



No Resolve.

It's the season for making resolutions... even for making resolutions about cleaning your carpet.

Here's why not to use over-the-counter cleaners like Resolve, Love My Carpet and other chemicals containing "surfactants." Nothing against the products on aisle number 12. They actually work. But it's how they work that can cause your carpet to get dirtier faster. They make water wetter!

CAN SURFACTANTS ACTUALLY MAKE WATER WETTER?

Well, yes. When you add something to the water that changes its electrical properties, the water moves more freely. Just like adding soap to the washing machine helps your clothes absorb water and the soap more quickly, adding a surfactant to your carpet decreases surface tension of the fibers and allows the cleaner to penetrate quickly. You think the spot or spill has disappeared when in reality, it has penetrated to the backing of your carpet. In the washing machine, your clothes go through a thorough rinse cycle, but it's almost impossible for you to rinse out enough

of the surfactant to keep your carpet from soiling easier in the future.

Surfactants love water, even humidity. So, where you use the spotter and don't rinse well, dust and grime stick and re-soil.

Soil falls into three categories:

- Grease or paint (solvent soluble)
- Foods (water soluble)
- Sand (non-soluble)

IS THERE A BETTER WAY TO CLEAN UP SPILLS BETWEEN STEAM CLEANINGS?

The best way to clean up a liquid spill is to blot with a clean, white towel. Continue blotting using a dry portion of the towel until there is nothing left on the towel. If there's residue left behind on your carpet, use cold water to re-wet the area and repeat the blotting process. If you can't remove it, keep it damp and call 313-7673 (that's 313-ROSE).

REMEMBER:

Carpets should be professionally cleaned every 12 to 18 months. When it's time to schedule your cleaning, call Rose Carpet Cleaning!

(615) 313-7673 (That's 313-ROSE!)

Rose Carpet Cleaning
Nashville, Tennessee