



**April 22, 2013**

## **Store Communication – Carpet Care/SoftSpring Care and Maintenance Update**

**Action Required: SM / SASM: Ensure all D23 are aware of the below carpet maintenance updates.**

### **CARPET CARE AND MAINTENANCE**

To maintain the appearance of your new carpet, please follow the below directions:

- Vacuum frequently—minimum of two times per week using a vacuum certified through the Carpet and Rug Institute (CRI) Seal of Approval / Green Label Cleaner Program. Visit [www.carpet-rug.org](http://www.carpet-rug.org) for details and listings.
- Clean spills promptly: scoop up as much of the spill as possible, then blot the area with a white cloth and warm water (avoid rubbing).
- Professional cleaning using a hot water extraction cleaning method is required every 12-18 months for coverage of limited warranties.

### **SOFTSPRING COLLECTION**

Because the fibers are so soft and plush, the total surface density is much higher. This density creates a more complete seal for a vacuum cleaner head, increasing suction at the point of contact with the carpet surface. The farther the vacuum head sinks into the carpet, the greater the suction and difficulty in maneuvering the machine. SoftSpring carpets require a gentler cleaning action so as to avoid unnecessary wear. Be aware that some vacuums have overly aggressive action which may damage the surface of your carpet. Vacuum cleaners that work most effectively on these premium soft carpets have the following characteristics:

- Adjustable height brush roll – adjusting to the correct height for the brushing action will create better cleaning and mobility.
- Light weight – lighter weight vacuums will not sink as deep into the carpet and be easier to maneuver.
- Adequate wheel size – a large enough wheel size will help the vacuum stay at the proper height and not sink into the fibers.
- Adjustable motor speed – lower speeds on soft, plush carpets will allow for easier operation and gentler cleaning.
- Optional brush roll control – On loop products, it is recommended to disengage the brush roll to avoid excessive damage to the fibers.

For additional care and maintenance details for your carpet, please visit [www.carpet-rug.org](http://www.carpet-rug.org).