



WOOLSAFE promotional activities in early 2010

WOOLSAFE will be visiting Europe's biggest international flooring show, Domotex in Hanover, Germany in January to meet with retailers, carpet mills and key industry figures and distribute WOOLSAFE information on carpet care.



Lasting four days, spread across 13 halls and boasting some 1,400 exhibitors from Germany and the rest of the world, DOMOTEX HANNOVER will once again be one of the most important events of the business year in 2010 - and a major driver of sales growth. All the major suppliers come together every year to present the complete range of floor coverings available worldwide.

A great opportunity for us to promote WOOLSAFE there.



As ever since its launch in 2004, WOOLSAFE will again support CARPEX, the biennial gathering for carpet cleaners. This year's event will once again take place in

the Ricoh Arena in Coventry, which is a central location, easily reached from wherever you are based.

CARPEX 2010 will bring together all the key personnel within the carpet cleaning and maintenance industry to provide a forum for conducting business & networking with colleagues.

The free seminar programme organised by the National Carpet Cleaners Association (NCCA) is always very popular and essential for carpet cleaners for keeping up to date with the latest developments. Log onto the Carpex website for full details and registration: www.carpex.co.uk.

We hope to see most of our members there.

WOOLSAFE North America gets New Website

Our North American website, www.woolsafeusa.org has been remodelled after the successful design of the main WOOLSAFE website which was launched last March.

The American site mirrors the structure and layout of the world wide one and great care had been taken to make the text and phraseology American. It is also easier to update than the old site, so as soon as our partners notify the office of any changes, these can be reflected on the site straightaway.

The new site has the same quick search buttons on the home page which are proving to be very popular on the main site.

It only takes a few clicks to find a chemical supplier, an approved product or the WOOLSAFE Service Provider nearest to your home!



WOOLSAFE launch new carpet repair and refitting course

Every professional carpet cleaner worth his salt is always looking for ways to improve his skills and expand the services that he can offer. WOOLSAFE members seem to have a particular thirst for knowledge, which is why we widened the scope of our training programmes in 2009 with the introduction of a new training course entitled **Essential Carpet Installation and Repair**.

This one-day course is designed specifically with carpet cleaners in mind. It covers the kinds of carpet faults and problems they are likely to come across while cleaning residential carpets and maintaining commercial carpet installations.

When the course was first advertised it proved so popular that an extra date had to be added at short notice to the 2009 WOOLSAFE training calendar.

The courses were held at the premises of O₂H₂ Carpet Consultants, based at in Evesham, Worcestershire.

Trainers John Hopkins, Mike Walker and Robert Taylor have decades of experience in the carpet trade and proved to be veritable fountains of knowledge, advice and top tips.

Carpet fitting theory and standards was covered by John Hopkins. All practical fitting and repair demonstrations were carried out by Robert Taylor and Master Carpet Fitter Mike Walker, both very thorough and patient instructors.



In the morning the theory of carpet installation and the most common faults was covered, while the afternoon was set aside for demonstrations and hands-on learning. Areas covered were:

- Review of carpet installation systems and methods
- Identification of fitting faults
- Survey checklist, tools and standards
- Demonstrating rectification of fitting faults
- Re-fixing gripper and door bars
- Re-stretching
- Repair of broken seams
- Re-tufting woven carpets
- Replace damaged areas in tufted carpets

Although the feedback from this initial course was very positive, the ever meticulous WOOLSAFE Managing Director, Paul Bakker, who attended the course himself, thought it could be made even better in 2010; so in consultation with the trainers the syllabus was modified by adding extra time for attendees to practice and actually try for themselves the skills demonstrated, like re-tufting, re-fitting, re-seaming, etc.

The next **Essential Carpet Installation and Repair** course is scheduled for 17 February 2010 (see also p4).

We have limited the number of trainees per course to 8 so as to allow everyone sufficient 'hands-on' time and a clear view of the master fitter's demonstrations. We expect the course to fill up very quickly again, so please book a place early to avoid disappointment.



The top 5 costly mistakes made by cleaners

By Ruth Travis, Director WOOLSAFE North America

I ran a carpet and fabric cleaning business for about 15 years. I had a lot of repeat customers over the years and was very successful. I attribute my business accomplishments to a few simple things: consistently hard work, persistence, and trying very hard to avoid some costly mistakes which I see other cleaning companies make all the time.

Those mistakes typically include:

1. **No pre-inspection** – Inspect to know what to expect, then communicate your findings to consumers. Thorough pre-inspection and documentation of the carpet, upholstery or rug you'll be cleaning is essential in all situations to avoid a variety of costly misunderstandings with customers. When damage or potential problems are discovered during pre-inspection, you should document the condition in writing, notify customers and obtain proper authorisation before performing cleaning, repair or restoration services. If you clarify potential problems up front, then when they happen, you've given an explanation, not an excuse.

2. **Lack of knowledge** of fibre type and characteristics:

- Each fibre type has certain characteristics that affect performance and appearance over a period of time and under the influence of traffic. Some fibre characteristics may be blamed on cleaners, if they don't know what they're cleaning.
- An understanding of fibres also allows us to determine how much effort and what cleaning chemicals will be needed to get a carpet clean, and
- Finally, it allows us to predict whether or not, or how hard it will be, to remove spots and stains.

Probably the classic example is polypropylene (olefin) fibre. In some carpet styles, polypropylene pile yarns are not very resilient. When crushed by traffic, customers want to know why cleaning won't bring them upright again. Lack of resiliency is simply a characteristic of the fibre. And then there are wool carpet and rugs, which we find in many high-end homes, office and hospitality installations. Wool carpet often is woven and it is expensive, so you can't afford to take chances when cleaning it. Wool has specific performance characteristics, and it requires special knowledge of proper cleaning chemicals and techniques.

3. **Understanding the chemistry of cleaning.** pH is the relative alkalinity or acidity of a water-based solution. It's measured using a pH meter (or pH indicator).

The problem that cleaners encounter all the time is that highly alkaline cleaners can cause immediate or delayed or progressive bleeding or colour loss in nylon or wool carpet. They can also damage wool fibre and eventually, in strong enough concentrations, they dissolve wool fibre completely. That's not my idea of good customer service!

Now you ask, "Can't you just neutralise an alkaline residue in carpet by using an acid rinse?"

Answer: "Not necessarily." You see, some alkaline cleaners are buffered. That means their pH is stabilised, and an acid rinse won't neutralise the alkaline residue. Further, some strong alkaline builders are hygroscopic – that is, they attract moisture from the atmosphere, which causes carpet to re-soil rapidly after cleaning. Another bummer.

When cleaning nylon, polyester or polypropylene (olefin) carpet, the recommended pH of the pre-spray or in-tank solution should be 10 or less.

Rather than increasing pH to clean more aggressively, consider increasing agitation or dwell time. Same result, fewer problems.

4. **Choosing the wrong cleaning technique** – there are numerous methods of cleaning. In fact I can name at least 10 distinct methods, plus combinations of those methods, that I have used over the years... and each has benefits and limitations. They range from dry solvent cleaning, to minimum moisture methods, to complete submersion.

A professional cleaning technician should have the knowledge to choose the best cleaning method for the particular circumstance or item being cleaned. If you don't have a good understanding of methods, then you need to get some education. Get on a carpet and / or rug cleaning course now! Contact your local or national carpet cleaners association or any of the leading cleaning equipment suppliers. They all run a range of quality training courses. And don't be surprised if you have to travel some distance to attend a suitable course. It will be worth every penny. Promise!

5. **Last, but not least: It's the little things that matter**, especially to women. And if you don't communicate with your customer both during the job and afterwards, and with a follow-up call, you'll end up with a very unhappy customer.

For example, if you just couldn't remove that stain in the middle of the living room carpet, no matter what product you used, then explain that some stains are permanent. Give your customer an analogy: compare it to stains on clothing. I promise, she'll understand and appreciate the fact that you took time to talk to her.

As you can see, there are a number of simple things you can do that will make you more professional, effective and safe in your cleaning practices, as well as help you have a more successful business.

And by the way, if you're trained, conscientious and professional, **you deserve to be paid well** for your services. Believe me, your customers understand that concept!

(Ruth Travis is the Director of the WOOLSAFE Organisation in North America. She holds a degree in Textiles from the University of Tennessee. She is Past-President of the IICRC and the Society of Cleaning and Restoration Technicians. She is an IICRC-Certified Master Textile Cleaner, Master Fire and Smoke Restorer, Water Damage Restorer, Approved Instructor in Colour Repair, Rug Cleaning, a Senior Carpet Inspector and a Carpet, Laminate and Resilient Flooring Inspector. Ruth specialises in carpet colour correction for major carpet mills and consumers.)

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Approved products update

Oslo based international company, **Fiber ProTector Norge AS** has joined the growing number of WOOLSAFE



licensees on the continent, and is the first one from Scandinavia. They specialise in fabric and fibre protection and their two new carpet and upholstery protectors (one water-based, one solvent) are both suitable for treating wool carpets. **Fiber ProTector** has a revolutionary system that covers the microscopic holes within the carpet fibre. The fibre keeps all its natural properties, but dirt doesn't get a chance to attach, so textiles treated with **Fiber ProTector** look like new for longer and their cleaning is a lot easier.

CCA Global Partners, one of the largest privately held companies in the United States, which incorporates **CARPET ONE FLOOR & HOME** and **FlooringAmerica**, has joined WOOLSAFE at the end of last year. They are going to market three approved products under the **Resista** brand.

The highly effective dry extraction cleaner, **Resista Professional Dry Carpet and Rug Cleaner**, can be bought separately, or together with **Resista Professional Carpet & Rug Pre-Spray** in a handy **Kit** on the North American market.

Innu-Science Deutschland GmbH, the continental branch of the Canadian Biotechnology Company, have upgraded their WOOLSAFE licence to get world wide certification and promotion of their carpet maintenance product: **Nu-KarpetKare™**. This high performance, biotechnological product is an all-in-one carpet and fabric cleaner, spotter and degreaser with odour control.



Newly approved products

Chem-Dry supplier, Harris Research Inc, who recently joined the WOOLSAFE programme with two cleaning products, **Natural for Wool** and **Traffic Lane Pre-Spray** have gained accreditation on two water-based carpet protectors: **PowerGuard Protectant Concentrate** and **Repel Protectant Concentrate**.



Prochem Europe, already having one of the largest range of WOOLSAFE approved products, has added a new angle to their cleaning arsenal. With the new WOOLSAFE certification for their dry extraction product, **Fiberdri**, they now have a product in almost every category.

JohnsonDiversey USA has added two retail products to their extensive range of WOOLSAFE approved products. **SC Johnson Shout Carpet Deep Cleaning**, which is suitable for large area cleaning with an extraction machine, and **SC Johnson Shout Carpet Spot and Stain Remover**, a very effective spotter in a handy spray bottle. **Trailbreaker** is a new traffic lane cleaner and pre-spray under the **Ramsay** brand name.



In our regular feature on our Chemical Licensees, WD-40 introduces their 1001 range.

1001 Simple Solutions for Carpet Stain Removal

With over 50 years of carpet care experience, 1001 provides a complete range of convenient, effective and affordable solutions for carpet cleaning, spot stain removal and freshening, with products including **1001 Shampoo**, **1001 3-in-1 Machine Cleaner**, **1001 Troubleshooter**, **1001 Troubleshooter Ultra** and **1001 No Vac**. In the current economic climate consumers are looking for value for money, and the 1001 range with its competitive pricing fits the bill perfectly. David Whittome, Head of Marketing, says, "With the difficult economic times we find ourselves in, it is imperative that we offer consumers solutions that fulfill their needs within the home, without them having to spend a fortune doing it. Our No Vac range is a quick and easy solution for keeping carpets, rugs and upholstery fresh, and our wide range of carpet cleaning solutions means that there is something for almost any eventuality when it comes to carpet stains and spills, often reducing the need for professional cleaning or the purchase of new carpet!"

1001 Troubleshooter Ultra is now WOOLSAFE



1001 Troubleshooter Ultra, recently re-launched with a formula enhancement, now carries WOOLSAFE certification. The improved efficacy of the product, along with the WOOLSAFE accreditation, has strengthened the brands 'caring' credentials and provides consumers with the ultimate in spot stain removal solution that's safe and gentle on carpets.

The 1001 Range

From stain removing to freshening, there is a product to suit all household carpet and upholstery emergencies. 1001 Shampoo is perfect for cleaning high traffic areas such as the hallway and stairs, leaving treated carpets clean, fresh and revitalised. Plus, like 1001 Troubleshooter and 1001 Troubleshooter Ultra, it's WOOLSAFE approved too! 1001 Troubleshooter Ultra is a more advanced 4-in-1 formula designed to eliminate stains, neutralise odours and prevent re-soiling. It also features a built-in fabric conditioner to care for carpets and upholstery; 1001 No Vac is a revolutionary carpet, rug and upholstery freshener which safely eliminates everyday trapped odours without the need to vacuum. Available in three fresh fragrances - Gentle Breeze, Spring Rain and Summer Flower, No Vac is ideal when used as part of a regular cleaning routine and equally good as a daily room freshener to treat everyday household smells. Also available in the range is No Vac Pet which is ideal for neutralising pet odour.



For more information, hints and tips on carpet and upholstery care log on to www.1001carpetcare.co.uk or contact the 1001 Customer Care Line on: 08000 27 33 40.

1001 products are available from leading supermarkets including Tesco, Asda, Morrisons and Wilkinsons. Make sure you select a WOOLSAFE approved one when treating a wool carpet!

WOOLSAFE training courses in 2010

These courses are for carpet cleaning companies or individuals who **wish to learn more about wool carpet maintenance, or to become WOOLSAFE Certified Operators.**

ICRC certified technicians will earn one CEC credit on completion of the course.

United Kingdom

17 February 2010 – Evesham, Worcestershire

Subject: Carpet Installation and Repair
Venue: O₂H₂ Flooring Consultants Ltd, 2nd Floor, Barclays Bank Chambers, 50 High Street, Evesham, Worcestershire, WR11 4HJ
Course starts: 09.30 hrs, and finishes 16.30 hrs
Course tutor: John Hopkins & Bob Taylor, *O₂H₂ Flooring Consultants Ltd*
Contact: The WOOLSAFE Organisation, Tel: 01943 850 817, Fax: 01943 462 127, office@woolsafe.org

18 February 2010 – Evesham, Worcestershire

Subject: WOOLSAFE Training Course (Carpet maintenance)
Venue: O₂H₂ Flooring Consultants Ltd, 2nd Floor, Barclays Bank Chambers, 50 High Street, Evesham, Worcestershire, WR11 4HJ
Course starts: 09.30 hrs, and finishes 16.30 hrs
Course tutor: Paul Bakker and Dr Ágnes Zsednai, *The WOOLSAFE Organisation*
Contact: The WOOLSAFE Organisation, Tel: 01943 850 817, Fax: 01943 462 127, office@woolsafe.org

17 March 2010 – High Wycombe, Buckinghamshire

Subject: WOOLSAFE Training Course (Carpet maintenance)
Venue: SEBO (UK) Ltd, Merlin Centre, Cressex Business Park, High Wycombe, Buckinghamshire, HP12 3QL
Course starts: 09.30 hrs, and finishes 16.30 hrs
Course tutor: Paul Bakker and Dr Ágnes Zsednai, *The WOOLSAFE Organisation*
Contact: The WOOLSAFE Organisation, Tel: 01943 850 817, Fax: 01943 462 127, office@woolsafe.org

21 April 2010 – Bradford, West Yorkshire

Subject: WOOLSAFE Training Course (Carpet maintenance)
Venue: Wool House, Roydsdale Way, Euroway Trading Estate, Bradford, BD4 6SE
Course starts: 09.30 hrs, and finishes 16.30 hrs
Course tutor: Paul Bakker and Dr Ágnes Zsednai, *The WOOLSAFE Organisation*
Contact: The WOOLSAFE Organisation, Tel: 01943 850 817, Fax: 01943 462 127, office@woolsafe.org

12 May 2010 - Farnham, Surrey

Subject: WOOLSAFE Training Course (Carpet maintenance)
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, *NFS*
Contact: The WOOLSAFE Organisation, T: 01943 850817, F: 01943 462 127, office@woolsafe.org

27 May – North West England

Subject: WOOLSAFE Training Course (Carpet maintenance)
Venue: To be Arranged
Course starts: 09.30 hrs, and finishes 16.30 hrs
Course tutor: Paul Bakker and Dr Ágnes Zsednai, *The WOOLSAFE Organisation*
Contact: The WOOLSAFE Organisation, Tel: 01943 850 817, Fax: 01943 462 127, office@woolsafe.org

WOOLSAFE GERMANY

Following the tragic and unexpected death of the director of WOOLSAFE Germany, Hilary Carrington, his former colleague, Mrs Bonti Lundquist has agreed to carry on with the work until a new appointment is made. The contact details remain the same, but please note the change in the postal address: Himmelgeisterstraße 70, 40225 Düsseldorf, Germany.

WOOLSAFE Certified Operators Network

Welcome to our most recent members in the UK:

Mr Martin Johns, **Abracadabra Cleaning**
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Mr Paul Layzell, **Chrissie Layzell Associates Ltd**
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Mr Nigel Woodhead, **Design Care Services Ltd**
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Mr Fred O'Rourke, **Classic Cleaning**
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Mr Philip Vissian, **Homecare Cleaning Services Ltd**
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Mr Gordon English, **1st Choice Professional Carpet & Upholstery Cleaners**
 19 Browning Close, Stanley, Co. Durham, DH9 6UE
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 gordon@1stchoicecarpetcleaners.co.uk

Mr George Taylor, **Detailed Services**
 112 Paynes Road, Freemantle, Southampton, Hants, SO15 3BU
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Mr Philip Nicol, **New Pin Carpet & Upholstery Cleaning**
 20 Jubilee Street, Burnham-on-Sea, Somerset, TA8 1PT
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Mr Joss Nowell **Ebroom Ltd**
 Unit 53, Wilton Close, Bristol, BS10 5PF
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 enquiries@ebroom.co.uk

Mr Jerry O'Sullivan, **Jerry O'Sullivan & Son Ltd (Carpet Services)**,
 125 Reservoir Road, Olton, Solihull, West Midlands, B92 8AR
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Mr David Cumplen, **Revival Corporate Cleaning Ltd**
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and in North America:

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