

Four Steps For Proper Carpet Care

Carpet cleaning is just like exercise! If you get into a routine and keep it up, you will see great results and feel better for it. Products that rate highly on CRI's Seal of Approval (SOA) program are your assurance that you will clean correctly the first time (more on the SOA program below). Here are four simple steps to keep your carpet clean and looking great:

1. **Vacuum** high traffic areas daily, and everywhere according to a vacuuming schedule, using an SOA/Gre Label-approved vacuum.
2. **Clean spots and spills quickly** with products that do not damage the carpet or cause it to resoil quicker
3. **Professionally deep clean** your carpets every 12 to 18 months to remove embedded dirt and grime.
4. **Stop dirt at the door** by using mats outside and in, taking your shoes off when you enter the house and changing your air filters to reduce airborne dust particles.

For more great tips, order your copy of CRI's booklet, [Carpet Cleaning Tips for Dummies](#).

The Seal of Approval Program

CRI wants vacuums, extractors, cleaning systems and cleaning products to be as effective as possible. The Seal of Approval program is the only one in the industry that scientifically measures cleaning efficacy. The results help consumers make informed decisions, and manufacturers improve their products. So carpets are cleaner, healthier and last longer. Find out more about the [Seal of Approval program](#).

Basic Rug Care

Rugs deserve the same care as wall-to-wall carpet and, in some cases, require special attention.

- **Washing rugs** — If your rug is small and the label says "machine washable," shake the rug outside first then put it in the washing machine at the recommended temperature. Use warm water (90 to 105 degree and a mild detergent. Tumble your rug dry at the lowest heat setting.
- **Beating larger rugs** — If your larger rug is easy to pick up, shake it outside first; then put it over a clothesline and beat it. Next, take the rug inside and vacuum it. Many carpet cleaning professionals have cleaning expertise as well, but, if the label says dry clean only, your best bet may be to roll it up and take a dry cleaner. Save time and aggravation by calling first to see if the cleaner does rug cleaning — many do not.
- **Vacuuming area rugs** — Area rugs with fringe require special technique. Use gentle suction and start from the center of the carpet, vacuuming toward the fringe and being careful not to catch the strands in the beater bar. Lift the carpet edge to vacuum beneath the fringe.
- **Caring for Oriental, Turkish or Persian rugs** — Clean imported rugs according to your carpet manufacturer's specifications or bring in a professional cleaning service. Be gentle with fringe. For heirloom type rugs, you need professionals.