Look inside to find out more!

WoolSafe Rug Care Specialist Designation!

Motivate Your Clients to Clean Now!

Drying a Rug: The Need For Speed!
As we are preparing for a Christmas we never experienced before, we look back at a year that for many of us feels like the year that never happened. It certainly did not happen the way we had envisaged it. This time last year we were full of plans, including to hold three Conferences on as many continents, all of which got cancelled due to Covid-19. But watch this space, they will happen, if not on the ground, then in cyberspace!

One of the plans in the UK was to hold a Rug Cleaning Course to further educate cleaning technicians and help them become WoolSafe Approved Rug Care Specialist. That had to be postponed, but not the support and marketing of the services of the already existing specialists within our networks (more on page 3).

Sadly, we say goodbye to long standing licensees, Host-Racine and Chemspec; but very happy to welcome a number of new companies bringing exciting new products into the WoolSafe range. Is it time for you to try something different? You will not be disappointed, as only the best products achieve the WoolSafe and CleanSeal certification!

I do hope you all have found your own way of coping with this year’s challenges and look forward positively to the New Year. Take inspiration from the companies featured on page 4; or tell us your strategy and success story to feature in the next issue. Please know, we are always here, ready to support you.

Wishing you a safe and peaceful Christmas and a very Happy New Year!

Dr Ágnes Zsednai
WoolSafe Managing Director
A couple of years ago WoolSafe introduced a search facility on the WoolSafe.org and CleanSealApproved.com websites specifically for finding rug care specialists.

WoolSafe Approved Service Providers that offer off-site rug cleaning in a facility and have had recognised training are eligible to be listed. We are now taking this one step further by creating the designation ‘WoolSafe Approved Rug Care Specialist’.

We have produced a certification mark for use by those that meet the qualifying criteria.

By creating this network of WoolSafe Approved Rug Care Specialists we hope to achieve several goals:

• To better align the WoolSafe Network with the producers and retailers of area rugs.
• To encourage carpet cleaners to add correct rug care procedures to their businesses.
• To attract new members to the WoolSafe programmes in areas where installed carpet is not prevalent, but area rugs are.

To support these aims WoolSafe Academy, in cooperation with WoolSafe Regional Directors, will be developing an online WoolSafe Approved Rug Care Specialist training course.

We are calling on WoolSafe Approved Product Licensees with solutions and equipment used in area rug cleaning to work with us to provide images, videos, guides and technical information so that we might embed those within the training.

It is in everyone’s interest that Rug Care Specialists are introduced to the manufacturers of the best equipment and Approved cleaning solutions.

The certification marks below will be sent to all those currently listed on the website as Rug Care Specialists. If you are not listed, and you think you qualify, please get in touch with your regional director in the first instance and we will look to list you as soon as possible.

Iron-on badges can be purchased in the WoolSafe Store!

Tom Monahan, President of Centrum Force, discusses the need for drying rugs quickly on pages 14 and 15!
The past few months have been a little slow for WoolSafe North America. Unfortunately, we had to cancel our annual exhibit at the Experience in Las Vegas which is our “big” event every year. I sure miss seeing all my friends in the industry. Hopefully, our lives will get back to some sort of normal very soon.

When I hear from our Service Providers, they say they are very busy. Of course, the US has been embroiled in a crazy Presidential election, which I believe has affected consumers as well as businesses, especially depending where people live in the US.

I asked a few what, if anything they are doing differently in their business during the virus outbreak.

Cory McCook from Middle Georgia Rug Spa of Barnesville, Georgia said “We didn’t change anything. Most of our business is repeat and referral . . . we mail a monthly newsletter and email occasionally. We had the best October we’ve ever had but the smallest November we’ve had since 2014.”

Virginia Kachline (my former business partner) of Interior Care in Chattanooga, TN stated, “I produced a new commercial which showed my tech wearing a mask during cleaning . . . subliminal marketing without getting into details. Since most of my business is drop off rug cleaning, we initially told people to remain in their cars, call the office, and they could back inside the building to drop off their rug while remaining in their cars. For in-home cleaning, we asked our customers to wear their face masks while showing our tech (also wearing a mask) what they needed cleaned, then leave the area, so he could be socially distanced while cleaning.”

Chandler Thompson, of Classic Care Services in Atlanta, GA focusses on relationship building with his clients. His specialty is fine upholstery cleaning.
It seems we are always ‘out of the frying pan and into the fire’ or in our case ‘out of the fire and into the soup’. In our last Australian report we had had huge bushfires across the country that ran for several months and burnt vast areas of bushland and destroyed many homes and businesses. We have just come out of our winter season and the fire season is starting earlier again. Summer storms have already taken their toll. A large tree from the property next door was blown in half by lightning and the top 10 metres smashed down on our roof with a branch taking out the ensuite ceiling and the trunk destroying half our roof, right above our bedroom. So some of our house is out of action for a few months at least. There were hundreds of homes worse hit than ours and no one was injured so it is all good. It just means a few delays in what we are trying to achieve.

Luckily Australia has been able to deal with the Covid 19 Pandemic exceptionally well. We see horrendous numbers of loss of life in the UK and US and other countries and we feel for our fellow humans across the world. In Australia we have had nearly a month without any community transmission of this deadly virus. The only new cases have been incoming passengers from international flights and everyone entering must do two weeks hotel quarantine at their own expense. We had an outbreak in the state of Victoria from poorly trained security guards in hotel quarantine that saw the death toll rise from just over 100 to over 700 in the space of a few weeks, while other states had just one or two. But with heavy lockdowns in Victoria and a 6 day lockdown after a small outbreak in South Australia, we have had what are called double doughnut days (0 new cases and 0 deaths) for 28 days in Victoria and even longer for most of the country.

While much of the country is back on track, there are only a few industries,
such as airlines and cruise ships that have suffered ongoing difficulties. Carpet cleaning doesn't seem to be one of them. Most carpet cleaners are very busy and life seems to be normal. Our holiday destinations are full of people from here who are deciding to holiday in Australia.

We have just returned from a local holiday (3 hour drive) and were pleasantly surprised how well they were doing at the rainforest resort where we stayed. Social distancing was the order of the day and this certainly wasn’t a problem while walking bush tracks, but the restaurant tables were a bit further apart and this was actually quite enjoyable.

However, we do tend to get a bit complacent at times, and can tend to forget that we have a worldwide pandemic going on. But with the Victorian and most recently the Adelaide break out (limited to 27 people infected) we now realise that a simple breach in our hotel quarantine system can rapidly get out of hand, so we need to keep our physical distancing and hand washing and other protective protocols in place. Our internal borders will all be open by the 1st of December and this means we can travel for training as required without the mandatory 2 week quarantine. Australia is back on track and we are looking to a prosperous future.

The Psychology of Sales

In this issue Richard Sudall, (WoolSafe Business Development) explains how to motivate your existing clients to clean NOW.

Everyone of your customers is unique and motivated in different ways. It's only when you REALLY know your clients as friends that you fully understand how best to approach them, support them and sell them your cleaning service. They're the easy ones...But what about those customers who you don't know very well, how can you influence them to use your service NOW, in the middle of a pandemic, rather than sometime next year, or perhaps never?

Clearly I’m going to have to make some assumptions about your customers. I’m assuming, like most people that their decisions around cleaning are motivated by improvement, health or perhaps status. They most likely buy products and services to make their lives better or in some cases make onlookers ‘think’ their lives are better.

Let’s drill into that a little, what do I mean by improvement? Well everyone wants to improve key aspects of their lives and the lives of their family, and guess what, you can help them improve some of those. In fact you can help them improve in all sorts of areas of their lives, you just need to remind them as often as you can.

Remind them that maintaining their interior textiles will improve their health. Textiles act like giant filters, catching and holding onto microscopic particles. Their interior textiles filter particles every hour of the day constantly improving air quality in the home. You need to remind them that those filters need cleaning, perhaps more often than normal given the increased time many of us are spending at home. It’s too late if they wait until the carpet is
visually quite dirty before booking. Educate them that timing is the key, it’s actually a bit too late by the time you can see the soil and the carpet will be suffering premature wear from the cutting effect of the soil. Remind them that carpet hides soil much better than hard surfaces so bringing the cleaning forward and maintaining them regularly is crucial to their wellbeing and to the life expectancy of their carpet & upholstery, so you’re saving them money too.

So, we know you can help improve their health. That’s a huge benefit for choosing you, but you need to remind them why your service is better than your competitors. Remind them you’re a specialist with a unique set of skills, training, qualifications, experience and equipment. That will help reassure them and will combat my final customer motivator - fear of failure or fear of making a mistake. Their failure, not yours. Believe it or not, some people are frightened that you might cause a problem and that worry can motivate your customer to postpone the cleaning job or even replace rather than clean their carpets or upholstery. Being aware of that worry and anticipating the discussion with your customer is helpful. Make sure you alter your approach accordingly to develop trust in you and your business.

In summary, build trust as often as you can by increasing rapport with your database, from qualified leads through to well established repeat customers. Get to know your customers better and work out what motivates them. Use that knowledge to better communicate with them and serve them.

Be a specialist in your business and communicate your knowledge to your database, you’re better than your competitors- right?

Constantly review the way you communicate and be conscious of when you need to modify your style based on your customers motives and needs. Your service improves your customers lives in many ways, especially during these challenging times.

Worldwide Product Directory

There has been a tremendous amount of newly approved cleaning and maintenance products as well as protectors and specialist treatments added to the Directory of WoolSafe Approved Products for Professional Carpet and Rug Cleaners. Also some products that are no longer certified are removed.

It is important for all WASPs to make sure they are only using Approved Products when cleaning wool carpets and rugs. It is not only a fundamental requirement of WoolSafe membership, but also your and your customers’ peace of mind. It is because of this promise that carpet manufacturers and suppliers recommend your services to carpet owners.

WoolSafe welcome back Cleansmart with three of their popular solutions to the WoolSafe programme.

**Rinse-X Organic Acidic Rinse** is a professional-use natural organic-based acidic rinse for carpets and fabrics. An economical (200:1) concentrate for neutralising and rinsing away cleaning residues and stabilising dyes to prevent fading and colour run. Rinse-X leaves fibres naturally soft and healthy and can help prevent browning and yellowing problems.

**Orange-X** is an excellent citrus solvent-based pre-spray booster. Just add a little Orange-X to your pre-spray and you can dramatically improve performance, especially on heavily soiled and greasy carpets.

**Wool-X Premium Microsplitter.** Based solely on food grade ingredients, Wool-X Microsplitter is a detergent-free pre-spray that gives consistently good results on both carpets and upholstery. On greasy/heavily soiled carpets, you can boost Wool-X with Orange-X, while staying within the recommended pH range for cleaning wool.

Phone: +44 115 824 0034  
www.clean-smart.co.uk

WoolSafe is excited to introduce new Approved Product Licensee **Wood Wyant**, part of Sani Marc Group.

**REGAL EXTRACTION** is phosphate free and delivers powerful carpet cleaning performance. It is compatible and safe to use on all types of carpeting when used as directed.

Phone: +1 819 758-2889  
www.sanimarc.com/wood-wyant/about-us
Classic Rug Care are pleased to announce that their Emergency Rug Kit & Spotting Kit are now WoolSafe Approved.

“We are thrilled to have created something that’s safe, effective, user friendly, easy to store and is actually being used. Having WoolSafe Approval is the icing on the cake” said Classic Rug Care Managing Director Richard Pruce.

Before designing the kits, Classic Rug Care spent time researching and talking to their clients about their biggest carpet, rug and textile issues and how they dealt with them.

“Once we knew what clients wanted rather than what we thought they needed, it was then a matter of putting together a comprehensive but not overwhelming collection that could address most of their concerns about day to day spills and spots”.

Like a medical first aid kit, it was important to fit everything into a neat functional ‘Gear Bag’ so that nothing is forgotten and the temptation to use the wrong product is removed.

The kits were initially developed for rug and investment textile owners and housekeeping staff. However, many of our manufacturing and interior designer clients (who trialled the kit) now use them on site to routinely remove fitting and delivery marks themselves. They also gift them to their clients either at installation or at the completion of a project.

The kits are already very popular. Achieving WoolSafe Approval provides users with independent reassurance that the products in the kit are safe and effective for them and their homes.

For more info: www.rugcare.co.uk

If you would like to benefit from WoolSafe and CleanSeal Approval of your cleaning & maintenance products and specialist treatments please contact: Richard@WoolSafe.org
**New Approved Products!**

**BarrierTech™ Surface Disinfectant** is suitable for use in all kinds of public areas as well as private homes. Basically anywhere there is a need to fight against and prevent pathogens like bacteria, viruses, fungi, moulds, or algae.

BarrierTech™ Surface Disinfectant does not damage any type of material or surface.

- Tested to EN1276, EN1650, EN13624, EN13697, EN13727, EN14348, EN14476.
- Effective against resistant and pathogenic bacteria and viruses.
- Effective against mould, algae and fungi.
- Up to Log 5 reduction (99.999% kill rate) of most bacteria and inactivates viruses.
- Alcohol-free and non-flammable. pH neutral.
- Requires no special storage and has long shelf life.
- An innovative blend of quaternary ammonium compounds and water.

**XL Grab Dry** is a professional-grade carpet cleaner that is ideal for everyday spots and stains along with dry extraction. The low moisture cleaning technology penetrates soil and stains and absorbs into the powder, drying quickly for easy removal by vacuuming. Safe to use on nylon, wool, and stain resistant carpets and rugs.
**Wonderspot** by Premium Surface Protection was developed for our retail and trade clients to have a WoolSafe approved easy to use encapsulating spot cleaner for carpets, rugs and upholstery. Ideal for all textiles post-application of our stain protection treatments and also for untreated textiles.

Wonderspot is highly effective on a wide range of oil and water-based contaminations, and greatly reduces the risk of end-users leaving unsightly blemishes and watermarks on their textiles after spot cleaning.

Being WoolSafe Approved, cleaners can have confidence in supplying this spot cleaner to their clients as an add-on sale, or as a post job gift. Trade pricing is available at: [www.premiumsurfaceprotection.com.au](http://www.premiumsurfaceprotection.com.au)

Wonderspot is also available in the UK and worldwide through Classic Rug Care as part of a WoolSafe Approved Rug Emergency Kit: [www.rugcare.co.uk/home-treatment-kits](http://www.rugcare.co.uk/home-treatment-kits)

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**Telenzo Carpets Join WOW Warranty**

Telenzo Carpets have signed up to the Wool Owner’s Warranty programme adding their 22 wool carpet ranges.

That takes the total number of wool carpet ranges covered by WOW to 496 from 20 wool carpet producers.

The WOW Warranty initiative was launched in 2014 as a way of keeping wool carpets spotless by introducing wool carpet owners to WoolSafe Approved Service Providers that best understand how to care for wool fibre carpets and rugs.

Thousands of introductions have been made since the launch and countless wool carpets have been purchased as a result of the enhanced aftercare promise.
I received a call from the WD40 company asking if I could report on a claim made by a customer who claimed their carpet spot removal product had caused big brown marks on a 30 year old wool carpet that was otherwise in good condition.

Upon inspection, I met the Daughter, who was ‘in command of the situation’. She showed me the numerous large brown stains that she insisted had been caused by the WD40 product. She wholly blamed the product for the damage to the carpet and was wanting a whole houseful of new carpet (to replace the 30 year old wool tufted carpet) She had tried to help out her mum by spot cleaning her carpet for her.

A few simple onsite tests were able to answer some questions that I had. I carried some pure water with me for testing. I first measured the pH of the water. I then applied a couple of drops of water on the non-affected area and to the affected area for comparison. Immediately the water soaked into the affected area, but remained on the surface of the non-affected area. I tested the pH of the water in the non-affected area and also the affected area. The pH in the affected area measured around the pH 9 mark while the test water and the water in the non-affected area was pH 7.

The product in question has a primary ingredient that is a neutral surfactant used in many cleaning products. It would not account for a residual pH of 9. So I then asked the daughter if
anything else had been used on the carpet. It took a few questions, but we eventually discovered that she had consulted Dr Google and had initially tried bicarbonate of soda to remove some spots and when this failed she tried the WD40 carpet spot remover. But by this time she had wet right through to the backing and the commercial spot cleaner only pushed it further into the backing leading to a case of cellulosic browning.

With this in mind, I tried a treatment of 3% hydrogen peroxide. When I applied it, it foamed up like crazy. This is a typical reaction you get when faced with residues of biology (blood or aged urine) or bicarbonate of soda. When I saw the foaming reaction, but there was no smell of urine, I could fairly confidently eliminate urine as a possible cause of the reaction. The peroxide treatment completely dissolved the brown staining. This would indicate that we simply had a case of Cellulosic Browning caused by the wetting of the backing of the carpet with the initial bicarbonate of soda treatment. So I continued to treat the affected areas with the Hydrogen Peroxide treatment and solved the problem for both the customer and the WD40 company who had called for my inspectors report.

As a WoolSafe Registered Inspector I always aim to remain totally independent and to write reports as if they are going to court, which they may end up doing. But I also aim to keep them out of court if possible. No one wins a court case other than the lawyers. Even a small case that doesn't involve lawyers can still waste a lot of court time that could be better used for solving more important issues in the community.

If customers are going to consult Dr Google we can only hope they land on the WoolSafe website where they are going to get the correct information in the first place.

A Warm Welcome to Tracey Revis

Tracey, recently appointed as office administrator at WoolSafe HQ.

Tracey took over the role from Margaret in August and has been quick to settle into her stride. Many of you, no doubt, will have already had communications with her.

Tracey brings to the team a strong background in both office administration and finance and is already proving to be a great asset.

Tracey can be contacted Mondays, Wednesdays and Fridays on the office number +44 (0)1943 850817 and by email to: Tracey@WoolSafe.org
Every rug cleaning professional knows that properly cleaning a rug typically involves four major steps. Dusting, Washing, Rinsing and Drying. This is true whether it’s an expensive, hand-knotted piece of woven art or a machine-made tufted rug. In the cleaning process, water, and lots of it, is our friend. But removing this moisture in a proper way is one of the most important and fundamental parts of the rug cleaning process.

There are a number of techniques to dry a rug, used alone or in combination:

- Hanging in ambient air
- Hanging with mechanically heated air circulation
- Hanging with sun drying
- Vacuum removal
- Compression roller system
- Centrifugal wringing

Each of these techniques has advantages and disadvantages, as do various combinations of them. What are these considerations?

1. Time
2. Production efficiency
3. Microbial growth
4. Shape irregularities
5. Finished product hand (feel)

The Quandary of Air Drying
A saturated wet rug can certainly be hung to dry in the ambient indoor or outdoor air. Water molecules tend to form chains and gravity will help to pull them down the warp yarns to the bottom or find evaporation points at the tips of the fibers. Time, temperature and relative humidity will determine when it will be dry. The complete process of evaporation will depend on vapor pressure, the movement and temperature of the ambient air. These factors affect cohesion, adhesion, and hydrogen bonding which play a role in the process.

In a production environment, however, whether a high-volume rug plant or a small, boutique rug cleaning shop, time is of the essence. Hanging a saturated rug for days in limited space translates into a production bottleneck that can severely limit throughput. Even laying out rugs flat in the sun can take an inordinate amount of space for even a small shop. In most environments, it is not a viable business option, hampering both customer satisfaction and profitability.
Beyond time and efficient production throughput, however, there are other important reasons why this technique is problematic.

**Slow drying may be cheap but fraught with issues**

The speed at which water is evacuated from a rug has an important effect on how it will feel and look when drying is complete. Depending on a rug’s materials and structure, moisture that leaves the textile too slowly can leave rugs feeling stiff, crusty and not pliable. If uneven contraction takes place in the foundation, this can result in “potato chip-like” rippling. Uneven drying can even cause rugs to change shape, turning a rectangle into a trapezoid. Unwanted dye migration can also occur. Brown or yellow warp fringes are a phenomena that is the result of the accumulation of minute amounts of soil picked up in the body of the rug and relocating to the evaporation points at the lower end of a vertical hanging rug or even on the tips of face yarns.

**Microbial breeding ground**

In addition, moisture left too long in a drying rug can become a breeding ground for microbial growth. The longer a rug takes to dry, the bigger this issue becomes. In the extreme, rugs that take days to dry can take on musty odors. Since your goal as a rug cleaning pro is to deliver the cleanest, freshest product back to your customer, this too is a poor business proposition.

In the next issue Tom will discuss techniques and methods to accelerate the drying process.

The issues caused by slow drying can clearly be seen in these images... Brown fringes, rippling, dye migration and curling edges.

Find WoolSafe Approved Products for Rugs and In-Plant Solutions: www.woolsafe.org/woolsafe-approved-carpet-care-products/professional-products/#rug
New Service Providers

Doncaster Carpet Cleaners
Mr Paul Watchorn
Doncaster
South Yorkshire
England
T:01302 874613
M:07544 880558
doncastercarpetcleaners@gmail.com
www.doncastercarpetcleaners.co.uk

Magic Pro Cleaning
Mr Ivan Stoyanov
Slough
Berkshire
England
T:01753 386166
M:07736 556955
office@magicprocleaning.co.uk
www.magicprocleaning.co.uk

Oriental Rug Salon
Troy Lusk
941 Country Club Blvd.
Cape Coral FL
USA
T:239-424-8171
troy@fordcleancarpets.com
www.orientalrugsalon.com

Babash Rug Services
Reza Hafezi
8140 Deering Ave.
Canoga Park CA
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T:818-963-9153
info@babashrug.com
www.babashrug.com

Aaron Services
Mr Mark O’Brien
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