

Carpet Protector - Luxury, Necessity or Both?

Having your carpet protected after professional cleaning is not just a good idea, it is a crucial ingredient in the maintenance and care of your carpet. It is recommended that you ALWAYS have a protector applied after each professional cleaning, and here are just a few reasons:



- Protectors form an invisible protective coating on the carpet fibers that helps keep dirt from lodging itself within the fibers.
- Protectors provide very good resistance to both water and oil-based liquid spills.
- Dirt and dry soils tend to remain on the surface of a protected carpet, where they can easily be vacuumed away.
- Protector provides an opportunity to remove fresh spills before they are absorbed into the fiber.
- Protector makes it much easier to remove old spots and spills.
- Protected carpets are easier and more effectively maintained, prolonging the life and appearance of your carpet.

Carpet soils are introduced to your carpet in a variety of ways: Dry soils are regularly tracked onto the carpet. Dust routinely settles onto the carpet surface from the air, just as it does on your hard surfaces. Cooking disperses oils into the air that eventually settle onto your household surfaces (which include your carpet). Pet hair, dander and oils are deposited by the family pet. Oils and inks from newspaper and magazines transfer onto your soft furnishings and carpet.

Regardless of the source, many carpet soils are gritty and therefore

act as an abrasive. As the carpet is walked on and used, these abrasive soils grind at the carpet fibers, causing the existing protection to be worn away. The grit then continues to scratch and abrade your carpet fibers, causing irreparable damage to the carpet fibers themselves and the overall appearance of the carpet surface. Vacuuming a protected carpet removes much more of this gritty soil than an unprotected or inadequately protected carpet. Removal of these dry soils through vacuuming keeps the carpet cleaner longer, and removal of the gritty soils prolongs the life of the carpet.

Regular cleaning will remove accumulated oils and soils, but the carpet protection is not restored by cleaning. That's why it is critical that a fresh coat of protector be applied each time your carpet is cleaned. Carpet represents a substantial investment in your home. Make sure you maintain that investment by ensuring your carpet is vacuumed frequently, spotted as needed, professionally cleaned on a regular basis, and protected after every cleaning.
