WOOLSAFE NEWS

THE OFFICIAL NEWSLETTER OF THE WOOLSAFE ORGANISATION

Winter 2012

WoolSafe Educational Conference 2013

WoolSafe Academy Offers New Courses

Fleece to Floor Tour
First I would like to thank WoolSafe Service Providers for their fantastic response to our upholstery cleaning survey. The information gathered has proven to be most helpful in formulating our plans for future product accreditation.

The end of a year and the beginning of a new one is traditionally the time to reflect upon and evaluate our achievements and to set new targets.

This time, in particular, we at WoolSafe considered how we have enhanced the benefits WoolSafe Service Providers enjoy with their membership.

We looked back at the array of magazine articles published during the past year (see p4), the improved technical support through the creation of the WoolSafe Academy and the easier learning opportunities provided by the online training courses; all of which empowers our Service Providers to continue their professional development and rise above the competition to secure more jobs.

We also listened to our members who found last year’s Educational Conference so interesting and enjoyable, and have therefore organised another one for May 2013. Do not miss out, find out more on pages 6&7 and book your place now.

There is always more that can be done as we strive to achieve our aims throughout 2013 of improving and developing our accreditation programmes and training courses for the benefit of our members and the industry as a whole.

Finally, I would like to wish you all a peaceful Christmas and very happy and prosperous New Year!

Hughes Frederic

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Get the most out of your membership in 2013

A question I’m often asked by professional carpet cleaners enquiring about WoolSafe membership is ‘What are the benefits to me and my company?’ It’s a very good question and well worth exploring.

There are many benefits to being a member of an organisation like WoolSafe including:

**Recognition of your professional training and status as an expert** in your industry through the Approved Service Provider and Registered Inspector networks.

**Access to business and professional resources and advice** including our helpline for technical support and the resource library of standards, technical files and articles.

**Promotion of member businesses** collectively to manufacturers, retailers and carpet owners.

**Increased online visibility** through the WoolSafe website’s Service Provider search, and free listing of Approved Service Providers on the upcoming WoolSafe iPhone and iPad App.

**Discounts** on all training courses run through the WoolSafe Academy.

**Invitations** to exclusive, subsidised events for members only.

The list is long but we found that some gain much more out of membership than others. So why is that? The real question then becomes:

‘How do I maximise the benefits of WoolSafe membership to gain the most advantage over my competitors?’

**Be Proactive!** WoolSafe membership can open doors for you. We have members who use their association with WoolSafe to get in front of carpet manufacturers and retailers and offer their services to their commercial clients. Offering to prepare maintenance programmes before the carpet is even installed. Others get in touch with manufacturers and retailers making them aware of their status as the local WoolSafe Approved Service Provider.

**Tell people** – talk to your customers, retailers, local press about your membership and what it means. When visiting a client to quote for work why not hand them a folder with all your training and membership certificates, letters of recommendation from carpet mills, testimonials from prestigious clients etc.

**Be seen** – Put your Fibre Care Specialist and Service Provider Marks on your website with a brief explanation (I’m happy to supply one to you). Join the social media bandwagon and let people know your status as a fully trained, experienced and accredited Fibre Care Specialist. Don’t forget Van decals to make sure passing potential customers can see your accreditation too.
Take advantage of free offers of help and advice. The WoolSafe Organisation is unique in the industry with the scope and depth of expertise accessible to members. We have specialists in not only wool fibre care but also chemistry, textile science, oriental rug care, carpet complaint investigation, wide range of laboratory testing including carpet performance and cleaning efficacy, the list goes on. This valuable knowledge bank is available free to members.

Cash in on training. The WoolSafe Academy is offering big discounts on all courses to members including a whopping £100 off the upcoming Rug Cleaning Technician Course! The WoolSafe Educational Conference including a Fleece To Floor Tour is a subsidised, not-for-profit event exclusive to WoolSafe members and industry partners.

Save big on product purchases. WoolSafe is working hard with our licensees to negotiate exclusive approved product discounts, special offers, product trials and free gifts for members. Look out for those later in this issue!
Carpet Cleaners Carnival

WoolSafe Exhibited at the NCCA Carpet Cleaners Carnival held last September.

The carnival started, for us, after setting up the stand on Friday night. We were guests at Jan and John Bryden’s informal barbeque. There was of course some fundraising for Kirsty’s kids which involved purchasing small oak blocks, the money for which went to the charity. You could then exchange the blocks for your tipple of choice. Needless to say everyone present was very generous and a thoroughly pleasant time was had by all.

The Carnival proper was well attended this year with a steady stream of visitors interested in the WoolSafe Academy and the training courses on offer.

There were workshops by Paul Pearce who demonstrated Rug ID and fringe cleaning and Glynn Charnock who demonstrated correct upholstery cleaning techniques.

Interestingly, during that demonstration two products were used on either side of an armchair cushion. One side suffered dye bleed and the other did not. It will come as no surprise to members that the product that didn’t cause any migration was WoolSafe Approved and the other was not.

WoolSafe looks forward to supporting the carnival again in 2013.

The Cleaning Show 2013

The Cleaning Show in May at the NEC in Birmingham is the largest and best attended exhibition for our industry here in the UK. It only comes around every two years and WoolSafe is a regular exhibitor.

We invite all of our members, associates and industry partners to come and visit us on stand D38. We will no doubt have some special offers only available on the days of the event.

The Cleaning Show is a perfect event to inform the industry of our current programmes and new developments. We will be promoting the WoolSafe Academy training and resources as well as WoolSafe research and the new iPhone and iPad Stain Guide App. Let’s hope facilities managers and other building maintenance managers start to use it as the app recommends both WoolSafe Approved products and Approved Service Providers.

We look forward to seeing you there.
Following the success of the WoolSafe Educational Conference in 2011 the WoolSafe Academy will be hosting this unique event again in May 2013. The conference will again include WoolSafe research, seminars and workshops for the benefit of experienced WoolSafe Fibre Care Specialists, Approved Cleaning Product manufacturers and associated carpet mills and suppliers.

This will be a unique opportunity, only available to WoolSafe members, to learn from internationally recognised industry leaders in the fields of oriental rug care, spot and stain removal, carpet inspections and of course wool fibre care.

Ruth Travis, WoolSafe North America Director will be visiting our shores and bringing part of her vast private collection of rugs to show and share her expertise. She will be discussing the first and most important step in the care and maintenance of expensive rugs – correct and accurate identification.

We are very lucky to have an abundance of talent within the membership of our organisation. Paul Pearce is an industry legend and will be showing attendees some new tricks to help in the removal of difficult and stubborn stains.

Add to that the latest WoolSafe research, some marketing strategies and an introduction to carpet inspections by Dr Eric Brown and you see that there’s a packed itinerary of interesting and useful experiences.

The WoolSafe Educational Conference will be sandwiched by two ‘Fleece To Floor’ tours where WoolSafe members can follow the carpet manufacturing process from the wool grading depot at The British Wool Marketing Board through the Howarth Scouring plant and on to Atlantic Yarns where attendees will learn all about dyeing and spinning. For further details follow the links on the WoolSafe Academy training page and book onto the tour through the WoolSafe Academy Store.
Conference Programme May 16th 2013

08:30 – Registration & Coffee
09.00 – Welcome Introduction – by Paul Bakker, WoolSafe Chairman
09.30 – Sponsor Spotlight
09:40 – Oriental Rug ID – Ruth Travis, WoolSafe North America Director
11:30 – Coffee
11:40 – Sponsor Spotlight
11:50 – Marketing Mix – Steve Bakker, WoolSafe Marketing Manager
12:30 – Lunch
13:10 – Sponsor Spotlight
13:20 – WoolSafe Research – Dr Agnes Zsednai, WoolSafe M.D.
14:00 – An Introduction to Carpet Complaint Investigation – Dr Eric M Brown, CRI
14:50 – Sponsor Spotlight
15:00 – Advanced Spot and Stain Removal Techniques – Paul Pearce, Registered WoolSafe Inspector, Director IICRC, NCCA.
16:40 – Sponsor Spotlight
16:50 – Open Forum- Q&A with members, licensees, associates and WoolSafe directors
17:30 – Conference Close
18:30 – Apéritif
19:00 – Gala Dinner

Fleece To Floor tour

The WoolSafe Educational Conference will be sandwiched by two amazing ‘Fleece To Floor’ tours where WoolSafe members can follow the carpet manufacturing process from the raw fleece at the British Wool Marketing Board’s wool grading depot through the Howarth Scouring plant and on to Atlantic Yarns where attendees will learn all about dyeing and spinning.

The Fleece To Floor Tour is run by our good friends at the British Wool Marketing Board. Places are limited and open to WoolSafe Members attending the WoolSafe Educational Conference only.

Members can book online through the WoolSafe Academy Store
www.woolsafeacademy.org/store/classroom-courses
Alternatively, contact Head Office and we’ll invoice you.
Remember that places on the tour are very limited so please book early!
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WoolSafe Research

Comparative testing of spot removers for oily & greasy stains

The results of the preliminary tests reported in the Autumn 2012 issue of WoolSafe News, while very interesting, produced more questions than answers. It was therefore decided to significantly extend both the range of stains and the number of spot removers.

The full range of spills tested comprised:

Oils: Mineral oil (paraffin liquid, tinted blue with Waxoline Blue), Vegetable oil (Safeway), Thousand Island Dressing (Hellmans)

Pens/ink: Black permanent marker pen (Sharpie), Red whiteboard pen (Papermate Liquid Expo), Permanent Navy Ink (Parker Quick)

Make-up: Brown Eyeliner pencil (Avon)

The different stains were applied to an undyed wool carpet in ways that produced the most even spots, and left for 30 minutes before standardised spot removal was carried out.

The range of spotters used consisted of 3 solvents (White Spirit, Surgical Spirit and Acetone), 4 professional spot removers for oily/greasy stains and 4 consumer spotters. 3 dry-extraction products were also included, despite not being specific spot removers, because they are known to perform well in mopping up liquids and in removing pen marks.

All spotters were used in quantities (and dilutions, if applicable) according to their manufacturer’s instructions for use.

All applications, colour measurements, spot removal and soiling tests were, of course, carried out in accordance with WoolSafe Standards. For instance, the success of the spot removal was measured using a colorimeter and comparing the original stain with the stain left after removal. The results were expressed in units of colour difference (ΔE) and percentage spot removal.

Let’s look at some of the most interesting results.

Oil-type stains
Three of the four professional spotters were the most successful in removing the oily stains with average removal between 84 and 89%. Surprisingly, the consumer spotters were not far behind, with 75 to 83% average removal.

Of the solvents, white spirit is the best (with 77% removal), followed by acetone (68%) and surgical spirit (60%).

Two products, Prof Spotter 1 and Prof Spotter 2, stood out by having both a high removal percentage and a very low re-soiling rate after spot removal and rinsing.

The most disappointing were the dry-extraction products, all of which performed relatively poorly with a mean removal of little more than 50%. We had expected a better performance because they contain solvent.

From an evaluation point of view, there was good correlation between the removal of the oily spots and the reduction in the re-soiling of the cleaned spots.
Marker pens
The results for the removal of the black marker and red whiteboard pens were quite different from those for the oily/greasy spots.

The best was Prof Spotter 3 (with 94%), with Cons Spotter 3 again doing well (with 81%). Prof Spotter 1 and White Spirit were the worst performing spotters (with mean removal of only 31 - 34%) for this type of stain.

The three dry-extraction products again did poorly with means of only 37 – 47%. However, there was a big difference between the results on the black marker pen and the red whiteboard pen, with the latter the dry-extraction products scored between 65 and 78% removal.

Ink
Here the consumer spot removers did very well (73 – 77% removal), being outperformed only by Prof Spotter 2.

Make-up
The brown eyeliner presented a problem to many of the spotters in this series of experiments with nine of the thirteen products removing less than 49% of the contamination, with one as little as 15% (Acetone)

The consumer products were the winners here, with removal rates between 69 and 79%. Only one of the professional products, Prof Spotter 3, was in the top four.

It is clear that although the eyeliner feels greasy, the stain it left on the carpet responded much better to water-based spotters than those formulated specifically for greasy/oily stains.

Overall performance of the spot removal products included in these tests.

This was by no means an exhaustive investigation, but it has nevertheless produced some very interesting results.

The performance of all the spotters varied greatly depending on the spillage they were asked to deal with. To give an example: White Spirit’s performance overall was the poorest, with an average removal rate of only 55%. However, it performed very well with the Mineral Oil and Thousand Island Dressing (95% and 80% respectively). But it proved pretty useless against the black marker pen (13% removal).

Overall, none of the solvents did particularly well: so it is best to stick with the dedicated proprietary spot removers.

The consumer products came out surprisingly well and are a very useful means of dealing with spillages on a “first aid” basis.

There were significant differences between the Prof Spotters, overall removal rates varying between 61 and 85%! But here again, even the poorest product overall scored 90% removal against at least one stain.

These experiments have reinforced our belief that professional cleaners need to keep a wide range of specialist spotters in their kit, to be applied selectively depending on the type of stain they come across.
The last three months of 2012 have flown by for WoolSafe North America. In early September I attended Connections Convention in Las Vegas. It is the largest trade show in the US for professional carpet and rug cleaners. I had made some badges which said “Ask Me About WoolSafe” and gave them to Service Providers and WoolSafe-Approved Suppliers attending the convention. It was great to see so many of our WoolSafe friends proudly displaying the badges and talking to others about WoolSafe.

While there I was interviewed by Dave Foster of Talk Floor Radio about the growth of WoolSafe in North America. The video interview was distributed on-line to the carpet manufacturing industry and carpet and rug retailers throughout the US and Canada. The interview was viewed by Lisbeth Calandrino, the Associate Publisher and Social Media Manager for Fabulous Floors Magazine. Lis contacted me and asked me to contribute to an article for consumers she was writing entitled “What Does It Take to Keep Our Wool Carpets Looking Good?” which was posted on their website on October 20, 2012. Fabulous Floors Magazine targets mostly women who want home fashion and decorating ideas and informative articles. Copies are sent via direct mail or are available electronically to 30,000 of the nation’s top interior designers, members of the ASID. Plus another 17,000 are available to subscribers of Floor Covering Weekly. Both the interview and article are available on the WoolSafe North America website www.woolsafe.org/usa

In late mid-October, my fiancé and I traveled to the UK to visit Yorkshire, the “land of sheep” and spend time with the great people at WoolSafe headquarters in Otley. Steve, Paul and Agnes were wonderful hosts and kept us well entertained for five days. We were able to visit the British Wool Marketing Board as well as two fiber and yarn processing plants and Calder Textiles where they produce wool yarn for Karastan Carpet and Rugs and most recently made the new woven carpet for the floor of the US Senate.
I will be traveling back to the UK next May just in time to see all the new lambs and to teach a rug cleaning course hosted by WoolSafe UK.

I’m happy to say that WoolSafe NA has grown considerably in 2012. 120 students have taken the on-line WoolSafe course and we now have 85 WoolSafe Service Providers in the US and Canada.

Ruth Travis, North America Director

A letter from Down Under

While members in the northern hemisphere are shivering we in Australia are experiencing heat. 38°C on the coast 42°C in the western suburbs and phones are running hot too as customers want their carpets cleaned before Christmas.

So what has been happening since the last issue?

There was a CleanScene Expo which was well attended, and I had the pleasure of talking with many Chemical manufacturers and Carpet Cleaners. I gave out loads of brochures and course applications, so in all it was a great success.

The second event was BSCAA (Building Services Cleaning Association of Australia) awards of excellence. This was a lunch held in the beautiful Curzon Hall. There were several categories in Cleaning and Security but none for carpet cleaners. I had been invited by the Australian Contract Cleaners Alliance, an association which WoolSafe supports, with the aim of promoting the Woolsafe Fibre Care Specialist course to those in Contract Cleaning who also clean carpets.

I was so impressed with this event that I have suggested to the organisers a Carpet Cleaning category should be in next year’s programme, and through our connection with both ACCA and ICAN (Individual Cleaners Association) I might just be able to make it happen.

I mentioned in the last issue that Colin Nation had developed a “Distance Learning Course” removing the need to attend the one day course at an inconvenient location. Well, it is starting to gain some momentum and this time next year I am hoping all carpet cleaners will be trained in this manner, because the advantages are so beneficial. No downtime, no loss of income, no travelling expenses, accommodation or meals to pay for and being able to work through the course at your pace. Those that have already completed the course have nothing but praise for the way it has been presented in an easy to understand way.

2013 is the start of WoolSafe training courses becoming available to our New Zealand friends. We are in the early stages at this point but I am confident it will happen. There are a number of carpet cleaners in New Zealand who would like to become WoolSafe Service Providers, and I would really like to see this happen.

Here is wishing you all a Safe and Happy Christmas, and may 2013 be the year you want it to be.

Patrick Burgess, WoolSafe Australia Director
Recently Approved Products

StainShield (water-based) Protector
Standard 'Martindale' fabric abrasion tests have proven that this new StainShield formula achieves in excess of three times the wear resistance over conventional products. In addition, this High Solids product offers exceptional coverage. Recommended markets would include:

- New or freshly cleaned carpets (excluding jute, sisal, etc).
- Wet-cleanable upholstery

StainShield (concentrate) Carpet Protector
Offering the same advanced anti abrasion qualities as StainShield’s other aqueous protector, this very economical contract protector is diluted 1 part concentrate to 4 parts water. The ideal product where price is an issue. StainShield recommend this product for contract carpets (excluding jute, sisal, etc).

Product Notes
- In order to compliment the natural fibre markets of wool, wool/mix, cotton and viscose, StainShield have opted for higher fluorocarbon resin content rather than adding flexible polymers (Stain Blockers).

Plus Manufacturing, Inc. is our latest American chemical licensee, joining WoolSafe in October 2012.

Plus Manufacturing, Inc. is located in Spokane, Washington. They have been providing environmentally safe, quality products that work for over 30 years, with a strong commitment to the cleaning industry and the reduction of the impact of cleaning chemicals on the environment.

They gained green WoolSafe accreditation on their detergent free cleaning product, Procyon EXTREME! Carpet Cleaner.

Made with all natural ingredients, PROCYON is soap free, odour free, hypo-allergenic, non-toxic with no VOCs and no off-gassing. This powerful and versatile product can be used as a prespray, in-tank extraction cleaner or bonnet cleaner. It is also suitable as a low moisture maintenance product.

Long standing WoolSafe licensee, R.E. Whittaker Company has added a new spotter to their range of cleaning products.

CRYSTAL SPOTTER® is part of the Crystal Chemistry range, Whittaker’s encapsulation chemistry for interim cleaning.

This effective spotting agent is based on the CRYSTAL DRY® carpet cleaning agent formula in a convenient, ready-to-use package, with 22 oz trigger bottles for simple and safe use on general spot cleaning.

After it dries and encapsulates the soil material, it may be vacuumed immediately or at the next scheduled vacuum cycle.
New Service Providers

Proaction Carpet Care
Borislav Todorov
22 Hartleigh Court
Hamilton,
Ontario,
Canada
L8W 3T1
905-525-3939
boris@proactioncarpetcare.com
www.proactioncarpetcare.com

Zerorez of Salt Lake
Mr. Scott Arkon
4123 S. 420 W
Murray
UT 84123
801-288-9376
www.zerorezsaltlake.com
scott@zerorez.com

Dry-Concepts
Micheal Jatoft, Sr.
4190 South University Drive
Davie
FL 33328
954-370-7778
mjatoft@dryconcepts.com
www.dryconcepts.com

McNevin Cleaning Specialists
William Nicolay
1186 San Mateo Avenue
South San Francisco
CA 94080
650-952-7975
bill@mcnevincleaning.com
www.mcnevincleaning.com

Stars and Stripes Services, Inc.
Jermie England
2843B Lebanon Pike
Nashville
TN 37214
615-646-3800
starsandstripes931@att.net
www.starsandstripescleaning.com

FiberSeal and Interior Fabric Care Systems
Gavin Green
23860 Miles Road
Cleveland
OH 44128
216-581-4144
fiberseal@sbcglobal.net
www.fibersealnorthernohio.com

Fiberking, Inc.
Brian Bartmess
4N949 Old La Fox Rd.
St. Charles
IL 60175
630-513-7841
rugsucker68@gmail.com
www.fiberkingcleaning.com

EJ Carpet Cleaners
Mr Janusz Czarnota
148B Croydon Road
London
SE20 7YZ, England
Phone: 0800 014 8350
Mobile: 07850 631 877
Website: www.ejcarpetcleaners.com
Email: info@ejcarpetcleaners.com

Green & Dry
Mr Michael Quinn
6 Park View Lane
Carterton
Oxfordshire
OX18 1HZ, England
Phone: 0800 270 7560
Mobile: 07771 608928
Email: mjqs@live.co.uk

Roger Garrett Pro. Carpet & Upholstery Care
Roger Garrett
19 Branscombe Street
London
SE13 7AY
0208 469 2000
Mob: 07769 757579
mail@rogergarrett.org
www.rogergarrett.org

Carpet genie Ltd.
James Hillier
Epping House, 55 Russel Street
Reading, Berkshire
RG1 7XG, England
Phone: 01189 102137
Mobile: 07786 927619
info@carpetgenie.co.uk
www.carpetgenie.co.uk

Phil Mathot
Mighty Clean Care
3/13 Jamison Road
Kingswood,
NSW 2747, Australia
0434020726
info@mightyclean.com.au
www.mightyclean.com.au
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2 Exclusive Offers For WoolSafe Service Providers

WoolSafe has managed to negotiate a fantastic deal with Oates Laboratories to offer WoolSafe Service Providers an exclusive discount from any of their approved products in the Citrus and Research ranges. All members have to do is register for the discount scheme at Cleaners Warehouse and Hey Presto! You’re making huge annual savings!

Another Great Reason For Being WoolSafe!

Get 20% off Any WoolSafe Approved Products in the Citrus or Research ranges!

WoolSafe members register at www.cleanerswarehouse.co.uk/discounts

Free* to Members! Host Dry Carpet Cleaning Kit

For those members that haven’t yet tried Host’s excellent WoolSafe Approved products then this is the perfect opportunity to do so.

Host UK have kindly agreed to offer the kits free, but only to WoolSafe Approved Service Providers.

This offer is restricted to one kit per company and is open for a limited time only or until stock on offer limit is reached. *No charge for the Kit however £6.00 is payable for the courier service.

To pick up your free* kit look in the Member’s Offers category in the WoolSafe Academy Store and select.
From time to time, we all encounter wool carpets that, for want of a better description, will be challenging to clean.

The first thought to pass through the minds of many technicians is that something really strong is going to be required to attack a particular level and type of soiling.

Sometimes this is true. After all, Woolsafe Best Practice Procedures acknowledges that there are occasions where the only viable option is to use aggressive, wool unfriendly products to clean a carpet. The choices appear to be simple. A clean carpet that will need to be replaced prematurely, or a not so clean carpet, cleaned following Woolsafe procedures, that requires replacement now. It’s a no brainer as to which choice the customer will make.

A trend I have noticed amongst colleagues in the UK is that more and more are of a mindset that all challenging soils in wool pile carpets need to be cleaned using powerful, aggressive chemistry. In my experience, this is definitely not the case.

Woolsafe Approved products are tested to ensure they are safe to use on wool and its dyes, do not promote re-soiling and are effective. Although WoolSafe Approved cleaning solutions are proven to be gentle on the fibres, they can also be aggressive on the soil.

For my own business, I have chosen to stay with high performance electric portable rinse/extraction equipment using a cold water rinse. Some may consider that I have put myself at a disadvantage in extreme soiling situations. However, I still regularly clean licensed premises such as sporting clubs, pubs and night clubs which have “black-top” soiling. By having confidence in my chosen Woolsafe Approved cleaning solutions and using the right techniques, first class results can still be achieved. The carpets are clean, look good and will perform well for many years to come. I’m happy, my customers are happy and premature replacement is avoided.

As with most things in life, there is a downside to using the correct, safe products to attack extreme soiling levels. The negatives are time and application. Yes, it’s going to take a little longer to clean, but if you are offering a premium service, this will be accounted for. After all, the benefit to the customer is a longer service life of their valuable and expensive wool carpet.

As for application, my experience in these circumstances is that spray and scrubbing of a pre-conditioner is less efficient. Much better is to apply through the shower feed of a rotary or similar purpose brushing machine. The application and agitation is concentrated and much more effective. Occasionally though, it may be necessary to pre-treat and rinse some areas twice. Going “nuclear” has been avoided.

Next time you encounter an extremely heavy soil load in a wool pile carpet, consider the options more carefully, and maybe test clean an area, before reaching for your bottles of cleaning solutions.

Safe and happy cleaning
Ken Wainright
I was called in to inspect a carpet and to attempt to fix a “browning” problem in a city hotel in Brisbane, Australia.

By the time I had received the call from the carpet supplier I was about the third or fourth person to become involved. The first were various suppliers of cleaning chemicals and equipment all trying to solve the ‘browning’ problem. In the first image you can see the brown streaky marks that the owner was complaining about.

The carpet (Irish, goat hair, fusion bonded) was only a few months old, and the brown marks started showing after the very first clean. The carpet rep said the same carpet is used in pubs all over the world and performs well in that situation and never has this problem. The cleaning company representative says they used a detergent that was safe on wool, according to its manufacturer.

My investigations started with the usual visual inspection to look for patterns, interviews with the cleaners involved and some chemical testing. The pH testing on site revealed nothing much; but it had been cleaned weekly for a few months and they had tried several detergents since the brown marks had appeared in the first place so this didn’t reveal much.

I noticed that the streaks were around about a standard wand width apart and about the standard wand stroke in length. When you look at the photograph you can see each wand stroke. But it becomes obvious that there has been little or no overlap on each wand stroke and even the wand pass start and finish did not overlap the previous pass. The cleaners used a pre-spray and hot water rinse extraction process. I suspected that the pre-spray has not been fully extracted and that the residue of the chemical is causing a case of alkaline burning.

The various chemical reps that had been called in prior to my visit had all tried various treatments to correct “cellulosic browning” with each one failing to correct the problem. I was able to report that I believed that the carpet was damaged beyond repair and replacement was required. I added recommendations that the cleaners should undergo some training and use only WoolSafe Approved products when cleaning wool (or goat hair in this case) carpets.

The carpet was replaced. About two weeks later I received another call from the manufacturer. The new carpet was going brown.
Another trip to Brisbane to inspect the same site, and yes it was looking similar but with less streaky patterns. This time a different cleaning company was involved. The owner of the hotel ignored my recommendations and simply sacked the initial cleaning company. The new cleaning company had so called “trained technicians” and had used a chemical that was ‘safe for wool’.

With a bit of questioning I managed to determine that the new company had used exactly the same detergent as the first company did on their first clean.

The detergent manufacturer’s product information sheet (not MSDS) did state that it had a self neutralising system and that it was safe for wool. I obtained a sample of the chemical and did some of my own simple testing. When first mixed it read around pH 10, and within a few minutes of being applied to a carpet the pH does drop significantly. But I then did an evaporation test where I evaporated a sample to dryness and then re-wet it with water. The pH measured about 10 -11. I repeated the tests and achieved the same results.

Any slight residue of this particular chemical will most likely dry to an alkaline crystalline form. When moisture is re-introduced to the residue, it again becomes alkaline and the damage to the wool fibre continues. In a pub environment in a sub tropical city that rarely experiences relative humidity below 60%, the likelihood of the chemical residue causing alkaline damage is quite high.

My conclusion in the report again included recommendations to replace the carpet.

Just because a chemical manufacturer makes certain claims about their so-called ‘wool safe’ product does not mean it is necessarily so in all situations. In fairness to the product manufacturer, if all of the product is rinsed thoroughly from the carpet and there is no residue left, then not too much damage will be done. There will always be some chemical residue left. It is impossible not to leave some slight traces of chemical behind in a carpet, especially with absorbent fibres such as wool. Purchasing a WoolSafe Approved detergent will help you select a detergent that will not cause latent damage from residual alkalis.

Drink spills have re-activated the alkaline residues causing alkaline burns.
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**A Case Of Draught Marking (last issue)**

This carpet was in a Georgian apartment building on a major central London thoroughfare. So there was plenty of taxi exhaust fumes available to circulate through the air conditioning. Structural engineers had taken the entire heating and ventilation system to pieces and could find no fault. Meanwhile, not only the carpet was black (except where the bin was standing) but so were all of the walls. Whether this originated from beneath the floor or was being pulled through the carpet into the floor voids no-one was able to determine. Soiling was even found underneath the bed. It begs the question - what was the effect on the health of the tenant?

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**WoolSafe Inspector’s Carpet Complaint Investigation course** is now available online for anyone to take anytime and anywhere in the world. If there isn’t an established WoolSafe Registered Inspector’s Network in your country then why not be the first? For more information visit the WoolSafe Academy.

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**WoolSafe Academy**

www.woolsafeacademy.org

**Rug Cleaning Technicians training course (IICRC RCT)**

The WoolSafe Academy is flying in Ruth ‘Rug Lady’ Travis all the way from the USA to tutor a 3-day Rug Cleaning Technician Course! She will be bringing with her a sizeable portion of her private collection of rugs to show attendees and share her expertise.

The Rug Cleaning Technicians course covers natural (wool, silk, cotton, linen, coir, sisal) and synthetic (rayon, nylon, polyester, acrylic, olefin) fibers, weaving, hand-knotting and tufting; dyeing; rug types and identification; cleaning techniques ranging from minimum-moisture to total-immersion; fringe cleaning, blocking and minor repairs. This is the industry’s most extensive hands-on rug cleaning course, with live demonstrations of hooked, Flokati, Dhurrie, Kelim, oriental and designer rugs, and also demonstrations of actual cat urine removal and several methods of fringe cleaning. You’ll learn to identify all major types of oriental and specialty rugs, with scores of rugs on display.

For more details and to book your place visit the Rug Cleaning Technician training page of the WoolSafe Academy.
Training Dates & Events

Control & Treatment of Textile Insect Pests
7th Feb 2013 – Bradford, W. Yorkshire
Venue: BWMB, Bradford
Time: 09.30 -16.30 hrs
Tutor: Julie Roberts, Chemspec Europe
WoolSafe Certified Trainer
Contact: The WoolSafe Organisation

Rug Cleaning Technician Training (IICRC)
20 May 2013 - Ewell, Surrey
Venue: The Big Clean
15 Castle Parade, Ewell By-Pass
Surrey
KT17 2PR
Time: 09.30 -16.30 hr
Tutor: Ruth Travis,
WoolSafe N. America Director
Contact: The WoolSafe Organisation

Fibre Care Specialist (Wool Maintenance)
18th April 2013 - High Wycombe, Bucks
Venue: SEBO (UK) Ltd, Merlin Centre
Cressex Business Park
High Wycombe, Buckinghamshire
HP12 3QL
Time: 09.30 -16.30 hr
Tutor: Adam Jankowski MBICS
WoolSafe Certified Trainer
Contact: The WoolSafe Organisation

WoolSafe training is for everyone. Whether you are just starting out or have been in the business for decades, the courses we offer are comprehensive and are created and tutored by industry leaders in their respective fields. For more information about training courses in your country visit:

WoolSafe Academy Website
www.woolsafeacademy.org
The WoolSafe Organisation, Head Office
49 Boroughgate, Otley, LS21 1AG, Great Britain,
T: +44 1943 850 817, F: +44 1943 462 127, E: office@woolsafe.org, www.woolsafe.org
Chairman: Paul G H Bakker
Managing Director: Dr. Agnes Zsednai

WoolSafe Australia,
3 / 32 Twin Road, North Ryde, NSW 2113, Australia,
T: +61 0419 424 130, E: patrick@woolsafe.org, www.woolsafe.org/australia
Director: Patrick Burgess

WoolSafe North America,
8631 East Otero Place, Centennial, Colorado 80112, USA
T: +1 615-972-0250, E: ruth@woolsafe.org, www.woolsafe.org/usa
Director: Ruth Travis

WoolSafe Deutschland,
until further notice all Germany related enquiries will be dealt with by UK head office
T: +44 1943 850 817, F: +44 1943 462 127, E: office@woolsafe.org www.woolsafe.org/de
Contact: Dr. Agnes Zsednai

WoolSafe Greece,
Riga Feraiou 31, 15451 N, Psihiko, Greece,
T: +30 210 674 6311 Fax:+30 210 677 9333 E: dennis@woolsafe.org www.woolsafe.org/greece
Director: Dennis Paraskevopoulos