WoolSafe Approved COVID Killing Sanitisers!

The Importance and Limitations of pH!

Drying a Rug: Mor Need For Speed!

Look inside to find out more!
Since the last issue of WoolSafe News in December, just four short months ago, it seems incredible that in the UK we have been through another peak of COVID-19 infections and a third lockdown. Sadly, many people have lost their lives and many businesses have been badly affected.

Thankfully, with spring comes the sunshine, flowers, newborn lambs and above all, new hope for a better future and lots of opportunities to help your customers with your knowledge on cleaning and sanitizing.

As I write this the unbelievably hardworking doctors and nurses of the NHS have managed to vaccinate 35 million British citizens, that’s 60% of the population. Our friends in the USA have achieved a similarly magnificent feat and our members in Australia and New Zealand have mercifully avoided the worst of the virus.

I’m sure you will all join me in hope for a return to the life and lifestyle we had before the epidemic, except perhaps, with a new appreciation of our family, friends, colleagues and community.

All the staff at WoolSafe look forward to seeing you all, face to face, at a live event very soon.

We miss you!

Keep well and stay safe.

Dr Ágnes Zsednai
WoolSafe Managing Director

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Over the last year of the Pandemic the spotlight has understandably been focussed on cleaning and hygiene to try to contain the spread of SARS CoV-2. Unfortunately, there has been another casualty of the last year; interior textiles, carpets and rugs. Much harm is being done to interior textiles from sanitising and disinfecting products formulated for hard surfaces which are sprayed, wiped and fogged by untrained operators on to soft furnishings. This is creating serious issues for carpets and upholstery, such as bleaching, colour change, fibre degradation and rapid soiling, especially on those made with natural fibres.

It was clear that WoolSafe needed to help both with education and with specifying which sanitisers and disinfectants are suitable for use on soft furnishings.

This is why WoolSafe Academy has hosted several Infection Control courses, supporting our members with discounted training and educating hundreds of professional cleaners about the virus. Helping keep both the cleaner and customer safe while assisting commercial businesses, retail stores and hospitality to have safe operations and successful re-openings.

WoolSafe have tested and approved several sanitisers that not only kill SARS CoV-2 (the virus that causes Covid-19) but are also safe for use on interior textiles and carpets. These products can be found in the online WoolSafe Booklet – Support and Guidance for Trading Safely During SARS CoV-2 on www.woolsafe.org homepage or on the WoolSafe website product search facility.

WoolSafe Approved sanitisers that kill SARS CoV-2 include:

- **Alltec**, ENVIROSAFE Multi Surface Cleaner
- **Prochem** B125 CLENSAN® and D500 MICROSAN®
- **BarrierTech™** Surface Disinfectant
- **Benefect** Botanical Decon 30 & Botanical Disinfectant Wipes
- Some of **Diversey** Oxivir range

As we see the lifting of restrictions on non-essential retail and hospitality it is now more important than ever to put the correct cleaning procedures in place while selecting the best products for the job.
After close to a year of being sequestered, I’m thrilled to say our country is opening up and WoolSafe is growing again! Since January, eight new Service Providers from around the country have joined our ranks. Some are rug cleaners, some fabric protection companies and others represent commercial cleaning. All are very welcome!

They are all listed on page 16

In March, I was fortunate to be able to teach an in-person IICRC rug cleaning course hosted by one of our Service Provider Companies, Heirloom Oriental Rug Cleaning in Jacksonville. Twelve students, including three representing WoolSafe Service Provider companies, attended the three-day hands-on course. They not only enjoyed the beautiful Jacksonville weather, but also had plenty of time to learn new techniques of rug cleaning, rug identification, and fringe and bleeding correction. I’m happy to say, they all passed the course with flying colors!

Coming up in late Spring, Lee Senter from Fresh and Clean in Ontario has arranged a Livestream WoolSafe Fiber Care Specialist course for members of his national trade association the CANADIAN FLOORING CLEANING and RESTORATION Association. Adam Jankowski will be instructing the course.
We have a new WoolSafe member who completed a one on one WoolSafe Fibre Care Specialist course and Advanced Stain Removal session with me last month. Don Adikari is from Toowoomba, a regional centre in Queensland.

We held an in-person WoolSafe course for the first time since the start of the pandemic. It was held in Townsville, North Queensland at the premises of C and H Cleaning Supplies. We are now awaiting their assessments to be returned for review before inviting them into the WoolSafe flock (pardon the pun). This was held the day after the Sonitron sponsored Carpet Cleaning Made Simple and Stain Removal workshop we did which was well attended.

It is a casual 3 day drive to Townsville from the Sunshine Coast where I live. This is still in the state of Queensland so there were no border crossings to worry about in case there was a Covid outbreak which could potentially send us into lockdown again. Rose and I managed to take in a bit of sightseeing and even a boat trip to Magnetic Island where we swam and snorkelled around loads of beautiful sea creatures and coral formations in the Great Barrier Reef. Tourism is a badly affected industry in this area so they were glad of a couple of ‘locals’ to help keep them going.

The carpet cleaning and stain removal training is a workshopstyle session. It’s very comprehensive covering everything from One Minute Fibre ID, the various cleaning characteristics of the fibres, the categories of soils, fats/oils and dyes to advanced techniques of soil and stain removal. We demonstrate correct prespray, agitation and wand techniques as well as advanced stain removal of nail polish, lipstick, permanent texta pen, coffee, red wine and depending on the group we may extend this to taking out the red cordial with heat transfer using nothing but a WoolSafe approved Prespray.
Richard Sudall, (WoolSafe Business Development) discusses fine tuning your service communication.

The Psychology of Sales

Even the most successful businesses need constant fine tuning, that’s because ‘change’ is the one true constant in business, recognising and adapting to changes quickly are what separate good companies from great companies. During the last year we have all had to make huge changes in our businesses as a result of the pandemic, but remember change is essential to refresh your business. Have you kept fine tuning the way in which you communicate with your customer as things change?

I’d like to share with you a recent GREAT service experience I had. The communication I received had been expertly fine-tuned and highlighted how, by making small changes in service communication methods, this company exceeded my expectation. They developed trust, created referrals and added sales. You could implement some of this fine tuning in your business, in the next hour.

WoolSafe Training in Polish

WoolSafe has collaborated with Jakub Pietrzak to develop a Polish language WoolSafe Fibre Care Specialist online training course. This is the first step in our partnership to develop a network of WoolSafe Approved Service Providers in Poland and increase awareness of the professional and consumer WoolSafe certified products.

Along with establishing WoolSafe in the Czech Republic recently, this opens up a new market of over 50 million people.

Jakub says “I have been associated with the cleaning industry since 2010. Initially, as a local distributor of Chemspec brand products, now as an importer. Currently, in addition to selling chemicals and machines for upholstery, rugs and carpets, we provide service and rental of machines and organise training. But we don’t stop there. We want to support our hard-working customers, which is why we are constantly developing and constantly looking for the best solutions available on the market.

I am very pleased that WoolSafe noticed our work and efforts and offered cooperation. I hope that our cooperation will be long-term and will be beneficial for all parties.”

Jakub Pietrzak

In this issue Richard Sudall, (WoolSafe Business Development) discusses fine tuning your service communication.
If your phone has just ‘buzzed’ whilst you’re reading this, I expect you glanced to check the source of the message, it’s difficult to stop yourself. We have all come to expect a speedy e-mail response when we place an order online, we love receiving a text message an hour later telling us that the item has been despatched and then again the next morning saying the delivery will be arriving between 10am and 11am. I for certain really appreciate these types of updates and I’m glad they are not telephone calls. The speed and relevance of service and sales communication really does influence our buying habits more now than ever before. Is it time to fine tune your customer communication? Does it meet your customer’s expectation during a pandemic and if not are you missing opportunities to reassure, develop trust, create referrals and add sales?

Put yourself in your customer’s shoes, what would you like to know and how quickly?

I booked a heating engineer recently and was impressed that all my questions and doubts were addressed by text or e-mail at an appropriate time. These types of messages could easily be adapted to suit a cleaning business. Here’s what happened-

1. I rang to book an engineer for an annual central heating system service – I agreed a date (I could choose either morning or afternoon). I left my card details to make payment smooth and COVID Secure after the job was completed. E-mail and mobile number double checked.

2. Within 5 minutes I received a text confirming the date and morning booking slot along with a link to FAQ and confirmation that I would receive further information 1 week before the job and the morning of the job.

3. 1 week before the job I received a text introducing the engineer, yes David had received his first COVID injection and yes he completes a COVID test each morning before work. He’s fully trained and experienced and will complete the service within 2 hours, David uses new PPE for each job and adheres to a strict COVID Risk Assessment that is reviewed by the company weekly. He’s not going to park his van on our property and he will ring this number about 1 hour before his arrival. Once the service is complete he will leave behind a job sheet and only then will payment be taken from the card on file and a receipt sent by email. Card details are deleted after payment is received. FAQ link included.

4. 1 hour before arrival David did phone, he checked details and asked me if I would mind wearing a mask, he wouldn’t be allowed to accept any drinks and at the end of the job would provide me with a job sheet. He was very reassuring.

5. An hour after David had completed the job his office rang to let me know that payment had gone through and my card details had been deleted from their system. I was offered to book a similar service on the same day next year for the same price.

So do you think I booked for next year?
TruckMountForums (TMF) has two products recently WoolSafe Approved. **Ultimate Fiber Rinse** is a liquid acidic rinse that has cleaning ability, is synergistic with TMF presprays and leaves carpets soft and with no sticky residues. Ultimate Fiber Rinse does many things such as prevents browning, prevents yellowing, stabilizes colors, boosts cleaning and it is 100% free rinsing!

**Rob’s Super-cap Encap** is a 9 in 1 cleaning product, says company owner Rob Allan. It can be used as an encapsulating carpet shampoo, encapsulating upholstery cleaner, pad/bonnet cleaner, hot water extraction detergent, encapsulating spotter, car floor and upholstery cleaner, rug cleaner, encapsulating traffic lane cleaner and as an encapsulating de-browner.

We welcome **Cleaning and Protection Technologies** (CPT) as WoolSafe Product Licensees with their recently Approved Tapi-Shampoo. CPT Managing Director Dionysios Paraskevopoulos, says “I've always understood the value of independent product certification and know how important the WoolSafe & CleanSeal certifications are in my market. In fact, to further support my customers I plan to approve several more products this year with WoolSafe.”
Njord Chemicals UK is proud to announce that their products VALHALLA and AFTERMATH have passed the stringent WoolSafe testing programme and are now listed in the WoolSafe Approved Products Directory.

“We are pleased to align our products with WoolSafe as we share the same vision for high standards of cleaning chemistry within our industry, said Oliver Farrey owner of Njord Chemicals UK. “Let me tell you, this is no rubber-stamping exercise. Each product needed to pass more than 15 individual tests to achieve the certification! Our products have now been independently tested to verify that they are not only safe for wool but also very effective.”

Dr Agnes Zsednai, WoolSafe M.D. says “We are thrilled to welcome Njord Chemicals UK to the WoolSafe and CleanSeal programmes. The Valhalla and Aftermath products performed well during tests and we are glad that the WoolSafe Approved Service Providers will now have the opportunity to use these products.”

Njord Chemicals UK and Oliver Farrey would like to give the WoolSafe Approved Service Providers the opportunity to trial NJORD products Valhalla and Aftermath to see for themselves just how effective they are. WASPs can order a 1 litre sample of these products for £11.99 + VAT. The cost of these samples will be discounted off their first full order of either of these products.

World Class Facility Services have two products that have passed the stringent WoolSafe testing programme. Deep Fiber Restore is a concentrated carpet and upholstery prespray and Intercap Carpet Cleaner is a concentrated low moisture cleaner designed to be used in conjunction with manual or machine brushing systems.

World Class Facility Services has been in business since 1988, cleaning major hotels, auto dealerships and convenience stores, both on and off the Las Vegas strip. They can be depended on to clean any size property or project to meet your needs.
New Approved Products!

alternative flooring

‘This handy go to cleaning kit is ‘just the thing’ for those everyday spots and spills on wool and natural plant fibre floorcoverings. We are delighted that this is now an accredited WoolSafe product.’ Says Lorna Haigh, Creative & Marketing Director at Alternative Flooring

Vax's best solution just got better. Vax Platinum Antibacterial Solution provides high performance cleaning, now with antibacterial properties. With Carpetguard™ protection leaves your carpets fresher for longer. WoolSafe approved - suitable for even delicate carpets.

ChemDry have introduced Encap for Wool. As the name suggests this is a low moisture encapsulation product specifically formulated for use on wool and other natural fibre carpets and rugs.

Carpet Cleaning Hazards and Risk Assessments

The philosophy of health and safety revolves around an ongoing process of hazard awareness, risk assessments and the implementation of hazard controls to eliminate or reduce worksite risks.

For the purposes of this article a hazard is any source of potential damage, harm or adverse health effects on something or someone. A risk is the chance or probability that a person will be harmed or experience an adverse health effect if exposed to a hazard. It may also apply to situations with property or equipment damage, or harmful effects on the environment.
Carpet cleaners should always identify hazards or potential hazards present on a worksite when they arrive there. This is typically very easy to do. Carpet cleaners will almost always walk through a worksite from beginning to end to plan their hose drops. During this process the cleaner will plan their route of cleaning and identify hazardous situations. The hazard assessment documents this process.

In the USA, OSHA requires that carpet cleaners perform a hazard assessment to determine the required PPE for a worker to wear and put into place on a worksite. This hazard assessment also requires a written certification by the person who performed the hazard assessment.

The level of the risks identified in the hazard assessment should also be quantified i.e. low, med, high, very high. Any potential risks, or any risks present that are deemed to be high or very high should be eliminated or controlled prior to starting the job. Assurances shall be made that all is safe for workers and occupants prior to starting the job. Carbon monoxide, slippery floors, electrical equipment and high levels of chemical exposures are all examples of high risk conditions.

Hazard and risk assessment forms can be formatted in many different styles. One of the more common styles for carpet cleaners is a checklist style. A simple yes/no/not applicable checklist is fast and efficient. If the carpet cleaner does check off “yes” on the checklist, then the cleaner should identify the means by which the hazard/risk has been controlled on the hazard assessment form. The types of hazard controls placed by carpet cleaners are going to be based on the worksite’s structure and working surfaces, exit/entranceways, environment, electrical hazards and chemical exposures. The cleaning company’s written chemical hazard communication program (COSHH, WHMIS, HAZCOM) will have a direct bearing on the hazard assessment as well. The chemical hazard communication program should have outlined details on the required engineering controls and personal protective equipment (PPE) from section 8 of the safety data sheets of the chemicals used to perform the carpet cleaning and subsequent treatments.

The most common control used for chemicals hazards are ventilation and PPE. The most common controls for hazards on working surfaces are signage, safety tape, and the safe work practice of immediately wiping up water and cleaning solutions from flooring.

The implementation of hazard assessments to the carpet cleaner’s routine is often done by adding a checklist to the backside of a work order, invoice or a fillable form on the company’s CRM system. It is a simple thing to do and should be an excellent way to re-enforce the culture of safety at your company.

On May 21 2021 The CANADIAN FLOORING, CLEANING & RESTORATION ASSOCIATION is sponsoring a WoolSafe Fibre Care Specialist Livestream course for carpet and rug cleaners in Canada

https://www.cfcra.net/woolsafe2021
Part 2! See previous issue for part 1

We shall consider two important elements for the purpose of this article:

1. Removal of the easy water. We shall call it ‘loose water’ that is in and around the pile.
2. Removal of water bound inside the foundation and yarn filaments that can be evacuated out mechanically.

I submit to you there are better and more predictable ways to insure volume of rug care production and having predictable quality of the output. This by managing the drying in the following ways.

A. Using a MOR Time Saving Equipment (a device that incorporates a compression wringer) This operates on the science of using compression or pound-force per square inch to squeeze the loose water out of the rug as it passes through the wringer rollers. Moisture left remaining in the rug must be helped to evaporate as described in paragraph C.

B. Using a Centrum Force Centri-Maxx® horizontal centrifuge. This device has a rotating cylinder to create G-Force velocity to cause a rug to compress to the walls of the spinning perforated cylinder, forcing the water out from the shortest distance of two points. Pound-force per square inch will measure greater than the MOR Wringer mentioned previously. It is more effective because a greater G-force is caused by the acceleration of the centrifugal action in this machine rotating a 18” cylinder at a sustained 1000 revolutions per minute.

Both ‘A’ & ‘B’ above work synergistically with heat drying in a chamber or room with the Cambridge-Centrum Force system. This heater system that includes deploying 160 degrees Fahrenheit air that is helped to flow over the surface of rugs with fans in
the room. The system includes exhausting the humid air out of the room. Only by these means can predictable drying be achieved and measured in only hours. Usually, 8 hours or less depending on the room set-up and sizing of the heater unit. This system is not contingent on the outside weather or inside quality of air. So why does the Cambridge - Centrum Force heat drying system prove predictably effective as submitted? Because it involves the 2 scientific processes required to dry textiles that has long been taught. Energy has to be provided to change water from a liquid to vapor and an air stream is needed to remove the vapor.

C. Psychrometry is the fancy word to describe what involves the properties of water and of air. It is important to remember that relative humidity is not a property of air, as a molecular mixture; it is a property of water vapor in space, influenced only by temperature. There is no chemical interaction between air molecules and water molecules. The air is acting merely as a transport agent: bringing heat to the rug surface through transfer of vibrational molecular energy and mechanical sweeping water molecules away from the space immediately above the textile. The rugs are dried from the inside out at the shortest distance between two points, the depth of the rug from the back to the front. So, the moving air’s only function in this case is to sweep away the water vapor molecules.

In summary, to dry fast and predictably, one must plan to get the water out as quick and as easy as possible from the rug using the shortest distance between two points. Namely, the distance from front to back. Both the compression wringer and the centrifuge accomplish this by design by moving out volumes of loose water. How? By squeezing or spinning the loose water out from the foundation and pile of the rug. This in contrast to hanging a water saturated rug vertically off a pole. Drip drying by hanging in non-heated ambient air will not insure effective production output, nor does it lend itself to be predictable. In fact, as stated before, may lend to migration of fugitive dyes and accumulation of minute amounts of soil to locate in concentration in the warp fringes or fiber tips. These are evaporation points where color distortion may occur. This phenomenon is directly connected to not evacuating the water from the shortest distance between two points as covered above. With heat drying as described above, the rug dries from the inside out. Therefore, the shortest distance between two points to minimize undesirable consequences covered in the first article whereby I discussed dye migration, soil accumulation in fringes and tips of fibers, and dimensional distortion and feel of rug.
A very important aspect of carpet cleaning is the choice of the best cleaning products for any given job. When it comes to wool and other natural fibres, inevitably the question of pH comes to the fore.

Strong chemicals causing damage to fibres and colour is a very important teaching point in any training for professional carpet and rug cleaners. Strong alkalis can cause yellowing and structural damage to wool fibres, especially in the presence of heat. If the cuticles are abraded, wool’s inherent water repellency is lost and it will stain much easier. Advanced generation Nylon fibres can also lose their stain resist properties, and both wool and Nylon can suffer from colour bleeding.

The big question is, what counts as ‘strong’ alkali in this context?

The easy way seems to be to declare a safe pH range, and sometime in the past a pH between 4.5 and 8.5 was suggested. Some producers of synthetic carpet are still sticking to this, and apparently a major one even ties its warranty to a similar range. At a recent committee meeting for the updating of the IICRC S100 cleaning standard, we tried but failed to find the origin and scientific bases for this recommendation.

Wool carpet manufacturers, who have maintenance information on their websites, take a different approach, and leave it to the professionals to define safe chemicals and recommend WoolSafe Approved cleaning products for the maintenance of their carpets. They recognise that the issue is more complex than measuring the chemical’s original pH.

The possibility of damage is linked to the actual pH on the carpet, not the one in the bottle.

Firstly, most large area cleaners are not used as received, but at a specified dilution with water. That alone can cause a significant change in the pH, provided the product is not buffered. The table below shows how the pH of some cleaning chemicals tested in our lab changes on dilution.

**Table 1. Change of pH with dilution**

<table>
<thead>
<tr>
<th>Cleaner</th>
<th>Dilution</th>
<th>pH Concentrate</th>
<th>pH Diluted</th>
<th>pH change</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1:160</td>
<td>13.2</td>
<td>10.5</td>
<td>2.7</td>
</tr>
<tr>
<td>B</td>
<td>1:16</td>
<td>12.5</td>
<td>10.6</td>
<td>1.9</td>
</tr>
<tr>
<td>C</td>
<td>1:10</td>
<td>9.9</td>
<td>8.4</td>
<td>1.5</td>
</tr>
<tr>
<td>D</td>
<td>1:16</td>
<td>9.9</td>
<td>9.6</td>
<td>0.3</td>
</tr>
<tr>
<td>E</td>
<td>1:16</td>
<td>7.8</td>
<td>7.6</td>
<td>0.2</td>
</tr>
</tbody>
</table>

Not surprisingly, the biggest dilution causes the biggest pH change (Cleaner A); but the same 1:16 dilution causes a drop of almost two pH units in Cleaner B, but hardly anything in case of D and E.
It cannot be explained by the difference in their original pH, as D and E differed by 2 units, yet they changed the same. It is interesting to compare C and D. Their initial pH is the same, yet C changes a lot more at a 1:10 dilution, than D even at 1:16. The conclusion we can draw from this is what I said above: that a cleaning chemical’s original pH alone cannot describe its behaviour on the carpet.

We know from previous research work that a cleaning product’s effect on the colourfastness of the carpet is linked to its buffering, which is the stability of its pH. We can express this by the ‘alkalinity’, which is the measure of Hydrochloric Acid Solution (HCl) needed to change the pH to 5.5 (The smaller the number, the better). That is shown in table 2. for the same five products against their pH.

Again, there is no correlation, in fact the product with the highest original pH is the easiest to neutralise, so that would be one of the safest to use.

This, of course assumes that the carpet had not been damaged by previous cleaning attempts and its own pH had been left acidic. That can easily be checked by taking a few measurements with a flat surface pH pen prior to the commencement of cleaning.

### Table 2. pH and alkalinity

<table>
<thead>
<tr>
<th>Cleaner</th>
<th>pH Diluted</th>
<th>Alkalinity</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10.5</td>
<td>1.6</td>
</tr>
<tr>
<td>B</td>
<td>10.6</td>
<td>7.3</td>
</tr>
<tr>
<td>C</td>
<td>8.4</td>
<td>2.3</td>
</tr>
<tr>
<td>D</td>
<td>9.6</td>
<td>10.8</td>
</tr>
<tr>
<td>E</td>
<td>7.6</td>
<td>10.4</td>
</tr>
</tbody>
</table>

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**New Service Providers**

Mr Keith Dugard  
K D Cleaning Specialists  
Dover, Kent, **England**  
T: 01304 821466 - M: 07770 524506  
info@kdcleaningspecialists.co.uk  
www.kdcleaningspecialists.co.uk

Mr Kevin Goodwin  
Carpet Dyeing Services  
Bidford on Avon, Warwickshire, **England**  
T: 020 8687 1711  
info@directcleaners.com  
www.directcleaners.com

Mr Ben Cashin  
ServiceMaster Tyne & Wear and Northumberland  
Gateshead, **England**  
T: 0191 406 6577  
tyneandwear@servicemaster.org.uk  
www.servicemasterclean.co.uk/tyne-wear/

Mr Ian Rochester  
Lionheart Cleaning  
Amble, Northumberland, **England**  
T: 01665 713448 M: 07790 596782  
info@lionheartcleaning.co.uk  
www.lionheartcleaning.co.uk

Mr Jared Long  
JL Carpet Cleaning  
Donnington, Shropshire, **England**  
T: 01952 404214 M:07843 083311  
info@jlcarpetcleaning.co.uk  
www.jlcarpetcleaning.co.uk

Mr Sebastian McCluskey  
Cleaning Contractors NI  
Coleraine, **Northern Ireland**  
T: 02890 737252 M: 07789 735887  
info@cleaningcontractorsni.com  
www.CleaningContractorsNI.com
New Service Providers

Tomasz Rynkowski
**Queen of Clean**
Douglas, Isle of Man
M: 07624237333
QueenofCleanIOM@Gmail.com
www.QueenofCleanIOM.com

Don Adikari
**Dust 2 Clean PTY Ltd.**
Toowoomba East
Queensland, **Australia**
M: 0433306884
don@dust2clean.com.au
www.dust2clean.com.au

Matt Cole
**Nisei Rug Cleaner**
Hayward, CA, **USA**
T: 415-552-2545
mattsruga@ yahoo.com
www.niseirugcleaning.com

Stacey Hill
**River City Rug Cleaning**
Eads, TN, **USA**
T: 901-341-7847
terri@smresidentialcare.com
www.rivercityrugcleaning.com

Heather Branson
**Steamway Craftsmen/Rug Rehab**
Ames, IA, **USA**
T: 515-708-4575
heather.branson@steamwayrestoration.com
www.rug-rehab.com

Don Arslanian
**Arslanian Brothers Carpet and Rug Cleaning**
Warrensville Heights, OH, **USA**
T: 216-271-6888
don@arslanianbros.com
www.arslanianbros.com

Peter Masi
**Master Cleaners**
Santa Rosa, CA, **USA**
T: 707-542-3611
jennifer@mastercleaners.com
www.mastercleaners.com

Scott McCay
**Prestige Textile Solutions**
Centerville, UT, **USA**
T: 801-425-9591
scott@prestigetextilesolutions.com
www.prestigetextilesolutions.com

John Haskett
**World Class Facility Services**
Las Vegas, NV, **USA**
T: 702-875-4642
john@worldclassnv.com

Javier Romero
**Nettoyage Econet**
Montreal, Quebec, **Canada**
T: 514-666-6601
jromero@nettoyageeconet.com
www.nettoyageeconet.com