



# **The Essential Consumers' Guide To Carpet Cleaning**

A complete guide for home owners wanting to choose a reliable carpet cleaning company

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### Insurance Problems

Cowboy and Budget carpet cleaners are commonly un-insured.

This can be a BIG problem as home & contents insurance policies generally do not cover accidents caused by professionals carrying out any kind of work.

Plain and simply, if an **un-insured cleaner** ruins your carpets - your 'home & contents' is more than likely not going to cover the accident, and you would have to pay for full replacement and fitting **yourself**.

### Cheap Chemical Products

Carpet cleaners who charge low prices will almost certainly use **cheap** chemical products.

A cheap clean with cheap products may at first, not sound so bad...

However the problems with cheap chemicals is that they can:

1. **Leave** a sticky residue which acts as a dirt magnet.
2. Lightly **bleach** your carpets
3. Be **harmful** to children and pets when they come into contact with the chemical residues
4. Just as with cheap shampoo, simply **not** do an effective job of cleaning
5. Outright dye your carpets

### Poorly Trained Technicians

Here is how they can ruin your carpets:

1. Cause **mould** to develop in your carpet's underlay by using too much water.
2. **Split** your carpet's backing by using too much water pressure
3. **Shrink** your carpet by using the wrong temperature of water
4. **Bleach** your carpet by using the wrong chemicals
5. **Change the colour** of your carpet by not restoring the correct PH (acidity) levels, after the job is complete. In this situation cream carpets often turn pink.

If you have nice carpets, entrusting them to a non-accredited technician really can end up being a hugely costly mistake.



## Accreditations To Look Out For...

### Woolsafe

**If you have ever shrunk a woolly jumper** by mistake, then you'll appreciate the following...

Using the wrong washing technique or anything other than the exact, correct temperature water can **ruin wool carpets in an instant!**

Woolsafe is a world-wide organisation dedicated to the promotion of quality care for wool.

With their specialist training, it is only cleaners Woolsafe approved and accredited cleaners who can safely and effectively clean your carpets.

### Checkatrade

**Checkatrade.com is the country's leading anti-rouge trader website.**

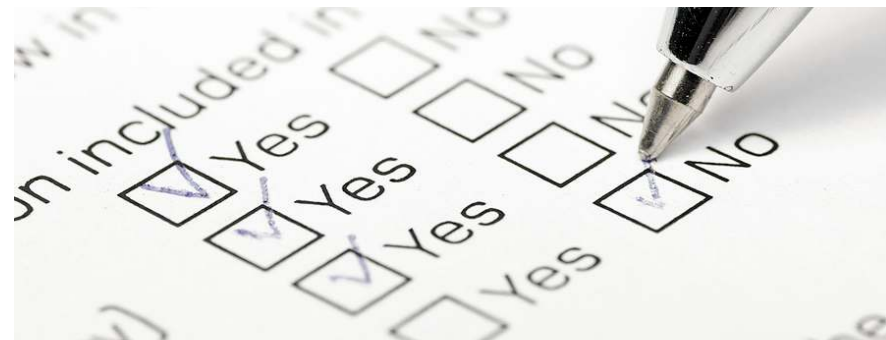
Reputable traders have to pass a stringent series of background references and official accreditation document checks.

Once approved by Checkatrade, a business which is listed on the website has its customers provide open and honest feedback which is published online for all to see.

### NCCA

**The National Carpet Cleaners Association (NCCA)** is the national training and certification body.

A cleaner can only be considered a professional carpet cleaner if they have achieved qualification with the NCCA.



## The Two Different Types of Clean

### A Freshen-up Clean:

- Cleans only the surface
- Does not remove individual problem stains
- Just removes 'the worst of the dirt'

### A Full, Deep Clean:

- A thorough clean & wash
- Removes all the ingrained dirt, pollens, fungus, allergens, smoke, fur, hair, bacteria and stains
- Fully restores your carpets to 'as new'
- Removes individual problem stains
- Even gets rid of the dark, soot-type dirt which you get around the edges of your carpet and under doors.
- Your carpets in a pristine, clean condition

## 10 Essential Questions

Here are 10 essential questions to ask any carpet cleaner that you speak to:

1. Do you offer full, individual stain removal?
2. Are your cleaning products certified non-harmful to children & pets?
3. Do I have to vacuum or move furniture myself?
4. Could I see a copy of your insurance policy?
5. Can you give me a full written quote before hand?
6. Can you promise me that I will not be subjected to any pressurised sales techniques?
7. Are you Woosafe approved?
8. Are you accredited by the NCCA
9. Are you Checktrade approved?
10. Do you have a proven trading history and reputation?