

# Clean Beat

FLOORCOVERING TECHNOLOGIES, INC. – 09/2022

## Specifying Carpet:

### #1 Carpet Error Made by Homeowners

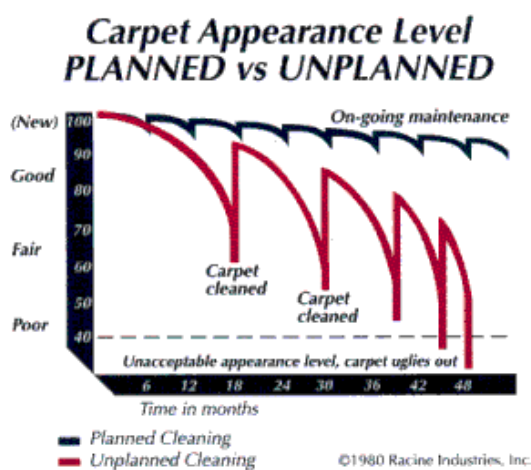
It's likely a *photo-finish* with installation defects, but a huge portion of claims I inspect is typically related to the end-user specifying or selecting a carpet based solely on color and not on an informed decision on how that carpet will perform once installed. I have volunteered countless hours helping homeowners, condominium resident boards/committees, and commercial clients understand the importance of proper specifications to avoid costly mistakes.

Andy Stanley, a Pastor in Atlanta states, "*Your direction, not your intention, determines your destination.*" Regardless of your intentions, choosing the proper direction and actions are critical steps in arriving at the destination you want. For example, if I was going to visit my sister in Atlanta and headed South on I-75 from Tampa, is it the Florida Department of Transportation's fault I ended up in Miami? Of course not! Yet, time and again I am commissioned to inspect a polyester carpet for crushing complaints installed in a house with two adults, four kids, and German Shepherd, and a pot-bellied pig. (*Perhaps the pig isn't all that common, but it has happened.*)



Polyester has great color fastness but lacks the resilience of Nylon. So, when I begin my carpet inspection at the "MacDonald" home and I hear that they believe the carpet should look better than it does after only nine months, I would like to agree with them, but it's a specification issue.

## Develop A Maintenance Plan



There are many factors that will influence the frequency of cleaning, and a maintenance plan should be in effect when the carpet is installed. Have you ever heard someone say, "I just bought a new car, but I really can't afford the maintenance on it, so I think I'll just drive it until the engine seizes up in a couple of years." Probably not, so why do people consider carpet maintenance optional? If the traffic areas are allowed to become excessively soiled, on-location cleaning may not remove sufficient soil to restore them to an acceptable level. The high-use areas must be cleaned more frequently to maintain a satisfactory overall appearance.

Two inspections I conducted come to mind: [Local] Bank in St. Petersburg contacted the carpet manufacturer about their dissatisfaction with the carpet in their branch offices. So, three manufacturing representatives from Dalton, Georgia planned to meet the Branch Manager and me at her location. The branch was one of their busier locations, with a paved asphalt parking lot, a concrete sidewalk, and a small logo mat at the entrance.

The manager greeted us as we entered the lobby with the following statement: "If you are going to tell us that we need to clean the carpet more than once a year, we are going to have a problem! Every office in Florida is cleaned once a year by the lowest bidder and after four years the carpet is replaced." I commented to Charlie, one of the Mill representatives, "They seem to have 'carpet replacement' confused with 'carpet maintenance.' Replacing the carpet every four years is an example of poorly managed resources and budget expenditures. If they would move money out of the 'budgeted replacement' category to 'budgeted maintenance' they would have money to clean the carpet more often and defer their capital expenses."

Another comment came from a Pastor of a large, multi-site church in the Bay area. He said, "We don't have a budget for carpet maintenance, because we can get our people to give money for 'special projects' but not for maintenance." That's just being a bad steward and I am pretty sure The Bible has a few things to say about that.

Quote of the month



"When Life Closes a Door, Open it Back Up Again,  
It's a Door, That's How They Work."

# Choosing the Right Carpet for Your Home: The Ultimate Guide

Jerry Kessie, Certified Senior Carpet Inspector

When it comes to home renovations, the carpet is often one of the last things on your mind. However, this can be a big mistake as carpets play a huge role in setting the tone for your living space. After all, your flooring is one of the first things that people see when entering your home. It's because of this that choosing the right kind of carpet for your home should be a top priority if you're planning to renovate soon. But with so many types and variations of carpets out there, knowing which one to pick might seem like an impossible task. If you're feeling a little confused about which kind of carpet is best suited for your home, keep reading for some expert tips on how to pick carpet wisely and what type of carpet makes sense for different spaces in your home.



When shopping for carpet for your home, there are a few key factors you should keep in mind to make sure you choose wisely. Here are a few things to consider before making your final decision:

- **Color:** The color of your new carpet will play a big role in setting the tone for your space and will dictate how often the carpet will need to be cleaned. If it looks like a Dairy Farm exploded inside your home, it shouldn't be a surprise that the carpet is not as forgiving with soil.
- **Durability and Stain-resistance:** If you live in a house with children or pets, it's important to choose a carpet that's both durable (*resilient*) and stain resistant.
- **Traffic:** Carpeting is often used in high-traffic areas, such as hallways and staircases, so it's important to pick a type of carpet that can withstand daily use.

If you're wondering what makes the carpeting in your home so important, here are a few reasons why you may want to think about replacing yours or updating it:

- **Carpet is the biggest filter in your home:** As discussed in previous newsletters, carpeting traps and holds airborne pollutants and keeps them from entering your breathing zone.
- **Carpeting is sometimes less expensive to maintain than hard surfaces:** A twenty-two-year study compared the cost of carpet versus vinyl composition tile (VCT). The study added up two carpet installations and scheduled maintenance and compared it to one VCT installation and scheduled maintenance. The conclusion found that hard surface flooring costs two and a half times more to maintain than carpet.
- **Carpeting mutes sound -** If you're near a source of noise, such as a road or airport, soundproofing is extremely important.
- **Carpeting is great in high-traffic areas:** If you have a lot of foot traffic in your home, such as kids or pets, a type of carpet with a thick pile can last longer than other flooring.

## Two Houses of Carpet

*(As told to me by a client)* They had good friends and they both decided to buy carpet for their homes at the same time. They both went into the flooring store the same weekend, and both picked out the same style of carpet. The only difference was that her and her husband planned to have it professionally cleaned every six months, while the other family waited about three years before finally having it done. It wasn't that they didn't have the money. She was careful not to offend her friend, but she would mention that she called my company to have her carpets cleaned and asked if she wanted to schedule too, but she never made a big deal of it.



It didn't take long for people to start noticing a big difference between the two neighbor's houses. The carpets in her house always looked and smelled fresh and clean, while her friend's house not so much. In fact, you could practically smell the dirt and grime in the air. She hated to say it, but when she had children, she would always offer to have the kids play at her house rather than her friend's home. She just couldn't let her small kids crawl around on that carpet.

She thanked me for helping her understand how important carpet maintenance is and for showing her that all carpet cleaners are not equal.

It's easy to join our mailing list!

Just send your email address by text message:

Text  
**CLEANBEAT**  
to **22828** to get started.

Message and data rates may apply.

