MANUFACTURERS OF QUALITY CARPET RECOMMEND

WOOLSAFE APPROVED
CARPET CLEANING PRODUCTS & SERVICES

New Approved Cleaner Marks Launched

It's all about the endorsements!
So spring has sprung early this year, over 20 degrees celsius in March! I hope it has stimulated an early spring clean among your customers and given a boost to members’ coffers.

We at WoolSafe are gearing up for the trade shows in Europe and America in May where we’ll be flying the flag for our licensees and meeting industry players.

Steve Bakker, WoolSafe Marketing Manager, is heading off to the Connections Convention at Clearwater Beach in Florida where he’ll meet with Ruth Travis our director in North America and get introduced to some of the movers and shakers in the US. He assures me it won’t all be sun, sea and sand as he has a packed itinerary.

I will be making the rather shorter hop over to Amsterdam to meet with our licensees at the ISSA Interclean in Amsterdam. I’m looking forward to seeing what new innovations will be hitting the market in 2012 and will share any of interest with our members.

Also in this issue we are releasing the results of WoolSafe research carried out over the last six months. The first tests threw up some interesting findings which required further investigation and interpretation, so thank you for your patience.

Dr. Agnes Zsednai
WoolSafe Managing Director
Marketing Mix

By Steve Bakker,
WoolSafe Marketing Manager

One of the advantages WoolSafe members have over members of other organisations and associations, or those that aren’t affiliated, is that WoolSafe members are recommended by the manufacturers of many of the carpets and rugs they clean.

Not only that, but it is manufacturers of the highest quality carpets and rugs that recommend WoolSafe approved products and services. Their carpets are found in the most prestigious buildings around the world including parliaments, 5 star hotels, yachts and cruise ships, presidential residences and royal palaces. Customers who use WoolSafe approved products and services include Silicon Valley billionaires, movie and sports stars and even world leaders, and the Queen of England!

This is no wild claim. Prochem Europe, Founder WoolSafe licensee with one of the largest ranges of WoolSafe approved products recently received a royal warrant, as did Axminster Carpets, a long time supporter of WoolSafe and keen endorser of our approved products and services. They join Cleaning Systems UK, a WoolSafe Service Provider who received their Royal Warrant in 2010 and WoolSafe Associate member Brintons Carpets who have had their warrant for over 50 years!

All these endorsements are very powerful marketing tools and certainly help to secure work when competing with rival firms. So how do we get this message out to potential customers?

Why not print out the manufacturer’s endorsements and keep them in a folder, along with your WoolSafe certificate? When you ask your customer what their carpet is and they reply with the name of a manufacturer who recommends WoolSafe, you can show them the endorsement. You can’t beat that.

I have posted many of the endorsements on the WoolSafe Facebook page where you can download them or follow a link to the original source. You will also be able to find them in the members’ area of the WoolSafe website.

Have you cleaned carpets and rugs for any celebrities or had your products used by them? Did you ask them for a letter of endorsement after the great job you did for them?

Many seek celebrity endorsements to project a ‘special relationship’
Celebrity endorsement is very effective which is why politicians crave it and companies pay big bucks for it. If you can strike while the iron’s hot and get a letter of recommendation then that’s great. Photos of you together with the celebrity is even better, but imagine how fantastic it would be to have a 30 second video clip of them telling the world how amazing your work is!

It doesn’t just have to be celebrities either. Next time your customer tells you what a beautiful job you did why not ask them if they’d mind repeating it into a phone video camera or better still a hand held video camera?

You can then embed the clips on your website and even send them to me and I’ll post them on WoolSafeTV. To view clips already on our channel simply type WoolSafeTV in the search box on youtube.

It’s great to know that so many businesses and individuals endorse the standards that we set and that our members attain.
Goings On

New Approved Cleaner Marks Launched

After extensive consultations in the UK and with our directors overseas we have settled on new names for our approved carpet cleaners. Moving forward, everywhere, we will be using ‘WoolSafe Approved Service Provider’ for the Company and ‘WoolSafe Approved Fibre Care Specialist’ for the individual technicians of Service Providers who have been trained and passed the exam.

One reason for the change was the request by some cleaning companies for company accreditation rather than for the individual technician or owner. This wasn’t an issue so much for the one man operators, but the larger companies going for public tenders had requested it.

WoolSafe North America had been successfully using two marks for some time; the Service Provider and Fabric Care Specialist marks. Although Service Provider was popular in the UK survey, Fabric Care Specialist met resistance as it alludes more to textiles than carpet. For this reason we changed it to Fibre Care Specialist.

This change not only benefits the organisation and members in regards to consistent global branding and recognition but simplifies publications, advertising, articles placed in trade journals etc. It also means we can purchase merchandise like t-shirts, badges, bags and van decals in larger quantities and therefore keep the price lower for our members.

We don’t expect our members to change all their stationery and advertising overnight. The change will be phased in over the coming months. New van decals have arrived and replacements will be available free of charge to those who have purchased them in the past. Just let us know how many you want and what size (A4 and A5 are now available)
WoolSafe licensee Prochem Europe Limited has been granted a Royal Warrant of Appointment to Her Majesty the Queen for the supply of carpet cleaning products.

The Grant of a Royal Warrant of Appointment to Prochem Europe Limited also reflects the Company’s environmental performance and sustainability.

The Royal Warrant of Appointment is a prestigious mark of recognition which empowers the holder to display the Royal Arms in connection with the business in accordance with The Lord Chamberlain’s Rules and will be incorporated into Prochem Europe chemical product labels, stationery, website home page and other permitted marketing communications.

Alan Tilley, Managing Director at the Chessington, Surrey-based company comments: “The Royal Warrant is a prestigious mark of recognition and everyone at our company is extremely proud to receive it.”
WoolSafe Approved Service Provider CSUK was granted a Royal Warrant of Appointment to Her Majesty the Queen in Scotland in 2010 for Specialist Cleaning Services after 9 years of service to the household.

Jamie Pearson, Managing Director, said “To all of us the appointment is the ultimate accolade. In addition to the stringent assessments as to the quality of our workmanship, the security vetting of those involved combined to indicate credibility, dependability and loyalty. The appointment has proven to be a great motivator and will lift our profile and increase our customer confidence. Specialist cleaning services can be technically challenging, and this is a great reward for services to the Queen provided over the last 10 years. We look forward to being of further service in the years to come. I believe that our WoolSafe certification more than likely enforced our professionalism helping the Royal Household to consider us before others”

Cleaning Systems UK distributes, services and maintains carpet and floor cleaning equipment and chemicals from market leaders.

“\textbf{I believe that our WoolSafe certification more than likely enforced our professionalism helping the Royal Household to consider us before others}”

Axminster Carpets, an ardent supporter and long time endorser of WoolSafe approved products and services, has joined an elite group of companies to be awarded the Royal Warrant, a mark of recognition for the supply of goods and services to Her Majesty The Queen and adherence to stringent environmental requirements.

Awarded to Axminster Carpets in the Queen’s Jubilee year and regarded as a symbol of excellence and quality, the Royal Warrant demonstrates the family-owned company’s manufacturing prowess that has seen it create a world-wide reputation for carpets of the highest quality.

“Being awarded the Royal Warrant is testament to our commitment to manufacturing carpets of the highest possible standard while also striving for exemplary service levels,” comments Josh Dutfield, Group Managing Director. “The Axminster Carpets brand is synonymous with quality, and the Royal Warrant is further evidence of our ability to meet the highest expectations.”
In an earlier issue of WoolSafe News we wrote about the cleaning experiments we were conducting on a range of wool carpets using different cleaning methods. Now we would like to report and discuss our findings.

It is well known by carpet cleaning professionals that the pH of carpet cleaning chemicals can have a significant effect on the pH of a carpet being cleaned. The use of carpet cleaning agents with high pH, some of them buffered, is still quite common when cleaning man-made fibre carpets. Sometimes these products are used on wool (rich) carpets too and the practice is then to after-treat with an acidifying rinse to bring the pH of the carpet – which has inevitably risen – back down, and so avoid problems with colour fastness.

We have investigated the effectiveness of this procedure using different cleaning chemicals and different after-treatments on a number of 80/20 wool/nylon carpets, some patterned, some plain. The original pH of the carpets ranged between 4.1 and 6.6.

Six different cleaning methods, shown in the table below, were used on the five carpets; each carpet being cleaned seven times with drying in between.

The cleaning agents (all commercially available carpet cleaning products) were sprayed on, brushed in and left for 10 minutes. This was followed by either a water rinse or a rinse with a professional acidifying product. All products were used strictly in accordance with the manufacturer’s instructions.

After each cleaning, the pH of the dry, vacuumed carpet was measured using a Jenway 3510 pH meter fitted with a flat surface electrode.

**Table 1 Cleaning chemicals and methods used**

<table>
<thead>
<tr>
<th>Cleaning Method</th>
<th>Cleaning Agent</th>
<th>After-treated with</th>
<th>method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High pH cleaning agent, pH 10.2, buffered</td>
<td>Acid Rinse, pH 3.2</td>
<td>Spray-extracted</td>
</tr>
<tr>
<td>2</td>
<td>High pH cleaning agent, pH 10.2, buffered</td>
<td>water</td>
<td>Spray-extracted</td>
</tr>
<tr>
<td>3</td>
<td>WoolSafe Approved cleaning agent, pH 9.5</td>
<td>water</td>
<td>Spray-extracted</td>
</tr>
<tr>
<td>4</td>
<td>WoolSafe Approved cleaning agent, pH 9.5</td>
<td>Acid Rinse, pH 3.2</td>
<td>Spray-extracted</td>
</tr>
<tr>
<td>5</td>
<td>WoolSafe Approved cleaning agent, pH 7.8</td>
<td>water</td>
<td>Spray-extracted</td>
</tr>
<tr>
<td>6</td>
<td>WoolSafe Approved cleaning agent, pH 4.8</td>
<td>water</td>
<td>Spray-extracted</td>
</tr>
</tbody>
</table>

After 7 cleanings the results showed that cleaning methods 1 and 2, involving the high pH, buffered cleaning agent, had a dramatic effect on all the carpets, the pH of which rose to between 8 and 9.5. After-treating the carpet with an acid rinse, even with one having a pH as low as pH 3.2, had surprisingly little effect in the long term.

This clearly proves that, if the cleaning agent is buffered strongly enough, it is very difficult, if not impossible, to keep the pH in the carpet’s ‘comfort zone’ of 4.5 – 7 (depending on the dyeing system used).

There was no such problem with the WoolSafe Approved products, which are not buffered. With the high pH WoolSafe Approved product, the pH of the carpets rose only slightly to between 7 and 8 when rinsed with water only. However, using the acid rinse kept the pH low, in most cases even bringing it down below the original value.

The ‘near-neutral pH’ and the low pH WoolSafe Approved products, rinsed with water only, had little effect on the carpet pH.
Two of the graphs showing the results:

We calculated the average change in the pH of the pile of all carpets for any one of the cleaning methods. As expected, the highest change, 3.6 pH units, occurred with Method 2, (buffered cleaning chemical and water rinse); followed by Method 1 (2.6 pH units change), when the same buffered cleaning agent was attempted to be neutralised by the acid rinse treatment.

At the other end of the scale was Method 4, causing a -0.1 average pH change when a high pH WoolSafe approved chemical was followed by an acid rinse.

The best and safest way to clean wool is with a neutral or low pH WoolSafe approved product. However, there might be situations where aggressive cleaning is the only option and the use of high pH cleaning chemicals may be unavoidable. In these cases an acidification rinse and a careful checking of the pH of the carpet pile is absolutely essential if serious problems are to be avoided.

Buffered cleaning agents inevitably raise the pH of the wool carpet pile with the result that dyestuffs become unstable and colour bleeding in patterned carpets is likely to occur.

Treating the cleaned carpet afterwards with an acidic rinse agent is not an acceptable solution, as the buffering capacity of some cleaning products is so great that the acidic rinse simply cannot bring the carpet pH down to the level at which the dyes are most stable.

The effect the cleaning method – cleaning agent and after-treatment – had on the colour fastness of the carpets mirrored the change in pH brought about by the different cleaning procedures. The higher the pH after cleaning, the more likelihood there was of colour bleeding. See pictures below.

This series of tests has confirmed again that the position WoolSafe has taken for the past 20 years – and on which much of its approval programme is based – that carpet cleaning products should not be buffered, is correct.

You can read the full article in the Members’ area of the WoolSafe website.
A letter from Down Under  

by Patrick Burgess  
WoolSafe Australia Director

“I love a sunburnt country,  
A land of sweeping plains,  
Of jagged mountain ranges,  
Of drought and flooding rains”

Dorothea Mackellar wrote this poem back in the 1800’s.

We have had our ten years of drought, and now it seems we are getting the flooding rains but what has this got to do with WoolSafe?

Well, it has had an effect on our Carpet Cleaners. Those that are into Restoration are doing fine as are those who are into Rug Cleaning, but for the average carpet cleaner business is not good. We had something like seventeen dry days through summer.

When you promote a WoolSafe Course in Australia the course would normally be filled with eager people wanting to go to the next level. However, when business is not so good you struggle to get enough bums on seats, as was the case of a recent course held in Sydney. The promoting of the course was as wide as it has ever been, inviting Contract Cleaners to come and do the course and without them just relying on carpet cleaners the course would have been cancelled.

As it happened I was able to get a place in the course, and many would question why. Just because I’m in my seventieth year doesn’t make me “old” and besides I have always enjoyed doing courses, especially when it is something to do with ‘cleaning’.

Colin Nation of Nation Training did the presentation relaxed and walked us through the course at a realistic pace.

During the course we had several breaks which I found of benefit, it allowed me to review what had been said. During one of these breaks Ian Thomas, from Hills Magic Carpet Cleaning (known on the forums as Thomo) demonstrated the Cymex Machine and how encapsulation works on wool carpets.
The course was being held in a small hall owned by one of the local churches. There was a very old, and I mean a very old, Berber, which had been stuck down on the floor, it hadn’t been cleaned for a while...an opportunity waiting to be exploited!

I also had the pleasure of presenting Colin Nation with Life Member Certificates, which brought a great response from everyone present. Several of the course members have known Colin for many years and they know about Colin’s association with WoolSafe so it was very much an occasion.

Now that the course is over the next task was sitting the exam. I must admit sitting exams is not one of my favourite pastimes, but would you believe I actually enjoyed doing this exam? I had to think, I had to research and I had to understand what the question was asking.

So after a frustrating start, initially struggling to get enough people to do the course it ended up being a very rewarding experience, not only for me but everyone who attended.

North American WoolSafe Director, Ruth Travis, has been busy traveling the globe over the past few months. In February, she attended the “Rug Lovers” seminar in Washington, DC where she made a short presentation on WoolSafe and gave away four on-line courses to attendees. Then in late March she attended the Master Rug Cleaners course in Dallas, Texas co-taught by Aaron Grosclose of Master Blend (a WoolSafe chemical licensee). Finally, in mid April she traveled to Melbourne, Australia where she taught a rug cleaning course to 14 professional cleaners. During the course she emphasized the importance of using WoolSafe approved cleaning products and becoming a Woolsafe trained Fiber Care Specialist and Service Provider company.

In June, Ruth will be taping two ISSA webinars on wool carpet and rug cleaning and the WoolSafe program.
Welcome New Licensees

LST cleans by means of low surface tension and physical entrapment of soil particles. The low pH is safe on the natural dyes used in antique fabrics.

‘LST has been and still is the best solution for cleaning natural fiber rugs and upholstery. LST is unique in that it out-cleans other chemicals yet is gentle, safe and does not leave soil-attracting residues.’ remarks Paul Lucas, ChemMax Corp owner.

American chemical manufacturer, Chem Max Corp, joined WoolSafe at the end of last year. They gained accreditation on their cleaning product, LST, which is popular with professional rug cleaners.

The name of Tennant’s WoolSafe Approved product Orbio5000-Sc has changed to Orbio Multi-Surface Cleaner

Congratulations to Clean Control Corporation for getting Green Seal approval on 3-in-1 Carpet Cleaner Concentrate.
Prochem Europe’s Latest WoolSafe Approved maintenance product - S745 PROCAPS

Prochem Europe is proud to announce that their encapsulation cleaner product, S745 Procaps, has been granted WoolSafe Approval!

Procaps is a soil-encapsulating, low moisture, low residue carpet cleaner with enhanced soil resistance and soil release for interim carpet maintenance cleaning.

With interest in encapsulation cleaning products steadily growing, WoolSafe Approved Service Providers can now utilize the benefits that encapsulation cleaning can offer.

Encapsulation cleaning products, such as Procaps, do not take the place of extraction cleaning, but are very useful to freshen carpet appearance between scheduled deep-cleanings or for areas that are never closed to traffic, like airports and hospitals.

Procaps is an advanced cleaner which utilises not just one, but three encapsulation ingredients, each with an attraction to a certain soil type. Each ingredient attaches to the particular soils, then attach to one another to form the encapsulating molecule that then dries with the soil inside of it. The result is more soil removed and easier vacuum removal of dried encapsulate.

Procaps is applied with a sprayer, as you might apply a pre-spray, but it is not extracted. It’s simply brushed or raked to allow the surfactants to emulsify surface soils and allowed to dry. For large areas, Prochem’s Fiberdri TM4, or PRO 35 machines can be utilised to mechanically brush the Procaps solution. The product dries to a dry, brittle crystalline solid, and the emulsified surface soil is "encapsulated" in this crystalline material. The encapsulated soil is removed at the next vacuuming. The advantage is a quick turn-around time, since the area only needs to be closed to traffic for about 20 minutes while Procaps dries.

The Procaps formulation is well-suited for wool fibres and avoids the problems of re-soiling between application and vacuuming.

For more information on Procaps, or Prochem’s extensive range of WoolSafe Approved products please visit www.prochem.co.uk
New Service Providers

Pinnacle Cleaning
Kevin Kluth
Rochester
NY 14623
585-334-1990
pinnclen@aol.com
www.rochestercarpetcare.com

Armstrong’s Restoration Services
Phillip Colaiacomo
Palm Bay
FL 32909
321-729-8049
armstrongs8049@ad.com
www.armstrongscleaning.com

Clean Pro Cleaning and Restoration
Linda Orth
Kenner
LA 70062
504-443-0009
service@cleanprocarpet.com
www.cleanprocarpet.com

Blue Diamond Carpet Cleaning
Paul Demers
268 Douglas Drive
State College
PA 16803
814-861-4188
bluediamondcarpetcleaning@comcast.net
www.bluediamondcarpetcleaning.com

Complete Carpet Care
Rich Paulin
Hunginton Beach
CA 92649
714-350-9290
rich@thespecialistccc.com
www.thespecialistccc.com

S and S Rugs and Leather, Inc.
Robert Smoot
Noblesville
IN 46060
317-773-9615
ssrugsleather@comcast.net
www.ssrugsleather.com

Professional Carpet and Upholstery Care, Inc.
Greg Cole
1831 West Oak Parkway
Marietta
GA 30062
770-933-8007
gcole@callprocarpet.com
www.callprocarpet.com

Benedict Fine Rug Cleaning
Jeff Benedict
Atlanta
GA 30340
678-523-7032
jeff@benedictfinerugcleaning.com
www.benedictfinerugcleaning.com
Rainbow International of Kanawha and Putnam Counties
Brian Limer
St. Albans
WV 25177
304-201-0101
ritenours@aol.com

Superior Carpet and Rug Cleaning
Kerrie McDuffie
Knoxville
TN 37922
865-691-5686
info@superiorofknoxville.com
www.superiorofknoxville.com

JMS Enterprises
Jan Sandler
Willow Grove
PA 19090
215-706-0188
jmsusa@verizon.net
www.jmscarpetcare.com

Peaches n’ Clean of America, Inc.
Pam Martin
840 Lagoon Business Loop
Montgomery
AL 36177
334-277-6937
pmartin@peachesnclean.com
www.peachesnclean.com

First Class Carpet Cleaning
Harry Deligiannidis
4850 Slocan Street
Vancouver
BC, CA V5R 2A3
604-839-9008
info@1stclasscarpetcleaning.com
www.1stclasscarpetcleaning.com

Greenway Carpet Cleaning, LTD.
Robert Green
Victoria BC, CA V8Z 3C8
250-479-7419
info@greenwayclean.com
www.greenwayclean.com

NMS Cleaning Services
Mr Neil Slater
Pontefract
England
WF7 6BS
T: 01977 795753 M: 07796 057130
Website: www.nmscleaning.co.uk
Email: nms@uwclub.net

Devine Carpet Care
Robert Lowe & Brendan Lowe
Dee Why
New South Wales 2099
Australia
T: 02 9982 9055 M: 0432 1420 063
info@devinecleaning.com.au
www.devinecleaning.com.au
The carpet laid in this now vacant office shows yellow patches in trafficked areas and where the office castor chairs have stood. The close up shows the contrast between the normal and faulty areas. The carpet is a 50/50 blend of polypropylene and nylon. What lines of enquiry and investigation would you pursue to get to the bottom of this?
In the last issue of the WoolSafe news we asked:

“What do you think caused this stain? What would you do, if anything, to rectify the problem?”

The most common answers were: colour fade from sunlight and dye transfer from a rug that was laid on top of the carpet.

The correct answer is: The stain was from latex off-gassing.

Off-gassing from rugs is not an uncommon problem. Latex type adhesives are used in some hand tufted rugs, (not to be confused with hand knotted rugs) to help bond tufts into the primary backing. A secondary backing of cotton is usually held on with the same adhesive. This glue slowly releases gasses (off-gassing) as it cures over time. This off-gassing can continue for several months and under hot humid conditions may persist for a number of years.

It is unclear exactly what chemicals are released, but there is thought to be a significant amount of Ammonia. Ammonia dissolved in water makes an alkaline solution. In a high humidity environment this can cause alkaline damage on wool. Sulphur is liberated from the protein structure of the wool, and this leads to a yellow colouration of the fibres.

This is normally considered impossible, if not very difficult to rectify. However in this case, the consumer was prepared to pay extra for some specialist treatments and a satisfactory result was obtained. All parties involved were happy. The unit owner and purchaser were pleased with the final result and the WoolSafe operator was very pleased with the remuneration received from a job well done.

To engage the services of a WoolSafe Registered Inspector call our hotline 01943 850817 or visit our website search facility http://www.woolsafe.org/find/a-registered-carpet-inspector

If you are interested in becoming a WoolSafe Inspector you can contact steve@woolsafe.org and ask about upcoming training courses.

In Australia contact patrick@woolsafe.org
NEW FORMAT FOR POPULAR MANUAL

Carpet Inspections International are pleased to announce that the popular manual The Identification of Carpet Faults by Dr E M Brown is now available electronically on disc, price £25. WoolSafe members receive a 20% discount so can purchase the disc for only £20 (quote ‘WoolSafe member’ when ordering).

For the user’s convenience the individual chapters can be opened separately as Word or Excel documents and are fully illustrated with examples of typical faults.

By choosing this format, inspectors using the manual are able to cut and paste extracts or pictures to illustrate their own reports on the understanding that a reference to the original source is given. This will save countless hours on report writing!

To order your copy contact Carpet Inspections International on +44 (0) 1943 462389 or email inspectors@btconnect.com

Training Courses

Wool Maintenance Training Course: One day course for carpet cleaners including cleaning and maintenance techniques specific to wool and wool-rich carpets and rugs

Carpet Complaint Investigation Two day course presented by Dr Eric Brown of Cleaning Research International, who has been a carpet inspector for more than 30 yrs.

Carpet Repair & Installation This one day course for carpet cleaners shows how to correct installation faults and re-install lose carpet and door bars and make repairs like re-tufting and cookie cutting.

For more information about WoolSafe training courses either visit our website training page www.woolsafe.org/uk/cleanertraining, email: office@woolsafe.org or call 01943 850817

All courses include a course manual except Carpet Complaint Investigation for which books that accompany the course are available to purchase.

A light lunch and refreshments will be available at all venues and are included in the price.
New in 2012

Control and Treatment of Textile Insect Pests
One day course for carpet cleaners

This 1-day course is presented by Julie Roberts of Chemspec Europe. Julie is a WoolSafe Certified Trainer.

Syllabus includes:
• Insect biology
• Complete metamorphosis
• Reproductive strategy
• Identifying larvae
• Characteristics of eggs, larvae, pupae and adults
• Lifecycle
• Moths
• Beetles
• Fleas
• P.P.E. requirements
• Health and safety of application treatment
• Application rules
• Application areas
• Questionnaire

The course fully complies to C.O.P.R. Requirements (Control of Pesticide Regulations 1986) and is certificated. Successful trainees receive personal T.I.P. numbers.

Training sessions will begin at 09.30 hrs and finish at approx. 16.30 hrs.

Standard Price: £295 + VAT

Anyone interested in attending a course should apply to: steve@woolsafe.org
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