

## 6 Reasons Why you **ALWAYS** Protect Your Area Rugs

1. **Reduces permanent stains.** Unprotected carpet doesn't repel spillage as well as protected carpet. Protector allows you to remove spots and spills more effectively
2. **Helps save your traffic areas from becoming destroyed.** Traffic area soil is very abrasive and cuts carpet yarns like a knife. This damaging soil can easily bond to an unprotected carpet. By applying protector, you will increase the life of your carpet dramatically. When you vacuum your protected carpet the soils will release from the carpet pile much more effectively.
3. **Make spots easier to remove.** The easier a spot is to remove, the less cleaner you will have to use. The less agitation you will have to use, and the less time it will take. Many spots can be removed easily with just water.
4. **Makes your next professional cleaning more effective.** Having protector applied to your carpet will enhance your next cleaning. More soil will be removed the next time your carpeting is professionally cleaned.
5. **Helps avoid costly service calls.** Although you want to call us out to handle any spot you cannot remove immediately, carpet protector helps you remove more spots than you could without protector. You may be able to save a minimum charge by removing the spot yourself.
6. **The result of having protector applied to your carpet is that your carpet will look better and last longer.**  
**\$\$\$ WHICH SAVES YOU MONEY! \$\$\$**

YOU TOO CAN GET AS MUCH  
**FREE CASH OR  
CLEANING**  
AS YOU WANT WITH ABSOLUTELY  
NO  
MONETARY INVESTMENT!

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 CLEANING**. It's your choice. Simply refer your friends, neighbors, or co-workers, and we will reward you automatically. Remember we offer a 100% money back guarantee, so you can be sure that we will take the absolute best care of your referrals!

*You can Depend on*  
**ALL AMERICAN** for:

- *Area Rug Washing (Pick-up & Delivery)*
- *Premium Carpet Cleaning*
- *Upholstery Cleaning*
- *Leather Furniture Cleaning*
- *Fiber & Fabric Protection*
- *Dust-mite / Mattress Cleaning*
- *Urine & Odor Treatment*
- *Natural Stone Cleaning, Honing/Polishing/Sealing*
- *Ceramic Tile & Grout Cleaning/Sealing & Colorizing*
- *Hardwood Refinishing*

Referred By: \_\_\_\_\_

**OUR MISSION:**  
TO PROVIDE YOU WITH THE MOST  
OUTSTANDING SERVICE EXPERIENCE EVER!



CERTIFIED CARPET, UPHOLSTERY &  
HARD SURFACE CARE SPECIALISTS

## Area Rug Washing Guide



### INSIDE:

- Why **ALL AMERICAN**?
- Benefits of Cleaning Rugs
- The "wash pit" process
- 6 Reasons Why You Should Always Protect Your Rugs
- Referral Program

CALL US TODAY  
**(931)320-1084**

## Why **ALL AMERICAN**?

For the best results in selecting a Professional Cleaning Firm, consider the following questions:

- ✓ *What Experience Do They Have?*
- ✓ *Do They Have Good References?*
- ✓ *Are They Educated in Their Field?*
- ✓ *How Effective Are Their Methods?*
- ✓ *Do They Guarantee Their Work?*

**ALL AMERICAN** has been servicing clients of MONTGOMERY County since 2003. All of our technicians go through extensive back-ground checks and education training to ensure your safety and the accuracy of jobs performed. We are Certified through the **IICRC (Institute of Inspection of Cleaning & Restoration Certification)**, which is the most recognized certifying body manufacturers recommend for training of Rug Cleaning, Hard Surface Cleaning, Carpet & Upholstery Cleaning, Leather Furniture Cleaning, Odor Control, and even Fire/Water Restoration. With this vast amount of training, we are able to implement systems to obtain the best results possible, that uneducated firms are not capable of.



Most importantly, we want you to be happy with your service experience. If you are not, we will re-clean for you with no questions asked. At that point, if you are not 100% satisfied, you pay nothing.

### **Key Benefits of *ALL AMERICAN* Cleaning Your Rugs:**

*Dust, grit, bacteria, food particles, sand and animal hair is removed. Grit and sand removal significantly extends the rug life.*

*We can remove stains before they become permanent.*

*Clean rugs are healthy rugs.*

*Colors will shine and fringes will brighten up after thorough washing.*

*We WILL NOT leave a shampoo residue.*

*We use safe solutions for rugs that will help prevent insect damage.*

*We protect rugs after cleaning to make sure that future food and drink spills clean up quickly.*

## The “wash pit” Process

The “wash pit” method of cleaning oriental rugs is the method of choice for professional cleaners.

**ALL AMERICAN** is one of the only companies to utilize this technique in Western Kentucky. There are several steps to our process and rugs typically take 1-2 weeks to clean.



## Color Fast Testing

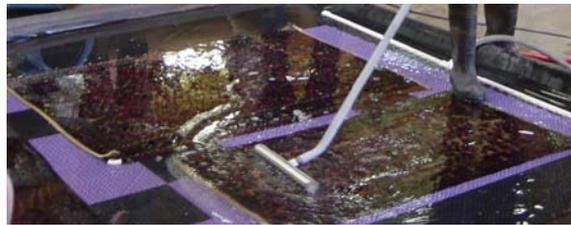
Before we begin our washing process, all rugs are tested to ensure that all dyes present in the yarns are color fast and will not bleed during the cleaning. If we feel that the dyes are going to run, we will switch to a safe dry cleaning method.

## Dusting

Some rugs can hold up to one pound of dirt per square foot before it will “look” dirty. Flooding a rug with pounds of fine grit and dirt in the foundation creates mud... so dusting is an important first step to the wash process. This is performed with a upright vacuum cleaner to “shake” the dirt out of the foundation of your rug.

## Washing

The heart of the process, our washing techniques incorporate a wash pit to better clean out all the soils



and stains that have built up over time. This method is also the most effective way to remove pet urine odors and stains. Your rug is submerged in three to four inches of water and carefully rolled to ensure that it is thoroughly saturated. At this point we add our cleaning agent and gently brush it into the rug. We only use safe and gentle cleaning products that are

designed specifically for natural fibers. These products are gentle on the fibers yet strong enough to remove tough soils. After our cleaning agent has had a few minutes to work on the fibers of your rug, we begin to give it a gentle bath using compressed water. We use our patented washing tool and blow water through the rug while it is under water. While this is being done, we are continuously adding fresh water into the fibers.

## Rinsing

Removal of all soils is now complete and we ensure that all residues are removed from the fibers. We are constantly adding fresh water to the wash pit and removing soiled water. All soluble soils and fibers are easily removed through our custom wash grid below your rug. All of these pollutants are drawn away and pumped out of the wash pit leaving nothing but clean, clear water and a thoroughly washed and rinsed area rug.

## Pet odors and Stains

Odors and stains can never be fully removed from rugs if the rugs are not cleaned thoroughly through full saturation in a wash pit. Topical treatments only hide the odor and do not rinse out all contaminates.



## Drying

Quickly drying the rugs is key to ensure best results. We use indoor drying racks coupled with high velocity air movers.



## Fringe Work and Finishing

Fringe tassels are washed an additional time after the bath. The tassels are then dried. The rug is given a protector and then given a final grooming with a horse hair brushed. Once fully dried, it is rolled and wrapped for

delivery.