

Why You Should always have Carpet Protector Applied to your Carpet

Unfortunately there is probably as much confusion in the carpet cleaning industry about protectors as there is about cleaning. Uneducated, uninformed, and sometimes downright unscrupulous carpet cleaners cause a great deal of confusion by giving out false information, or intentionally misrepresenting the product.

A nylon stain-resistant carpet is made with two protective properties. The first is an acid dye blocker that is basically a clear dye that fill the extra dye sites in the fiber. This helps to keep "foreign" dyes (such as red dye in a beverage) from penetrating the carpet fiber. The second property is called a "fluorochemical". It is commonly known as 3m Scotchgard or Dupont Teflon. This treatment helps keep spillage from actually getting to the acid dye blocker, but its biggest job is to resist dry soil.

By resisting dry soil, less soil bonds to the carpet, therefore being picked up by your vacuum or cleaning. Making sure that you have a sufficient amount of protector on your carpet will help keep soil from bonding to the carpet. Once it bonds to the carpet, it acts like sandpaper on your traffic area. Once the traffic area yarns are broken down there is no way to bring them back to their original state.

2 primary ways that factory protector is removed from a carpet....

1. **Regular foot traffic.** Over a period of 6 months to 2 years, depending on the traffic, a significant amount of protector can be removed from your traffic areas that need to be reapplied.
2. **High alkaline cleaner.** Uneducated, uninformed, and sometimes downright unscrupulous carpet cleaners use harsh chemicals on the carpet that will strip it's protection. If one of these rascals has been in your house, you may want to have the carpet re-protected.

4 Mistakes Other Cleaners Make in Applying Protectors

1. **Not using high-quality protector.** Discount protectors are not as effective and sometimes void the warranty of the carpet. Premium Cleaning uses only the highest quality, recommended protectors.
2. **Not using a dedicated container.** Using the same container as other and other cleaners can contaminate the carpet protector making it gummy and ineffective. Our vans have a dedicated container reserved ONLY for carpet protector.
3. **Not applying the protector properly.** Some cleaners either under-apply or over-apply the protector. Under applying it doesn't allow for complete penetration on the carpet yarns. Over applying causes the carpet to become overly stiff and crusty. Premium Cleaning is trained for proper application.
4. **Not grooming the carpet.** For the best performance, the product should be groomed into the carpet for maximum penetration. This ensures contact with all the surfaces of the carpet yarn and proper distribution and drying. Premium Cleaning thoroughly grooms the protector into the carpet.

5 Reasons Why You Should Always Get Carpet Protector

1. Reduces permanent stains

A great looking carpet can be ruined by an ugly looking spot. Unprotected carpet does not repel spillage as well as protected carpet. Being able to remove spots and spills more effectively, you can avoid permanent staining.

2. Helps save traffic areas from becoming destroyed

Traffic area soil is very abrasive and cuts carpet yarns like a knife. This damaging soil can easily bond to an unprotected carpet. By applying protector, you will increase the life of your carpet dramatically. When you vacuum your protected carpet the soils will release from the carpet pile much more effectively.

3. Make spots easier to remove

The easier a spot is to remove, the less cleaner you will have to use, the less agitation you will have to use, and the less time it will take. Many spots can be removed easily with just water.

4. Makes your next professional clean more effective

Having protector applied to your carpet will enhance your next cleaning. More soil will be removed the next time you have your carpet professionally cleaned.

5. Helps avoid costly service calls

Although you want to call us out to handle any spots you can not remove immediately, carpet protector helps you remove more spots than you could without protector. You may be able to save a minimum charge by removing the spot yourself.

The results of having protector applied to your carpet is that your carpet will look better and last longer.

Fine Fabric Protector

After your fabric is cleaned it will have to be protected. Fabric protector keeps your fabric cleaner for longer and helps avoid permanent staining. Don't leave your fabric unprotected. The protector will be sprayed evenly onto the fabric and brushed in. Your next cleaning will be more effective as the protector will "encapsulate" body soils and oils that accumulate on the fabric. When it is cleaned, more soil will be removed as a result of the treatment.