

# Don't Entrust Your Precious Oriental Rugs to Just Any Carpet Cleaner

We know that you have a serious investment in your fine rugs. With the increasing popularity of hard floors in homes, we see more designer and wool rugs.

These rugs, whether they are 'investment-quality' rugs or just 'fun' rugs...

*They all get soiled, sooner or later*

## ***IDEAL CARPET'S RUG CLEANING*** **IS HERE TO HELP!**

Generally, Oriental Rugs will increase in value with age and proper care. The best way to ensure a rug's long life is to keep it clean. Unlike other fibers, wool is much more resilient and cleans better.

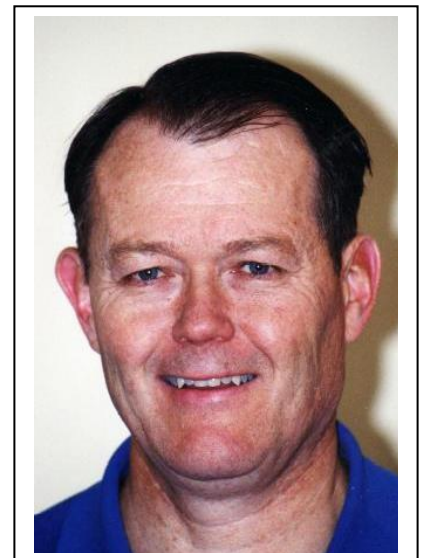
Ideal's new rug cleaning facility offers you our complete service  
for your precious area rugs

Call before April 30 and get free Pick-up and Delivery  
Thorough cleaning and air drying of your wool or synthetic rugs  
(Including the fringes)

**Call 613 228-8343 today for a Free Quote**

You've trusted us with your wall-to-wall.  
Now let us bring out the beauty in your  
Oriental rugs.

Why not look in on our blog at:  
[www.idealcarpet.ca/blog](http://www.idealcarpet.ca/blog)



How do we do it? See next page

# How is it done?

We pick up your Oriental rug, clean it in our shop and deliver it back to your home.

## Step 1: Dusting

The first step of our system is to “dust” the rug. Thorough vacuuming—first the back and then the face of the rug removes dust, sand and loose soil trapped deep inside. This is important because gritty sand grinds the expensive wool yarns down into those worthless fibers that fill up your vacuum bag.

## Step 2: Wash and Rinse

In many parts of the world where fine rugs are made they are cleaned by placing them in a swiftly flowing river where they are submerged for hours on end—and then the carpet is slung over a tree branch to dry. **We don't do it that way!** Instead, we pre-spray your rug with a mild cleaning agent made for wool cleaning and massage it deep into the fibers. Attention is given to the dingy white fringes and spots on the rug. Then we thoroughly rinse it out with a neutralizing rinse, which leaves your carpet feeling beautifully soft. Excess moisture is extracted away to prepare for drying. Stain Protection or Sanitizer is applied at this stage. The rug is then groomed and the fringes combed.

## Step 3: Drying

Drying occurs quickly using airflow and gravity. Some rugs may be hung to dry. Others, because of their make-up, would be allowed to dry flat on our platform.

## Step 4: Final Inspection

After thoroughly drying, the rug is closely inspected to make sure we have the desired results. Having your rug in our shop allows us to repeat any steps necessary to meet your expectations.

Call before **April 30** and get free pick-up and delivery  
**Ideal Rug Cleaning 613 228-8343**

**Do you know these local clients?  
Ask them how we did cleaning their Oriental Rugs**

Mike Soley  
Teri Bowles  
Joan Sharpe  
Lucie Martin  
Dominique Ritche  
Cliff Rock  
Indira Zhigalova  
Kimberley Lamb  
Marie Briscoe  
Peter Howard  
Lize Hammond  
Dan Wilson  
Sally Burks  
Michelle Laurence  
Anne Galla  
Robert Rochon  
Carol MacLeod  
Eveline Blank  
Lori Smythe  
Johanna Ashton

**Get on the next list...  
Call Today  
613 228-8343**

# Tips for Home Care of Your Fine Rugs

**Professional Cleaning** is recommended every two to five years, depending on the traffic the rug receives. Cleaning your Oriental Rugs properly enhances their look and value. Not having one cleaned is like not going to the dentist. Dirt has a sandpaper effect on the fibers.

**Vacuum, vacuum, vacuum!** This is the best thing you, as an owner, can do for your rug. First determine the direction of the nap by running your hand over the surface. Never catch the fringes in the vacuum or the rug can be ruined. Set your beater bar so that the brush just touches the top of the pile and moves easily across the rug. Periodically vacuum the back of the rug.

**Ensure even wear.** Your rug should be rotated once a year, before you notice the high traffic areas starting to look dirty. As well, direct sunlight has an effect on the dyes over time.

**Choose a proper underpad**—a good quality one that will stabilize and protect your rug's shape, enhancing the value and make your rug safer to walk on.

**Potted Plants**—never put a houseplant on the rug. No matter how careful you are, moisture can penetrate onto the rug, creating permanent stains or mildew damage.

**Fringes**—If the fringe becomes uneven, the edges can be trimmed in some cases.

## Spot Cleaning

Certain spills such as coffee, cola, juices, pet accidents, medicines, milk, and foods with certain dyes must be spotted immediately for best results.

37. **Do not rub the spot.** Don't panic.
38. **Gently remove** any solid materials from the area with a spoon.
39. **Blot** the area with a clean white terrycloth towel.
40. **Use a neutral pH spotting solution** (available from Ideal Carpet Cleaning) to loosen the rest of the spot. Use only a minimum of this solution, just enough to moisten the spot. Avoid soaking unaffected areas of the rug. Gently massage the soiled yarns with your fingertips.
41. **Blot again** to pick up the solution, turning the towel frequently to a clean portion.
42. **Repeat** steps 4 and 5 until the rug appears to be clean.
43. **Neutralize** the spot with a vinegar solution. Mix 1-part vinegar with 2 parts water. Again, use only a minimum of this solution. Blot repeatedly. Remember not to rub.
44. Before the rug dries be sure to **comb the pile to blend** with the rest of the rug. When the rug is dry, the nap should be lying in its natural direction.
45. If the spill has dried before you notice it, get the advice of an experienced rug cleaner. We are at 613 228-8343.