



## Do You Want Your Carpets to Last Longer and Look Cleaner All the Time?

*Hello Friend! If you answered "Yes!" to the question above then be sure to take a quick look at these....*

### 5 Easy Tips for Keeping Your Carpet Looking Like New!

1. **Vacuum frequently and thoroughly.** Dirt is the number one cause of wear and tear to your carpet. Be sure that you are vacuuming thoroughly at least once per week to keep the dry soils to a minimum and maximize the life of your carpet.

2. **Clean up spots and spills quickly and properly.** To properly remove a spot, use a clean absorbent towel (preferably a white one to avoid color transfer) and hot tap water in a spray bottle containing a small amount of a mild detergent – just make sure the detergent **does not contain bleaching agents**. Next, alternate blotting and spraying the area, DO NOT over wet the spot. You can even place a dry absorbent towel under something heavy like a book to completely remove the moisture from the carpet. Most spots can be removed if they are caught early. The exceptions are, if a spill contains a dye, (i.e. red juice or Orange Crush) or a bleaching agent then the spot is usually permanent.

3. **Never scrub or rub spots.** The correct method to remove a spill is to scrape the spot towards the middle and then blot with a white towel or cloth. Scrubbing or rubbing the spot will fray the carpet fibers and permanently damage the area.

4. **Clean your carpets professionally every 6-12 months.** Carpet manufactures recommend cleaning your carpets professionally with truck mounted steam cleaning. By cleaning every 6-12 months you will extend the life of your carpet and have a healthier, cleaner home.

5. **Re-apply "Carpet Protector" every cleaning.** Carpet protector "seals" the fibers of your carpets and makes them resistant to most household stains. It also makes your vacuuming more efficient. But, by re-applying every cleaning you will continue to protect your carpet from stains and everyday wear and tear, giving your carpet the longest life possible.

## Save Money While You Extend the Life Of Your Carpet!

**Call Now And Get  
\$50.00 In Savings!**

### **Call Today and Save Money...**

Pick up the phone and call Ideal Carpet Cleaning right now...

And you'll save \$50.00 off your cleaning PLUS you'll get

Carpet Protection for FREE!

*That's \$50.00\* in savings!*

But hurry I can only offer you this deal until

**March 31, 2018. So don't delay, call now! 613-228-8343**

\*Not Valid with other offers. Minimum order applies.

## Memories in 2018

When we talk with you, our clients, we realize that many have done and experienced some amazing things. In 2018, we're asking you to share in our "Memories" theme: if you have some interesting memories to share, we'd love to hear about them and, if you'll allow, publish them in our client newsletter.

As always, we also want to know what you think of our services, our newsletter or anything else that's on your mind. Like to receive communications only electronically? Only physically? Please contact us and let us do our very best to help!

[613-228-8343](tel:613-228-8343) OR [newsletter@idealcarpetcleaning.ca](mailto:newsletter@idealcarpetcleaning.ca)

## Know Someone Who's Moving? Downsizing? Upsizing?

If you refer a friend or family member and they have us clean for the first time, they'll get \$25 off their cleaning. You'll also get \$25 off your next cleaning. And, unlike most discounts and offers, this one can be combined: if you refer 4 others, you'll get \$100 off your next cleaning!

Also, when a home we've cleaned is sold, we'll do a free touch-up cleaning of the high-traffic carpet or tile and grout areas for the buyers. For anyone selling a home, that's a double benefit: not only will the cleaned home show better, buyers get a little extra incentive (a touch-up cleaning is a re-cleaning of up to 25% of the original area, up to 12 months after the original cleaning).

# Reminders

## Home Visit Service

With the cold weather here, people are taking winter vacations. If you're going away and need someone to look in on your home, don't interrupt family and friends: contact us, instead! We'll be happy to visit your home and make sure everything is okay.

## Ideal Giving Program

We're so grateful to our client community for the way you've supported Ideal Carpet Cleaning. And now, we want to extend our support to the many worthy organizations that help and strengthen our community and communities around the world. Many of those organizations normally can't afford the kind of cleaning Ideal provides – Ottawa's most thorough cleaning – their money goes to the important programs they deliver. But we're proud to offer them our support through our Ideal Giving program. This program brings **Ideal's excellent cleaning to charities, non-profit organizations and community groups at prices they can afford.**

If you know of a church, charity, community centre or other community organization that has carpet, rugs, tile or upholstery, have them e-mail [nick@idealcarpetcleaning.ca](mailto:nick@idealcarpetcleaning.ca) or call us at [613-228-8343](tel:613-228-8343). We'll be happy to serve them as they serve others.