

WOOLSAFE promotion now targets consumers

Promoting our partner's services and products to carpet suppliers and owners has always been a priority to The WOOLSAFE Organisation. This has been done over the years via direct mailings, articles and advertorials, through a high-profile website and by our presence at trade and consumer shows.

Almost three years ago, we enlisted the services of PR company Select First to help us in these efforts and this paid off immediately - in the first 12 months 40 articles in the trade and consumer press appeared promoting new WOOLSAFE initiatives such as the launch of the Registered Inspectors network, our maintenance advice services, the spread of our representation outside the UK and WOOLSAFE publications.

Most of the promotional effort, 85%, was initially aimed at the carpet supply and maintenance sector and we are confident that now there are very few people in this industry that have not heard of WOOLSAFE, what we do and the services we provide.

Promotional emphasis has gradually shifted towards informing consumers and commercial carpet owners. One third of our coverage is now in the consumer press and we are actively working to ensure that every opportunity is taken to communicate our many messages. Over recent months, The WOOLSAFE Organisation has been working closely with leading home and women's interest magazines such as 'BBC Good Homes', 'Traditional Homes & Interiors', 'Period Living', 'Period House', 'Grand Designs' and 'Prima' to inform householders about WOOLSAFE Approved products and the WOOLSAFE networks of carpet cleaning professionals and inspectors.



With column inches ranging from "top tips" to full-page editorials, we are becoming increasingly recognised by carpet owners and with so many stories to tell, all of which offer genuine impartial advice including some very important dos and don'ts, readers are taking note.

This is great news for cleaning chemical manufacturers, carpet cleaning professionals and other associated services, helping to boost their position in the consumers' eyes as specialists in their field.

As an independent authority we are ideally positioned to promote the best practice of the carpet care industry as a whole.

Being associated with The WOOLSAFE Organisation ensures that our partners are trusted and relied upon by householders keen to protect their investment.

With a growing number of cleaning chemicals and products bearing the WOOLSAFE Approved Certification Mark, the fact that products are independently tested and certified is becoming an increasing part of the decision making process.

Products with WOOLSAFE certification are completely safe to use on wool and wool-rich carpets and rugs and so householders are keeping an eye out for our distinctive mark on packaging. Distributors and retailers can, by making sure that cleaning products stocked bear this mark, put minds at rest that the products the sell will be both totally safe and effective for the job.



WOOLSAFE will have a stand at the National Floor Show in Harrogate, 2-4 September. Come and see us in Hall C, stand C10a and get the latest news and information. We will also give a presentation on Tuesday 2nd September in the Queens Suite, at 2 pm: Care for your Carpets: Be Safe - Go WOOLSAFE.

Lanolin and Rug Longevity

After a householder cleaned wool rugs herself using a laundry detergent suitable for both natural and synthetic fibres, she asked a carpet cleaner to treat the rugs with 'liquid lanolin', saying that it is what the manufacturer of the rug recommends. The carpet cleaner said he had never heard of this recommendation and asked for advice.

If the rug manufacturer gave the advice quoted, they were wrong unfortunately. There is a persistent misconception in some quarters that because newly-shorn wool contains lanolin – and quite a lot of it – it is essential for the wellbeing of the fibre, and the product made from it, for ever after. Some even think the wool somehow loses its flexibility and strength and becomes brittle when the lanolin is removed. This is not helped by the fact that some highly medulated (hollow) wool fibres, especially kemp, are weak and break easily. These are sometimes referred to as 'dead' wool. Of course this is not true, after it is removed from the sheep's back wool is *not* a living fibre that can die.

Lanolin assists in the extrusion of the wool from the follicle. It also helps in making the wool fleece water-repellent, so sheep don't get water-logged when it rains.

In fact, wool processors go to great lengths to remove as much of this lanolin as possible as it is sticky and causes accelerated soiling and matting of the pile. They do this by scouring the wool with detergents at elevated temperatures, followed by thorough rinsing. The aim is to get down to 0.5 - 0.7% on the weight of the wool. The lower level is just about achievable and a 'safe' level for even the lightest of carpet or rug colours.

So no, it is not a good idea to try to put lanolin back into wool rugs, even if it was possible.

Lanolin is, of course a very useful by-product of wool scouring, as after refining it is used as a base for a number of skin care and beauty products as well as wood preservatives and metal anti-corrosion treatments.

Exciting New Start for WOOLSAFE in North America

The WOOLSAFE Organisation is very pleased to announce that Ms Ruth Travis, President of R L Seminars Inc., has agreed to become WOOLSAFE's Director in North America. She succeeds Guy de Lacrose, who resigned from the post in January.



Ruth is the current President of the IICRC and the immediate past President of the Society of Cleaning and Restoration Technicians (SCRT), one of the largest cleaning and restoration trade associations in the USA. She is undoubtedly one of the best-known and most respected figures in the floor covering cleaning industry in North America.

Ruth is an expert in area rug cleaning and regularly teaches the IICRC-Approved Rug Cleaning Technician Course and she is also an IICRC-Certified Carpet Inspector specialising in colour correction. Ruth is a consultant to individual cleaning companies and works closely with the Carpet and Rug Institute (CRI) in Dalton, as well as the American Furniture Manufacturing Association (AFMA) in High Point, North Carolina.

Ruth, who is based in Franklin, Tennessee, operated a fabric care service for 13 years where she performed fabric cleaning, protection, and inspection and colour correction services for her clients, interior designers and carpet mills. After selling her share of the business to her business partner in 2001, Ruth shifted her focus to training and instructing others in the fabric care industry.

WOOLSAFE and Wools of New Zealand USA merge carpet cleaner networks

Two networks of carpet and rug cleaning companies in North America have merged to form an invaluable new resource of wool cleaning expertise.

WOOLSAFE's Carpet Care Specialists and Wools of New Zealand's Wool Specialist Cleaners will form a consolidated network, listed on both the www.woolsafeusa.org and www.fernmark.com/en_us websites. They are called the **WOOLSAFE and Wools of New Zealand Accredited Wool Care Specialists.**

They are arranged by state and city and cover the whole of the USA and important parts of Canada.

For full information go to the WOOLSAFE North America website www.woolsafeusa.org.

Profile of another one of WOOLSAFE's licensees

Innovation: the key to success



envirodri has always endeavoured to provide the finest products for cleaning carpets. Their specialist works with the world's leading carpet and rug manufacturers as well as retailers that create and promote carpets and rugs of exceptional quality.

They offer a system which will clean and maintain carpets as-clean-as-new everyday of the year.

Only environmentally responsible ingredients and the most technologically advanced techniques are used to produce cleaning products carrying the envirodri mark.

A Dry Carpet Cleaning system that brings together state-of-the-art technology, specifically formulated products and guarantees to clean carpets every day of the year, **envirodri** represents the standard of excellence in carpet cleaning.



The simplicity of the system, effectiveness and efficient performance of the cleaning products represents the natural quality that makes envirodri an excellent system of cleaning and maintaining carpets.

envirodri has been a WOOLSAFE Licensee since 1998 and currently has five approved products for professional carpet cleaners under the envirodri brand and a further five products under the Natural & Clean brand for consumers, including pre-cleaner, spotters, dry extraction cleaner and spot removal wipes. It also supplies machines to apply their products evenly and thoroughly.



Crushing, pile reversal and shading – a USA perspective

Jeff Bishop

Clean Care Seminars, USA

When I first started cleaning carpet in 1954 we always referred to variable light reflection in cut-pile wool carpets as **pooling**. So did everyone else in the industry at that time. Most of that pooling was correctable, at least temporarily, until traffic was re-introduced. Wool really wasn't much of a problem, because we also let customers know that the pooling gave their carpet individual personality and even enhanced its appearance over time.

With synthetic pile carpets the phenomenon was referred to as **pile reversal** or in major situations **water marking** – although water has nothing to do with it. Nevertheless, this is how the terminology evolved. Today, pooling, watermarking and pile reversal are used interchangeably.

Clearly, fibre type is a major factor in pile reversal. Non-resilient fibres, such as polypropylene and acrylic manifest pile reorientation in a matter of months, sometimes weeks. Perhaps that's more accurately called **crushing**.

Polyester fibre elongates or loses its crimp over time. Technically, this isn't pooling, watermarking or pile reversal, but the texture change seen in the traffic areas is substantial. It results in frequent complaints from customers, and, depending on style and pile height, it sometimes results in a grotesque appearance in traffic lanes, compared to untrafficked areas along walls and under furnishings.

Shading is a variation in light reflection that can be caused by two things:

1. pooling/watermarking/pile reversal/texture change, or
2. abrasion

When any synthetic fibre is abraded by particle soils (e.g., sand, quartz, limestone), or even when fibres are thinned out in traffic areas compared to areas along the walls or under furniture, we see a "shaded" effect – that is, a variation in light reflection. Shading can be caused by the physical reorientation of fibres or pile yarns with no physical damage to the fibres or colour; or it can result from abrasion, which causes light to be deflected, absorbed, diffused or otherwise changed in its angle of reflection to the viewer's eye.

While I appreciate the dilemma this presents for carpet manufacturers and retailers, here in the U.S. at least, there is such a thing as an "implied warranty of merchantability." That is, carpet has an implied warranty that it will be suitably durable floor covering and that it will contribute, rather than detract from the decorative aesthetics of the home or business in which it is installed. ISO even has an appearance retention rating scale, with which I'm sure you are familiar.

Therefore, if the carpet's appearance has deteriorated to the extent that it is no longer performing as suitable material that contributes to the overall aesthetics of the home or business, I submit that there may be legitimate grounds for consumer complaint under the implied warranty of merchantability.

While I agree that most shading, pooling, water marking or pile reversal complaints should **not** be laid at the carpet manufacturer's or retailer's doorstep, it benefits carpet manufacturers to test carpet styles to anticipate performance characteristics before being sold to the general public.

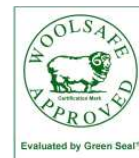
At a minimum, this might eliminate some consumer perception complaints, which cause those consumers to replace carpet with other flooring alternatives.

Until that happens - and it appears to be unlikely - most carpet inspectors should reserve the right to use judgment and invoke the ISO appearance retention evaluation criteria when relatively new carpet's appearance is grotesque.

Approved products update

WOOLSAFE Licensees have introduced a number of new and exiting products for professional carpet and rug cleaners to use. As usual, these meet the highest standards of safety and performance.

CHEMSPEC has launched **DFC 105**, which can be used as a pre-spray, in-tank and low moisture cleaner. Although it has an initial pH of 9.5, it is not buffered and is self-neutralising. It carries the Green WOOLSAFE Mark because it is both Green Seal and EcoLogo certified.



Kill Odor Plus is a heavy duty spot remover and deodorizer specifically for dealing with urine. It can also be used as a traffic lane cleaner and encapsulation cleaner.

ServiceMASTER Clean in the UK has joined the growing camp of environmentally responsible cleaning companies. Their first Green WOOLSAFE APPROVED carpet cleaning product is the appropriately named **Green for Carpets**.

ECOLAB now market its WOOLSAFE Approved products **Revitalize Carpet & Upholstery Prespray Cleaner** and **Revitalize Carpet & Upholstery Extraction Cleaner** under the additional brand name: **FaciliPro**.

Vax has introduced a new cleaner to go with its carpet cleaning machines: **Vax Ultra Carpet and Upholstery Cleaning Solution**.

It has also launched **Concentrate** versions of several of its existing product line-up; **Vax Spring Clean with AAA**, **Vax AAA Carpet Cleaner For Homes with Pets** and **Vax Machine Carpet Cleaner with AAA**.



"Quote – Unquote"

From Ian Harman, Amethyst, Bideford, Devon, UK:

15 May 2008

"Just to thank you for the WOOLSAFE training course at the NFS yesterday. It was informative (exactly as I expected) and enjoyable. Adam [Jankowski] has a style of presentation that is easy to listen to and to absorb. I will be completing the exam paper as a matter of priority."

And from Justin Woodard, of Woodard Cleaning & Restoration Services, St Louis, Missouri, USA:

9 June 2008

"It was great to meet you last week at the Rug Cleaning class in Norcross (Georgia, USA). Your presentation on WOOLSAFE products has encouraged me to look closer at the chemicals we use to clean wool rugs and it will also cause me to do some research into new products and procedures for rug cleaning - you can bet I will be looking for your organisation's logo! Thanks so much."

WOOLSAFE training courses in 2008

Training courses for carpet cleaning companies or individuals who wish to learn more about wool carpet maintenance, or to become WOOLSAFE Certified Operators, will be held at different venues throughout 2008.

Syllabus

- Introduction to wool and other carpet fibres and their physical and chemical characteristics of relevance to carpet cleaning
- Manufacture and characteristics of 100% wool and wool-rich carpets and rugs
- Cleaning and maintenance techniques specific to wool and wool-rich carpets and rugs
- WOOLSAFE approval programme for carpet and upholstery cleaning and protection products
- WOOLSAFE approved products: how and why they are selected, and why you should use them
- Common problems with wool floor coverings and how to deal with them

UK

Bradford, West Yorkshire

Date: 17 September 2008
Venue: TBA
Course tutor: Julie Roberts, *Chemspec Europe*
Contact: Chemspec Europe, 01274 597 333, julie@chemspec-europe.com

Farnham, Surrey

Date: 23 October 2008
Venue: National Flood School, 47A Wrecclesham Road, Farnham, Surrey, GU9 8TY
Course starts: 09.30 hrs, and finishes 16.30 hrs
Course tutor: Adam Jankowski
Contact: The WOOLSAFE Organisation, T: 01943 850817, Fax: 01943 462 127, stella@woolsafe.org
Course fees: First member of company: £135.00, Additional members of the same company: £67.50

USA/Canada

Las Vegas, NV

Date: September 27, 2008
Venue: Hilton Hotel, 3000 Paradise Road, Las Vegas, NV 89109
Course tutor: Ruth Travis
Course starts: 9:30 am, and finishes 3:30 pm
Contact: WOOLSAFE North America, T: +1 615 945 4662, M: +1 615 972 0250, woolsafeusa@yahoo.com
Cost: \$199 (SCRT member); \$299 (non-member)

This course coincides with the Connections Convention & Trade Show, Las Vegas Hotel, Las Vegas.



Australia

New South Wales

Date: 5 September 2008
Venue: TBA
Time: Registration 08.30am for 9.00am start
Cost: \$352.00 incl. GST
Course tutor: Colin Nation
Information: 0408 966 500, office@woolsafeaustralia.org

Book 3 or more technicians from the one company at the same course and receive a 10% discount if booked and paid at least 14 days prior to course.

The WoolSafe Organisation on the net

Wordwide: www.woolsafe.org
 North America: www.woolsafeusa.org
 Australia/New Zealand: www.woolsafeaustralia.org
 Germany, Switzerland, Austria: www.woolsafe.de

WOOLSAFE Certified Operators Networks

We are delighted to welcome a number of additional professional carpet & upholstery cleaning companies who have joined the WOOLSAFE Certified Operators Network in the UK in the last six months. They are:

England

Mr Ian Harman,
Amethyst,
 73 Riverside Court, **Bideford**, Devon, EX39 2RY
 Tel: 01237 474 540, Mob: 07886 497 134
 ianharman@btinternet.com

Mr Peter Collins
Collins Cleaning Company Ltd,
 13 Roe Way, **Wallington**, Surrey, SM6 9HX
 Tel: 0208 773 4987, Mob: 07885 804 560
 pcollins32489848@aol.com

Mr Derrick Ramsdall,
Rainbow International - Coventry,
 Unit B, Bryant Road Ind Estate, Exhall, Coventry, Warks, CV7 9EN
 Tel: 02476 644 460
 i.rix@rainbow-int.co.uk

Mr David White,
Rainbow International - Warwick,
 Unit 13, Avenue Fields Business Park,
 Avenue Farm, Birmingham Road,
 Stratford upon Avon, CV37 0HT
 Tel: 01789 292 048 Mob: 07962 650 125
 c.watson@rainbow-int.co.uk

Mr Phil Mitchell,
The Sutton Carpet Cleaning Company,
 47 Ashfurlong Crescent, Sutton Coldfield,
 Birmingham, B75 6EN
 Tel: 0121 311 1893, Mob: 07957 557 886
 mitch281061@aol.com

Scotland

Mr Keith Glass,
Regency (Ayrshire) Ltd,
 49 Fulshaw Crescent, **Ayr**, KA8 0ND, Tel: 01292 611 655,
 Fax: 01292 611 655, Mob: 07866 456 067
 keithglass@regencyayrshireltd.co.uk

Mr Stephen Ferrier,
Mobile Carpets,
 Gateside House, Annan Road, **Dumfries**, DG1 3JX
 Tel: 01387 263 800 or 0845 347 5365 Mob: 07801 071 724
 info@mobilecarpets.net

Mr Russell Cameron,
Phoenix Restoration Ltd,
 Unit 3, Newhut Road, Braithurst Industrial Estate, **Motherwell**,
 ML1 3ST, Tel: 07971 074 050
 info@phoenixrestoration.co.uk

Australia

Mr Tony Rigg
Aquajet Carpet Cleaners
 PO Box 1571, Rockhampton, QLD 4700
 Tel: 07 4926 6666 Mob: 0414 620 809
 tkrigg@cqnet.com.au

Mr Brendan Latcham
Brendans Carpet Cleaning and Pest Control,
 PO Box 3227, Redhill, Rockhampton, Qld 4701
 Tel: 07 4936 3690 Mob: 0407 177 524
 jennylatcham@hotmail.com

Mr Shorty Glanville
Get Shorty Carpet and Upholstery Care,
 PO Box 107, Edge Hill, FNQ 4870
 Tel: 07 4054 4156 Mob: 0409 774 253
 info@get.shorty.com.au