

Clean Beat

MARCH 2023

Lion or Lamb

The age-old adage "March comes in like a lion and goes out like a lamb" is often used to describe the unpredictable nature of weather in the month of March. On the surface, this phrase may appear to impart knowledge only about meteorology, however, it can also be seen as an analogy for life itself. It can be argued that life is full of turbulent moments and difficult challenges that feel like roaring lions more often than not. Although we often expect such situations to persist indefinitely, they do eventually pass, and we find ourselves surrounded by peace much like a gentle lamb.



In a sense, this proverb speaks to the idea that no amount of hardship or obstacles can last forever. Life is filled with highs and lows and while it's easy to become

overwhelmed by our challenges at times, it's important to remember that there will eventually come a day when those struggles have passed, and we are surrounded by tranquility once again. Therefore, this old saying encourages us to stay resilient even in the face of adversity knowing that better days lie ahead. It's also important for us to appreciate the joys of life during its peaceful periods because eventually those moments may become less frequent as well.

Ultimately, life is unpredictable and ever-changing so it's important to both recognize and accept these changes as they come along. As much as we would like some things to remain constant, "March comes in like a lion and goes out like a lamb" reminds us that all good or bad things must come to an end eventually making way for something new. Understanding this concept gives us hope during tough times and inspires us to embrace change with open arms rather than fear its potential consequences.

"It's How Pet Odor Removal Is Done!"

The first step in removing pet odors is to identify the source of the odor. It could be urine, body oils, decomposing skin flakes, feces, or something else. Understanding and pinpointing the source of the odor is essential so that you can move to the next steps in removing it.



and rinsing with hot water at high pressure. The heat

The next step is to remove as much of the source as possible through hot water extraction and subsurface technology. Hot water extraction involves spraying a cleaning agent onto the carpet, allowing adequate dwell time,

increases the speed at which dirt, debris and other particles are released from carpets fibers, making them easier to clean up. Subsurface technology involves using specialized tools and equipment to reach beneath surfaces such as carpet backing, cushion, and the substrate to remove any remaining pet odors from their source without having to disengage the carpet.



Once you have removed as much of the source of the odor as you can with hot water extraction and subsurface technology, it is then time to address any residual odors with enzymes, sanitizers, disinfectants etc.

It may take multiple applications of these products depending on how bad the pet odor was before treatment began.

A LASTING IMPRESSION:

CLIENT SHORT STORIES . . .

"Sixteen Steps"

When I first received the call 26 years ago, I had no idea how important it would be. It was just a single set of 16 steps that needed cleaned, and apparently too small a job for my friend who Mrs. Clark had originally called. They declined the job, but thankfully gave her my number instead, assuring her I would do it for her.

It was a beautiful two-story home in South Tampa with wool carpet covering the treads and risers of a staircase leading to the second story. It wasn't much work at all – in fact I think it took me less than an hour to complete the job – but something made an impression on Mrs. Clark that day because after she saw what a good job I did with those 16 steps, she decided to spread the word about me to her friends and family throughout South Tampa! She even recommended me to her mother (Ruth Eckerd) who had her house cleaned in the Fall of every year.

Without exaggeration nearly every client we have in South Tampa can be traced back to our connection with Mrs. Clark's set of stairs! Over the years we have cleaned nearly every textile or fabric in her home, at one time or another, and we are so grateful for her and her family. That experience has taught us to **never ever** consider any job too small and to always appreciate each phone call we receive – you never know where it might lead you!



Their teenage daughter had been battling allergies for years, so they turned to an allergy doctor in hopes of finding some relief. The doctor suggested an unusual treatment plan: remove all the carpeting and rugs from the home. Despite studies showing that carpets actually help filter allergens from the air, the doctor insisted this was the best course of action for his patient's situation.

After leaving his office they were hesitant about following such a drastic recommendation, but ultimately decided to take a leap of faith. To comply with the doctor's orders, they had to rip up all their carpets and replace them with hardwood or vinyl plank flooring throughout their home. It was a very expensive process and took significant time, effort, and resources.

At first, they felt relieved that they were finally getting closer to solving their daughter's allergy problem. But unfortunately, after weeks of following the doctor's advice, her symptoms only seemed to worsen. Even other occupants in their household who hadn't previously suffered from allergies began having asthma attacks and other cold-like symptoms due to poor air quality in their newly "carpet-less" home.

They returned to see the allergy doctor in confusion and despair. They let him know that despite spending so much money on removing all their carpets and rugs, they were still feeling terrible—in fact even worse than before! Much to their disappointment, it seemed like he had underestimated just how important carpets are when it comes to filtering allergens out of the indoor air.

They felt as though they had wasted both time & money on an ineffective treatment strategy proposed by someone who didn't really have all the information necessary to make an educated recommendation. Instead of continuing to pay for a service that wasn't helping them feel better, they decided to invest in purchasing new carpets instead so that they could restore better air quality in their home once again. Thankfully this did help marginally improve everyone's general health within a few months' time — proving once more how important it is to get advice from a professional who has studied up on advancements made in medical research before recommending something entirely off base! ***But then . . . that's what I told them months before.***

Dr. Michael Berry, Ph.D., Deputy Director, Environmental Criteria and Assessment Office of the EPA stated: "Every time carpet and fabrics are emptied of their pollution build-up through professional cleaning methods, there is a health benefit." And "I have reached the conclusion that carpeting, and fabrics not cleaned and properly maintained have the potential to cause a variety of health problems inside the building environment."