

# WOOLSAFE NEWS

THE OFFICIAL NEWSLETTER OF  
THE WOOLSAFE ORGANISATION

Winter 2014/15



EnviroSeal Evaluates First Green Products

WOW Welcomes More Manufacturers!

Members Promoted on CleanSeal Website

# THE OFFICIAL NEWSLETTER OF THE WOOLSAFE ORGANISATION



At the end of another busy year we can proudly say that a lot was achieved to further enhance WoolSafe's leading position in the industry.

We launched EnviroSeal, the first green certification programme for carpet cleaning chemicals in Europe, and already have two products accredited under it.

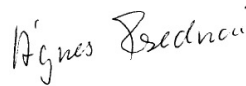
Tests are under way to finalise requirements for CleanSeal, the certification programme for chemicals aimed at synthetic carpets.

We put a lot of time and effort into making our 3rd Educational Conference a success and the fantastic

feedback from the attendees reassured us that it was all worthwhile.

We will be providing these exceptional learning and networking opportunities for our members at regular intervals and at different venues around the country, so everyone has a chance to benefit.

All the WoolSafe Organisation staff in the UK and around the world would like to wish you all a merry Christmas and a very happy and prosperous New Year!



Dr. Agnes Zsednai,  
WoolSafe Managing Director

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It's all good  
news for WoolSafe  
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# Marketing **MIX**

*By Steve Bakker,  
WoolSafe Marketing Manager*

## A Picture Paints A Thousand Words...

I think most of us are now aware of the power of videos to deliver our message (whatever that might be) to our customers.

Consumers are now much less inclined to read wordy leaflets and web pages to get the information they want when they can be both informed and entertained in a short video.

The traditional video can take the form of 'how to' where step by step instructions are given (like the WoolSafe stain removal videos) or they can be product or service descriptions e.g. use our product or service because it is unique/the best/certified/local etc.

A google or youtube search shows that there are now videos like these for almost everything imaginable!

Another kind of video that is extremely effective and has been shown to keep the viewers attention for 150% longer is the **sketch video**.

You have probably seen them already. An artist tells a story through sketches and pictures are taken at regular intervals to create the stop animation effect. Viewers are kept spellbound waiting to see what the hand will draw next!

Traditionally sketch videos took days and cost hundreds if not thousands of pounds per minute of video to make.

Well, I made one in a few hours with no training (and little artistic talent) and it only cost about £30.00. If you can create a powerpoint presentation then you can create one of these videos.

Get All the benefits of WOW  
at NO COST

Register FREE



[www.wowwool.com](http://www.wowwool.com)

carpet  
ty.com



The video I made lasts for about three minutes and its intended use is to explain the benefits of WOW to potential purchasers of wool carpet. You can view the video on WoolSafe TV (Youtube) or scan the QR below and select the About WOW video.

If you'd like to know how to make a sketch video for your business just get in touch with me [steve@woolsafe.org](mailto:steve@woolsafe.org)

Scan here...



...to find out more

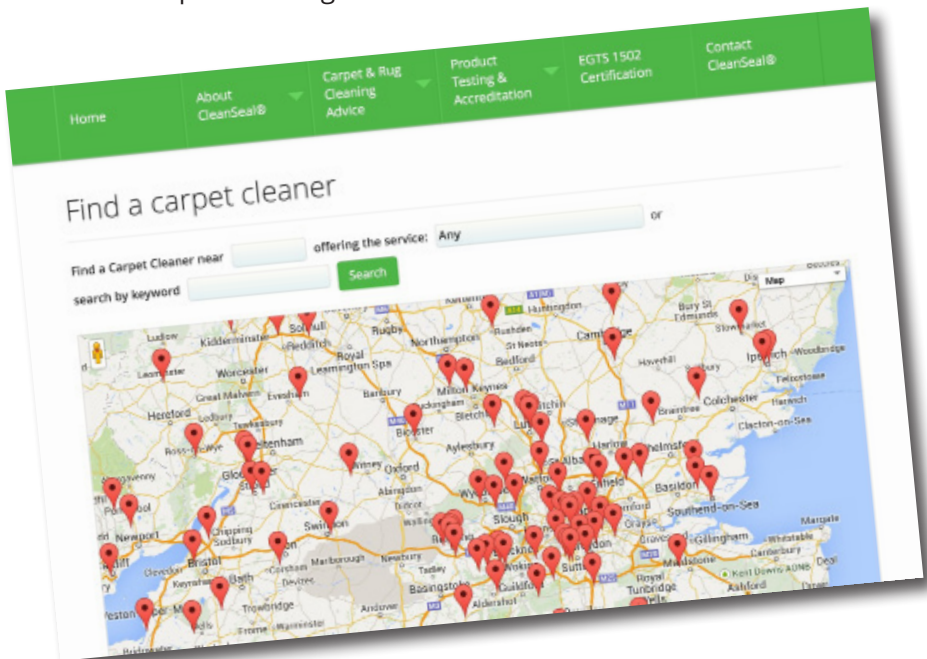


## New CleanSeal Website

Promoting Our Member's Products and Services  
To A Whole New Group Of Customers!

### With the launch of CleanSeal in 2015 what does this mean for our licensees and Service Providers?

WoolSafe have built an all-singing and all-dancing CleanSeal website. It has all the bells and whistles that the WoolSafe website has, including a mobile responsive design and WoolSafe Approved Service Provider (WASP), Inspector and product search facilities. However, the website will be targeted at owners of synthetic fibre carpets and rugs instead of wool!



It means a whole new group of customers in a rapidly expanding market will be channelled towards our WASPs and to the Approved products offered by our Licensees.

What's more, our WASPs and Registered Inspectors will not incur any additional membership fees to be listed on the new site and promoted in the media. It's not going to cost our existing licensees any money to have their WoolSafe Approved Products tested and accredited for CleanSeal certification either.

Essentially, we will be promoting our Licensees, WASPs and Registered Inspectors to a far greater number of consumers in a much larger market but at no extra cost.

The driving force behind the launch of CleanSeal is the need for accredited cleaning products for use on synthetic fibre carpets, rugs and soft furnishings in the European market where wool is seen as a niche fibre.

Existing WoolSafe Licensees will be the first manufacturers invited to submit products for testing. Accredited products will then be listed on the CleanSeal website. When we have sufficient representation of products in the different categories we will open up the accreditation programme to other product manufacturers in Europe and beyond.

CleanSeal also opens the door to 'green' certification through EnviroSeal evaluation of products that are not WoolSafe Approved or are specially formulated to be most effective on synthetic fibre carpet and rugs.

Although there has been both performance and environmental testing programmes for carpet cleaning products in North America for some time Europe and the rest of the world has not been catered for...until now.

To submit your products for testing please contact:  
Dr Agnes Zsednai [agnes@woolsafe.org](mailto:agnes@woolsafe.org).

You can find more information about CleanSeal at  
[www.CleanSealApproved.com](http://www.CleanSealApproved.com)

## ***The CleanSeal Deal...***

**WoolSafe Licensees** with WoolSafe Approved products that are also suitable for use on synthetic fibre carpets and rugs can submit them for evaluation, certification and listing on the CleanSeal website

**free of charge**

WoolSafe Licensees that wish to have new, non-WoolSafe Approved products only suitable for synthetic carpets tested and certified as CleanSeal

**do not need a separate licence**

# Goings On

## WOW Expanding In 2015!



The Wool Owner's Warranty (WOW) carpet aftercare and spot removal service is gathering pace with three more carpet manufacturers set to join the initiative in the new year.

Whitestone Weavers, Thomas Witter and Hugh Mackay are keen to get on board in the first phase of the WOW expansion in January. Their inclusion will bring to twelve the number of carpet producers offering WOW on 239 wool and wool-rich ranges.

"Hugh Mackay, Whitestone and Thomas Witter are delighted to be able to offer the WOW initiative, along with WoolSafe, for all their products from the 1st March 2015. It is a brilliant idea and demonstrates just how wonderful wool is as a fibre for carpet both in contract and domestic locations. There is no other fibre like it for wearability and ease of maintenance and the WOW initiative helps us to get this message across to the consumer which is the most important part of our job. The initiative will provide consumers with a warranty and many benefits that they don't currently receive. I would urge every wool carpet manufacturer to get

onboard to enhance the message that wool is an excellent fibre and for those in the know the fibre of choice." comments Steve Byrne, Managing Director of Whitestone Weavers.

The stated aim of WOW is to welcome more carpet manufacturers into the initiative over the coming months and years until it becomes instantly recognisable in-store as the generic warranty offered on any wool carpet purchase.

There are many plans for WOW in 2015, including a re-vamp of the WOW website to convert more visitors and re-focusing promotions on consumers pre-sale, to have a greater influence on the purchasing decision when considering which carpet fibre to choose.

With that aim in mind a short sketch video explaining WOW to consumers is under development. You can view the current video on WoolSafe TV on youtube. Please help SEO by watching the video to the end and giving a review.



THOMAS WITTER  
CREATORS OF FINE CARPETS





# ENCO

## GLOBAL TESTING

The WoolSafe Organisation has announced the first WoolSafe Approved product to pass the stringent EGTS 1502 environmental standard: nKapper from Carpet Cleaner Industries CCI GmbH.

The new standard aims to satisfy demand for carpet care products that are both effective and safe for the environment, with WoolSafe teaming up with Enco Global Testing Services (EGTS) to test the effectiveness and the environmental impact of products, respectively.

Already WoolSafe Approved, nKapper was able to be immediately tested to EGTS 1502 standard, making it the first cleaning product to do so. Products not formulated for wool carpets can be submitted for CleanSeal Approval. This new testing protocol and performance standard for cleaning products sets out all the important requirements that cleaning agents for synthetic carpets and furnishing fabrics must meet prior to submission for environmental testing by EGTS.

"As the first product to achieve the EGTS 1520 environmental standard, nKapper represents the start of a new era in high performance and ecologi-

cally focussed carpet cleaning products," comments Paul Bakker, Chairman of The WoolSafe Organisation. "Both test houses being leading global organisations, our reach promises that carpet manufacturers and retailers will soon have a wide range of eco-friendly carpet care products they can recommend for use on any carpet and in every continent."

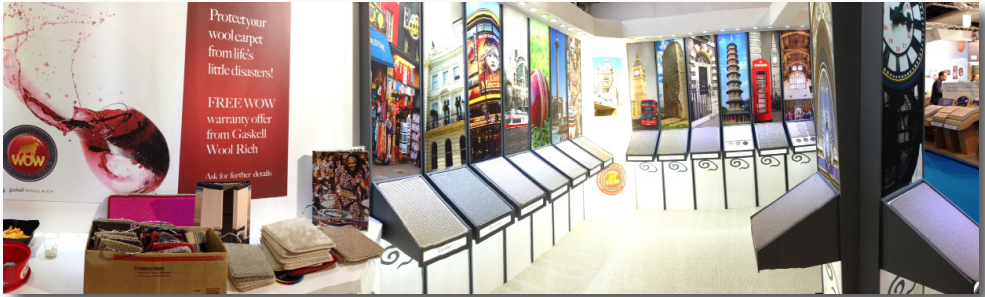


nKapper is an encapsulation cleaner to be used on its own; or as part of the low moisture Carpet Cleaner System that has achieved international recognition.



21 - 23 SEPTEMBER 2014 • HARROGATE

## The Flooring Show - Review



The Flooring Show 2014 proved to be the busiest for many years and The WoolSafe Organisation was well placed to maximise the benefits of exhibiting at the UK's premier event.

The focus point of this year's show was the outstanding 'Wool Trends Centre' organised jointly by the British Wool Marketing Board and The Campaign for Wool (CfW). The showcase was supported by many of the country's leading wool carpet manufacturers, many of whom had returned to exhibiting at the The Flooring Show in Harrogate after a long absence.

WoolSafe's MD, Dr. Agnes Zsednai accepted an invitation by CfW to give a presentation to carpet retailers in the Business Enrichment Theatre. Agnes demonstrated how important correct care is on carpet appearance retention and useful life span.

Steve Bakker, WoolSafe Marketing Manager, followed Agnes with a brief talk on why retailers *should* care that the carpets they sell are maintained properly and how WoolSafe Approved products and Service Providers can help achieve their goals of improved performance and after-sales care.

Haworth Scouring and Curtis Wool Direct, the UK's largest wool trader exhibited for the first time with the stated aim of promoting the many benefits of wool to retailers. As well as a large bale of wool demonstrating the resilience and bounce of the crimp there was a dramatic display of huge suspended wool hanks creating fabulous installation art.







WoolSafe's stand, just inside the main entrance, was kept busy throughout the three-day event by the steady stream of retailers drawn in by the WoolSafe/WOW spot removal video series 'Life's Little Accidents...' showing on a loop.

The videos proved to be a fantastic conversation starter enabling us to communicate our message of correct carpet care in greater detail.

The WoolSafe Carpet Stain Removal Guide App and its latest Android release continued to impress retailers and are another aid in communicating how simple wool carpet is to maintain.

Most common household spots and spills can be removed with no more than five easy to follow steps explained on the WoolSafe App.

Wool Owner's Warranty (WOW) was heavily promoted all over The Flooring Show with fantastic Manx Carpets, Mr Tomkinson, Gaskell Wool Rich, and Kingsmead stands all displaying WOW point of sale material.

Sales reps were kept busy explaining to impressed retailers exactly how the innovation award winning initiative works.





## WoolSafe Supports New Trade Show

The opportunity to connect with professional carpet cleaners in Scotland presented itself this year with the introduction of a new cleaning show in Glasgow.

The WoolSafe Organisation took a stand at the event, promoting the launch of CleanSeal certification and the training courses and professional development events that we run through the WoolSafe Academy.



Although the number of visitors was quite low the calibre of those that did attend was very high.

Following the Expo a WoolSafe Fibre Care Specialist course was run in Cupar at the new training facility of Cleaning Systems UK, a WoolSafe Approved Service Provider and distributor



## Carpet Cleaners Carnival 2014

This year's Carpet Cleaners Carnival was the best one to date with more exhibitors and more professional cleaners attending this growing event.

The WoolSafe Organisation was once again showing its support for the NCCA by exhibiting at the carnival.

The fun started on Friday evening with a well attended barbeque laid on by Jamie Pearson from CSUK.

Parallel to the BBQ, John and Jan Bryden ran a charitable bar raising funds for the carpet cleaning industry's adopted charity Kirsty's Kids.

The carnival is a relaxed show with many attendees bringing along family members. The adults enjoyed the seminars and exhibition while the kids had a fun day out in WickSteed Park.



The WoolSafe Carpet Stain Cleaning Guide App has proven to be incredibly popular with carpet owners as an indispensable resource for carpet care advice. It has been **downloaded several thousand times**, linking carpet owners with problems to WoolSafe Approved solutions.

The WoolSafe app is now also being **developed for Windows phones**, tablets and PCs and will launch in

early 2015. This will mean that the App will be available to download on all three major mobile device platforms, spreading the WoolSafe message to an ever-wider audience.

*Licensees wishing to promote their brand name and Approved products to professional cleaners and carpet owner via the app please contact [steve@woolsafe.org](mailto:steve@woolsafe.org) for more information.*

## WOW awarded innovation of the year by Interiors Magazine

For the second year running the WoolSafe Organisation has won an innovation award for one of their projects.

What makes this award extra special is that Wool Owners Warranty (WOW) was voted for by the readers of Interiors Monthly. A great endorsement from retailers and the public

It comes hot on the heels of last year's award given at The Cleaning Show (NEC) for the WoolSafe Carpet Stain Cleaning Guide App.





## Does A Rolls-Royce Need Servicing?

It is generally accepted that servicing every year is good for your car. It will keep it running trouble-free for longer. Parts are kept lubricated, so don't wear out prematurely and the performance remains high, adding to the overall enjoyment of owning the car.

Rolls Royce make some of the best cars in the world, yet they still need servicing. The fact that they need servicing doesn't make them any less attractive.

So why is it that some wool carpet manufacturers and retailers, past and present, promote the notion that wool carpet doesn't need regular cleaning and that vacuuming alone is sufficient?

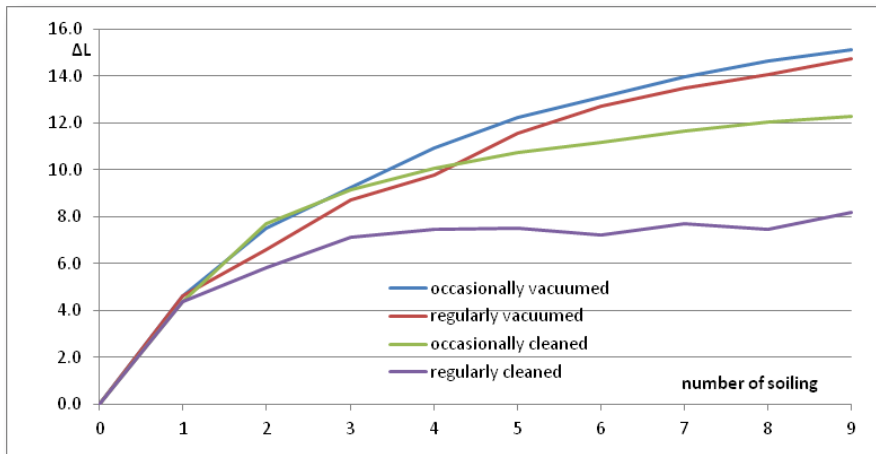
If Rolls Royce, in a bid to sell more cars, announces that their cars don't need servicing, would they sell more? In the short term, possibly, but in year two and three when performance drops and they start breaking down at the side of the road, what happens to their reputation? Consumers are turned off by poor reliability and sales fall.

This is what I believe has happened to wool carpet sales over the last few years and contributed to the sharp rise in popularity of 'stain free and easy clean' synthetic carpets.

Wool carpet is very good at hiding soil (which contributes to the myth that they don't need cleaning) and trapping allergens and pollutants. It acts like a giant filter regulating indoor air quality and humidity. However, for it to be effective this 'filter' needs to be cleaned regularly. Correct and frequent maintenance will extend the useful life of the carpet by removing grit and dirt that abrade the fibres and cause loss of pile density and flattening.

Then there is the very important issue of appearance. All carpet fibres, including wool, lose their lustre, colour and definition when oily and sticky soil attaches itself to the pile. This type of soil, coming into our homes on our shoes and through air pollution, cannot be removed by vacuuming, it requires cleaning.





The WoolSafe Organisation recently carried out extensive research into the effects of maintenance on carpet appearance. The tests found that although regular vacuuming helped to slow down soiling, the carpet's appearance continued to deteriorate.

However, as you can see from the purple ('regularly cleaned') line in the diagram below, regular annual

cleaning maintains the carpet's appearance at an almost constant level. **This means that a wool carpet properly maintained can look great almost indefinitely.**

*The full findings can be found in WoolSafe News magazine summer 2014 (P.20-23) in the online WoolSafe Academy Library [www.woolsafeacademy.org](http://www.woolsafeacademy.org).*

*Find more articles like this in the WoolSafe Academy Library*

The WoolSafe Academy is not only a training event provider but also a great resource offering information on cleaning, inspections, carpet performance and properties, specialist treatments, interesting articles, standards and technical data.





# Around the World



## North America

After a “quiet” summer, September rolled around and with it brought plenty of activity for WoolSafe North America. The Experience Convention in Las Vegas was a huge success . . . in fact it had the largest attendance in its history. Many of the attendees were Woolsafe Service Providers and vendors who manufacture Woolsafe Approved Products.

In October, Ruth traveled “across the pond” to prepare for and teach a two-day IICRC Colour Repair Course on colour correcting and dying wool carpet.



Following the course she and her partner, Neil Atkinson attended the WoolSafe Conference in Kidderminster where she gave a presentation entitled

“The Truth About Cats and Dogs.”

Some of the carpet manufacturers in attendance gained a new respect for professional carpet and rug cleaners when they learned about the challenges our client’s four legged friends give us!

Wools of New Zealand has discontinued listing their WNZ cleaners on their website and now link directly to the WoolSafe website for their search. This is great news for Woolsafe Service Providers as more than 100 wool carpet and rug manufacturers use New Zealand wool. Check out [www.woolsnz.com](http://www.woolsnz.com).

Plans are under way for WoolSafe North America to exhibit at the ICE Convention in Las Vegas in late January 2015. This is the second year for the convention, which is touted to be “the coolest tradeshow in the cleaning industry.”

Ruth looks forward to meeting and chatting with many more WoolSafe Approved Service Providers at the event so if you make it there be sure to drop by the stand.

The North American WoolSafe network has grown to 120 Service Providers in 2014 and looking forward to a successful 2015.

# WoolSafe® Academy



## Conference 2014 - Review

The 3rd WoolSafe Educational Conference, held recently at the Museum of Carpet in Kidderminster, proved to be the most popular WoolSafe Academy event to date. It brought together carpet and chemical industry representatives with the best carpet cleaners, inspectors and industry trainers from around the world for two days of seminars, networking and tours.

WoolSafe International Directors Ruth Travis and Patrick Burgess brought news from WoolSafe members and activities in the US and Australia, respectively.

Industry stakeholders attending included representatives from quality carpet manufacturers Brintons Carpets, Gaskell Wool Rich and Mr Tomkinson; buying group SMG (which represents several hundred carpet retailers), ENCO Global Environmental Testing and carpet cleaning product suppliers Chemspec, HOST and Prochem Europe.

The packed programme covered topics as diverse as Mould Hazard Awareness, 'Green' Cleaning and Certification and Pet Urine Decontamination; and included

energetic presentations on the hot topics of 'Modern Marketing' techniques and effective Customer Relations Management.

Dr Ágnes Zsednai, WoolSafe MD, unveiled two new certification programmes by WoolSafe for carpet maintenance products. "The CleanSeal certification mark will be awarded to the most effective cleaning products on synthetic fibres; and the new, European green standard, EnviroSeal EGTS1502, will provide more accessible green certification for the cleaning products of UK and EU chemical manufacturers" said Ágnes in her presentation.



The diverse backgrounds of those who attended lead to very interesting discussions throughout the day, in particular during the open forum session. Opinions about the direction of WoolSafe programmes, including Wool Owners Warranty (WOW), were aired freely and at length, leading to some generous offers of assistance to Service Providers and great ideas for future developments.



The second day saw delegates going on a guided tour of Brintons Carpets, one of the oldest and most prestigious manufacturers in the world.



Patrick Burgess finds his long lost brother in The Carpet Museum!

The Museum of Carpet also opened its doors to the delegates and arranged for special demonstrations of live weaving and ran the old Jacquard Wilton and Spool Axminster (possibly the last of its kind in the world still working) weaving looms.

The conference was followed by a well-attended banquet at the Granary Hotel, with WoolSafe Approved Service Provider Allan Simmons, an excellent magician, entertaining the diners.

The 2-day event was very well received with positive reviews from all who attended. Many friends and business connections were made across the different areas of our industry during this unique event.

We would like to thank all the members, licensees and industry partners who supported the event, and we look forward to the 4th Educational Conference scheduled for April 2016.

## *A Fantastic Social Event!*



Allan Simmonds entertains diners at the banquet



Meeting old friends and making new ones at an informal dinner the evening before the conference.

## Training Dates & Events



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, dates and venues in your country visit:

[www.woolsafeacademy.org](http://www.woolsafeacademy.org)





### CarpetPro Cleaner RM764

Liquid deep cleaner for spray extraction cleaning of textile coverings and upholstery. Also suitable for mixed fibres, bleach-free, improves floor hygiene.



### CarpetPro Cleaner RM760 Tablets

Tablets in a practical foil that is water-soluble and promotes deep cleaning of textile coverings and upholstery.



### CarpetPro Cleaner Conditioner RM763

The effective CarpetPro Conditioner is for all types of fibres. Reduces rinsing time, removes dirt and surfactant residues, neutralises the fibres and freshens up the colours.

### CarpetPro Cleaner Powder

The CarpetPro Cleaner powder is a spray extraction cleaner with outstanding cleaning performance, iCapsol encapsulation technology and odour absorber.

### CarpetPro Protector RM762

Highly effective protection for all textile coverings. Protects rugs, carpets, upholstery and car seats against soiling and staining with a dirt-repellent film. Offers lasting protection.



**milliCare®**  
Textile and Carpet Care

### MilliCare Maintain

An excellent encapsulation cleaner for use in MilliCare's low moisture maintenance system for carpet and textiles.

MilliCare has a proven process with more than half a billion square feet of textiles and carpet cleaned per year.

Ideal for all your textiles including furniture, wall, and panel fabrics.



*There are loads of new environmentally preferable WoolSafe Approved Products to introduce to WoolSafe Approved Service Providers*



## Whittaker Crystal Quick Restore goes green

Crystal Quick Restore is the latest in a long and distinguished line of Green WoolSafe Approved products.

The product makes quick work of cleaning organic soils in cafeterias, food service areas, dormitories, senior living facilities and more - all with the 30 minute dry times you've come to expect from Whittaker's CRYSTAL® family of products.



## New Remove-it Product gets WoolSafe Approval

GREencap is an encapsulation cleaner for all types of soils on all types of carpet. GREencap prevents recurring spots as well as wicking or yellowing and greatly reduces dry time.

GREencap is a powerful encapsulating cleaner designed to release and encapsulate soils, oils and stains on all types of carpet. This allows for a low moisture, rapid drying but very thorough cleaning.

GREencap is not only an excellent cleaning product but utilizes an exclusive polymer that coats the fibers and repels soils and oils. This polymer allows for better and more efficient vacuuming that helps carpets to stay cleaner longer.



Being Green Seal and EPA DfE certified, as well as WoolSafe, GREencap qualifies for green WoolSafe certification.



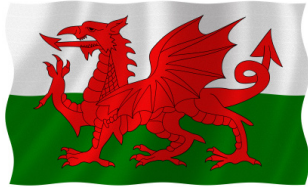
The first WoolSafe Approved product to pass the stringent EnviroSeal EGTS 1502 environmental standard is **n-Kapper** from Carpet Cleaner Industries CCI GmbH.

**n-Kapper** is an encapsulation cleaner to be used on its own; or as part of the low moisture Carpet Cleaner System.



**Find out more on page 7!**

# Welcome All New WoolSafe Approved Service Providers!



**Mr James Shepherd**  
**Domestic Bliss Pro Cleaning Services**  
Carmarthenshire, Wales  
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[contact@domesticbliss.ws](mailto:contact@domesticbliss.ws)  
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### **Gentle Genie Rug Care**

Mr. Paul Schleuniger  
Wildomar, California 92595  
gentle.genie@yahoo.com  
www.gentlegenierugcare.com

### **Disaster Recovery and Duct Masters**

Mr. Derek Powell  
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www.ductmasters.net

### **Middle Georgia Rug Spa**

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www.middlegarugspa.com

### **The Cleaning Studio**

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### **RugPro Oriental Rug Cleaning**

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### **Rug Ideas**

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www.losangelesrugcleanng.com

### **Smith's Carpet, Tile & Upholstery Cleaning**

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### **First Class Green Cleaning**

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### **Carr's Rug Cleaning**

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### **Soft Touch Oriental Rug Cleaning & Repair**

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Nixa, Missouri 65714  
softtouchorientalrugcleaning@gmail.com  
www.rugcleaningspringfield.com

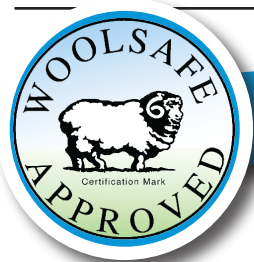
### **Zerorez Boise LLC**

Mr. David Grigsby  
Boise, Idaho 83709  
info@zerorezboise.com  
www.zerorezboise.com

### **Sani-Bright Carpet Cleaning**

Mr. Tom King  
Indianapolis, Indiana 46268  
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www.sanibrightcarpetcleaning.com

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# In The WoolSafe Lab

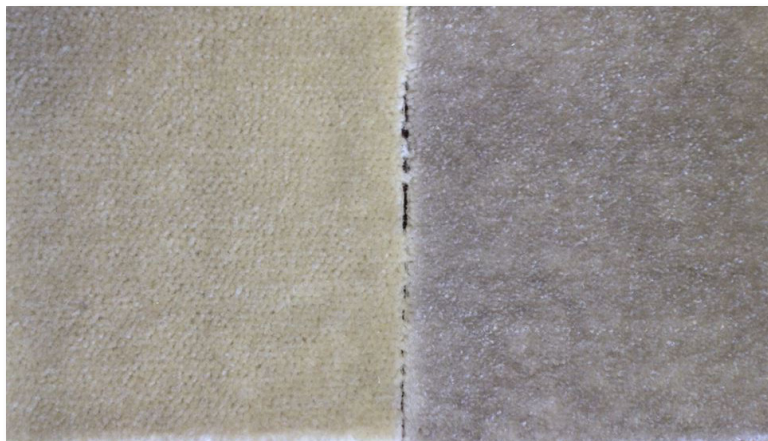
By Dr. Ágnes Zsednai

## Wool v Nylon - Attraction of Soil

*Two pieces of test carpet, in the same soiling machine, at the same time.*

*One is Wool and the other Nylon.*

*Guess which soiled carpet sample is wool...*



In the past few months the WoolSafe laboratory has been very busy with extra testing in preparation for the launch of the new CleanSeal Certification programme. All new submissions and products sent in for the annual renewal (as well as anything we can find in our storeroom) are being tested on a nylon test carpet as well as on the standard wool one to collect data for benchmarking.

Our Kappasoil rapid soiling machine had been kept very busy with the extra re-soiling trials and the preparation of soiled segments for all the extra cleaning tests lined up. This made us think about other accepted methods for the rapid soiling of carpet. The second part of the ISO 11378 standard we use describes soiling in the drum of a Hexapod machine, with soil-coated

nylon pellets tumbled on the carpet's surface. Laboratories not fortunate enough to own a Kappasoil use this method successfully. During the initial experimentation, we lined the drum half with our standard wool carpet and half with the new standard nylon carpet, which is of very similar construction and colour, neither is treated with any protector.

This produced an interesting result.

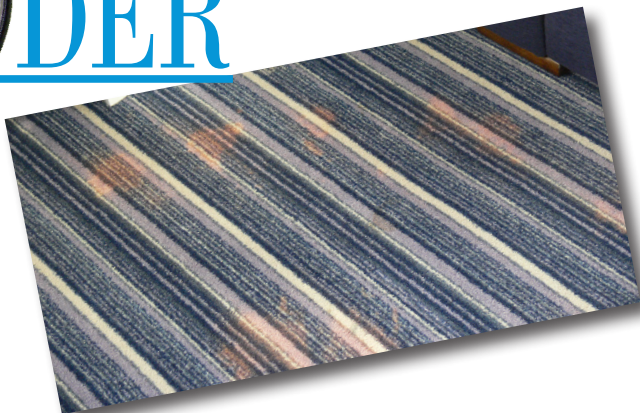
Having been subjected to the same amount of soil, the nylon (right image) attracted more than its fair share and ended up looking a lot dirtier than the wool (left image).

Lessons learned: keep wool and nylon separate in the tests and put wool on my floor at home!

# UNDER

## The magnifying glass

By Dr. Eric Brown



### The Case of the Sporadic Spots

There is nothing unusual about finding spots on hotel bedroom carpets and it is surprising how many times the carpet manufacturer gets the blame. When similar spots are found in around 50% of all rooms in a 100+ bed hotel however then there has either been a tremendous blunder during carpet manufacture; or the hotel is doing something wrong.

Even the layman should realise that in any process such as carpet manufacture, where things tend to be done in straight lines, scores of irregular spots appearing on the surface can hardly be attributed to a manufacturing fault.

In the present case, the pink spots that can be seen in the photograph are typical of what was found in most of the affected rooms. Unusually, the spots were not located near the bathroom where contamination with cleaning products is not unknown. Instead they tended to be in the

vicinity of the drawers and desk where one finds the television and tea making facility.

Experiments involving application of all of the products used by housekeeping failed to reproduce the effect and a more careful laboratory analysis was called for. Two things were apparent. Firstly the discolouration – which had all the appearance of bleaching, was primarily present only at the tips of the tufts, thus being consistent with superficial contamination.

Secondly, aqueous extracts from affected areas showed very significant presence of chloride ions. With this information the next step was to test a cup-sanitising agent used by many hotels to sanitise cups and glasses on the hostess tray in the room. Splashes of the sanitiser were applied to the surface of the carpet and identical staining resulted. After submission of the report nothing further was heard from the hotel.





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