

EMERGING OPPORTUNITIES

*RUG CLEANING AS A
SERVICE AND HOW IT FITS
INTO THE DEEP CLEANING
SOLUTION REVOLUTION*

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Topic #1

**Selling rug cleaning to
create a healthier indoor
environment**

Topic #2

**Which rugs to try and
avoid cleaning on
location**

Topic #3

**Examples of rugs and
their role as an
investment quality
textile and art**

WARNING



Rug Life Is
Highly
Addictive





Our experience with COVID-19 has placed a new focus on cleaning

SELLING RUG CLEANING TO CREATE A HEALTHIER INDOOR ENVIRONMENT



People are concerned with having trained certified professionals to manage the entire indoor environment

IICRC certified professionals understand the importance of cleaning focusing on source removal. Employing cleaning technologies that demonstrate efficacy in removing and limiting indoor environmental contaminants.

Potential clients will seek companies that demonstrate knowledge and specialized certifications to help them maintain a clean, safe environment.



Area rugs play a vital role when decorating a home.

Increasing exponentially and compliment all the hard surface floors sold in today's market.

In today's decorating market consumers often choose area rugs over wall to wall carpet.

Versatility: place the rug any where you like. Change locations of rug and even take it with them if they move.

Wall to wall is very permanent for an extended time. Changing the decor today is popular. No better way to add panache to a room than a quality hand knotted work of art.



Today consumers have many options when it comes to care for their rugs.

Depending on the fiber, rug construction, soiling, age, dye stability, other variables many rugs can be successfully cleaned in the home.

Education and experience can't be stressed enough.

Investment quality rugs/hand knotted woven art in addition to exotic fibers should be handled by the in-plant rug specialist.

Replacement of area rugs is not difficult as long as it is not antique or considered investment quality.





Rugs are a great choice for today's homes.

Variety of styles and designs at reasonable cost to one of a kind hand works of art.

Wall to wall carpet is very nice.

Area rugs have a uniqueness all their own.



Today exotic and hand-woven treasures can be removed from the home and deep cleaned for health by in-plant cleaners.

Surface cleaning investment quality rugs in home will lead to trouble. Important to dust , wash , rinse and dry hand knotted rugs that involves extensive education combined with specialized equipment and chemistry.



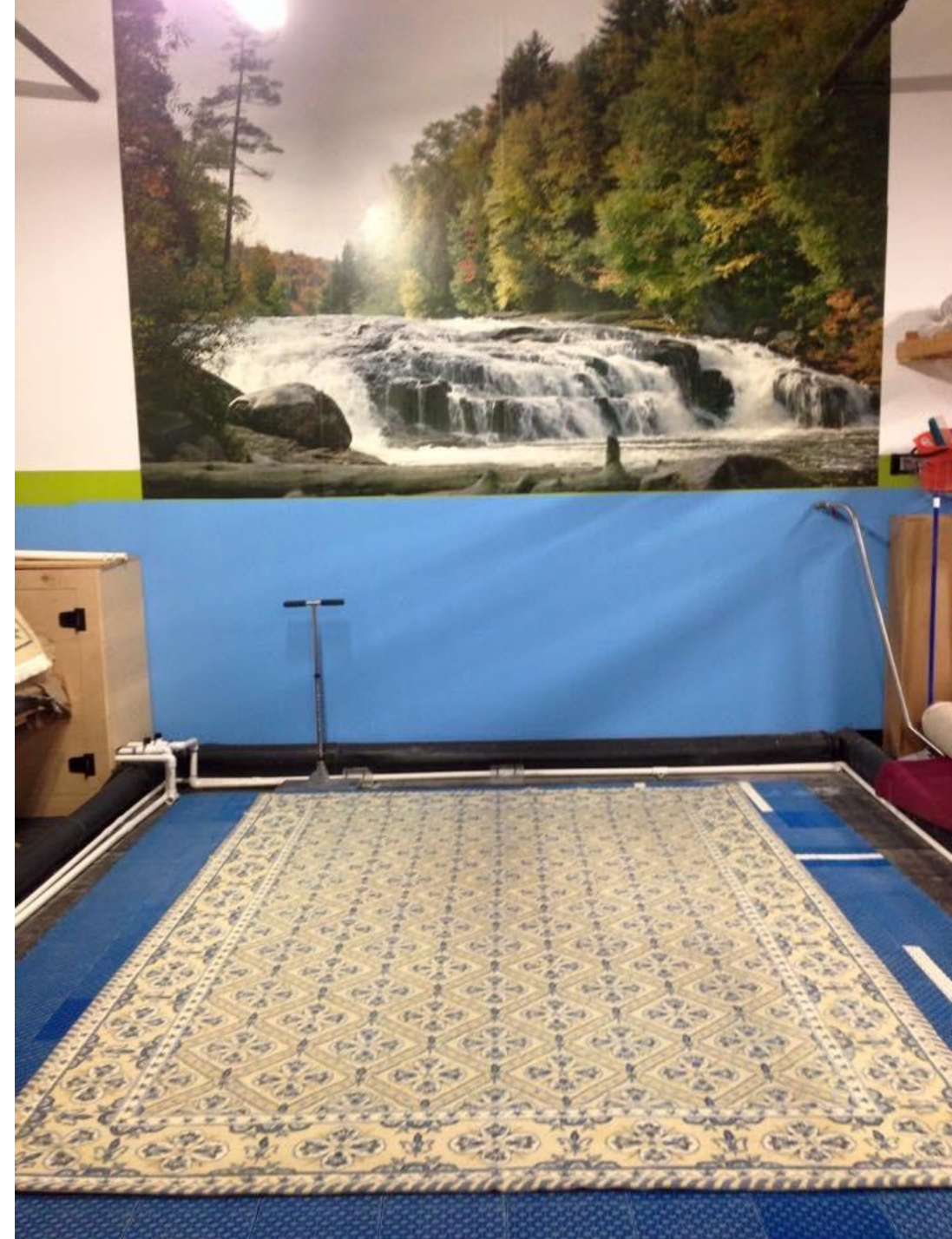


DEEP CLEANING of the indoor environment must be performed on a regular basis this includes area rugs.

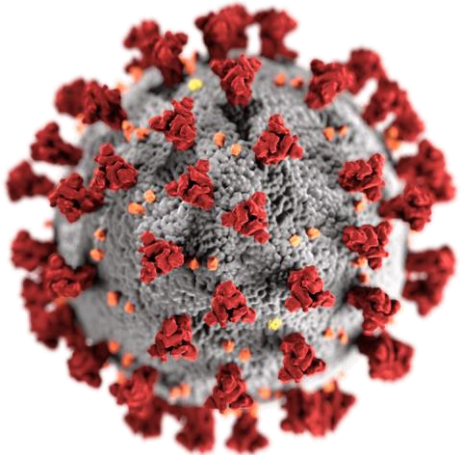


DEEP CLEANING

Designed to limit, manage, control, disable contaminants in the indoor environment reducing the risk of becoming ill. Clients will seek out certified professionals who deliver the message. Cleaning for health is more necessary then ever to help maintain our quality of life. To make people feel safe and secure in their home and business.



Covid-19 Deep Cleaning



Stay safe in today's times through effective cleaning management.

Thorough, effective cleaning concentrating on source removal is the best way to help our valued clients stay healthy.



GREENER CLEANING OVER CHEMICAL APPLICATIONS

Green cleaning focuses on minimizing contaminates using safer and healthier cleaning methodologies.

More hand cleaning and less spraying of chemicals.

Disinfectants are designed to be applied to pre-cleaned surfaces to show greatest efficacy.

Deep cleaning with elevated temperatures.

Studies prove elevated cleaning temperatures combined with quality detergents has a sanitizing affect on textiles limiting the need for additional invasive chemical applications.



REVIEW YOUR SAFETY PROCEDURES



Regular scheduled maintenance of the indoor environment reduces health risks.

Review your cleaning protocol to ensure clients feel safe.

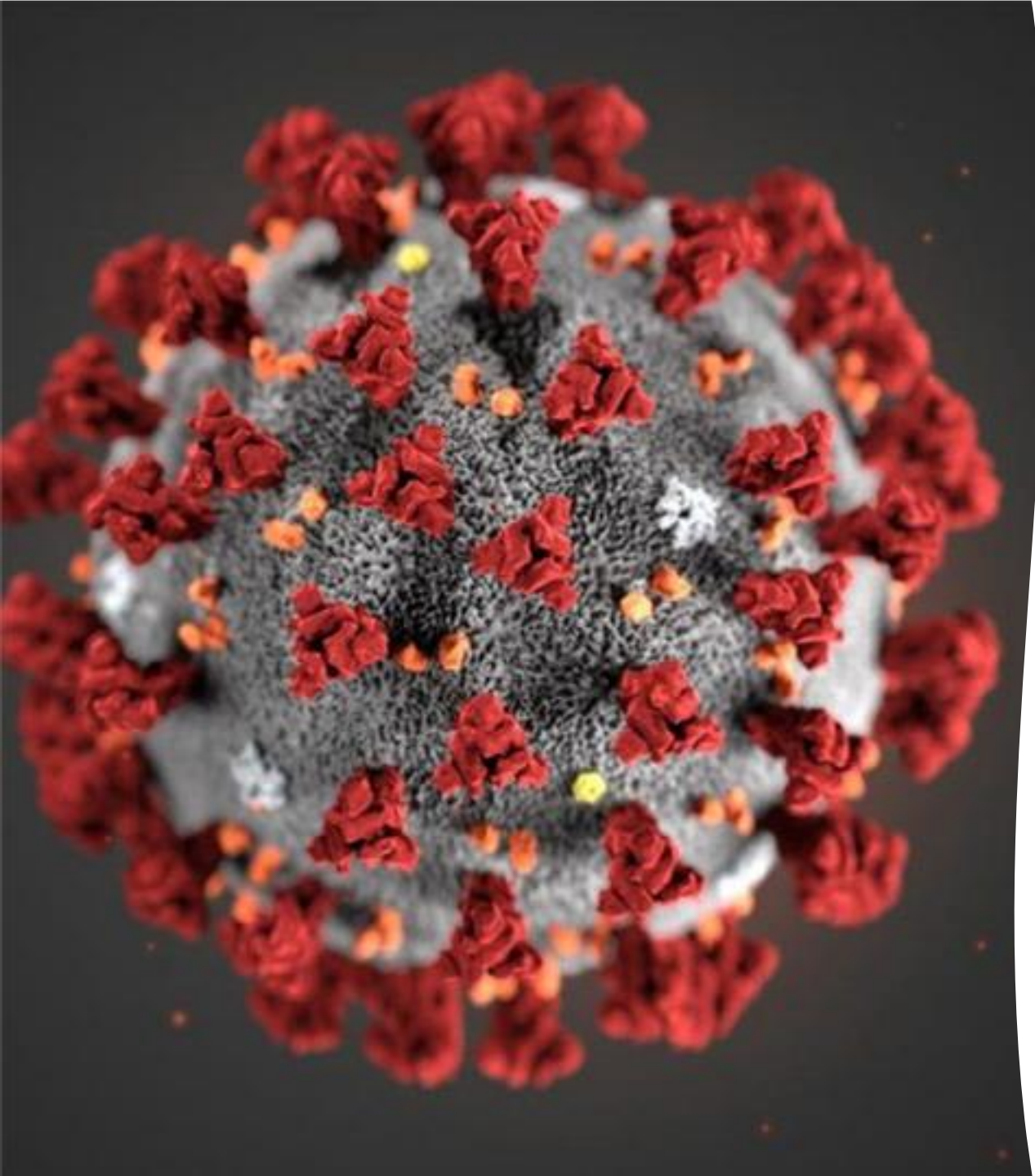
Masks, gloves, shoe covers, social distancing.

Picking up rugs in garage or on porch if client desires

Equipment always clean and sanitize.

Remember we never guarantee to kill any
contaminates.

We reduce and control to safer levels
through proper cleaning and application of
sanitizers as part of deep cleaning when
applicable.



To help ensure the safety of our clients and community against covid19.

We can help you manage your indoor environment from a health perspective.

There are no chemical applications to kill Covid-19.

Reduce, limit, control, disable the virus and minimize viral load through deep cleaning strategies designed to clean for health.

RUGS TO AVOID CLEANING ON-LOCATION

Pre-inspection is critical to avoid problems

Hand Tufted Rugs

A hand tufted rug is a copy of a true hand knotted rug. Be aware that there are custom manufacturers of high-quality hand tufted rugs. Certain mass-produced hand tufted rugs are not made well. Marble dust may be added to the latex creating several issues. When rugs are wet cleaned, may develop issues with odors.



CONSTRUCTION/TUFTED RUGS

Yarns are punched through a fabric sheet using a hand tufting gun.

A second fabric is glued to the back to hold yarns in place.

These rugs are not as durable and valuable as true hand knotted rugs made on a loom by a weaver.

They are often made of wool.

Latex can give off a petroleum odor in addition to degrade creating dust.

The degraded latex after wetting and slow drying can cling to the fibers changing color and visual appearance.



STENCILING / INK BLEEDING / WICKING

When wet cleaning tufted rugs over wetting and slow drying may lead to stencil bleed.

Ink bleeding from where they marked tufts to be placed.

Wool rugs need a controlled in plant environment to avoid cleaning challenges that can't be properly addressed in the home.



TUFTED RUGS AND URINE

In addition to odors the backing will separate from the deteriorating glue.

Color loss and dye bleed will be major concerns on tufted rugs made with wool fiber.

Tufted rugs that have heavy staining or odor are best handled off site in-plant where they deal with these issues all day everyday.



VISCOSE RUGS

Have become very popular.

Fake silk.

Imitation wool, cotton, linen, silk.

Performance and wear-ability are big concerns in high traffic areas.

Durability, cleaning ability, and fiber retention are lacking. No comparison to wool or silk.

Majority of all manufacturers recommend dry cleaning.



Important considerations before you try to clean viscose / rayon in a client's home or business -----

shrinkage, dye bleed, discoloration, texture changes, cellulosic browning and staining are all good possibilities when wet cleaning viscose on location.

FANCY NAMES FOR FAKE SILK

Viscose/art silk/bamboo silk/ rayon.

Base is wood pulp and cellulose.

Weak fiber prone to texture changes and poor reactions when cleaning with water.

In-plant cleaners are trained and have the experience to clean limiting potential problems.

Definitely a problematic fiber to handle on location.





SISAL RUGS

From leaves of the agave plant

Course fiber

Absorbent compound or low moisture dry cleaning is best on location if rug is in good condition with limited soil and no staining

Cellulosic browning / color loss may be apparent after wet cleaning

Many have deteriorating latex backings that further exacerbate cleaning related issues on location

SIMILAR “LOOK A LIKE” FIBERS

Coir from coconut husks / sea grass these are also cellulosic exotic fibers best handled in plant.



HAND KNOTTED OR INVESTMENT QUALITY HAND MADE RUGS NEED TO BE CLEANED IN PLANT

Hand knotted rugs take special cleaning for many reasons. The process involves dusting to remove imbedded soil from the rug's foundation, washing , rinsing and drying in a climate-controlled facility with a dry room. Extensive knowledge and experience concerning rug construction, pre inspection skills and dye management are necessary to clean hand knotted rugs properly from a health perspective and to avoid damage.





Investment Quality Textiles/Woven Art
Old rugs have a mystical quality.



They tell the story of great cultures
focusing on the cycles of life and
changes in our world.



Tribal rugs are my passion.

These great works of art were woven by nomadic tribal weavers. These tribes who created such woven treasures have a unique history.

A culture that reflects the struggles and beauty that inspires hand woven art.

Woven art is
a diary of
the weavers
personal and
cultural
experiences.

Quality is
never
sacrificed.



ANTIQUWE WOVEN ART ----- WHAT FACTORS QUANTIFY A RUG AS A TRUE WORK OF ART

Commercial Manufacturing changed the rug world.

One thing is always constant in life my friends and that's change.

1940's nomadic tribes began being influenced by a growing commercial market.

Results / expediency / speed/ production quotas / all took precedent over detail and quality.



COMMERCIALISM EFFECTS

Beautiful hand spun wool changed to lower quality coarsely woven wool.

Chemical dyes now replaced beautiful natural dyes.

Attention to finite details and weaving techniques suffered from the influence of commercialism.

THE ULTIMATE IN CRAFTSMANSHIP

Antique woven art focused on every detail which translates to a one of a kind work of art.

How old are antique rugs.

Old woven art / antique minimum 80 years old.

Rugs up to about 1940.

From 1940 to 1960 semi antique. 1950 to 1970 vintage rugs. 20 to 40 years old are used rugs.





Antique is much more than age.

Woven art has great design features, depth, weaving technique and the highest quality materials.

They are unique.

Cultural authenticity can't be found in mass produced rugs made by machine.

Rugs made before 1925 are very special.

Their uniqueness and numbers only decrease.

MAN MADE MATERIALS / EFFECT OF SYNTHETIC DYES

This had a serious impact on how the rugs looked.

Natural dyes created great depth and warmth.

The rich tones and shading characteristics was a major characteristic separating these rugs as works of art.



MECHANIZED WOOL PROCESSING

Hand spun wool was so fine and unique.

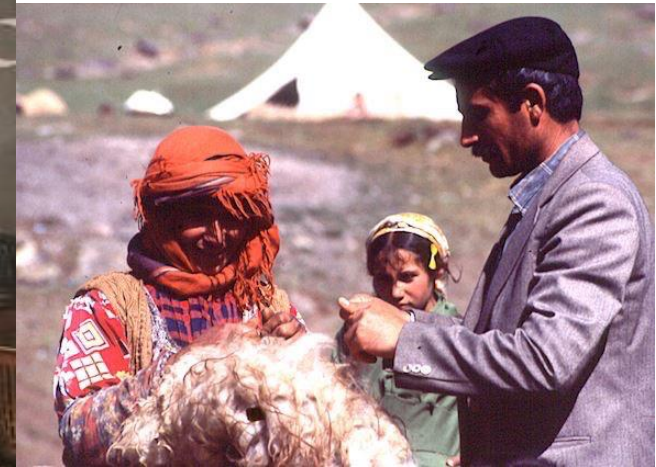
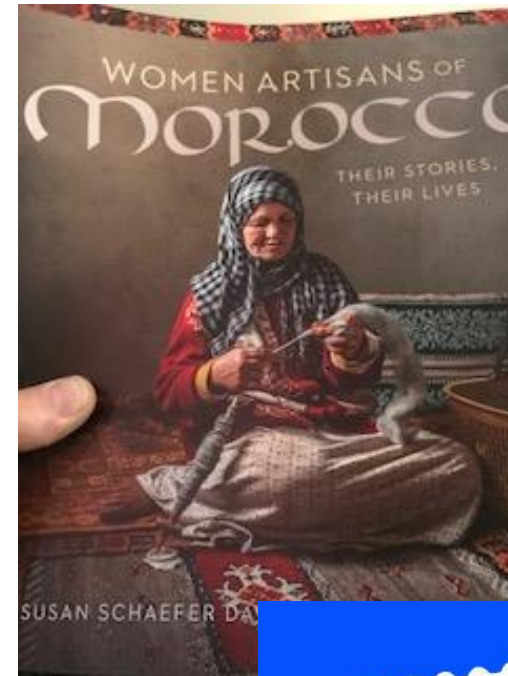
Special reflective properties of the beautiful hand spun wool was slowly being replaced by commercial methods.

Quality of wool and colorfastness has a lot to do with with the chemical process of fermentation.

This is a fine art unto itself.

Many of the master dyers are no longer with us.

Unfortunately the trade is often not passed on any longer due to changing times.





THE UNMATCHED QUALITY OF HAND SPUN WOOL

Hand spun wool has a unique look.

When combined with natural dyes created a very shiny surface compared to newer rugs that have lost their uniqueness and authenticity.

Old styles and weaving techniques have diminished over time do to many social and economic factors.

Older antique woven art are investment quality and one of a kind work of art

