, and other furniture to help distribute the weight. Damage can

occur if you use chairs or appliances with rollers or casters without a chair pad designed specifically for carpet.

**9. Protect Carpet when moving furniture.** When moving heavy wheeled furniture (pianos, buffets, etc.), prevent damage by placing a protective barrier of heavy cardboard or plywood between the wheels and the carpet. Place glides under heavy furniture to combat crushing.

**10. Reduce periods of direct sunlight.** Protect your carpet from prolonged periods of direct sunlight with blinds, shades, or awnings. Avoid long hours of direct sunlight on carpet. Close blinds periodically. Select a lighter colored carpet in sun-drenched rooms to minimize fading.

For more detailed information on removing stubborn spots, visit this website

<http://www.stainmaster.com/page/ideas-and-advice/carpet-care/stain-removal-guide>

We hope you have found this information helpful. We also do Upholstery cleaning, Tile & Grout cleaning, Vinyl Tile cleaning, and Water Damage Restoration. We can also clean your Oriental carpets in our In-Plant facility. It would be our pleasure to serve you.



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