

Routine Care

- Vacuuming removes dirt that dulls appearance
- Select a vacuum with good suction and strong beater bars, which brush the carpet and loosen dirt
- If you have a loop carpet, select a vacuum that has an option to disable the beater bar to prevent pulled loops.
- Carpets need to be vacuumed a minimum of twice a week.
- Change vacuum bags and filters regularly.

Long-term Care

- Treat your carpet well, and it will provide you with years of comfort and beauty.
- Here are strategies for minimizing the rough and tumble wear and tear of everyday living:
 - **Food:** Clean spills up immediately. Follow directions in the Stain Removal Guide to remove colorful reminders.
 - **Furniture:** Place guides under heavy furniture to combat crushing. Rotate furniture to give carpet a rest.
 - **Sunlight:** To prevent fading, avoid long hours of direct sunlight on carpet. Close blinds or shades periodically. Select a lighter colored carpet in sun-drenched rooms to minimize fading.
 - **Traffic:** Change traffic patterns. Rotate furniture so people have to alter their path through the room.
 - **Outside Doors:** Place doormats inside and outside of exterior doors to minimize tracking in dirt and foreign materials.
 - **Rippling:** High humidity and heat can cause wall-to-wall carpet to ripple. Call a professional to re-stretch all areas with a power stretcher.
 - **Animals:** Vacuum often and use deodorizer on previous "accident" sites. Some animals will have repeat "accidents" because they're drawn to the smell.
 - **Cigarette and other burns:** Snip off the damaged fibers. Blot with a soap-less cleaner, like dry cleaning solvent or denatured alcohol. Check first to make sure the cleaner doesn't discolor the carpet.

Spot Treatment

- Clean up spills promptly.
- Take aim at stains with the spot solver, courtesy of the Carpet and Rug Institute.
<http://www.carpet-rug.org/residential-customers/cleaning-and-maintenance/spot-solver.cfm>

Professional Cleaning

- Get your carpets professionally cleaned at least every 12 months, even if you clean them yourself.
- Lighter shade carpet and homes with indoor pets may require professional cleanings several times a year, depending on traffic.
- Professional cleaning methods include steam cleaning (known as the hot water extraction). We do not recommend chemical cleanings unless the certified cleaner says it is a necessity to clean stubborn areas.