

SON BRIGHT SYSTEMS

727-385-3826 -902-5326

“How Often Should I Clean My Carpets, Rugs and Floors?”

Have you ever wondered if you are cleaning your floors and fabrics enough? Or too much? Are there frequency guidelines for professional cleaning? If so, where do you find them? Surely you have heard “Wait as long as you can before you clean your carpet...” or “Once you’ve cleaned your carpet, it’s never the same...”.

These widely used comments have stemmed from unfortunate encounters with uninformed cleaners that have left the carpet with an overload of detergent residue. The consumer has assumed that this is the case with all carpet cleaning and resolved to wait until the carpet is in dire straights to clean it.

The good news is that a properly cleaned carpet will not re-soil as quickly and will actually last longer. Why? Because damaging soils are removed with effective cleaning. Soil that is not removed by vacuuming, even though it can rarely be seen by the naked eye, cuts and slices on the carpet fibers as the carpet is being walked on breaking down the carpet yarns in the traffic areas. The result is that even with restorative cleaning at that point, it will not correct the damage that has been done to the fiber. **Fiber producers and carpet manufacturers recommend that a residential carpet should be professionally cleaned at least 18 to 24 months for best performance, more often in heavily trafficked and heavy soiling situations.**

A Clean Carpet is a Healthy Carpet

Not to mention that a carpet that is not cleaned on a regular basis is an unhealthy carpet. Carpet is like a sink. It collects soils, pollens, insecticides, exhaust, etc. that gets tracked in or blown in from the polluted outdoors. **This creates and unhealthy indoor environment.**

What About My Hard Surface Floors and Rugs?

Hard surface floors can also be permanently damaged by not being professionally cleaned on a regular basis. For example, hardwood floors get deep scratch patterns. The grout on stone and tile floors isn’t sealed or the sealer has been affected by household cleaners and no longer repels the soil and spillage. Also, the grout is a “valley” that the soil gets mopped into on a daily basis.

And finally, a 9 x 12 Oriental Rug can hold up to 87 pounds of soil without looking dirty! This was demonstrated by a study done by the Eureka Vacuum Cleaner Company. So, get your rugs cleaned about once a year as well, including removing the dry soil.

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

CARPET CLEANING FREQUENCY GUIDELINE

Environment	Normal	Contaminated Outside, Dusty	Extremely Cold Weather Climates	High Humidity Biogenic
Day Care Center	2 wk	1wk	2 wk	1 wk
Nursing Home	1 mo	1 mo	1 mo	1 wk
Residence				
(2 persons, nonsmoking)	6-12 mo	2 mo	4-6 mo	4-6 mo
(2 persons with smoking)	4 mo	2 mo	3 mo	4 mo
(young children)	6 mo	1 mo	3 mo	3 mo
(young children with pets)	3-6 mo	1 mo	2 mo	2 mo
Office Building				
(ground floor)	3-6 mo	1-4 mo	2-6 mo	2-6 mo
(higher floors)	6-12 mo	2-6 mo	3-9 mo	3-9 mo
Food Service				
Establishment	1 mo	1 wk	2 wk	2 wk
Commercial				
(retail shop, bank)	3-6 mo	1 mo	2 mo	2mo

Source:
U.S. EPA and
IICRC Carpet
Cleaning Standards
Guide

Get Your
Carpets, Rugs,
Upholstery, and
Hard Surface
Floors Cleaner,
Healthier, and
Lasting Longer
Today!

OUR MISSION: To Provide You With The Most Outstanding Service ExperienceEVER, Guaranteed or Your Money Back! Avoid Uneducated, Uninformed, & Downright Unscrupulous Carpet Cleaners! **Call 727-385-3826 Today!**

INSIDE...

CALL TODAY FOR YOUR FREE QUOTE!

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CARPET CLEANING FREQUENCY GUIDE

How to Get FREE CASH or FREE Cleaning through Our Referral Reward Program!

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!

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Dear Friend and Client,

ON BEHALF OF SONBRIGHT SYSTEMS PLEASE ALLOW ME TO SAY A MOST HEARTFELT THANK YOU! SOMETIMES IN THE RUSH OF DAILY WORK IT IS SOMETIMES NOT SAID ENOUGH BUT PLEASE KNOW YOUR LOYALTY IS NEVER TAKEN FOR GRANTED. PLEASE ALLOW US THE PLEASURE OF SERVING YOU AGAIN! THANK YOU! ROBERT