

CLEAN BEAT

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A Lasting Impression:

"DuPont Hires Carpet Cleaner to Tackle Doggie-Disaster and Sparks a Friendship That Can't Be Swept Away!"

By Jerry Kessie

In 1985, when I started my company, I had a different business philosophy than most businesses, it seemed. My goal would probably never get us onto the prestigious *Forbes 500 list* or allow us to accumulate wealth beyond measure, but it was simple – ***"provide quality services at a fair price and turn clients into friends."***

One summer day in 1995, I received a job from DuPont for a *Stainmaster*® carpet cleaning claim. As a Certified Master Cleaner, I had collaborated with them on several other jobs, but on this particular job I knew I had to bring my A-game because it was in a prestigious community in Palm Harbor. The two-story home was a sight to behold, and I couldn't help but feel a sense of pride to work in such a beautiful home.

As I knocked on the door, I was greeted by the delightful Lindy Long, an elegant young mother, with her toddler daughter clinging onto her leg. The barks of two small dogs echoed from the kitchen, and I knew then why I was there.

Lindy explained that she needed me to clean her carpet as part of a warranty claim from DuPont. She led me through the house, pointing out several small "piddle" stains that another company was not successful at removing, but I was up to the challenge.

As I got to work, Lindy entertained her daughter while keeping an eye on my progress. When I finished up, every stubborn stain was gone, and Lindy was undoubtedly impressed with the results. She became a regular client and a *cheerleader* for our company, telling her neighbors and friends about her experience. But little did I know how meaningful our friendship would grow over the years.

It's been twenty-nine years since that DuPont job brought us together, and over the years, Lindy has become one of my most trusted and loyal friends. The little girl clinging to her mother's leg, Ryanne, is now a Flight Attendant on a path to become a commercial airline pilot. Their son, Joey, is making his mark in St. Petersburg as a successful real estate investor.

Now, I know you may be thinking, what does cleaning carpets have to do with their children's successful careers? Well, studies have linked clean carpets to fewer absences in school and higher test scores across every subject matter. So, there you go, we can now move those two kids into the "win column" for the carpet cleaner, but I won't take all of the credit, I am sure Chip and Lindy contributed also!

Looking back, I realize how fortunate I was to have met Lindy and her wonderful family. Our friendship started with just a simple carpet cleaning job, but it blossomed into something truly special. Lindy is not just a file folder in my office - she's a dear friend and someone who has made my life much richer and brighter.

All in all, cleaning that carpet for Lindy Long was one of the best things that ever happened to me and my business. It's amazing how sometimes the smallest things can lead to the biggest and most meaningful connections in life.



"Behind the Fade: How Ozone is Stealing the Color from Your Carpets"

By Jerry Kessie



Hey there, as a Senior Carpet Inspector, I'm here to explain how color loss in carpeting happens in high humidity environments. Now, we all know that humidity is the measure of water vapor in the air. And when the humidity level goes beyond 60%, it can create a bunch of issues for your carpeting.

One of the biggest culprits of color loss in carpets is Ozone - an oxidizer that forms when humidity reacts with nitrogen oxides. This simple molecule can damage the dyes in your carpet fibers and strip away their color. And here's the thing, Ozone is not only formed by high humidity, but also by lightning strikes.

This might not come as a surprise, but did you know that the Tampa Bay area is considered the lightning capital of the country? Located between Tampa and Orlando is a small town called *Four Corners*, and they receive more than 300 lightning strikes a year per square mile. (*Holy Bar-B-Que!*) Yep, it's true. Lightning can create massive amounts of Ozone in the air, which can travel throughout your home and react with your carpets and other textiles.



So, to recap, if you want to avoid color loss in your carpeting, it's crucial to maintain the humidity below 60%. This will require that your home be climate-controlled all year to reduce the amount of Ozone being formed—even for you "Snowbirds." Plus, it's not just about how they look—carpets with damaged dyes can also be weaker and more prone to wear and tear.

Hope this helps you understand a bit more about the science behind carpeting in high humidity environments. Stay safe and keep those humidity levels in check!

"Bleach-A-Doodle-Don't!"

I have been a consultant for nearly every floor covering material at one time or another. That is why it is important to understand the properties and effects of common household cleaning agents such as bleach. While bleach is an effective disinfectant, continually using it to clean the grout lines on your floor can cause damage.

Bleach has sodium hypochlorite, which is a highly reactive substance. When exposed to water, it breaks down into hypochlorous acid, which is a strong oxidizer. This acid can react with organic materials such as dirt, bacteria, and skin oils, breaking them down and making them easier to clean. However, it can also react with other substances, including the grout lines on your floor.

Grout is typically made up of cement and sand, which are both alkaline substances. When bleach encounters these alkaline materials, it can cause a chemical reaction that results in the breakdown of the grout. Over time, this can cause your grout lines to become discolored, brittle, and even crumble away. Grout is typically light-colored, and bleach can cause it to become yellow or brown over time. This discoloration can be unsightly and difficult to remove once it has set in.

The use of bleach on grout lines may seem like a quick and easy solution for cleaning up dirt and stains. However, the reality is that bleach is not designed for this purpose.

Moreover, bleach is highly toxic and can be harmful to human health. Prolonged exposure to bleach fumes can cause respiratory issues and skin irritation. Bleach can also react with other cleaning products, producing toxic fumes that can be hazardous to both humans and pets.

In conclusion, while bleach may be an effective disinfectant, it should not be used on grout lines. The corrosive and caustic properties of bleach can result in permanent damage to the grout, discoloration, and health hazards. There are many alternative cleaning products available that are safe to use on grout lines and better suited to maintaining the integrity of the surface without causing any damage.