

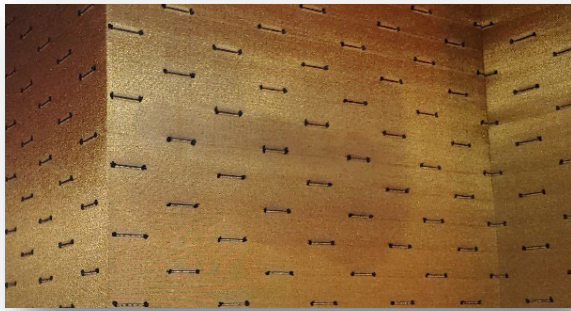


CLEAN BEAT

Spring/Summer 2022 – Volume One

Silk, it is Not Just for Neck Ties and Stockings Anymore

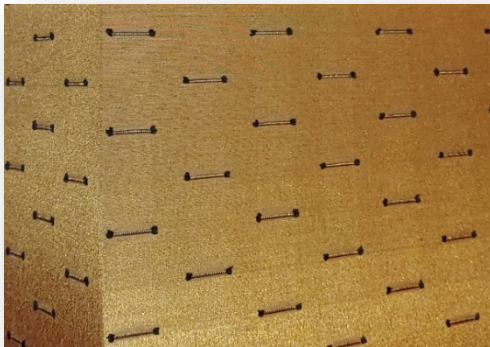
St. Petersburg: A contractor working in an upscale penthouse condominium in St. Petersburg, Florida, accidentally got Murphy's Oil Soap on the silk wall coverings in a home theatre.



Murphy's Oil Soap is a popular and effective

cleaner, but it can be harsh and damage delicate fabrics.

Jerry Kessie, Master Cleaner with almost forty years of experience, and President of Floorcovering Technologies, Inc., was called in to clean the mess. He used a gentle cleaning solution that was safe for silk fabric and was able to successfully restore the walls to their original condition.



How silk fiber is harvested: The silkworm makes a cocoon, or "changing room" as they are referred to in the worm community. Between the time the worm seals himself inside the cocoon and before the moth tears his way out the cocoon is boiled in water. Unfortunately, the worm is killed in the process, but the cocoon is unraveled yielding one to two thousand yards of silk. It costs the lives of approximately 2,500 silkworms to harvest just one pound of silk.

Carpet Expert Saves the Orlando Airport Millions in Carpet Replacement Costs

Orlando: Commercial carpets can be a major expense, and proper cleaning is essential to keeping them looking their



best and lasting as long as possible.

Not only is it important to clean your carpets regularly, but it is also important to use the right method and products. Many commercial facilities rely on outdated methods or harsh chemicals that can damage the carpet. Without proper care, commercial carpets can quickly become stained and matted, making them difficult to clean and requiring replacement sooner than necessary.

That was the thoughts and concerns of The Greater Orlando Aviation Authority when they experienced an approximate 28% decline in the life cycle of the 4.2 million square feet of carpet at the Orlando International Airport. As a consultant for the Aviation Authority, Jerry inspected their facility, equipment, and methods, and provided them with a comprehensive cleaning protocol.

What Is Fine Dust?

Fine Dust, specifically known as PM_{2.5}, is particulate matter that can be found in the air that is incredibly small — a single particle has a diameter of less than 2.5 micrometers, which means you can easily fit forty fine dust particles across the width of a single strand of hair. Fine Dust size renders it practically invisible; it can only be detected by an electron microscope.

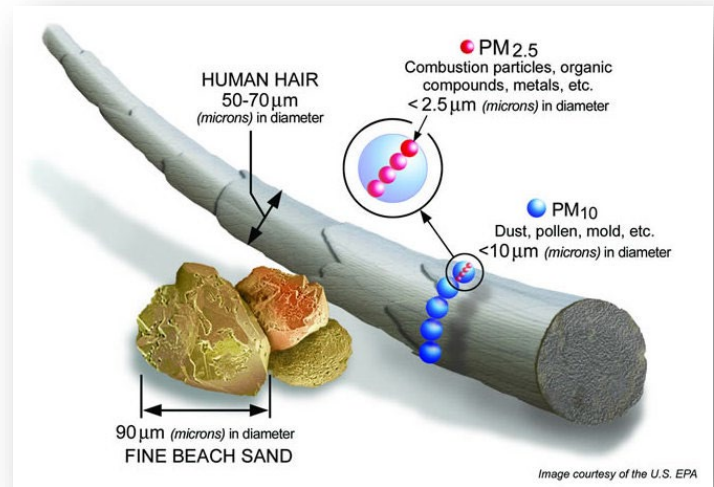
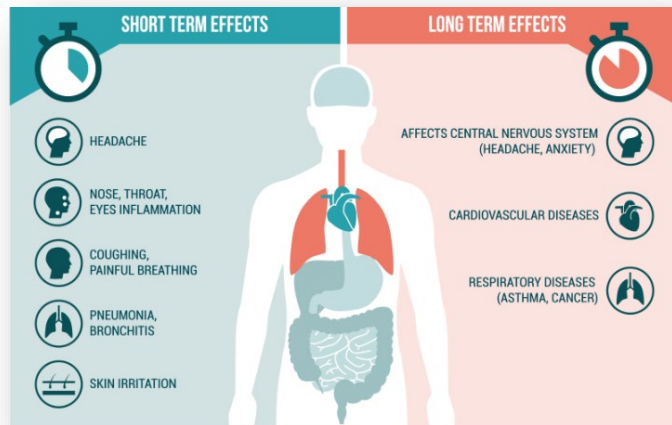
Several items within our home work as filters to trap the fine dust and keep it out of our breathing zone. These items, such as, carpeting, area rugs, upholstery, draperies, and blinds serve as *silent janitors*, working 24/7/365 to keep us healthy, but they need to be emptied of their pollution buildup regularly.



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Exposure to Fine Dust can have detrimental health effects, and has been known to lead to coughing, chest tightness, shortness of breath, irritation of the eyes/nose/throat, and can trigger asthma, bronchitis, and other respiratory



problems. Scientific studies have also linked exposure to an increased risk for heart attack, stroke, certain cancers, and birth defects.

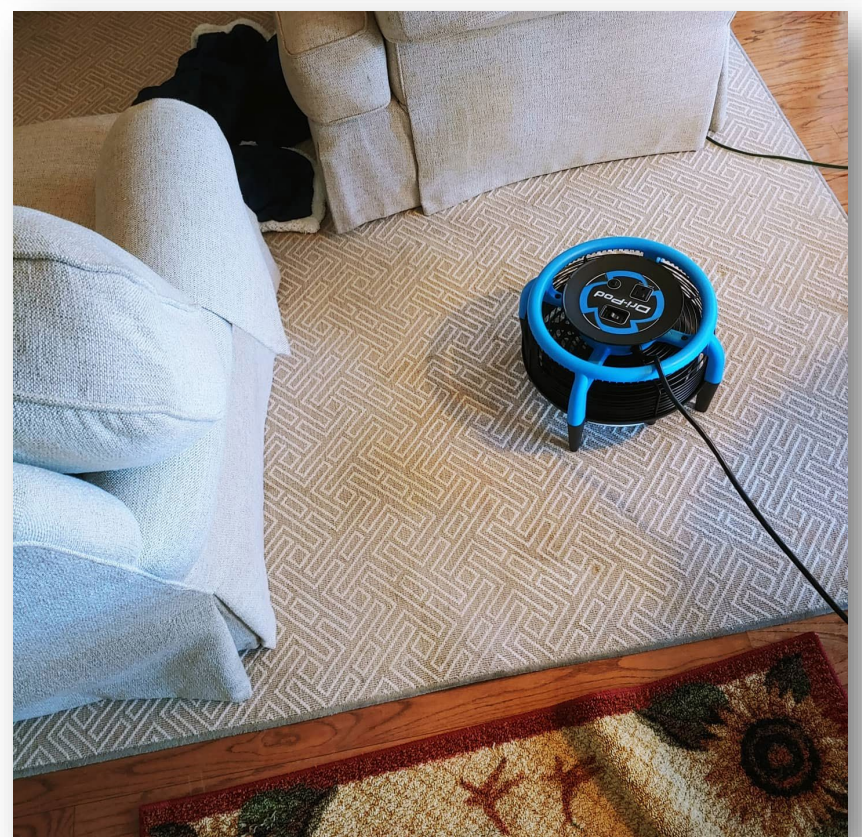
Fine Dust is especially dangerous for people with heart and lung diseases, older adults, and children, but it has also been proven to affect healthy people.

Luck Is When Skill Meets Opportunity

South Tampa: A long-time friend and client called and asked for us to come to his house and see what we could do with a wine stain on the side of the sofa and wool area rug. The stain was two days old, so it had plenty of time for the wine to set in the natural fibers.

These jobs seem like you are either a "Hero" or a "Zero" because the same spotting techniques, solutions, and equipment can yield flawless results one time and almost no results another.

This time "Skill met opportunity" and the results were . . . well, see for yourself.



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BUSINESS STRATEGY
OF ALL.**

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ME**

