

# WALL-2-WALL NEWS

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Editor: Desiree Debiak

## Top 10 Carpet Installs for 9/13

RANK	STORE #
1	6204
2	4115
3	2557
4	4501
5	901
6	915
7	6209
8	4608
9	2623
10	4140



Great job!

Who will be in the Top 10 SQ YD report next month?

**Thank you for all the hard work.**

## Carpet Cleaning Methods

**Carpet Shampoo Method-**The theory in the shampoo method is to generate a lot of foam in the carpet, allow this foam to dry, have the resulting residue attract the soil and vacuum up the residue and soil the next day. The problem is that they dry to a soft, sticky residue which will cause resoiling. Because shampoos are actually very poor detergents and basically simply bury the dirt, they frequently also contain high levels of optical brighteners which take invisible ultraviolet light and convert it to visible light, thus making the carpet appear cleaner and brighter than it really is, for a while. It will eventually give the carpet a yellow cast and the yellow cannot be removed.

**Carpet Absorbent Cleaners-**This method is often called "dry cleaning" since virtually no water is used. In this method, dry absorbent compound is sprinkled over carpet or worked into the carpet with a machine. This purpose of this cleaner is to attract and absorb soil. The theory is that the liquids dissolve the soil and this soil/detergent/solvent mixture is absorbed into the carrier and is then vacuumed up. They are often used with a detergent pre-spray in heavily soiled areas. Carpet must be thoroughly vacuumed before and after cleaning. A common problem is for this white powder to reappear after wet extraction cleaning. This cleaning method has the advantage of no drying time for interim maintenance, since little water is used.

**External Extraction-** This method is often call "Warm Water Extraction", "Hot Water Extraction" or "Steam Cleaning" and is the cleaning method nearly all carpet manufacturers and carpet fiber producers recommend. This is the only cleaning method classified as "deep cleaning." This method is frequently called "steam" cleaning due to the fine spray of water used to force dirt out of the carpet which is sucked up by the vacuum slot immediately in front of the spray. This process consists of spraying a solution of water and detergent into the carpet pile and recovering the water and soil with a powerful vacuum into a holding tank.

## Carpet Fiber Definitions

**Olefin or Polypropylene:** It can be engineered for outdoor applications as well. The greatest strength of Olefin carpet fibers is in fact, well, strength. It doesn't make a bit of difference whether the carpet is exposed to wet or dry conditions, the fibers remain strong and equally resilient in either setting. In addition to low moisture absorption properties, Olefin is stain, mildew, abrasion, chemical and sunlight resistant. and they boast an extremely impressive colorfastness that will last for years.

Resists fading  
 Inherently stain-resistant  
 Limited color selection  
 Generates low levels of static electricity  
 Chemical-, moisture- and stain-resistant  
 Favorably priced

**Nylon:** First used in 1959 in carpet. It is used in residential and commercial applications. It is produced as a solution-dyed fiber or white yarn to be dyed. Accounts for 65% of all face fibers in carpet. By absorbing the wear-and-tear without letting it show, Nylon carpeting has earned the trust of consumers everywhere and will continue to deliver under pressure

Durable, resilient  
 Abrasion-resistant  
 Versatile in coloration possibilities  
 Favorably priced  
 Must be treated to be stain-and soil-resistant

**PET Polyester:** First used in 1959 in carpet. Offered as BCF or staple, it is used in residential and commercial applications. It is produced as a solution-dyed fiber or white yarn to be dyed. Accounts for 65% of all face fibers in carpet.

Color clarity  
 Colorfastness  
 Resistant to water-soluble stains  
 Noted for luxurious "hand"  
 Offered primarily as a staple product, although some BCF is being produced  
 100% of Mohawk's Staple Polyester is manufactured from recycled plastic bottles (Everstrand)

**PTT Polyester Fiber Triexta PTT-** A completely new form of carpeting fiber made from the combination of 1.3 propanediol (PDO) and terephthalic acid (TPA). Triexta PTT properties are derived from a unique semi-crystalline molecular structure. Used currently in residential applications and as BCF. Recognized by the Federal Trade Commission as a unique fiber subclass, Triexta has demonstrated characteristics previously never seen in Permanent, built-in stain protection.

Wear-resistant  
 Ease of maintenance  
 Luxurious softness  
 Quick-drying