

Son Bright Systems, Inc.

CERTIFIED CARPET CLEANER

Does It Mean Anything?

WOULD YOU BE SURPRISED TO LEARN THAT MOST CARPET CLEANING COMPANIES HAVE NO FORMAL TRAINING? THAT THEY ARE NOT REQUIRED TO BE LICENSED? THAT THERE IS NO REQUIREMENT TO HAVE ANY CERTIFICATION WHATSOEVER? IS TRAINING AND CERTIFICATION IMPORTANT? AFTER ALL, ISN'T CARPET CLEANING A "MENIAL" TASK THAT ANYONE CAN PERFORM?



Actually, a carpet cleaning professional is working with one of your most valuable assets. Should it be trusted with just anyone? Unfortunately, our industry is full of "rogues" that only care about how much money they can get from you, and nothing about the life of your carpeting. They do not care about the industry in which they work.

Have you ever noticed that in many states, air conditioning companies, plumbers, and pest control companies are required to be licensed? Not so for carpet cleaners. Fortunately for you, and for me, there are many fine people in the carpet cleaning industry that realize the standard must be raised. Those of us in that process help to police our own industry. In order to do this, associations and certification organizations were created.

One such organization is called the IICRC (Institute of Inspection, Cleaning, and Restoration Certification). This organization provides certification courses and exams for the carpet cleaning industry. By attending these courses, carpet cleaners are taught about fiber identification, carpet construction, cleaning chemistry, cleaning methods, and professionalism.

There are several levels of certification: Certified Technician (1 certification point), Journeyman Technician (5 certification points and one year of active status), and Master Cleaning Technician (10 certification points and 3 years of continuous active status).

So, the question remains- "Does it mean anything?" Yes, yes, yes! It means a lot! It means that the certified firm is on the cutting edge of technology and change in our industry. It means that a certified firm knows the right way to apply cleaning procedures and chemistry. It means that the certified firm is working together with other certified firms to raise the standard of carpet cleaning in general, therefore providing you with a higher quality product.



**Pets
Gone
Wild**
ON YOUR CARPET?

RUN SPOT RUN - URINE SPOTS

What should you do when your pet "goes on the carpet"? Are puppy puddles putting you in a particular predicament? Well, not to worry, that's what we are here for.

First of all, if you have a pet that is prone to urinate on the carpet, take a quick walk through your home each day when you get home. The quicker you get to a pet stain the better.

Some technical tips on urine: When urine is first excreted, it is on the acid side of the pH scale and very easily removed. Within hours of being exposed to oxygen it turns to an alkaline pH. When this happens it will continue to increase in alkalinity to the point of becoming practically ammonia. This explains the ammonia like odor. **At this stage the urine t dramatically affects the dye structure of the carpet.**

To clean the urine spot: Mix 1 part white vinegar to 2 parts water and clean with a white terry towel. If you have a small extraction machine, it would be ideal to use it. DO NOT USE OVER THE COUNTER SPOT REMOVERS OR ALL PURPOSE CLEANERS ON URINE! YOU MAY SET THE SPOT PERMANENTLY! IF YOU HAVE TROUBLE REMOVING IT, CALL US IMMEDIATELY.

**Have You
Received Your
FREE MONEY
Yet?**

Did you know that every time you refer a new client to us that you get 10% in **CASH** or cleaning? Every time we get a new referral from you, we automatically send you a certificate that you can redeem for cash or services. Your choice!

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**.

The 7 Principles of Upholstery Cleaning

The world's most recognized body of certification (IICRC) publishes standards for safe, effective cleaning of upholstery. Our company follows these standards to insure that you get the maximum soil and spot removal in the safest manner possible. **WARNING:** Most upholstery cleaners are NOT certified and do not use these standards! Here are the 7 important steps that should always be taken in caring for fine fabrics...

1. **Fabric Inspection:** A simple test which involves taking a tiny swatch of the fabric reveals the fiber content.
2. **Dye Testing:** A small amount of upholstery cleaner is applied to an inconspicuous area of the fabric to test for dye stability.
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 solution is used to wisk away the suspended soils.
6. **Pile Setting/Grooming:** Textiles that have a "pile" are set after cleaning with a special grooming brush.
7. **Drying:** High velocity air movers are used to promote faster drying.



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

Special Offer!

10% off tile & grout cleaning when you mention that your have seen this on our website!

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!

INSIDE...

- Certified Carpet Cleaner – Does it Mean Anything?
- The 7 Principles of Certified Upholstery Cleaning
- How to Get Your FREE MONEY!
- Pets Gone Wild on Your Carpet?

