Ground-breaking WoolSafe Grand Expo!

Lots of New WoolSafe Approved Products!

In the WoolSafe Laboratory!

Look inside to find out more!
I hope you all had a fantastic summer and even if you did not manage to get away on your many times postponed foreign holiday, still enjoyed the sunshine (or the break from it, if you read this on the southern hemisphere) at home.

WoolSafe trainers have been very busy around the world, as many cleaners took advantage of the new, virtual classroom learning opportunities to refresh their knowledge or add new skills. Keep up to date with all live, online and virtual events on www.woolsafeacademy.org.

We constantly update, on the WoolSafe website search facility, the list of services offered by our members; and after the ‘Sanitising and Infection Management’ was added last year, now we also have ‘Plant Based Fibres and Viscose Cleaning’. Residential and commercial customers can always find the WoolSafe Approved Service provider with the necessary training and expertise for their requirements.

We are looking forward to meeting you soon at one of the trade shows either in person, or virtually. Read, on the next page, about the WoolSafe Grand Expo coming very soon!

Keep well and stay safe.

Dr Ágnes Zsednai

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By Steve Bakker
WoolSafe Global Marketing Director

One of my primary functions as Marketing Director is to promote the WoolSafe, CleanSeal and EnviroSeal Approved products to carpet owners and those responsible for cleaning: WoolSafe Approved Service Providers and other professional carpet, rug and upholstery cleaners.

We continually look at new and innovative ways to connect our licensees to the users of their products. We developed WoolSafe Academy to connect our members and licensees through education and training followed by the award-winning WoolSafe Carpet Stain Removal Guide apps and Wool Owners Warranty. Now we are taking it to the next level and launching Grand Expos.

Grand Expos are unique and ground-breaking 3D virtual events, the first of which is The WoolSafe Grand Expo. An exhibition of WoolSafe Approved product manufacturers, WoolSafe Associate carpet manufacturers and flooring industry partners.

Currently in the final stage of development, Grand Expos will soon host educational and networking events for WoolSafe members and the wider cleaning and flooring industry.

WoolSafe Approved Product manufacturers have the opportunity to showcase their cleaning solutions and equipment on their customisable stand in an immersive environment that encourages interaction with clients.

Each exhibitor has the potential to offer promotions through videos and brochures, product images and descriptions and interact via the ‘meet the team’ function. There is also the option to offer live Zoom demonstrations and workshops right there on the stands!

The WoolSafe Grand Expo Stage will have a strong line up of educators delivering seminars, workshops and demonstrations and there is also a virtual cafe-bar where attendees can meet to network and relax. Everything you’d expect at a live Expo!

We are currently inviting WoolSafe Licensees and Associate members to upload their promotional assets and create their stands ready for the official launch. Once this process is complete we look forward to welcoming you all to the first Grand Expo!
The past few months have been very busy for WoolSafe North America. We are making plans to exhibit at the semi-annual Experience in Las Vegas in September which is our “big” event every year. I’ll be thrilled to see all my friends in the industry after a year of being “locked down.” We will be presenting a face-to-face WoolSafe Fiber Care Specialist course as well as participating in a Rug Workshop this year. (see more on page 7)

When I hear from our Service Providers, they say they are all very busy. Their customers continue to appreciate the importance of living and working in a “clean” environment. Six new Service Providers have joined the WoolSafe Network in North America since April 1st. (see page 16)

I want to emphasize the importance of using the WoolSafe Service Provider logo in all your advertising and marketing (website, business cards, company vans and other equipment). It is a well-known fact that consumers trust a company that is affiliated with an International network such as WoolSafe. Being a member of a professional organization carries a degree of respectability and legitimacy for your existing and potential clients. And remember only Service Providers in good standing have permission to use the logos. I include the logos every year with your renewal certificate, but if you need another copy of the logo, just let us know. The artwork is available in all formats (pdf, jpeg, illustrator file, psd, eps, etc.).

I have received several inquiries and requests for assistance in location and verifying Service Providers and WoolSafe-approved cleaning products and protectors from Architectural Firms, consumers, Interior Designers, carpet and rug manufacturers, and other industry professionals in related industries. In each case, I have been able to direct them to Service Providers in their area which have led to substantial projects for their companies. Some of these referrals are pending (or even in litigation). Hopefully your fellow Service Providers will be able to share their success “stories” in the next issue.
I find it interesting that in the last few issues of the magazine I was focussing on the natural disasters happening in Australia. Bushfires, floods and more. It is interesting to see these things now happening in Europe, Asia and the Americas. Whether you are supportive of the human effect on climate change or not, we cannot argue that we can still do our bit to reduce this, even if it is only a small part of the overall effect. One thing that cannot be denied in any way, shape or form, is the amount of plastics that are accumulating in the environment.

With plastic becoming more and more popular for a range of uses, this ultimately ends up leading to more and more plastics in landfill, as well as in our waterways, oceans and on our beaches. I am a member of our local 4 Wheel Drive club and love to spend time out admiring the environment. Recently our club participated in the annual ‘Fraser Island Clean-up’. Off-road enthusiasts from around the area spend a day cleaning up the beaches of rubbish that washes up on this World Heritage sand island that sits on the west coast of the Pacific Ocean, the largest of its type in the world. The photos show just some of the rubbish collected from just one of the clubs cleaning up just one section of this magnificent island. The total amount filled two truck sized skips. The vast majority of the rubbish is plastics.

I guess my point is that we can all do our bit to reduce waste and reduce our effect on the environment. Reducing waste can be as simple as ensuring the efficiency of our processes. Ensure we use enough of the right type of detergent to suit the job at hand without going overboard. Using too much means more plastic containers to deal with. Using too little means we don’t clean the carpet as much as we could and this then shortens the lifespan of the carpet. With many carpets made entirely from plastics, or even natural fibre carpets with plastic components in the backings, means more and more plastics entering the environment or landfill.

By using the right amount, of good quality, effective detergents we can do our bit towards reducing the amount of plastics ending up in landfill by keeping our customers’ carpets in great condition.

We are fortunate in Australia to have Actichem join us in the WoolSafe Organisation’s list of providers with three WoolSafe Approved products in their kit, which will help us look after this one and only planet that we have (see page 8).
In this issue, Richard Sudall, (WoolSafe Business Development) discusses focussing on attention to detail to achieve ‘marginal gains’.

I’m a keen road cyclist and always enjoy watching as many of the Tour de France stage highlights as I can, in fact I’d say the start of the race marks the start of summer for me. I’m always impressed by the power of the riders; their ability to battle in a sprint finish after more than 200km of hard riding never fails to impress me (knowing how tired I feel after half that distance). But it’s not only down to the athleticism of the riders; the teams that support them and their attention to detail in the equipment and techniques they use play a vital role in the race. In recent years the teams’ focus on attention to detail has really stepped up.

Dave developed during his time as head of Team Sky Road Cycling. The core principle being that if you make a 1% improvement in multiple areas, you could reap significant rewards overall when they add up.

Firstly – don’t rush out and buy a new bike….. just allocate some uninterrupted time to work ON your business processes and systems, break down each area of your business into small component parts and look at ways of improving each of them to be more efficient. Perhaps faster, perhaps using less resources, perhaps reducing material use / cost, perhaps sub-contracting a task, you get the idea. Clearly you will highlight ideas that require further research, that testing of ideas is VITAL to improvement so don’t neglect it.

Let’s focus some attention to detail on the cleaning process for a WoolSafe owner operator and drill into some possible Marginal Gains.

1. Should you invest in a Laser Distance Meter to speed up room measuring to save time and also add accuracy and therefore increased sales?
   
   3 Metres x 2 Metres = 6 square Metres versus 3.16 M x 2,19 M = 6.92 square Metres, that’s a **15% increase** in area and therefore sales if you charge cleaning and protection by the square Metre!

2. Should I replace my 36cm wide upright vacuum with a 46cm wide unit? That could deliver a time saving of 27% in large area vacuuming.
3. Should I invest in two electric sprayers for application of pre-treatments and post-treatments and enjoy the time saving benefits?

4. Test an idea?- By using a CRB machine to work-in my pre-spray rather than a pile brush, I can reduce the pre-spray dwell time from 10 minutes to 8 minutes?

5. Over to you – add a task.

Saturday, September 11th 2021 in Las Vegas, Nevada immediately following The Experience Event.

The Textile Pro™ Network and The WoolSafe® Organisation are teaming up for this one day workshop for rug cleaning business owners to empower them with the knowledge to grow their companies as big as they want them to be.

Whether you are a start-up, or long time operation, you will discover the systems that have built some of the most profitable rug cleaning operations in our industry. Step-by-step instruction on developing a solid stream of high quality leads that are systematically nurtured into profitable, ever-growing job flow.

Textile Pro and WoolSafe Academy Instructors Mark Kennedy and Lisa Wagner will lay out a detailed rug company blueprint for multiplying new business, repeat business, and referral business revenue. This sales and marketing content has never been shared outside of consulting circles, so it is a unique opportunity for rug business owners who want to create strong rug revenue growth.

WoolSafe Technical Research Topic: 
Chemically Damaged Rugs – Prevention and Treatments – by Dr. Agnes Zsednai

Understand what chemistry damages wool fibre carpets and rugs, how chemically washed rugs and those cleaned with incorrect chemistry are impacted, and what options you might have to mitigate the damage.

Understand how to recognize damage and what corrective measures and treatments might improve the interior textile’s performance, and what you can and cannot do in these situations.

For full event details visit: https://textilepronetwork.com/vegas

To book your place direct with The Experience visit: THE EXPERIENCE Convention & Trade Show (experiencetheevents.com)
We’re a family-owned company who have been providing high performance cleaning and protection products out of Newcastle, NSW since 1999. Our history of smart innovation in the chemical manufacturing industry, dates back to 1978, and our business model is still passionately geared towards continuous improvement and the quest for excellence.

Our specially-formulated products for carpet and other fabrics provide dependable results and unmatched quality. We’ve spent years perfecting our carpet and fabric cleaning technology so you can depend on our products in your cleaning processes right down to the final thread, every time.

**Encap Plus**
Low-moisture carpet cleaning detergent.
Encap Plus is an advanced low-moisture encapsulating cleaner providing tough grease cutting action with a genuine, brittle dry-down and effective anti-resoiling technology. This outstanding cleaner also includes fluorochemical and good foaming action which assists operators with tracking their progress.

**Performance Plus**
Actichem’s Performance Plus is one of the most significant breakthroughs in carpet cleaning since wet-extraction was first developed. It brings together into one, the impressive new developments in soil suspension technology with the innovative anti-resoiling polymer technology and the formulary requirements for the safe cleaning of wool carpet.

**Rinse Pro**
Dual-purpose acid rinse which delivers powerful cleaning whilst at the same time providing the traditional pH neutralisation. This powerful cleaning action is the ideal answer for tackling heavily soiled wool carpets where the use of an alkaline emulsifier is far from ideal. Whilst rinsing away prespray residues and buffering the carpet or upholstery to a slightly acid pH level, it also imparts effective anti-resoiling properties, stabilises dyes and helps protect the fibre itself.
GVX Pro Surface Carpet Care

Turn pro, let those stains know who is in charge! Pro Concentrate utilizes pharmaceutical-grade Australian Tea Tree Oil as a base for it’s cleaning and odor-removal efficacy. For many years, Tea Tree Oil has been recognized as a biocidal agent and is listed by the United States FDA as a natural bacteriostatic material.

Pro Concentrate has a natural affinity and ability to clean, degrease, and deodorize virtually any surface, floor, or counter materials. For urine, Pro Concentrate is unique because it is effective on both the uric acid and the odor-causing bacteria. Boom – you are back in charge. It’s not magic… it’s science!

USES
Stain removal, deodorization, pet odor (urine, feces, and vomit), or carpet, textiles, hard surface flooring and much more!

GVX Pet and Odor Cleaning

It’s not magic… it’s science! That’s right, GVX utilizes pharmaceutical-grade Australian Tea Tree Oil as the main component for its cleaning and odor-removing prowess. For many years, Tea Tree Oil has been recognized as a biocidal agent, listed by the United States FDA as a natural bacteriostatic material.

No engineered bacteria here! With a bottle of Tea Tree Oil based GVX in your hand, you can crush that next cleaning. Completely clean, degrease, and deodorize virtually any surface, floor, or counter material like a boss!

USES
Pet odor – urine, feces, vomit. Carpet, textiles, hard surface flooring, countertops, and much more!

Both GVX products have ‘DUAL ACTION CONTROL’
• Safely and completely eliminates BOTH organic stains and odors.
• Safe to use around children and pets.
• Safe to use on carpets and fabrics including Stainmaster® carpets and Teflon® treated textiles.
• Safe for use on hard surfaces and flooring.
• Made with sustainably harvested Australian Tea Tree Oil.
Tested to pharmaceutical standards, **GermErase Pro28** is the perfect product for sanitising surfaces and is unmatched in terms of efficacy and safety. GermErase Pro28 is proven to kill live strain SARS-CoV-2, the virus that causes Covid-19, in under 30 seconds and it has inactivated every pathogen it has been tested against. BUT GermErase Pro28 is ultra-low toxicity, non-sticky, has a mild ‘clean’ smell, it doesn’t irritate skin, it is non–corrosive and non-staining. It is over 99% water.

GermErase is efficient, fast and easy to use: simply clean away surface dirt and mop, spray or wipe GermErase Pro28 on to the surface. Leave GermErase Pro28 to dry and it will provide a protective barrier on all surfaces for up to 48 hours with no drop in efficacy whatsoever and remains active for several weeks. Most of our efficacy testing has been carried out in laboratories in ‘dirty’ conditions. In these conditions, it is much more difficult to kill pathogens yet GermErase Pro28 has still proven to be highly effective.

**GermErase 24hr** has been formulated to be a highly effective sanitiser and protector approved for use on the skin as well as surfaces. GermErase 24hr has been proven to kill SARS-CoV-2, the virus that causes Covid-19, in under 30 seconds. It is has also tested to be effective against many other pathogens. Critically, GermErase 24hr does not dry skin or irritate skin the way an alcohol-based sanitiser does and it also provides a protective barrier until you wash your hands. GermErase 24hr is ultra-low-toxicity, non-sticky, has a mild ‘clean’ smell, and is non-staining. Germerase 24hr has been proven to protect surfaces for 24 hours and has passed the PAS2424 testing protocol.

**Silver Solution** is a versatile cleaning product that out-cleans many others that are far more harsh. It is Woolsafe approved and Next Generation safe. Designed for fibers and fabrics, Silver Solution is also effective in many cleaning situations. Anything that can tolerate water is safe to apply Silver Solution, and new uses are continually being discovered.
O.I.O packs a unique punch of naturally biocidal active oils. Its formula is made from 100% biodegradeable ingredients and is safe for people, pets and our planet. O.I.O is manufactured using pharmaceutical grade tea tree oil imported from sustainably harvested and maintained Australian plantations.

The unique characteristics of tea tree oil work together with the patented formula of O.I.O to eliminate all organic odors, stains, bodily fluids, and MRSA bacteria.

O.I.O is specially formulated to permanently remove uric acid crystals (from pet urine) from treated areas while also leaving no trace of sticky residue. Simply spray the affected area with O.I.O, agitate it into the contaminated area and vacuum away once dry. Stains are gone and odor is out!

New Approved Products!

Long-time Licensee, Karcher, have expanded their extensive WoolSafe and CleanSeal Approved product portfolio with the introduction of CarpetPro Cleaner iCapsol RM 768 OA.

A powerful dry foam encapsulation product, CarpetPro Cleaner iCapsol RM 768 OA has paired odour eliminator with encapsulation technology: Dirt is encapsulated and is vacuumed off when you next clean.
The Importance of Rug Pre-clean Inspection

By Ruth Travis, AKA The Rug Lady

One of the most important, yet often glossed over or even ignored completely is the pre-inspection process. Thorough pre-inspection, filling out a condition report and photo documentation of all rugs is essential in every situation, whether in your plant, someone’s home or office. This process will help to avoid a variety of costly misunderstandings with customers. When damage or potential problems are discovered during pre-inspection, technicians or office staff should document the condition in writing, notify customers and obtain proper authorization prior to performing any cleaning, repair or restoration services.

Initially, it is important to identify the type of rug construction, either hand-woven or knotted, machine-woven, tufted, hooked, braided, etc. Generally, the major differences between hand-made and machine-made rugs are:

- selvedge edge and how it is finished.
- fringe – either sewn on or warp yarns that extend from the foundation.
- knot nodes, warp and weft yarns visibility - in most cases, hand-knotted rugs display visible weft yarns on the back side, whereas machine-made rugs display warp yarns.
- attached or glued on backing – could be either a machine-tufted rug or hand-tufted rug with latex adhesive.

The conditions and potential problems that will be discovered during pre-inspection fall into several general categories which include:

- structural damage - wear to face fibers or fringe; or physical damage (holes, tears) to foundation yarns; dry rot; chemical damage.
- dye problems - crocking, bleeding, fading, oxidation, chemical discoloration.
- insect damage - moths or carpet beetles.
- repairs - structural or color.

Because the invoice for services generally remains in the office, it is important for cleaning personnel to have an identification tag on each and every rug to designate specific of that rug. Information included on the identification tag might include:

- invoice number - used to locate the invoice to confirm that problems discovered were discussed with the customer and that a condition report has been signed.
- customer name.
- date in; date due out - information that is essential for maintaining processing schedules.
- number of the rugs in the order (ie. 1 of 4).
- general description of rug - size, color, type, etc.

There are literally dozens of specific conditions to inspect for and document. Many rugs are fragile compared to other domestic items. Eventually normal wear and tear takes its toll! Prior to cleaning, pre-inspect for conditions and document all the findings. I’ll discuss many of the most common ones in my next article.
The WoolSafe testing principles and methods developed 30 years ago have stood the test of time. Their solid, scientific base cannot be questioned, but it is still useful from time to time to do practical experiments to show how they work in everyday carpet cleaning.

Recently, we prepared a piece of carpet for demonstration purposes. We used a new, 80% wool 20% nylon carpet with a purple and grey pattern. Dividing it in three sections, the middle one was left as original, one side cleaned with a WoolSafe approved product, the other with one that had been submitted to us but failed the alkalinity test.

Even after one cleaning, the alkaline product destroyed the carpet’s inherent repellency, making it less resistant to staining; and started to raise its pH. The WoolSafe approved one had no such effect, it did not change the carpet’s acidic pH even after the second clean. See Table 1 and Graph 1.

Moreover, the dark purple colour of the improperly cleaned area loosened and started to bleed on further contact with water. This shows the importance of doing your pre-clean inspection very thoroughly, especially on an unknown, patterned carpet. This one, having been maltreated by the previous cleaner, could have bled even if you used the right product.

We could also see, that the repellency, which was destroyed by the alkaline cleaner after one clean, was not altered by the WoolSafe product after repeated cleaning. It still resisted water and water-based spills.

This shows that carpets maintained using WoolSafe Approved products perform better and are easier to clean on future visits than carpets cleaned with unsuitable products.

<table>
<thead>
<tr>
<th>area</th>
<th>pH after 1 cleaning purple</th>
<th>pH after 1 cleaning grey</th>
<th>water repellency</th>
<th>pH after 2nd cleaning purple</th>
<th>pH after 2nd cleaning grey</th>
<th>water repellency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleaned with alkaline product</td>
<td>6.4</td>
<td>6.5</td>
<td>0</td>
<td>7.1</td>
<td>7.2</td>
<td>0</td>
</tr>
<tr>
<td>Original</td>
<td>5.1</td>
<td>5.0</td>
<td>1</td>
<td>5.1</td>
<td>5.0</td>
<td>1</td>
</tr>
<tr>
<td>Cleaned with WoolSafe product</td>
<td>5.0</td>
<td>5.1</td>
<td>1</td>
<td>5.1</td>
<td>5.1</td>
<td>1</td>
</tr>
</tbody>
</table>
I have been commissioned to inspect a similar concern with a type of Nylon carpet several times since 2014. Every concern (I have seen) always has the same characteristics:

• Renovation works had recently been carried out.
• The carpet is newly installed.
• The carpet is a modern ‘Silky/Soft’ style pile, 100% Nylon.
• The colour is variable shades of light to medium Grey.
• Pinkish spot start to appear in random areas, for no apparent reason, after a few days of installation.
• The spots are always on the tip of the fibre.
• Testing for Bleach, Peroxides and Detergents produce a negative result.
• It has been very difficult reproduce the damage.

The obvious line of investigation was the renovation works and the type of dust created during the works. Having researched many construction materials, I could not find anything to recreate the condition.

However, I recently found out most types of 2 part Wood Filler contains Benzoyl Peroxide in the catalyst hardener. After applying the dry dust to off-cuts, I was able to replicate the damage.

I made up a two-part wood filler product which uses Benzoyl Peroxide as a hardener. I placed a small amount of the dust onto the carpet (areas 1-5) and left it for 30 minutes, 2 hours, 12 hours and 48 hours and vacuumed it off:

• Area 1 dust removed after 30 minutes: No change in colour.
• Area 2 dust removed after 2 hours: No Change in colour.
• Areas 1 & 2 started showing very faint signs of colour loss after 8 hours.
• Area 3 dust removed after 12 hours. Very faint signs of colour loss showing.
• Areas 1, 2 & 3 showing more obvious signs of colour loss after 24 hours.
• Area 4 dust removed after 48 hours. Obvious sign of colour loss (blue dye) with pink staining showing after 48 hours.
• Area 5 is a small finger dab with the carpet containing the wood filler dust, left for 48 hours and vacuumed off. Obvious sign of colour loss (blue dye) with pink staining showing.

All area are showing obvious sign of colour loss (blue dye) with pink staining showing after 48 hours.

All areas (1, 2, 3, 4 & 5) developed deeper staining over 48 – 60 Hours.

I also applied the wood-filler dust to a selection of 80% wool / 20% nylon, 100% wool and a ‘standard’ 100% Nylon carpet:
• The 100% Wool & 80% wool /20% nylon carpets showed no colour loss after 24 hours of dust exposure.
• I tested a ‘standard’ nylon pile carpet. No obvious colour loss occurred after 24 hours of dust exposure.
• After removing the dust I tested for presence of Bleach, Peroxides and Detergents which produced a negative result.

This appears to only be an issue with the ‘silky/soft’ style of Nylon carpet.

I hope you can use this research, freely given, to inform the relevant parties and industry in general to find a solution.

Lastly, to offer a potential interim solution to this, the colour damage can potentially be colour repaired. Tests have shown very good colour bond and very good colour matches.

New Service Providers

Sean Cullum
CAS Carpet Care
Ware
Hertfordshire
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Tel 07764 477998
info@cascarpetcare.com
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Sandra Miller
PM Cleaning
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Tel 07863 176298
info@pmcleaning.net
www.pmcleaning.net

Mr Rohan Merchant
Nice Threads Carpet Cleaning
Townsville
Queensland
Australia
0404 494 114
info@nicethreads.com.au
www.nicethreads.com.au

Mr Scott Devere
Elimbah
Queensland
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0421 559 173
admin@deverecleaning.com.au
www.deverecleaning.com.au
New Service Providers

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

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

Fiber Specialties Rug Cleaning Company
Devin Frizell
Boise ID
USA
208-272-9705
info@fiberspecialties.com
www.fiberspecialties.com

World Class Facility Services
John Haskett
Las Vegas NV
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702-875-4642
john@worldclassnv.com

Arslanian Brothers Carpet and Rug Cleaning
Don Arslanian
Warrensville Heights, OH
USA
216-271-6888
don@arslanianbros.com
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Superior Specialty Cleaning LLC
Mark Wolf
Charlottesville VA
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434-981-4705
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