

Emerging Opportunities 4

Rug Cleaning as a Service and How it Fits into the *Deep Cleaning Solution Revolution*



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Webinar 1: **Disinfectant and Sanitizer: A Key to Reducing COVID-19 Transmission**

Webinar 2: **Deep Cleaning: A Key to Reducing COVID-19 Transmission**

Webinar 3: **Hand Hygiene: A Key to Reducing COVID-19 Transmission**

Webinar 4: **Respiratory Protection: A Key to Reducing COVID-19 Transmission**

Webinar 5: **Personal Protective Equipment (PPE): A Key to Reducing COVID-19 Transmission**

Webinar 6: **Environmental Cleaning: A Key to Reducing COVID-19 Transmission**

Webinar 7: **Hand Hygiene: A Key to Reducing COVID-19 Transmission**

Webinar 8: **Respiratory Protection: A Key to Reducing COVID-19 Transmission**

Webinar 9: **Personal Protective Equipment (PPE): A Key to Reducing COVID-19 Transmission**

Webinar 10: **Environmental Cleaning: A Key to Reducing COVID-19 Transmission**

Additional Resources

Deep Cleaning Promotes a Healthier New Year

As the new year begins, it's a good time to think about how to keep your home and workplace clean and healthy. Deep cleaning is a key part of this. It's not just about cleaning the surfaces, but also about cleaning the air and the water. This is why deep cleaning is so important for promoting a healthier new year.

Hand Hygiene: A Key to Reducing COVID-19 Transmission

Hand hygiene is one of the most effective ways to reduce the spread of COVID-19. It's important to wash your hands frequently with soap and water for at least 20 seconds. If you don't have access to soap and water, use hand sanitizer.

Respiratory Protection: A Key to Reducing COVID-19 Transmission

Respiratory protection is another key way to reduce the spread of COVID-19. This includes wearing a mask, especially in public places and around others. It's also important to avoid close contact with others and to avoid crowded places.

Personal Protective Equipment (PPE): A Key to Reducing COVID-19 Transmission

Personal protective equipment (PPE) is another key way to reduce the spread of COVID-19. This includes wearing gloves, a mask, and eye protection. It's important to use PPE correctly and to dispose of it properly.

Environmental Cleaning: A Key to Reducing COVID-19 Transmission

Environmental cleaning is another key way to reduce the spread of COVID-19. This includes cleaning surfaces, air, and water. It's important to use the right cleaning products and techniques.



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- 2) Links to download
 - 1) Cleaning Procedures Reference Guide (PDF Document)
 - 2) Certificate of Clean and Healthy
 - 3) A link to sign up for the ALL NEW Rug Cleaning Ads and Social Media Campaign
 - 4) Healthy Buildings Logo
 - 5) Authorized Solutions User Logo
- 3) Later you will receive
 - a) Special **EXCLUSIVE** offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before July 30, 2020
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Agenda

1. Why Make Rug Cleaning an Emphasis Now?

- Trends You Can't Ignore
- Selling Rug Cleaning to Create A Healthier Environment

2. Cleaning Rugs In-Plant or On-Location

- What Types of Rugs Should You Avoid Cleaning on-Location?
- Examples of Rugs and Their Role as an Investment Textile and Art

3. Building a Rug Plant Set-Up

- How To Get Started Without Breaking the Bank or Turning Your Living Room Into a Wash Pit
- Define the Different Types of Equipment You Need To Start, and The What to Add As You Grow
- What A High-Volume Operation Looks Like

4. Cleaning Solutions and Procedures to Get You Started

- Do You Really Need Specialized Cleaning Solutions
- Pre-Cleaning Procedures Review
- Cleaning Procedures – Colorfast Wool and Other Natural Fibers
- Cleaning Procedures – Synthetic Carpets
- Avoiding Problems – When to Turn It Over To A Specialist or Walk Away

5. Marketing Rug Cleaning



1. Why Make Rug Cleaning an Emphasis Now?

U.S. Rug Industry to Continue Growth Dominance over Carpet

The U.S. rug business will continue its three-year reign over carpet, in terms of growth. Area rug sales should top \$2.5 billion in 2016, a 5.5% gain from 2015, reports FCBens Research.

Growing consumer demands for hard surfaces and custom rug programs have provided manufacturers with additional selling opportunities. According to FCBens, most traditional broadloom companies offer some variation of a custom rug program in which rugs are cut from broadloom and can be specifically tailored to the needs of consumers.

The trend represents an add-on opportunity that generates considerable revenue, one more flooring dealers and non-flooring outlets are leveraging. In fact, FCBens reports that some flooring retailers that previously diminished or even shelved the rug category are reconsidering its marketability, and using the Internet to push online sales.

HARD SURFACES AND CUSTOM-SIZED RUGS GENERATE ONLINE DEMAND

Open floor plans are using hard surfaces more than ever, but consumers are expressing growing demand for larger and custom-sized rugs that can define areas with a design aesthetic. Retailers are meeting this demand by allowing customers to custom-design spaces.

Ryan writes that some executives suggest that custom rugs are "going to differentiate brick and mortar merchants from Internet retailers" by allowing retailers access to customer needs "they can't get online." Stephen Holberman, vice president of sales at Moment, tells FCBens' Ken Ryan, "They need to come to the store. They need to work with the

floor covering news

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NEWS CATEGORIES + EVENTS COVID-19 UPDATES CLASSIFIEDS ARCHIVES ADVERTISE

Area rugs: State of the industry —Category thrives on popularity of hard surfaces

Adam Joss: My firsthand view of COVID-19

Eye on inflation: Flooring industry meets economic threats head on

Area Rugs: State of the Industry

Karastan's limited edition rug recreates popular Multi Panel Kirman

By Maria DiLitteri

June 10/12, 2016 | Volume 22, Issue 28

The U.S. area rug market continues to surge forward, thanks in large measure to the growth—especially—of hard surface categories such as LVT, WPC and hardwood. Preliminary FCBens research shows the area rug sector is on course to replicate the 3% to 4% growth rate achieved over the past few years. For calendar year 2016, sales of area rugs in the U.S. reached about \$2.5 billion, a 5.5% increase from the year-ago mark.

Dealers who have achieved success in the area rug sector cite several reasons, first and foremost the fact that rugs represent an ideal complement to hard surface purchases. "I presume, all would agree, the increase in hard surface is driving rug sales," said Adam Joss, co-owner of The Vertical Connection Carpet One, Columbia, Md. "Every time we change a floor from carpet to hard surface, the customer needs a rug to go in that room."

Joss is not alone. For dealers like Cheri Chevin, area rug supermanager of Crest Flooring, Allentown, Pa., hard surface and area rugs are a perfect match. "Because of all the hard surface that is out, I think that area rugs go hand in hand."

Sam Pressell, owner of The Rug Gallery in Cincinnati, attributes the increased consumption of rugs to a variety of factors, namely "hard surface affordability, open plans in new and remodeled homes, the cool vibe from the

Trends You Can't Ignore



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1. Why Make Rug Cleaning an Emphasis Now?

FINANCIAL POST

Claremont Rug Company Reports Significant Increases In Sales of "High-End" Antique Oriental Rugs

The Oriental Rug Market Pyramid

- Level 5: Museum Quality** | 100 to 1000-carat antique 19th-century
- Level 4: High Collectible** | Primarily early 19th-century to 1875
- Level 3: Commissioner/Catfish** | Primarily late 18th to late 19th-century
- Level 2: High Decorative** | Primarily late 1875 to 1910
- Level 1: Decorative** | Primarily late 1910-2000

Reproduction | Typically 18th-century

Rankings in the rug pyramid are based on rarity, craftsmanship, quality of materials, condition, age and provenance. ©Claremont Rug Company.

Trends You Can't Ignore



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1. Why Make Rug Cleaning an Emphasis Now? Impact of "on-line" rug retailers?



"Technavio has announced its latest market research report titled Global Area Rugs Market 2020-2024 (Graphic: Business Wire)"

The increasing penetration of the Internet and online shopping has contributed to the popularity of online and omnichannel retailing. Retail sellers of area rugs are launching online platforms and are adopting various innovative strategies, such as click-and-collect and 'lowest price' offers. **Market vendors such as Mohawk Home, IKEA, Wayfair, and Ashley Furniture Industries have already established a strong online presence.** Online retailing helps manufacturers to cater to a wide range of customer demands without the need for a physical retail store. It also helps them reduce the costs involved in warehousing at different locations. With the advent of advanced technologies, the **growing trend of online rugs stores is expected to drive the growth of the global area rugs market during the forecast period.**

Trends You Can't Ignore



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1. Why Make Rug Cleaning an Emphasis Now?

Tierno's research indicates that your **carpet probably contains about 200,000 bacteria per square inch, making it 4,000 times dirtier than your toilet seat.** "Rugs are botanical and zoological parks," says Tierno, who says hundreds of thousands of different types of species live there. These invasions occur because the average person sheds about 1.5 million skin cells every hour; these skin cells hit the rug and serve as food for germs. Add in food particles, pollen, and pet dander, and you have a gratis buffet, he says. And since a vacuum cleaner's suction and rotating beater brush don't usually reach the bottom of the carpet, you're bound to have communities of E. coli, salmonella, staphylococcus, and other bacteria down there. Every time you walk on the carpet or roll around on it with your kids, you disrupt the bacteria, bringing some closer to the surface, Gerba says.

Your cleanup: Hire a company to do a deep steam-cleaning at least once a year, and consider covering high-traffic areas with machine-washable area rugs.

<https://www.menshealth.com/health/a19537904/eliminate-germs-your-house/>

Selling Rug Cleaning to Create A Healthier Environment



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1. Why Make Rug Cleaning an Emphasis Now?

The average vacuum cleaner's suction and rotating-beater brush don't usually reach the bottom of the carpet, and that area is a haven for bacteria—about 200,000 per square inch, according to research conducted by Philip Tierno, Jr., PhD, a microbiologist and immunologist at New York University Langone Medical Center. **In his book, *The Secret Life of Germs*,** Tierno explains that hundreds of thousands of different types of species feast on human skin cells that fall onto rugs, plus tiny pieces of food, pollen and pet dander. **Most carpet manufacturers say the best way to deep clean is to use steam, aka hot-water extraction, every 18 months.**

Read more: <http://www.oprah.com/home/dirtiest-place-in-the-house--cleaning-tips-and-tricks-for-the-home/all#ixzz6QJpFAV8N>

Selling Rug Cleaning to Create A Healthier Environment



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1. Why Make Rug Cleaning an Emphasis Now?

“Effective cleaning is the process of extracting and removing unwanted matter to the optimum extent to reduce exposure to unwanted matter.

Most people clean carpets when they look dirty. Rarely does anyone recognize that their carpet needs to be cleaned for health protection. Yet every time pollutants are extracted from the carpeting; the quality of the indoor environment is enhanced by reducing exposures.

A high-performance carpet cleaning process focuses on nine steps using a wet, high temperature, high flow, high extraction system”

- Dr. Michael Berry

Characteristics of High-Performance Carpet Cleaning;
Journal of Cleaning, Restoration & Inspection 2017



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1. Why Make Rug Cleaning an Emphasis Now?

Carpet Cleaning Effectiveness Analysis

Substances in Carpet	Mitigation guidance	Vacuuming Effect	HW Extraction Effect
Soils	Walk-off mat and frequent vacuuming	High	High
Atmospheric Dusts	Vacuuming, Cleaning and Ventilation	Moderate to High	High
Toxic PM	Walk-off mat and frequent vacuuming	Moderate to High	High
Fibers	Containment	High	High
VOC	Ventilation	N/A	N/A
Chemical/Pesticide	Activity management	Low	High
Allergens			
Pollen	Walk-off mat and frequent vacuuming	High	High
Fungi	Dry, walk-off mat and frequent vacuuming	High	High
Mycotoxin	Dry, walk-off mat and frequent vacuuming	Moderate to High	High
Mite	Dry, frequent vacuuming	Moderate to High	Moderate to High
Cockroach	Dry, frequent vacuuming	Moderate to High	Moderate to High
Cat and Dog	Activity management	Moderate	Moderate to High
Infectious Agents			
Bacteria	Frequent cleaning	Low to Moderate	Moderate to High
Endotoxin	Frequent cleaning	Moderate to High	High
Viruses	Frequent cleaning	Low	High

Table 1

22 | THE JOURNAL OF CLEANING, RESTORATION AND INSPECTION WINTER 2017



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1. Why Make Rug Cleaning an Emphasis Now?

In this article and in his other writings, Dr. Berry defines deep cleaning of carpet specifically as (items in parenthesis are an amplified explanation and not directly from Dr. Berry's article):

- Wet (Water based)
- High Temperature (145-160° F across the surface being cleaned)
- High Flow (> 1.0gpm, not psi) – **A wash pit certainly qualifies here**
- High Extraction System (Vacuum recovery capabilities)



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1. Why Make Rug Cleaning an Emphasis Now?

The value of heat in the cleaning process should also be reinforced at this point.

- Most understand that the use of heat accelerates most chemical reactions resulting in deeper cleaning and often reduced drying times.
- **But the use of heat in the role of the removal and treatment of unwanted substances, including biological germs and viruses has been scientifically measured and demonstrated in studies (conducted between 1991 and 2014) sponsored by**
 - Division of the United States Environmental Protection Agency
 - Research Triangle Institute
 - Air Quality Sciences
 - Airmid Health Group
 - Others

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1. Why Make Rug Cleaning an Emphasis Now?

The value of heat in the cleaning process should also be reinforced at this point

- **Measured reductions in biological contaminants can be clearly demonstrated in carpets, textiles, upholstery, and hard surface floors after the use of high performance truckmounted cleaning equipment** that can maintain temperatures across the surfaces being cleaned of 160°+ F.

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1. Why Make Rug Cleaning an Emphasis Now?

Cleaning for Health – the Effects of Cleaning on COVID-19

“The virus has a lipid envelope that is not protective, rendering it susceptible to inactivation by detergents”

“As a general rule (with educated limitations), the higher the cleaning temperature the better.”

Dr. Eugene Cole



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Rug Cleaning Equipment – On Location



Portable Rug Duster



Extractor



EVOLUTION Glided Laminar Flow Wand



DriMaster 3 Upholstery Tool



AirMover



Subsurface Extraction Tool

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Rug Cleaning Equipment – Rug Cleaning Plant

Rug Dusters



Rug Extractors



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Rug Cleaning Equipment – Rug Cleaning Plant

Rug Wash Pits
Or Tubs



Rug Suckers



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Rug Cleaning Equipment – Rug Cleaning Plant

Rug Washers



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Rug Cleaning Equipment – Rug Cleaning Plant

Rug Hanging Equipment (Drying Racks)



Rug Wringers (Centrifugal)



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Rug Cleaning Equipment – Rug Cleaning Plant

Rug Dryers
Heaters



Rug Moving
and Loading
Equipment



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Rug Cleaning Equipment – Rug Cleaning Plant

Rug Packing
Equipment



Rug
Washing
Squeegee



DriMaster 3
Upholstery Tool



EVOLUTION Glided Laminar
Flow Wand



Subsurface Extraction Tool



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4. Cleaning Solutions and Procedures To Get You Started

- What types of soiling are rugs exposed to?
- What types of spills are rugs exposed to?
- Fibers – Wool, Cotton, Silk, Viscose vs. Synthetic (Olefin, Nylon, Polyester)

Do You Really Need Specialized Cleaning Solutions?



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4. Cleaning Solutions and Procedures To Get You Started

- Prespray



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4. Cleaning Solutions and Procedures To Get You Started

- Detergent



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4. Cleaning Solutions and Procedures To Get You Started

- Dye Bleeding Prevention



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4. Cleaning Solutions and Procedures To Get You Started

- Fringe Cleaning



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4. Cleaning Solutions and Procedures To Get You Started

- Urine Contamination Removal



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4. Cleaning Solutions and Procedures To Get You Started

- Urine Odor Elimination



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4. Cleaning Solutions and Procedures To Get You Started

- Mold, Mustiness, Mildew Odor Elimination



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4. Cleaning Solutions and Procedures To Get You Started

- Smoke, Tobacco Smoke and Cannabis Odor Elimination



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4. Cleaning Solutions and Procedures To Get You Started

- Spot & Stain Removal



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Oriental Rug Cleaning Procedures

Pre-Cleaning Procedures for all Rugs

1 Read entire label before using. Use only as directed.

2 Carefully pre-inspect the rug, fabric, or carpet before proceeding. Identify fiber content, construction, dye stability, shrinkage considerations, and pre-existing damage. Always test every rug for dye bleeding potential. Carefully look for conditions which could contribute to cleaning related challenges such as pre-existing pet urine, water damage, fiber deterioration, past cleaning residues, and fringe discoloration.

3 The preferred method for cleaning investment textile rugs is in-plant.



4 If cleaning on-location, proper preparation of the work area must include:

- Making sure there is adequate airflow for drying and ventilation.
- Adequate and safe work area where you can safely move the required cleaning equipment and tools around and the rug can be safely cleaned on the floor without causing damage to or from other surfaces which might bleed color when moist or wet.
- Always keeping white, cotton, colorfast towels handy to wipe up any cleaning solution overspray which may get on other surfaces

5 Prior to wet cleaning, remove as much dry soil as possible from the rug utilizing a vacuum (with a beater bar), portable rug dusting unit, compressed air system, or automated duster. Follow equipment manufacturer directions.





Oriental Rug Cleaning Procedures

Cleaning Procedures - Colorfast Wool and other Natural Fibers On-Location Cleaning

1. Follow all directions as called for in the Pre-Cleaning Procedures Section ([click here to view pre-cleaning procedures](#))

2 **WoolMaster** should be used as a preconditioner for soiled rugs

- For use with Pump/Electric Sprayers: Mix 6 oz. of **WoolMaster** with 1 gallon hot water (1 to 24). For exceptionally heavy soil, mix 8 ounces of solution per gallon of water (1-16). Spray until carpet or fabric is damp. Do not allow carpet or fabric to dry before extraction.
- For use with in-line injection sprayer: For use with regular 1-8 in-line injection sprayer, mix 1 part **WoolMaster** to 2 parts water in a five quart container. Apply evenly across carpet. Do not over apply solution. Do not allow carpet to dry before extraction.



3 For extraction rinse, mix **RinseOut** in solution tank of extraction unit according to the following directions:

- Portable extractor: Mix 2 ounces of solution to 5 gallons of water in extraction tank.
- Truckmount: Mix 1 quart solution (32 ounces) with 5 gallons of water into solution container. Set solution flow meter between 2 and 3.



Continues



Oriental Rug Cleaning Procedures

Cleaning Procedures - Colorfast Wool and other Natural Fibers On-Location Cleaning (continued)

4 Cleaning fringes constructed of cotton fiber may require special solutions and cleaning application utilizing **HydraBoost CT** or **SPOTMASTER CSR**. Proceed to Fringe Cleaning procedures section if necessary ([click here to view fringe cleaning procedures](#)).



5 Speed dry utilizing axial, downdraft or centrifugal airmovers



6 Groom or brush as needed.





Oriental Rug Cleaning Procedures

Cleaning Procedures - Colorfast Wool and other Natural Fibers In-Plant Cleaning

1 Follow all directions as called for in the Pre-Cleaning Procedures Section ([click here to view pre-cleaning procedures](#))

2 **WoolMaster** should be used as a preconditioner for soiled rugs and as a cleaning detergent in a rug wash pit

a. For use with Pump/Electric Sprayers: Mix 6 oz. of **WoolMaster** with 1 gallon hot water (1 to 24). For exceptionally heavy soil, mix 8 ounces of solution per gallon of water(1-16). Spray until rug is damp. Do not allow rug to dry before extraction.



b. For use as a cleaning detergent in rug wash pit: Use solution in accordance with industry standards of care according to fiber content, construction, and dye stability. Mix 6 to 12 ounces of solution with each gallon of water depending upon soiling levels. Agitate with appropriate brushes either mechanically or by hand.



3 Rinse off rug with clear water. For natural fibers, use warm or cold water.



Oriental Rug Cleaning Procedures

Cleaning Procedures - Colorfast Wool and other Natural Fibers In-Plant Cleaning (continued)

4 Cleaning fringes constructed of cotton fiber may require special solutions and cleaning application utilizing **HydraBoost CT**. Proceed to Fringe Cleaning Procedures section if necessary ([click here to view fringe cleaning procedures](#)).



5 If utilizing extractor, wringer, or centrifuge, follow machine instructions. Hang on rack according to instructions. Speed dry utilizing downdraft or centrifugal air movers. Consider use of heat drying or dehumidification equipment based upon room temperature, humidity levels, and rug construction.



6 Groom or brush as needed.





Oriental Rug Cleaning Procedures

Cleaning Procedures - Synthetic Fibers On-Location Cleaning

1 Follow all directions as called for in the Pre-Cleaning Procedures Section ([click here to view pre-cleaning procedures](#)).

2 **WoolMaster** can be used as a preconditioner for soiled rugs.

a. For use with pump/electric sprayers: Mix 6 oz. of **WoolMaster** with 1 gallon hot water (1 to 24). For exceptionally heavy soil, mix 8 ounces of solution per gallon of water (1-16). Spray until carpet or fabric is damp. Do not allow carpet or fabric to dry before extraction.



b. For use with in-line injection sprayer: For use with regular 1-8 Hydro-Force Pro Sprayer, mix 1 part **WoolMaster** to 2 parts water in 5 quart container. Apply evenly across carpet. Do not over apply solution. Do not allow carpet to dry before extraction.

3 In the case of excessively soiled synthetic rugs, you may want to consider using **PolyBreak** as your preconditioning agent. **PolyBreak** is specially formulated for olefin fibers.

a. For use with Pump/Electric Sprayers: Dilute 4 oz. **PolyBreak** to 1 gallon hot water (1:32). For exceptionally heavy soil, dilute 8 oz. per gallon (1:16). Spray until damp.

b. For use with in-line injection sprayer: Dilute 1 part **PolyBreak** to 3 parts water in the 5 qt. container. The proper ready to use dilution is then achieved by the in-line sprayer.





Oriental Rug Cleaning Procedures

Cleaning Procedures - Synthetic Fibers On-Location Cleaning (continued)

- 4** For extraction rinse, mix **RinseOut** in solution tank of extraction unit according to the following directions:
- Portable extractor: Mix 2 ounces of solution to 5 gallons of water in extraction tank.
 - Truckmount: Mix 1 quart solution (32 ounces) with 5 gallons of water into solution container. Set solution flow meter between 2 and 3.



- 5** For natural fibers, use warm or cold water.

- 6** Cleaning fringes constructed of cotton fiber may require special solutions and cleaning application utilizing **HydraBoost CT** or **SpotMaster CSR**. Proceed to Fringe Cleaning Procedures section if necessary ([click here to view fringe cleaning procedures](#)).



- 7** Speed dry utilizing downdraft or centrifugal air movers



- 8** Groom or brush as needed.





Oriental Rug Cleaning Procedures

Cleaning Procedures - Synthetic Fibers In-Plant Cleaning

1 Follow all directions as called for in the Pre-Cleaning Procedures Section ([click here to view pre-cleaning procedures](#)).

2 **WoolMaster** can be used as a preconditioner for soiled rugs, fabrics, and carpeting or as a cleaning detergent in a rug wash pit.

a. For use with pump/electric sprayers: Mix 6 oz. of **WoolMaster** with 1 gallon hot water (1 to 24). For exceptionally heavy soil, mix 8 ounces of solution per gallon of water(1-16). Spray until rug is damp. Do not allow rug to dry before extraction.



b. For use as a cleaning detergent in rug wash pit: Use solution in accordance with industry standards of care according to fiber content, construction, and dye stability. Mix 6 to 12 ounces of solution with each gallon of water depending upon soiling levels. Agitate with appropriate brushes either mechanically or by hand.



3 Rinse off rug with clear water. If fiber is synthetic you can use hot water to rinse. For natural fibers, use warm or cold water.

4 Cleaning fringes constructed of cotton fiber may require special solutions and cleaning application utilizing **SPOTMASTER CSR** or **HydraBoost CT**. Proceed to fringe cleaning procedures section if necessary ([click here to view fringe cleaning procedures](#)).





Oriental Rug Cleaning Procedures

Cleaning Procedures - Synthetic Fibers In-Plant Cleaning (continued)

5 If utilizing extractor, wringer, or centrifuge, follow machine instructions. Hang on rack according to instructions. Speed dry utilizing downdraft or centrifugal air movers. Consider use of heat drying or dehumidification equipment based upon room temperature, humidity levels, and rug construction



6 Groom or brush as needed.



7 Consider application of a fabric protector. See special section on applying protector to rugs.



Oriental Rug Cleaning Procedures

Specific Cleaning Situations

Bleeding Dyes Cleaning Procedures

Rugs that bleed will require specialized training, procedures and solutions that extend beyond the design and intent of this cleaning guide.

Contact your local HydraMaster distributor for advanced training that may be up-coming in your area. [Click here to find a distributor near you.](#)



Tufted Rugs with Structural Integrity Issues

If during your pre-inspection procedures you find that the tufted rug is not pliable and has delamination issues, you should surface clean it only with a portable or truckmounted extractor.

If you are extremely concerned about construction, use a **DriMaster 3** upholstery cleaning tool and clean it by hand in sections.

Rugs with Wide Variances in Fibers and Dye Stability

Surface clean only with a portable or truckmounted extractor. You will want to hand clean in sections using a **DriMaster 3** upholstery cleaning tool.

For extremely sensitive dyes, you may want to consider encapsulation cleaning or using an absorbent compound cleaner in a surface cleaning only application.

Cleaning Rugs with Stenciled Designs

Surface cleaning may be the only option to avoid getting the foundation fibers wet.

Surface clean it only with a portable or truckmounted extractor. You will want to hand clean in sections using a **DriMaster 3** upholstery cleaning tool.





Deodorization and Odor Control Procedures

Basic Deodorization Procedures

1 Identify and eliminate the source of the odor

2 Thoroughly clean the contaminated area

3 Recreate the conditions that caused the odor utilizing a deodorizing solution or gas.

4 If necessary seal the surface that was exposed to the contamination



Water based odors-
mold, mildew, and
mustiness



General odors,
smoke, and cannabis



Urine preconditioning,
lipid breakdown



Pet urine odors



Pet Urine Deodorization Procedures

Pre-Treatment Procedures - Pet Urine Contamination in a Rug

1 Carefully pre-inspect the rug, fabric, or carpet before proceeding. Identify fiber content, construction, dye stability, shrinkage considerations, and pre-existing damage. Always test every rug for dye bleeding potential. Carefully look for conditions which could contribute to deodorizing related challenges such as pre-existing pet urine, water damage, fiber deterioration, past cleaning residues, and fringe discoloration.

2 Remove excess waste material by extraction. As a general rule, you should clean the rug according to accepted industry standards of care prior to the deodorization treatment.

3 **MultiPhase** is a concentrated product that you will dilute according to directions before using. It can be used effectively in a variety of application mechanisms. You must apply at least as much deodorizing solution as that proportionate to the odor causing material.



4 Read entire label before using. Use only as directed.

5 The preferred method for deodorizing investment textile rugs is in-plant.

6 If cleaning/deodorizing on-location, proper preparation of the work area must include:

- Make sure there is adequate airflow for drying and ventilation.
- Adequate and safe work area where you can safely move the required cleaning equipment and tools around and the rug can be safely cleaned on the floor without causing damage to or from other surfaces which might bleed color when moist or wet.
- Always keep white, cotton, colorfast towels handy to wipe up any cleaning solution overspray which may get on other surfaces

7 Prior to wet cleaning and/or deodorizing, remove as much dry soil as possible from the rug utilizing a vacuum (with a beater bar), portable rug dusting unit, compressed air system, or automated duster. Follow equipment manufacturer directions.





Pet Urine Deodorization Procedures

Pet Urine Contamination in a Rug - On Location

1 As a general rule, you should clean the rug according to accepted industry standards of care prior to the deodorization treatment

2 Mix **UPS 1** part solution to 4 parts water. Saturate spray contaminated area



3 Allow to dwell for 2-3 minutes

4 Extract solution with water



5 Mix one part **MultiPhase** with four parts water. Saturate spray or pour mixed solution onto contaminated areas.



6 For best results,, allow to dwell for 15 minutes before extraction with a sub-surface extraction tool or wand



7 Speed dry utilizing downdraft or centrifuge airmovers

8 Groom or brush as needed.





Pet Urine Deodorization Procedures

Pet Urine Contamination in a Rug - In Plant

1 For use as a deodorizing treatment in a rug wash pit: Use solution in accordance with industry standards of care according to fiber content, construction, and dye stability.

2 Mix one part **MultiPhase** with four parts water. Saturate spray the front and the back of the rug



3 Agitate with appropriate brushes either mechanically or by hand. Allow the solution to dwell for one hour.

4 Place rug into wash pit and rinse off rug with clear water. If fiber is synthetic you can use hot water to rinse. For natural fibers, use warm or cold water.

5 If utilizing extractor, wringer, or centrifuge, follow machine instructions. Hang on rack according to instructions.

6 Speed dry utilizing downdraft or centrifuge air movers.

7 Consider use of heat drying or dehumidification equipment based upon room temperature, humidity levels, and rug construction

8 Groom or brush as needed.





Deodorization Procedures for rugs

For odors resulting from water damage, moisture build-up, and mold and mustiness

1 For best results, locate all areas which are sources of odor. Remove as much odor producing source material through effective cleaning and extraction as possible. Then, saturate affected areas with **Botani-Phase** in proportion to the amount of odor producing material. **Botani-Phase** must come in contact with the source of the odor to work most effectively. Pre-test all application surfaces for colorfastness before proceeding. Apply all solutions in accordance with industry best practices and standards of care.

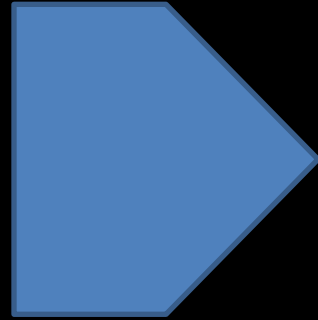
2 Mix one **Botani-Phase** one part solution with four parts water. For severe odors and contamination, apply **Botani-Phase** straight.



3 Wet the surface by saturation spraying, wiping or with a mop. Allow to dwell for 10 minutes and then allow to dry. No rinsing, extraction or wiping is required.

4 As a cleaning additive - For portable extractor, mix two ounces of **Botani-Phase** with each gallon of pre-mixed extraction detergent or neutralizing rinse. For truckmounted equipment, mix one quart of **Botani-Phase** with 5 gallons of pre-mixed concentrated extraction detergent or neutralizing rinse.

5. Marketing Rug Cleaning Effective Marketing During the Emergence from the COVID-19 Pandemic



1. **Credibility**
2. **Cleaning for Health**
3. **Safety & Security**
4. **Increased Frequency**



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5. Marketing Rug Cleaning

Marketing in a nutshell



Marketing Message



Marketing Delivery System



Customer Response

So how has/should the COVID-19 pandemic temporarily or permanently altered your marketing message?



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What is the goal (Desired Outcome) of each specific or integrated marketing campaign?

- Permission marketing – first impression advertising
- Generate new clients/customers
- Secure more business from existing customers doing what you are already doing
- Secure more business from existing customers by adding a new service
- Cash flow crisis – need money now
- Keeping your company brand in front of the community and existing customers
- Client/Customer education
- Referral marketing



5. Marketing Rug Cleaning

Marketing Delivery Systems

What are the delivery systems you could use to get each marketing message into the hands of your client and/or potential client?

- Client Newsletter and email communication
- Referral source
- Company Social media pages (Facebook, Youtube, Twitter, Linked-in)
- Google ads
- Programmatic advertising
- SEO Optimization
- Bundled mail – (val-pak, etc...)
- Personal contact – no prior relationship (cold calling)
- Personal contact – established prior relationship
- Personal contact – company literature and presentation
- Company web site
- Telemarketing/voiceblasting – no prior relationship
- Telemarketing/voiceblasting – Established prior relationship
- Direct mail
- Media – newspaper advertisement
- Media - radio advertisement
- Media – billboard
- Media – television advertisement
- Public relations



Customized Spotters



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What marketing delivery systems work best to secure this business? (Social media, email, education marketing, Trial offers, etc..)

- Existing customer communication – newsletter, email, website
- Postcards – eddm
- Partnership/Referral – maid services, flooring retailers, flooring installers
- Social media – ads, videos, special offers
- SEO to website, videos
- Youtube



Area Rugs • Oriental Rugs • Investment Textiles

Our deep cleaning and extraction process can remove bacteria, soil and other unwanted substances.

Studies show that your rugs can harbor bacterial contaminants, as well as soils and spills.

Our unique high temp, high flow extraction process can be done right at your home or business.*

Maintain a healthier environment and protect your rug investment.

*Some rugs may require special treatments which can only be done in a big blurring place.

Call today for a **FREE DEMONSTRATION & ESTIMATE**

XXX.XXX.XXXX

www.yourwebsite.com

Your sign and contact info go here



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5. Marketing Rug Cleaning – Selling the message of “Cleaning for Health and to protect their investment”

Full page ad for flyer, brochure, and social media campaigns

You can download your free copies of these ads by signing up at www.hydrmaster.com/deepclean

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**STUDIES SHOW THAT YOUR RUGS CAN
HARBOR BACTERIAL CONTAMINANTS
AS WELL AS SOIL**



**Getting your rugs and investment
textiles professionally deep cleaned can
help maintain a healthier environment
and protect your investment**

**5. Marketing Rug
Cleaning –
Selling the message of
“Cleaning for Health and
to protect their
investment”**

**Residential ad for email,
eddm, and social media
campaigns**

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**BACTERIA
DOES NOT
LEAVE
FOOTPRINTS**



**Getting your rugs and investment
textiles professionally deep cleaned can
help maintain an healthier environment
and protect your investment**

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“Effective cleaning is the process of extracting and removing unwanted matter to the optimum extent to reduce exposure to unwanted matter.

Most people clean carpets when they look dirty. Rarely does anyone recognize that their carpet needs to be cleaned for health protection. Yet every time pollutants are extracted from the carpeting; the quality of the indoor environment is enhanced by reducing exposures.

A high-performance carpet cleaning process focuses on nine steps using a wet, high temperature, high flow, high extraction system”

- Dr. Michael Berry

Characteristics of High-Performance Carpet Cleaning;
Journal of Cleaning, Restoration & Inspection 2017

5. Marketing Rug Cleaning – Selling the message of “Cleaning for Health and to protect their investment”

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**STUDIES SHOW THERE ARE MICROBES
LIKELY LIVING IN YOUR RUGS**



**Getting your rugs and investment
textiles professionally deep cleaned can
help maintain an healthier environment**

**5. Marketing Rug
Cleaning –
Selling the message of
“Cleaning for Health and
to protect their
investment”**

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**STUDIES SHOW THAT YOUR RUGS CAN
HARBOR BACTERIAL CONTAMINANTS
AS WELL AS SOIL**



**Getting your rugs and investment
textiles professionally deep cleaned can
help maintain a healthier environment
and protect your investment**

**5. Marketing Rug
Cleaning –
Selling the message of
“Cleaning for Health and
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**STUDIES SHOW THERE ARE MICROBES
LIKELY LIVING IN YOUR RUGS**



**Getting your rugs and investment
textiles professionally deep cleaned can
help maintain a healthier environment
and protect your investment**

**5. Marketing Rug
Cleaning –
Selling the message of
“Cleaning for Health and
to protect their
investment”**

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and social media
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HAVE YOU OVERLOOKED SOMETHING? STUDIES SHOW THAT YOUR RUGS CAN HARBOR BACTERIAL CONTAMINANTS AS WELL AS SOIL



Getting your rugs professionally deep cleaned can help maintain a healthier environment for your customers and restore confidence

5. Marketing Rug Cleaning – Selling the message of “Cleaning for Health and to protect their investment”

Commercial ad for email and social media campaigns

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HAVE YOU OVERLOOKED SOMETHING? STUDIES SHOW THAT YOUR RUGS CAN HARBOR BACTERIAL CONTAMINANTS AS WELL AS SOIL



Getting your rugs professionally deep cleaned can help maintain a healthier environment for your customers and restore confidence

5. Marketing Rug Cleaning – Selling the message of “Cleaning for Health and to protect their investment”

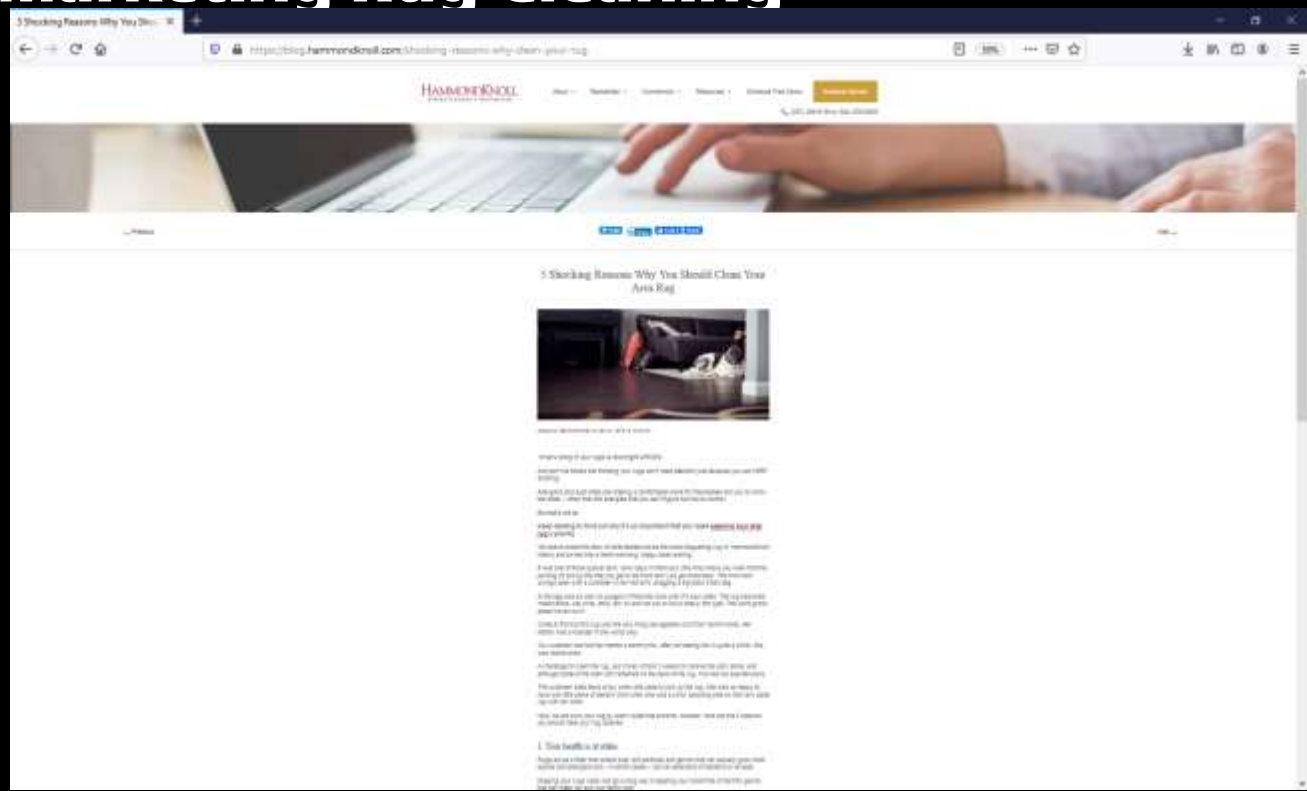
Commercial ad for email and social media campaigns

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5. Marketing Rug Cleaning



<https://blog.hammondknoll.com/shocking-reasons-why-clean-your-rug>



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https://www.daburns.com/

Sign Up For Our Newsletter Call (206) 782-2268 SCHEDULE NOW

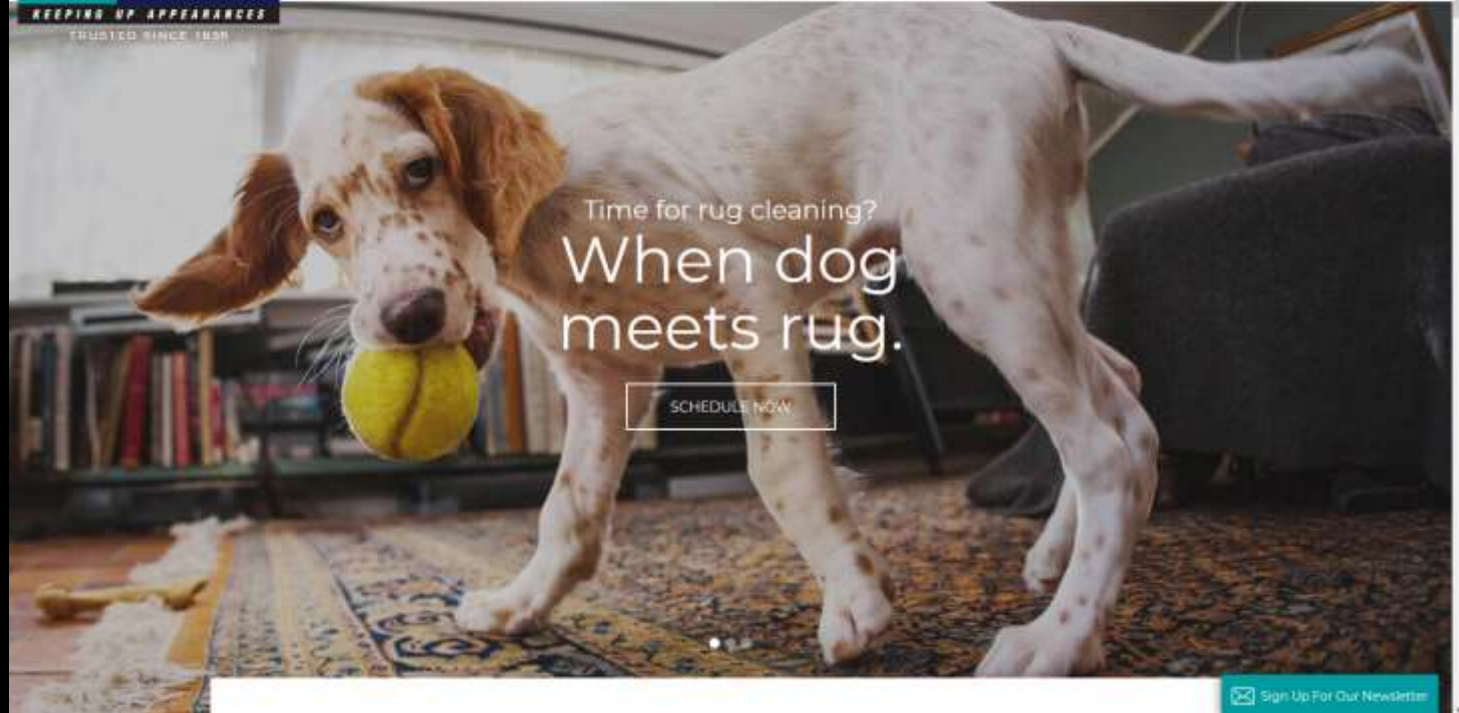
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KEEPING UP APPEARANCES
TRUSTED SINCE 1958

CLEANING SPECIALTIES CUSTOM CARPET SERVICES WHY D.A. BURNS? SAVINGS REVIEWS LOCATIONS Blog Resources Employment

Time for rug cleaning?
When dog meets rug.

SCHEDULE NOW

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Oriental & Area Rug Cleaning

Whatever your rug's origin, you can trust its cleaning to our experts.

Area rugs and carpets differ greatly in their construction, dyeing methods and fiber content ... and we understand these differences assuring a safe and thorough cleaning of your specialty rugs.

Our in-plant cleaning, rinsing and controlled drying allows us to employ special methods, equipment and procedures to assure a safe and thorough cleaning of your rug.

Bring your area rugs to us and **save 20%** with our year-round "cash & carry" cleaning discount at our Seattle or Bellevue locations.


[Show All](#)


Why in-plant rug cleaning?

- More thorough removal of abrasive particulate soil and unhealthy allergens
- Special attention to challenging soils and stains
- Better control of fugitive dyes and dimensional stability
- Multiple cleanings, if necessary, at no additional charge
- Rapid drying controlling the temperature and humidity, to guard against weakening of the rug's foundation resulting from improper, prolonged drying techniques

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6. Rug Cleaning Solutions –



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WoolMaster



Rug and Fabric Preconditioner

HydraMaster is pleased to provide you with a preconditioner/pre-spray specifically formulated to safely and effectively clean oriental rugs, wool rugs, carpet, and fabric; natural and cotton fiber rugs and fabric; and other investment textiles.

WoolMaster combines specialized encapsulation surfactants, detergents, and conditioning agents to specifically target the soils that rugs and fabrics are commonly exposed to.

- WoolMaster was formulated from the beginning for the specific purpose of effectively cleaning the most challenging rugs and fabrics, and meets and exceeds the safe standards for cleaning wool floors and fabrics. WoolMaster is also formulated to match the versatility of the cleaning professional, working effectively at both "on-location" and "in-plant" cleaning set-ups.
- It can be applied like a typical pre-spray or used effectively in a rug washing pit.

Directions:

- Please read the full label directions before cleaning, in a pre-treatment/pre-spray for site and spot treatments.
1. Always pre-test all cleaning solutions on an inconspicuous area for colorfastness prior to application.
 2. For maximum efficiency, apply HydraMaster with injection sprayer to take advantage of solution penetration and heat created by your high performance portable extractor or backpack. Use the most fine "HydraMaster" pressure sprayer, or nozzle in bulky, porous fabrics. Apply in cross-hatched patterns.
 3. For deep restorative cleaning, pre-spray with 1 part HydraMaster mixed with 4 parts hot water (32 ounces of solution with one gallon of water). For maintenance cleaning, mix HydraMaster 1 part solution to 16-20 parts water. For standard injection sprayer, mix one quart water with two quarts of Quatro mix 3 quart container.
 4. Allow solution to dwell 3-5 minutes. Extra agitation with brushes compatible with the tool and great may be helpful.
 5. Extract the solution utilizing the RV, 20 Heavy Extractor Tool with hard surface attachments, the RVX-20 Heavy Hand Surface Tool, or any high pressure water compatible with your surface floor.
 6. For faster drying, especially in humid environments, consider the use of air-draft, centrifuge, or dehumidifier as moisture after cleaning.



WoolMaster 4: 1 Gallon, Case of 4 x 1 Gallon
Part #: 800-242

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A Rug & Fabric Preconditioner to Effectively Clean Customers Investment Textiles?
Clean wool fibers & fabrics safely with WoolMaster



WoolMaster brings state-of-the-art technology to cleaning investment textiles. WoolMaster was formulated from the beginning for the specific purpose of effectively cleaning the most challenging rugs and fabrics, and meets and exceeds the safe standards for cleaning wool fibers and fabrics.

Can be safely and effectively used as a pre-spray or used in a rug wash.



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Need a Rug and Fabric Preconditioner to Effectively Clean your Customers Investment Textiles?

Clean wool fibers and fabrics safely with WoolMaster!



WoolMaster brings state-of-the-art technology to cleaning investment textiles. WoolMaster was formulated from the beginning for the specific purpose of effectively cleaning the most challenging rugs and fabrics, and meets and exceeds the safe standards for cleaning wool fibers and fabrics.



Can be safely and effectively used as a pre-spray (1.5-2qt) or used in a rug wash (1-2qt)

Try WoolMaster from...



150-242-0 1 Gallon
155-252-0 4 x 1 Gallon

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PolyBreak



PRE-SPRAY
pH 11.8-11.9
100% Biodegradable
Duke Hygiene, A
Tenneco Company

Olefin, Polyester, and Triexta Carpet Prespray and Preconditioning Agent

PolyBreak is specially formulated to effectively clean heavily soiled olefin, polyester, and triexta carpets with a specialized blend of surfactants, solvents, and emulsifiers that are designed to suspend, dissolve, dislodge, and emulsify, and lift oily soils.

PolyBreak meets and exceeds the exacting requirements for cleaning heavily soiled olefin carpeting. You can restore the appearance level of most lightly colored olefin carpets with this solution, including olefin berbers.

- You can restore the appearance level of most lightly colored olefin carpets with this solution, including olefin berbers. It will often effectively remove the yellow traffic lane discoloration that tends to appear on these types of carpeting.
- A synergistic blend of surfactants penetrates that water-repelling characteristic of olefin for effective removal of ground-in soiling.
- PolyBreak is a VOC compliant formula that contains the industry exclusive component Tritanol™ - an integrated blend of specialized encapsulating polymers, organic sequestrants, and specialty surfactants.

Directions:

Always read the full label directions before cleaning.

1. Always pretest always pre-test all cleaning solutions in an inconspicuous area for colorfastness prior to application.
2. For increased efficiency, apply PolyBreak with an equispacer sprayer to take advantage of solution pressure and heat created by your high performance portable extractor or steamroller. You can also use a "trigger" pressure sprayer, or electric or battery powered sprayer. Apply in even overlapping patterns.
3. Preparing with 1 quart PolyBreak mixed with 32 quarts hot water (4 quarts of solution mixed with one gallon of hot water). For extremely soiling and/or water soiling, mix 1 quart solution to 10 parts water (8 quarts of solution with one gallon of hot water). For constant equispacer sprayer, the one quart mixes with four quarts of water mix 1 quart solution.
4. Allow to dwell for 3-5 minutes.
5. Extract with a compatible efficient extraction detergent or acid-neutralizing agent. For better cleaning, reduced fatigue, and more effective soil removal, extract with the 300-30 Rotary Extraction tool. If furniture/drapery environments use the Rotator cleaning wand.
6. For better drying, especially in humid environments, consider the use of an azeol, dehumidifier, or dehumidist at lower air velocity.

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PRE-SPRAY

Having difficulty cleaning soiled olefin, polyester & triexta carpets? You need PolyBreak



PolyBreak is specially formulated to effectively clean heavily soiled olefin, polyester, and triexta carpets with a specialized blend of surfactants, solvents, and emulsifiers that are designed to suspend, dissolve, dislodge, and emulsify, and lift oily soils. This is so important with these types of carpet fibers because they are oil-loving fibers and allow spilled, tracked, and airborne oils and greases to soak into and penetrate the carpet fiber.



Part # 102-131

HydraMaster

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Having difficulty cleaning heavily soiled olefin, polyester, and triexta carpets? You need PolyBreak!



PolyBreak is specially formulated to effectively clean heavily soiled olefin, polyester, and triexta carpets with a specialized blend of surfactants, solvents, and emulsifiers that are designed to suspend, dissolve, dislodge, and emulsify, and lift oily soils.



PolyBreak is a VOC compliant formula that contains the industry exclusive component Tritanol™ - an integrated blend of specialized encapsulating polymers, organic sequestrants, and specialty surfactants.

Try PolyBreak from...

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www.HydraMaster.com

100-102-131
Part # 102-131

1 Gallon
4.1 Liter

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RinseOut



Rug, Fine Fabric & Textile Acid-Neutralizing Rinse/Treatment

RinseOut is a specially formulated neutralizing, detergent-free acid rinse for the final step in the safe and effective cleaning of oriental rugs, natural fabric upholstery, investment textiles, and carpeting.

RinseOut neutralizes alkaline and detergent residues and leaves the rug, fabric or carpet with a softer feel. It is safe to use on wool and other natural fabrics, as well as synthetic fibers.

- RinseOut is effective at fabric and textile treatment to prevent or correct cellulose or chemical browning, yellowing, and to stabilize dyes and colors. RinseOut neutralizes alkaline and detergent residues and leaves the rug, fabric or carpet with a softer feel.
- It is safe to use on wool and other natural fabrics, as well as synthetic fibers. It can also assist in dissolving and breaking down pet urine deposits, as well as road salt and ice melt tracking.
- Contains corrosion inhibitors to protect your equipment.
- RinseOut is an ultra-concentrated product that will make up to 320 gallons of neutralizing rinse.



Directions:

Please read the full label directions before applying.

Note: The preferred method for cleaning oriental rugs and investment textiles is "in place." When cleaning rugs on floors, protect stone floors, stainless steel, and other sensitive surfaces from contact in direct contact with acid treatment or rinse. Thoroughly rinse up any overage.

The fabric, rug, textile, upholstery, investment textile.

1. Pre-rinse all cleaning solutions in an inconspicuous area for colorfastness prior to application.
2. To be used as a neutralizing rinse following the application of proprietary or pre-conditioning solution (such as Water Wizard, FabricMaster HD, FabricMaster Fine Fabric, or FourStroke HD).
3. For application through a pressure washer, mix 2-4 ounces of solution with five gallons of water. For use with a treatment, mix one quart (1/4) gallon of solution with 3 gallons of water in a bucket. Concentrate. Full solution flow rate is 1.5 gpm.
4. For fabric cleaning, reduced fatigue, and more effective soil removal, extract with the RC-20 Heavy Extraction Tool. In tandem drum environments use the Extraction cleaning wand.
5. For better drying, minimize the use of a final conditioner or booster or re-neutralize cleaning.
6. For thorough penetration, and good cleaning after spray application, use two ounces of solution with one gallon of water. Lightly use over the carpet rug or fabric being cleaned.



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Do you need an Acid-Neutralizing Rinsing Treatment for Soft Surfaces?



RinseOut is a specially formulated neutralizing, detergent-free acid rinse for the final step in the safe and effective cleaning of Oriental Rugs, Natural Fabric Upholstery, Investment Textiles, and Carpeting. RinseOut is also effective at fabric and textile treatment to prevent or correct cellulose or chemical browning, yellowing, and to stabilize dyes and colors. RinseOut neutralizes alkaline and detergent residues and leaves the rug, fabric or carpet with a softer feel.

It can also assist in dissolving and breaking down pet urine deposits as well as road salt and ice melt tracking. RinseOut contains corrosion inhibitors to protect your equipment.

Part # 930-142



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Do you need a Rug, Fine Fabric & Textile Acid-Neutralizing Rinse/Treatment?

get RINSEOUT!

RinseOut is a specially formulated neutralizing, detergent-free acid rinse for the final step in the safe and effective cleaning of oriental rugs, natural fabric upholstery, investment textiles, and carpeting. RinseOut is also effective at fabric and textile treatment to prevent or correct cellulose or chemical browning, yellowing, and to stabilize dyes and colors.

900-142-5 1 Gallon
900-142-0 4 x 1 Gallon

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Professional Spotting Kit

SPOTTER

Everything you need for almost any spot and stain.

Our Professional Spotting Kit gives you twice the solution as compared to competitive kits. Every CleanMaster chemical is a full size quart bottle.

HydraMaster's Professional Spotting Kit contains our most popular spot and stain removing solutions designed for the cleaning professional.

Many stains previously described as permanent can now be safely and effectively eliminated by the solutions in this kit.

Part # 002-038

Kit Contents:

- Quart of KnockOut 1—Oxidizing Stain Remover
- Quart of RedBreak 1—Red Stain and Colored Food and Drink Stain Remover
- Quart of OJ—Gelled Citrus Solvent Specialty Adhesive and Gum Remover
- Quart of SpotMaster Gel XP—Gelled Stain Remover for Oil Based Spots and Stains
- Quart of SpotMaster Pro XP—Fast Responsive Spot and Stain Remover
- Quart of UPS—Acid Spotter and Urine Pre-treatment
- Tamping brush
- Brite (spotting) spatula
- Six 16" absorbent cotton towels
- Spot and stain removal guide
- Insulated carrying bag protects solutions from storage heat and extreme cold to prolong useful life of products.

Product cannot ship via air freight

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SPOTTER

SPOTS ON YOUR REPUTATION ARE THE HARDEST TO REMOVE!

HydraMaster
Chemical Solutions



"The HydraMaster Professional Spotting Kit provides me with everything I need to successfully remove the most difficult stains—oil based, fruit drinks, red urine, mustard, wood stains and more."
—Shawn Bialove
StateMigster

Get the HydraMaster Professional Spotting Kit



Stains on your reputation are the hardest to remove



Let's face it, you can perform a miraculous restorative cleaning on a carpet, but if there is still an oily spot or stain left in a high traffic area the customer is usually less than thrilled.



The HydraMaster Professional Spotting Kit contains all of the solutions you need to safely and effectively remove virtually every spot and stain, even those that are commonly considered "permanent." Use early to do a preventive maintenance to increase the spot removal, leave no clean behind, and make your customer



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Natural Orange

SPOTTER

RELEJAH 426-1301
Natural Orange
Spot and Stain Remover,
Upholstery Pre-Spotter,
and Emulsifier

Spot and Stain Remover and Upholstery Pre-spotter

Natural Orange is a long time HydraMaster favorite for removing problem spots and soils from upholstery as well as a filtration soil spot remover. Natural Orange uses natural citrus solvents to create a gentle, effective spotter and pre-spotter.

A simple, light application of this amazing product will soften and loosen tough oil-bound soil without harm to the fabric.

- Natural Orange uses natural citrus solvents to create a gentle, effective neutral spotter and pre-spotter. It effectively dissolves, dislodges, and emulsifies spots of oil and grease spots and soiling. Natural Orange makes an ideal pre-spotter for fine fabrics.
- Formulated especially for the removal of oily spots or soil, it is ideal for furniture or carpets. Its special blend of orange based solvents and surfactants also makes it for carpet filtration stains.
- With a pleasant fragrance, Natural Orange deodorizes as it cleans. After cleaning, the fabric is left with a noticeable, fresh, clean scent. This product has a neutral pH, and contains no harsh solvents.
- As a spotting solution it is especially effective on grease and oil based spots common to upholstery fabrics such as cooking grease, hair oils, gels, and treatments, and body oils. It is also ideal for removing soiled airborne oils.

Directions:

Please read the full label directions before cleaning.

1. Always pre-test all cleaning solutions in an inconspicuous area for colorfastness prior to application.
2. For standard spot removal applications, mix 1 part solution with 10 parts water in a trigger sprayer, flip top spraying bottle, or hand held pump-up sprayer. For heavy duty soils and ink stain soiling, use 1 part solution with 2 parts water.
3. Apply Natural Orange with an even spray and to dwell for a few minutes. Apply plenty of moisture to the spot or stain.
4. Do not allow the solution to dry on the surface.
5. Allow to dwell 2-3 minutes.
6. Extract and thoroughly blot.

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SPOTTER

Need an effective pre-spotter to dissolve, dislodge and emulsify?

Delicate enough for wool upholstery and Fine Fabric!



Natural Orange is a long time favorite for removing problem spots and soils from upholstery as well as a filtration soil spot remover. Natural Orange uses natural citrus solvents to create a gentle, effective spotter and pre-spotter.



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Need an effective pre-spotter to dissolve, dislodge, and emulsify spots?

Delicate enough for wool upholstery and fine fabrics!

HydraMaster
Chemical Solutions



Natural Orange is a long time HydraMaster favorite for removing problem spots and soils from upholstery as well as a filtration soil spot remover. Natural Orange uses natural citrus solvents to create a gentle, effective spotter and pre-spotter.



Steve's choice

Try Natural Orange from...

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08-005 1 Gallon
08-002 4 x 1 Gallon

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HydraBoost CT



HARD SURFACE
pH 10.0-12.0
1.00 - 1.01
Common: Finished
Concrete, Ceramic,
Porcelain, & Quarry
Tile & Stone Floors
and Surfaces

High-Powered Concrete and Tile Cleaner and Degreaser/Booster Additive

HydraBoost CT is a powdered, high-powered concrete and tile and grout cleaner and degreaser designed to safely and effectively dissolve, break down, dislodge, and emulsify even the grimeiest soils.

HydraBoost CT safely and effectively eliminates even the grimeiest soils from concrete, finished concrete, and ceramic, porcelain, and quarry tile floors and surfaces.

- Alkaline cleaning agents and heavy duty surfactants are activated by the power of oxygen to allow the off-resin solution to get into every crack, crevice, and pore. It is the ideal cleaning agent for heavily soiled restaurant kitchen tile floors and other indoor and outdoor surfaces exposed to high levels of grease and oil contamination.
- HydraBoost CT will work with virtually any brush agitation system, automatic floor scrubber, or even a mop and bucket cleaning system.
- The oxygenated cleaning power also makes it an ideal boosting agent for finished and neglected carpet that has been exposed to high levels of oxygenated oils and grease. Simply add a couple of ounces to your favorite traffic lane cleaner/preconditioner.



- Directions on a pre-treatment spray for tile and grout floors:
- Brush areas to be treated using 100% dry dusting.
 - This product is labor-saved tool. For normal cleaning, use 2 ounces of HydraBoost CT powder with one gallon of water in hot water in a professional sprayer. For serious cleaning, use two to five ounces of powder with a gallon of warm to hot water in a professional sprayer. For application through a little injection sprayer, use 10 oz. of powder and 10 container with water (use 1:1 dilution).
 - Apply (insert) solution with sprayer evenly and directly across surface to be cleaned. You can use a pump-up sprayer or a battery-powered sprayer. If preferred, you can apply treated solution with a damp mop, sponge, or other appropriate professional equipment. If using a mop, for maximum application and surface cleaning, change your mop water often.
 - Allow for 5-10 minutes of dwell time. For stubborn stains that have been heavily soiled, allow 15-20 minutes of dwell time as the solution has time to reach into the concrete pores.
 - For best results, apply light mist of cleaning solution using warm or hot water and a heavy agitated floor surface cleaner. For tight spaces or especially sensitive surfaces, use a hand surface cleaning tool or scrubby mop. Rinse with clean water or hot water.
 - Where areas has been treated thoroughly, allow floor to dry.



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HydraBoost CT
High-Powered Concrete and Tile Cleaner and Degreaser/Booster Additive

HydraBoost CT is a powdered, high-powered concrete and tile and grout cleaner and degreaser designed to safely and effectively dissolve, break down, dislodge, and emulsify even the grimeiest soils from concrete, finished concrete, and ceramic, porcelain, and quarry tile floors and surfaces.

100% GUARANTEE

HydraMaster

HydraBoost CT, the ideal cleaner for real world dirty tile and concrete!
High Powered Powder Enzyme Carpet Pre-Spray

HydraBoost CT is a powder, high powered concrete and tile and grout cleaner and degreaser designed to safely and effectively dissolve, break down, dislodge, and emulsify even the grimeiest soils from concrete, finished concrete, ceramic, porcelain, and quarry tile floors and surfaces. HydraBoost CT is an economical cleaner and degreaser designed to penetrate porous surfaces and dissolve the toughest build-up of oil and grease. Alkaline cleaning agents and heavy duty surfactants are activated by the power of oxygen to allow the off-resin solution to get into every crack, crevice, and pore. It does so without the use of harsh chlorinated solvents or mineral spirits, leaving the surface squeaky clean and residue free.

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HydraBoost CT - The ideal cleaner for real-world dirty tile and concrete!

Powder High Powered Concrete and Tile Cleaner and Degreaser/Booster Additive

HydraBoost CT is an economical cleaner and degreaser designed to penetrate porous surfaces and dissolve the toughest build-up of oil and grease. Alkaline cleaning agents and heavy duty surfactants are activated by the power of oxygen to allow the off-resin solution to get into every crack, crevice, and pore. It is the ideal cleaning agent for heavily soiled restaurant kitchen tile floors and other indoor and outdoor surfaces exposed to high levels of grease and oil contamination. It does so without the use of harsh chlorinated solvents or mineral spirits, leaving the surface squeaky clean and residue free. The oxygenated cleaning power of HydraBoost CT provides the ideal boosting agent for finished and neglected carpet that has been exposed to high levels of oxygenated oils and grease. Simply add a couple of ounces of HydraBoost CT to your favorite traffic lane cleaner/preconditioner for the ultimate cleaning power.

Try HydraBoost CT from HydraMaster

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SpotMaster CSR



Coffee & Stain Removal Solution

SpotMaster CSR - Coffee and Stain Remover is an effective, easy to mix powdered coffee and mild dye stain remover.

As a modified reducing stain remover, SpotMaster CSR can be used effectively to remove stains caused by coffee, tea, herbal tea, and other tannin stains.

- By keeping it in powdered form, you can mix and activate exactly what you need right on the job site, allowing a freshly mixed solution to go to work to effectively remove stains.
- If you are cleaning a carpeted area that has coffee spills spread far and wide, there is no faster or more effective way to eliminate coffee stains.
- One 1.25# jar of powder makes almost four gallons of ready to use solution, and the fact that it is a concentrated powder makes it easy and inexpensive to ship.

Directions:

Please read the full range of directions before cleaning.

Use as an all stain removing solution:

1. Mix low pH cleaning solution with enough water for a one liter/jar or 1 qt/gal dose.
2. Carefully mix 2 pounds of CSR into 1 gal. of hot water into a trigger sprayer. Read side panel for cautions. Avoid inhaling powder or vapor.

3. Make neutral CSR in thoroughly mixed.

4. Solution spray stained area with mixed solution.

5. Allow 2-3 minutes of dwell time.

6. If large amount of stain remains after drying, repeat application.

7. After stain removal, vacuum or extract booth.

8. For faster drying, especially in humid environments, consider the use of an air conditioner, or dehumidifier, or fan after cleaning.

9. Always use proper safety for respiratory cleaning.

10. Mix 1 quart of CSR into each mixed gallon of CleanMaster FabricMaster Fine Fast.

11. Dispose.

12. Always pre-test all cleaning solutions in an inconspicuous area for colorfastness.

13. Approved for clean upholstery in accordance with industry standards.

No size.



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MultiPhase



DEODORANT
HYDRA-LESS
IS
Formic & Free
Chlorine & Sulfurates

Triple Action Bonding, Encapsulating & Absorbing Odor Counteractant

MultiPhase attacks odors with a multi-focused attack including pet urine, mustiness, and vomit. It works effectively on a broad spectrum of organic odors.

It is a binding, bonding, encapsulating, pairing, and absorbing deodorizer that will safely and effectively eliminate pet urine and feces odors.

- MultiPhase contains an industry favorite pleasant fragrance to leave the treated environment with a refreshed, deodorized smell. It can be used to effectively treat odors on any water safe surface including carpet, draperies, upholstery, hard surfaces, and floors, pet beds, mattresses, and more. It does a fabulous job of treating general odors to help freshen up a total room.
- MultiPhase goes to work deodorizing immediately, making the rest of your cleaning job more pleasant.



DIAGNOSIS

- The best remedy, bottle of deodorizer which will remove all odor producing sources exposed through thorough cleaning. On large pet urine deposits, you may also use ClearMaster LPS during cleaning. Then, saturate affected areas with mixed MultiPhase liquid in proportion to the amount of urine producing material. MultiPhase must come in contact with the source of the odor to work most effectively. Pre-test all application surfaces for colorfastness before proceeding.
- For most applications, Mix MultiPhase 1 part solution with 4 parts water. On soiled linen (mattresses), you can use a more concentrated solution or over soiled. Depending upon severity of the odor.
- Use liner contamination, liquid or saturated mixed MultiPhase directly into the target, bedding, and carpets. Allow to dwell 5-20 minutes. Excess will evaporate gradually with sub-surface absorption tool.
- For use as fogging deodorizer, Mix 1 part MultiPhase with 5 parts of water. Protect water sensitive surfaces. Never release aerosol or fogged solutions.
- As a covering residue: For odorous residue, use 2 ounces of MultiPhase with each gallon of low mixed concentration deodorant in mist application. For odorless and equipment, use 1 quart of MultiPhase with 5 gallons of pre mixed concentrated extraction detergent or neutralizing agent. For low moisture encapsulation clearing, use one ounce of MultiPhase with each mixed gallon of encapsulation solution.

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DEODORANT

Try MultiPhase and you'll sing it's praises too

Triple Action Bonding, Encapsulating & Absorbing Odor Counteractant



1/3 the price of the "CIDE" products

"Quite simply the best pet urine odor eliminator I have ever used." - Technician, Premium Carpet Care

HydraMaster customers across the country sing the praises of our award-winning MultiPhase Odor Counteractant. It's popular for two main reasons - it's highly effective and customers love the scent. This contact deodorant is perfect for effective elimination of dog and cat urine odors and a variety of other tough organic and non-organic odors. MultiPhase can be fogged, sprayed, injected, or used as an additive in your greywater. Best of all MultiPhase is super-concentrated and economical.



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Try MultiPhase and you'll sing it's praises too:

"Quite simply the best pet urine odor eliminator I have ever used."

—Cleaning Technician, Premium Carpet Care

"This product works better than the "CIDE" products and costs a lot less."

—Owner, Seaside Carpet Cleaning

Triple Action Bonding, Encapsulating & Absorbing Odor Counteractant



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1/3 the price of the "CIDE" products

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OdorMate Tropical Breeze



DEODORANT

Dilution: 1:1-32
General Purpose
Deodorizer
Hydrolytic & Natural
Fragrance and Free
Chlorine Stabilizer

Tropical Breeze Scented Odor Eliminator, Deodorizer, and Cleaning Additive

OdorMate Tropical Breeze is a general purpose odor eliminator, deodorizer, and cleaning additive designed for use on carpet, upholstery, and laundry. It also works extremely well in general space deodorizing.

OdorMate contains odor encapsulating ingredients that eliminate the odor, not just mask it. Ideal for eliminating tobacco and cannabis smoke odors.

- The versatility of OdorMate Tropical Breeze allows it to be effectively used as a direct spray going agent heavy duty deodorizer. It can be added to most any cleaning solution, and can be applied through a wet logging machine.
- Utilizing OdorMate Tropical Breeze will leave any carpet or room smelling clean and refreshed, but it is also powerful enough to counteract severe mold odors.
- OdorMate Tropical Breeze is the ideal professional strength odor eliminator for cooking odors, body odors, and general odors.

Dilutions:

For application as a general purpose deodorizer

1. Always pre-test all cleaning solutions in an inconspicuous area for colorfastness prior to application.

2. Mix four ounces of solution with one gallon of water (1:32) into a sprayer. For heavy duty deodorizers, mix 22 ounces of solution with four parts water (1:4) into a sprayer.

3. Saturate carpet, upholstery and laundry as needed.

For application as a cleaning additive

1. Always pre-test all cleaning solutions in an inconspicuous area for colorfastness prior to application.

2. Mix two ounces of solution with one professional gallon of cleaning solution (sprayer or extension detergent solution) (1:64).

For use in a wet logging machine

1. Always pre-test all cleaning solutions in an inconspicuous area for colorfastness prior to application.

2. Mix 32 ounces of solution with one gallon of water (1:30) into your fogger.

3. Apply according to fogger manufacturer's directions.



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General Purpose Odor Eliminator, Deodorizer and Cleaning Additive



OdorMate Tropical Breeze is a general purpose odor eliminator, deodorizer, and cleaning additive designed for use on carpet, upholstery, laundry. It also works extremely well in general space deodorizing.

The versatility of OdorMate Tropical Breeze allows it to be effectively used as a direct spray going agent heavy duty deodorizer. It can be added to most any cleaning solution, and can be applied through a wet logging machine.



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Looking for a deodorizer to eliminate odors from carpets and upholstery?

Get OdorMate!

OdorMate Tropical Breeze is a extreme odor and severe mold/moisture odor eliminator, deodorizer, and cleaning additive designed for use on carpet, upholstery and laundry. It also works extremely well in general space deodorizing.

Versatility

- Direct Spray
- Fogger
- Add to Cleaning Solution

Try OdorMate Tropical Breeze from **HydraMaster**

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Botani-Phase



Botanical Decontamination Deodorizer for Odors from Moisture Buildup

Ideal deodorizer for restoration and remediation sites, contents cleaning and deodorization, carpet and upholstery cleaning, decontamination and odor control jobs, and more.

HydraMaster Botani-Phase represents the newest renewable and sustainable natural deodorizing technology as it derives its odor eliminating and decontamination capabilities directly from plant extracts.

- Whenever you have a carpet, textile or hard surface that has been impacted by water intrusion or moisture exposure to the point it has developed odors related to mold, mildew, and mustiness, Botani-Phase works to effectively clean and deodorize that surface.
- Rather than add synthetic fragrances which only mask the odor, why not use a natural, plant based deodorizer to clear the air, refresh the room, and deodorize both porous and non-porous surfaces?
- Contains no enzymes, bleaches, solvents, phenols, quats, oxidizers, bacteria, or chemical desinfectants.

Mixing Directions:

1. For best results, locate all areas which are sources of odor. Scrub or wash odor producing surface material through effective cleaning and extraction as possible. Then, saturate affected areas with Botani-Phase in proportion to the amount of odor producing material. Botani-Phase must come in contact with the source of the odor to work most effectively. The rate of application follows the guidelines on the label. Pre-test water sensitive surfaces. Please consult us about all fragile systems. Make sure all occupants of home or building are not present during fogging.
2. Wet the surface by saturation spraying, soaking or with a mop. Allow to dwell for 10 minutes and then allow to dry the carpet, cushion or padding if required.
3. For use on fogging remediation, use 1 quart Botani-Phase with 1 quart of water. Pre-test water sensitive surfaces. Please consult us about all fragile systems. Make sure all occupants of home or building are not present during fogging.
4. As a cleaning additive - For portable extraction, mix two ounces of Botani-Phase with each gallon of pre-treated extraction detergent or neutralizing water. For industrialized equipment, mix one quart of Botani-Phase with 10 gallons of pre-treated commercial extraction detergent or neutralizing water. For this feature in encapsulation cleaning, mix two ounces of Botani-Phase with each mixed gallon of encapsulation solution.



Available in: 1 Gallon, Case of 4 x 1 Gallon
Part # 806-001



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Botani-Phase

DEODORANT

Botanical Decontamination Deodorizer for Odors from Moisture Buildup

HydraMaster Botani-Phase represents the newest renewable and sustainable natural deodorizing technology as it derives its odor eliminating and decontamination capabilities directly from plant extracts.

Part # 806-001



Turn Over A New Leaf

BotaniPhase
Botanical Decontamination Deodorizer
For odors resulting from water damage, resistant build-up and mustiness

- Used from 4-1 mile to straighten carpet, severe, and intensity of odor.
- BotaniPhase represents the newest renewable and sustainable plant derived natural deodorizing technology for odor elimination and decontamination.
- Whether you have a carpet, textile or porous or non-porous hard surface, BotaniPhase works to safely and effectively clean and deodorize that surface.
- Restoration and Remediation Sites
- Contents Cleaning and Deodorization
- Carpet and Upholstery Cleaning
- Decontamination and Odor Control Jobs



Try BotaniPhase from... HydraMaster

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UPS



Urine Pre-spray Neutralizing Treatment

UPS is for use as a urine contamination neutralizer and as an incredibly effective acid detergent spotter for treating tannin, salt, or alkaline based spots and spills on carpet and upholstery.

UPS is a special synergistic blend of acid neutralizers, detergents, odor counteractants, and decontamination deodorizers.

- UPS will effectively dissolve and dislodge alkaline salt residues that build up in urine deposits and neutralize sticky and gummy lipids and contamination which will make any urine deodorization solution work faster and more effectively. The specialty surfactants carry the active ingredients deep into the carpet and help to penetrate the carpet fiber for more effective treatment.
- Can effectively eliminate odor on some urine deposits. Pretreating the urine with UPS makes all enzyme and encapsulating pet odor deodorization solutions work faster and effectively.
- It can often be used to eliminate spots caused by coffee, tea, wine, soft drinks, as well as to neutralize and break down the build-up of many ice melt compounds in carpeting. UPS has a refreshing, clean scent.



Available in: 1 Quart, Case of 12 x 1 Quart, 1 Gallon, Case of 4 x 1 Gallon
Part # 800-475

Directions:

- Please read the full label directions before cleaning.
- For job treatment and neutralization of some contamination and deposits:
1. Pre-treat all cleaning solutions in decontaminated areas and for colorfastness prior to application.
 2. Mix UPS 1 part solution with 4-6 parts water or hot water (depending upon severity of contamination).
 3. Apply a light stream of water onto the affected area. Make sure that the UPS mixture comes in direct contact with the soiled material for most effective treatment.
 4. Allow 3 to 10 minutes of dwell time.
 5. On porous color contamination, flush liberally and contact with a soft surface extractable tool or wand. Extract area thoroughly.
 6. For faster drying, remove the use of an axial, centrifugal, or downward air mover after cleaning.

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UPS

Makes Any Pet Urine Deodorizer or Stain Treatment Work Faster and Better!



UPS is a special synergistic blend of acid neutralizers, detergents, odor counteractants, and decontamination deodorizers for use as a urine contamination neutralizer and as an acid detergent spotting solution.

It will effectively dissolve and dislodge alkaline salt residues that build up in urine deposits and neutralize sticky and gummy lipids and contamination which will make any urine deodorization solution work faster and more effectively.

UPS is also an incredibly effective acid detergent spotter for treating tannin, salt, or alkaline based spots and spills on carpet and upholstery.

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UPS Makes Any Pet Urine Deodorizer or Stain Treatment Work Faster and Better!

UPS - Urine Pre-spray Neutralizing Treatment

- It dissolves and breaks down the lipids that in the sticky stuff and salts that keep your favorite stain remover and/or deodorizer from working as effectively as they could.
- Whether you are using an encapsulating "cote" type deodorizer like **HydraMaster Walk-Off**, an enzyme deodorizer, or an oxidizing stain and odor remover like **HydraMaster URX with Multi-Pass**, combining the concentrated duo with UPS prior to application will save you time and make your treatment more effective.
- There is **NO** pre-treat and stain treatment job that UPS won't help in.
- UPS is the perfect treatment for dog and cat urine spots to remove all the traces of pet urine — whether on fabric or on a rug waiting to stain.

HydraMaster UPS Urine Pre-spray Neutralizing Treatment will make every pet odor and stain job go faster, easier, and more effectively.

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 - 3) A link to sign up for the ALL NEW Rug Cleaning Ads and Social Media Campaign
 - 4) Healthy Buildings Logo
 - 5) Authorized Solutions User Logo
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 - b) A link to the video of the presentation



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Emerging Opportunities 4

Rug Cleaning as a Service and How it Fits into the *Deep Cleaning Solution Revolution*



Thank you for attending

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