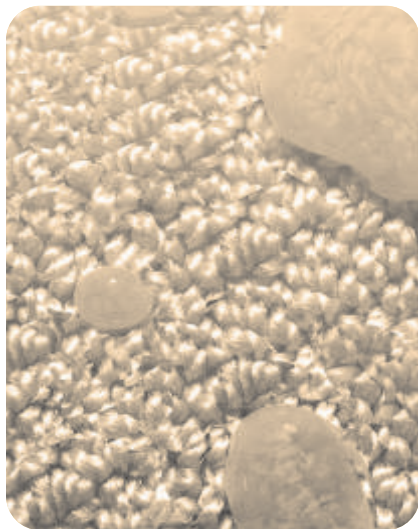




superb news

Carpet Care & Restoration Services, Inc.

Carpet Protector - *Does It Really Work?*



Unfortunately there is probably as much confusion in the carpet cleaning industry about carpet protectors as there is about cleaning. Uneducated, uninformed, and sometimes downright unscrupulous carpet cleaners cause a great deal of confusion by giving out false information or intentionally misrepresenting a product.

A nylon stain-resist carpet is made with two protective properties: The first is an acid dye blocker that is basically a clear dye that fills the extra dye sites in a fiber. This helps to keep “foreign” dyes (such as red dye in a beverage) from penetrating the carpet fiber. The second property is called a “fluorochemical.” It is commonly known as 3M Scotchgard® or DuPont Teflon®. These help keep spillage from actually getting to the acid dye blocker. But their biggest job is to resist dry soil. By resisting dry soil, less soil bonds to the carpet and is consequently picked up by your vacuum.

5 Reasons to **ALWAYS** Get Carpet Protector

1. Reduce permanent stains. A great looking carpet can be ruined by an ugly spot. Unprotected carpet doesn't repel spillage as well as protected carpet. Being able to remove spots and spills more effectively helps you avoid permanent staining.

2. Help save traffic areas from being destroyed. Traffic area soil is very abrasive and cuts carpet yarns like a knife. This damaging soil can easily bond to an unprotected carpet. By applying protector you will increase the life of your carpet dramatically. When you vacuum your protected carpet, the soils will release from the carpet pile much more effectively.

3. Make spots easier to remove. The easier a spot is to remove, the less cleaner you will have to use, less agitation you will have to use, and less time it will take. Many spots can be removed easily with just water.

4. Next professional cleaning more effective. Having protector applied to your carpet will enhance your next cleaning. More soil will be removed the next time your carpeting is professionally cleaned.

5. Avoid service calls. Although you want to call us out to handle any spot you cannot remove immediately, carpet protector helps you remove more spots than you could without protector. You may be able to save a service charge by removing the spot yourself. **Having protector applied to your carpet will make it look better and last longer.**



OUR GUARANTEE: *If you are not thrilled with the service experience you receive from us, we will rush back to your location at NO CHARGE and NO obligation. If you are still unimpressed, we will promptly refund 100% of your investment.*



Carpet Care & Restoration Services, Inc.

31967 Block St., Garden City, MI 48135

734-513-6710 | www.SuperbRestoration.com

PRESORT STD
U.S. POSTAGE PAID
WESTLAND, MI
PERMIT NO. 9

OUR MISSION...

To Provide You With The Most Outstanding Service Experience EVER, Guaranteed or Your Money Back! Avoid Uneducated, Uninformed, & Downright Unscrupulous Carpet Cleaners!

Special Offer!

Have 400 square feet of carpet cleaned before October 31, 2007 and get 1 room of Carpet Protector (up to 200 square ft.) **FREE**. (up to \$44.00 value) Hurry! Call today to take advantage of this offer.

(Not to be combined with any other offer)

Call 734-513-6710 Today!

READ INSIDE...

“Carpet Protector - Does It Really Work?”

“7 Principles of Upholstery Cleaning”

plus...

How To Get: **FREE CASH** or **FREE CLEANING** through our Referral Reward Program!

7 Principles of Professional Upholstery Cleaning - The IICRC (Institute of Cleaning & Restoration Certification) Upholstery Cleaning Standards Guide declares that there are seven important principles in effectively cleaning upholstery.

- 1. Fabric Inspection:** A simple burn test which involves taking a tiny swatch of the fabric can reveal the fiber content. The flame, smoke and odor are identifying characteristics.
- 2. Dye Testing:** A small amount of upholstery cleaner is applied to an inconspicuous area of the fabric and a towel is pressed to the fabric. This tests the stability of the dye.
- 3. Dry Soil Removal:** In cleaning any textile, the first step is always to remove as much dry soil as possible. This improves the following cleaning steps greatly.
- 4. Soil Suspension:** A preconditioning agent is used on most fabrics to “suspend” the soil for more effective extraction.
- 5. Soil Removal (Extraction):** A water or solvent based “rinse” is used to wisk away the suspended soils.
- 6. Pile Setting/Grooming:** Many textiles have a “pile” that needs to be set after cleaning. A special upholstery brush is used to groom the pile for proper drying.
- 7. Drying:** Getting the upholstery dry as fast as possible is important. High velocity air movers are used for faster drying. Ceiling fans and air conditioning also help.



GET FREE CASH OR FREE CLEANING THROUGH OUR REFERRAL REWARD PROGRAM!

For each new customer that you send us, we will reward you with a 10% referral fee that can be used toward **FREE CASH** or **FREE CLEANING**. Simply refer your friends, neighbors, or co-workers, and we will reward you automatically. Remember that we offer a 100% money back guarantee, so you can be sure that we will take the absolute best care of your valuable referrals!