

CLEAN BEAT

Picking Out Your New Carpet

Choosing the right carpet is a bit like dating. You want something that looks great and can stand the test of time, and it has to fit perfectly into your home's personality. Unfortunately, it's easy to get swept away by appearances and forget about the practicalities. After 33 years as a certified Senior Carpet Inspector, I've seen it all. From the *Great Berber Disaster of '99* (involving a very energetic Great Dane) to specifications gone horribly wrong, I'm here to share why proper carpet selection is crucial.



Why Proper Carpet Selection Matters

Most people don't realize it, but the wrong carpet choice can turn your home from a cozy haven to a daily headache. Imagine this scenario: you've got a bustling household, kids running around, maybe a few pets. You opt for a luxurious cut pile Olefin carpet because it looks fantastic and feels even better. Fast forward a few months, and your once plush carpet now looks like a matted mess. The culprit? Poor resilience.

The Great Berber Disaster of '99

One memorable case involved a lovely Berber carpet and an equally lovely but very large dog. Picture a Great Dane sprinting through the house, making those sharp turns like a racehorse. The result? Snag city. With Berber carpets, one loop snagged means a domino effect on all its neighboring loops. Before you know it, the entire carpet looks like it has been through a war zone. Lesson learned? Large dogs and loop pile carpets do not mix.



Installation and Specification Woes

Installation Issues

A bad installation can ruin even the best carpet. Think of it like having a Michelin-starred chef cook you a meal, only for it to be served on a dirty plate.

Proper installation is key to ensuring your carpet not only looks good but also performs well over time. Improper stretching, seams in high-traffic areas, and poor subfloor preparation are just a few of the installation mishaps I've encountered.

Specification Blunders

Specifying the wrong type of carpet for your needs is another frequent issue. For instance, I've often seen cut pile Olefin or Polyester fibers specified for very active households. These fibers have poor resilience compared to Nylon and won't bounce back after being crushed. The result? Your beautiful new carpet ends up looking old and worn out far too quickly.

Don't Rely Solely on Salespeople

While many salespeople are knowledgeable, some might push you towards what's profitable for them rather than what's suitable for your home. And don't even get me started on installers giving advice. Having a carpet installer give you advice on carpet maintenance is like asking the stock boy at Publix about proper dental hygiene, simply because he keeps the *Listerine* and Toothpaste well stocked.

Consider Your Lifestyle

Think about how your space is used. Got kids? Pets? High foot traffic? Opt for a durable, resilient fiber like Nylon. For low-traffic areas like bedrooms, you might get away with something less robust but still beautiful.

Understand Your Options

Get to know the different types of carpet fibers and their characteristics. Nylon is great for resilience, while wool offers natural luxury and durability. Olefin and Polyester might be more budget-friendly and stain-resistant, but remember, they come with trade-offs in terms of performance.

Conclusion

Selecting the right carpet is a bit of an art and a science. It's about finding that perfect blend of aesthetics and practicality, something that suits your lifestyle while adding to the beauty of your home. If you're still unsure, don't hesitate to reach out to a professional for advice. Trust me, your future self (and your carpet) will thank you.



LASTING IMPRESSIONS

A Heartfelt Journey of Giving Back

Growing up, my older brother faced significant heart problems that required multiple surgeries during his childhood. I vividly remember our family's frequent trips to Indianapolis, where he'd receive treatment at the Riley All Children's Hospital. Those memories of playing in the waiting room and eating in the hospital cafeteria are etched into my mind. Our family couldn't afford the luxury of a hotel stay, and I often wished there had been a *Ronald McDonald House* to support mom and dad during those challenging times.

With that experience in mind, my company decided to give back by offering complimentary carpet cleaning services to the *Ronald McDonald House* located near the All Children's Hospital in St. Petersburg. We believe in the power of a clean, welcoming environment for families going through tough times.

In addition to our local contributions, during my tenure as President of the *International Society of Cleaning Technicians (ISCT)* I was able to extend our efforts statewide. I organized multiple carpet cleaning companies across Florida to clean all the *Florida Sheriff's Youth Ranches*. These institutions provide safe havens for at-risk youth, and we're proud to support them in creating a nurturing atmosphere.

Giving back to our community isn't just something we do; it's a core value that drives us every day. By sharing our resources and expertise, we hope to make a meaningful difference in the lives of those who need it most.

"A business that makes nothing but money is a poor business." – Henry Ford

This quote encapsulates the essence of community support. True success isn't measured solely in profit margins but in the positive impact a business has on its community.

A Relatable Dilemma

Selling a home can be a daunting task, especially when it's filled with memories and little challenges that can deter potential buyers. This was the case for one of our clients. Her initial goal was simple yet crucial—to make her mom's home more inviting and appealing to prospective buyers.

Despite her best efforts, she faced a significant hurdle. Her mom had a small dog that left several piddle stains and lingering odors. These issues made it challenging to create a welcoming atmosphere and, as a result, there was little interest from potential buyers.

That's when she decided to call us. Understanding the urgency of her situation, we scheduled an appointment promptly to clean the carpet and freshen up the home.

Our team arrived equipped with top-of-the-line cleaning products and expertise in dealing with stubborn stains and odors. We meticulously cleaned every inch of the carpet, ensuring that all stains and smells were completely eradicated. The transformation was immediate and remarkable—the home smelled fresh, looked immaculate, and felt far more inviting.

Within just a week of our cleaning service, the client called us again, but this time with exciting news. She thanked us profusely and shared that she had a contract pending for the sale of her mom's home. The carpet cleaning had made such a significant impact that it turned the tide in her favor.

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