

The 5 Critical Factors You MUST Know When Getting Your Handmade Oriental Rugs & Area Carpets Cleaned

1) Never Have Your Handmade Rug or Wool Area Carpet Cleaned In Your Home

Proper cleaning of your rug and its fringes requires in plant removal of loose soil particulates before washing to prevent damage. The washing begins with cleaning the back first, then the front, using hundreds of gallons of water along with a mild soap specially designed for this work. Next comes the rinsing process to remove the soap and soil completely while adjusting the PH level of the rug to below 7. Drying is next. The rug is hung vertically so the front and back can dry in a temperature and humidity controlled environment. If the drying process is not done properly mildew can form. These are very important steps that could never be performed in your home.

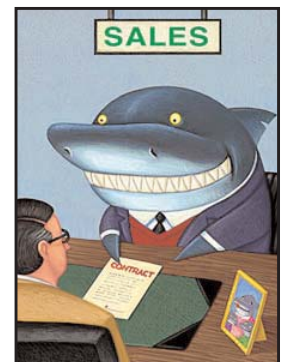


2) "EPA Declares Dirty Carpets A Health Hazard"

Your carpet and rugs act as filters to collect harmful dust, dust mites and bacteria. These pollutants can cause everything from chronic fatigue to headaches. Other ailments attributed to indoor air pollution include watery eyes, frequent colds, flu, sore throats, stuffy noses (which can cause snoring), allergies, lack of energy and asthma. The EPA recommends cleaning your home carpets every 6 months (Industry guidelines for rugs is every 12 months). Professional facility cleaning (not in home cleaning) solves this problem, creating continuously healthy and beautiful rugs in your home.

3) Beware of Companies That Do Not Give You A Firm "Per Square Foot" Price

There are numerous "bait and switch" type cleaners that quote vague or low-ball prices only to rack up extensive overcharges once they have your rug. By simply selecting an established, experienced professional cleaner that provides a firm written proposal you will guarantee that you are never taken advantage of.



4) Demand Experience: Handmade Rug Cleaning Requires

Specialized Equipment And Training

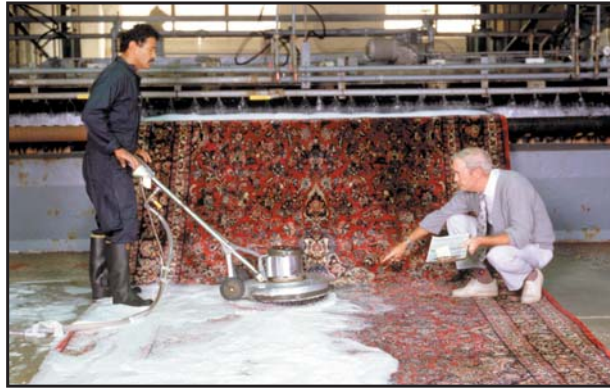


Anyone can clean a rug but to do it right requires a multi-million dollar plant with specialized equipment and certified technicians. Avoid carpet cleaners that claim they can clean your handmade rugs with standard carpet cleaning equipment. Ask to see their cleaning plant and equipment. Never have an area rug or oriental carpet cleaned at home.

Please Call Now 1-800-342-1278

5) How To Avoid Destruction Of Your Carpet With 4 Simple Questions

Want to ensure you have an experience rug professional. Simply ask these four questions to test their knowledge.



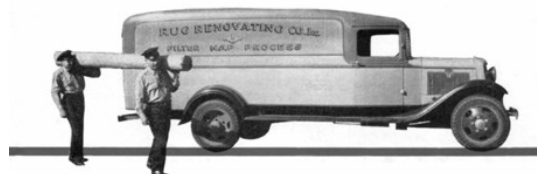
Four Questions To Ask Before Hiring A Rug Cleaner

1. What is the maximum PH Level of the soap you will use to clean my wool oriental rug? **ANSWER:** *8.5 anything higher can damage the wool.*
2. What is the PH level you will leave my rug at when you have completed cleaning my wool rug and carpets? **ANSWER:** *PH below 7- wool is naturally on the acid side.*
3. When drying the rug cleaned in the factory, what is the temperature that you must exceed? **ANSWER:** *115 degrees since mildew will not grow above that temperature.*
4. Ask them if they are wool care specialists certified by the Association of Specialists in Cleaning and Restoration.

We have made this information available to you so you make an informed, educated decision when selecting a company to clean your valuable rugs and carpets.

Millions and Millions of Rugs Cleaned Since 1896

***Protect Your Investment And Guarantee You
Get Professionally Cleaned Carpets Every Time***



For more information please visit: www.RugRenovating.com

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