



COMMERCIAL CARPET MAINTENANCE GUIDE



CLEAN CARPET, IT'S GOOD FOR BUSINESS.

Everyone who walks through the front door of your business observes the surroundings. Clean carpet makes a positive impression.

Maintaining your carpet can be easy and cost-effective with the Releasit carpet maintenance system.

WHY IS CARPET MAINTENANCE IMPORTANT?

Implementing a routine carpet maintenance program preserves, maintains and extends the life of any carpet investment, making restorative cleaning essentially unnecessary.

Planned maintenance provides a higher appearance level and minimizes the need for costly restorative cleaning.

Excessive soiling and staining may require utilizing many methods - or a combination of methods. Even then, restorative cleaning may not achieve the desired appearance of the carpet.

Poorly maintained carpets can adversely affect a facility's image as well as wasting thousands of dollars through misdirected cleaning costs and reduced product performance. Inadequate maintenance also accelerates the need for premature carpet replacement.

Releasit's Encapsulation Carpet Cleaning Technology helps to solve common problems associated with commercial carpet cleaning. Properly maintained carpet will stay clean longer between cleanings. The Releasit system is exceptionally efficient, which enables cost-effective carpet care.

HOW SOIL AFFECTS CARPET

According to Shaw Floors, approximately 85% of the soil in carpet is dry soil. That means that the soil that binds to the surface of the carpet fiber amounts to 15%. Releasit removes and absorbs the sticky soil that binds to the carpet. It's a simple and effective approach to soil management.

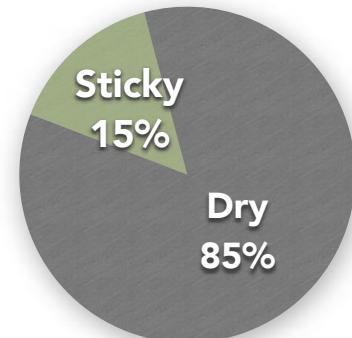
Dry soil can quickly abrade and distort the surface of the carpet fiber. Once the fiber has become scratched from sand and debris it will no longer reflect light as it did before it was damaged and can become soiled more easily.

Good use of entry mats coupled with thorough and regular vacuuming using a good commercial vacuum cleaner will reduce the damage caused by dry soil. Carpets that are cleaned with Releasit are helped to resist dry soil which makes daily vacuuming easier and more effective.

Sticky soil is comprised of oils, sugar based spills, food, pollutants and environmental contaminants, asphalt sealer, exhaust, detergent residue, and more.

Releasit breaks the bond that holds sticky soil to the carpet fiber. Sticky soils are consumed by Releasit's unique encapsulation polymer which is later removed during the normal routine of post-vacuuming.

Types of soil in carpet:



Entry Mats

Entry mats are an integral part of any maintenance system as they are designed to capture inbound soil at threshold points.

Vacuum Cleaning

Daily vacuuming reduces the frequency of periodic maintenance procedures required to maintain a clean carpet. In addition to removing dry soil, vacuum cleaning also helps to enhance the appearance of the carpet by lifting and restoring the pile.

Spot/Stain Cleaning

Daily removal of spots and spills helps to maintain the carpet's appearance between scheduled cleaning. Taking immediate action against these also reduces the likelihood of a permanent stain.

Routine Carpet Maintenance

Cleaning with the Releasit system restores the carpet's appearance. Carpet that's maintained with Releasit stays clean longer between cleanings. And the problem of recurring spills (wicking) is fully eliminated. Encapsulation cleaning is performed with a Cimex machine, Orbital (OP) machine, Cylindrical Brush (CRB) machine, or a 175-rpm Rotary swing-machine. Periodic hot water extraction should be performed as needed.





ENCAPSULATION CARPET CLEANING TECHNOLOGY

The carpet is thoroughly brushed with Releasit shampoo using an approved carpet scrubber. Releasit shampoos are formulated with powerful surfactants that effectively draw soil away from the carpet's surface and into the encapsulation polymer.

Releasit's unique CRYSTALON3 encapsulation polymer absorbs soil and holds it in suspension making it possible to remove the encapsulated soil during the normal post-vacuuming process.

Releasit contains a built-in fluoro-chemical called SOILEZE that inhibits resoiling. This soil-resistant property makes it easier to remove dry soil during daily vacuuming.

There's no soil attracting residue left in the carpet with Releasit. Carpet that's regularly maintained with Releasit will look brighter and cleaner as a result - day-in and day-out.

Carpet can be put back into service quickly.

Releasit is a low moisture cleaning system.

The carpet is normally dry in 1 - 2 hours.



Releasit dried in a petri dish, revealing its crystalline polymer.



RELEASEIT PROVIDES A GREENER WAY TO CLEAN CARPET

Traditional hot water extraction cleaning can easily consume 50 gallons of water (or more) to clean 1,000 square feet of carpet. By comparison, if that same section of carpet was cleaned using a Releasit shampoo, it would only require about 3-4 gallons of water. That's less than 10% of the water consumed by traditional hot water extraction.



After traditional hot water extraction has been completed, the formerly clean water is now contaminated with chemicals and dirt from the carpet and is discharged as sewage. With Releasit, the soil that's extracted from the carpet during the post-vacuuming process shows up as dry soil in the vacuum cleaner bag. This approach has far less impact on the environment.



RELEASEIT BENEFITS:

- Powerful cleaning properties.
- Recurring spill stains are completely eliminated.
- Soil resistant properties keep the carpet looking clean up to 50% longer than traditional cleaning methods.
- Low moisture method - puts carpet back into use quickly.
- High-productivity - cleans large areas of carpet quickly.
- Environmentally friendly "green" cleaning system.
 - VOC compliant
 - Low water consumption
 - No waste water produced
 - Low energy consumption
 - No carbon emissions
 - Non-hazardous ingredients
- Carpets stay clean and bright looking day-in day-out.
- Efficient cleaning system with low end use cost.
- Extends the carpet's useful life.

Releasit®

www.Releasit.com

1-800-330-1888

Nothing cleans commercial carpet better!

