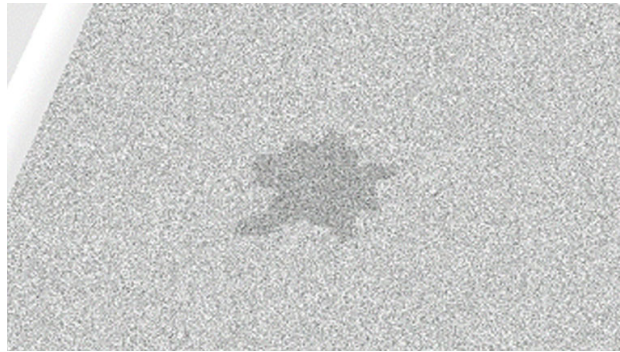


# The Carpet Factor

*Your Carpet & Upholstery Cleaning Specialist*

## Care for Your Carpet!

When it comes to maintaining your carpet, one of the most critical areas of focus is the traffic areas. If ground in soil is not removed on a regular basis, the traffic areas will begin to wear excessively. The dirt is extremely abrasive against the fibers of the carpet as you walk back and forth on it. The second area of focus, of course, is spot removal. You must react to “danger” spots immediately. Red wine, red beverages, urine, blood, etc. can cause a permanent stain if not treated immediately. Listed below are the steps that you must take to properly maintain your carpeting.



### **Warranty**

Copies of specific warranties on your carpet purchase may be available from your carpet retailer. Stain resist warranties can vary from 5 to 20 years. **ALL STAIN RESIST WARRANTIES REQUIRE REGULAR CLEANING AND IMMEDIATE SPOT REMOVAL.**

### **Vacuuming**

Vacuum your carpet often. Once or twice a week at least. Vacuuming removes the sharp soil that can cut and slice the fiber causing premature wear. Much of this soil is not visible to the eye. Vacuum before the carpet looks soiled. Remove any loose particles such as loose food, leaves, pieces of crayon, bugs, etc. as these items can cause a spot on the carpet.

### **Professional Cleaning**

As a general rule, professional cleaning by a professional, certified firm should take place about once per year. For extremely heavy traffic areas, cleaning may be required more often. Proper professional cleaning will not leave a sticky residue behind and can be done as many times per year as needed. **MANY STAIN RESIST WARRANTIES REQUIRE PROFESSIONAL CLEANING EVERY 2 YEARS.**

Professional cleaning removes the damaging soil from the traffic areas that vacuuming has not been able to remove. **WARNING: UNINFORMED CARPET CLEANERS MAY VOID THE WARRANTY, BE VERY SELECTIVE WHICH COMPANY YOU HIRE.**

**Care for Your Carpet!** Continued on page 2

## QUICK HINTS

Although leather furniture is relatively low-maintenance, it is not totally maintenance free. Proper care is vital to the preservation of leather furniture.

If you do encounter a stain on the leather furniture in your living room, dining room, or bedroom, gently rub the stained area with a mixture of water and baking soda, starting from the edge and working inward to the center. As always, try the solution first in an inconspicuous location to test the mixture's effects on the leather. Rinse the area thoroughly, removing the excess by blotting with a dry cloth or sponge, and then allow the leather to air-dry completely.

If the stain persists, seek us for professional cleaning advice.

# LEWIS NEWS

## FOOD & TOY DRIVE

Once again this HOLIDAY season our entire organization is collecting food and toys to support the needs of individuals and families in our community. Donation can be dropped off at our Redwood City location or call and we can schedule a pick up with one of our cleaning vans.

## WE ARE HIRING

We are looking for two new employees. If you know someone that is Courteous, prompt, enjoys people, is reliable, self motivated, responsible, enjoys a challenge. Have them call us immediately for details on a new career.

## Ask the Carpet Cleaning Experts

Q: How often should I have my carpets cleaned?

A: There is no simple answer for this question. But on average, it is recommended that your carpets be cleaned a minimum of once per year. Some situations call for more frequent cleanings (kids, allergies, pets) – but once a year should be the minimum.

## Healthful Hint

Did you know that the average adult is suppose to drink 1 ounce of water for every 2 pounds that they way?

For example: A woman who weighs 130 pounds would have to drink 65 ounces of water a day to remain completely hydrated.

*Happy Drinking!*

**Care for Your Carpet!** Continued from page 1

### ***Spot Removal and Interim Cleaning***

Immediate spot removal is key to a clean carpet. Great care also must be taken in how spot cleaning is performed. When a carpet is new, or has sufficient protector on it, plain tap water will remove many spots. However, for those spots that will not move easily with water, you must use a spot cleaner. Select a spot cleaner that is recommended by the carpet manufacturer or your trained, certified professional cleaner. Most spot removers that are purchased over the counter leave too much soap residue and can cause yellowing. Avoid using foam carpet cleaners or any product that is not made specifically for carpet.

Apply spot cleaner sparingly to white terry cloth and gently massage spot causing it to transfer into the cloth. Never pour spot cleaner directly on carpet. If the product

that you are using seems to cause the spot to re-soil over a few week period, discontinue use. Any spot that you are not able to remove, and for pet urine or feces, call your professional cleaner immediately.

### ***Protective Coatings***

Residential carpets are treated with stain resist properties and soil resisters known as Dupont Teflon or 3M Scotchgard. After a period of two to three years, some of the soil-resistor wears off. At that point you should consider having a professional carpet cleaner re-apply the treatment after professional cleaning. The soil resistor will help the soil slide off of the carpet easier when vacuuming, spots will be easier to remove, and professional cleaning will be more effective.

## OUR GUARANTEE TO YOU

**If you do not feel that our cleaning experience is the absolute best you have ever received, we will rush out to re-clean for you at no charge.**

# The American Way

Call them the underdog, the dark horse, or the long shot – it's the American Way.

How many times have you heard from others that you are foolish to try something, that you haven't got a chance, or that you're such a dreamer? One of the elements of greatness of the United States, and its citizens, is that we dare to dream. The very fact that the foundation of our country was laughed at by European powers – how could we dare to dream of a new experiment in government? And then to think that we would choose to fight the most powerful army in the world to go after that dream. Then we proceeded with a militia, a bunch of citizen soldiers.

Not long ago a newspaper headline read, "Who is this guy?" They were talking about Ben Curtis, a professional golfer ranked 396<sup>th</sup> in the world, and a 500 to 1 long shot in the British Open. He shocked the golfing world by walking away with the championship.

Who can forget the 1969 miracle Mets taking the World Series? Remember Joe Willey Namath and the New York Jets who defeated the powerful Baltimore Colts? What about the swell of pride when a bunch of college hockey players from the US defeated the Soviet Union in the Olympics.

Now think about it. Were they everyone's pick? Better yet, were they anyone's pick? NO! But they were part of a great and long standing American tradition:



## THE UNDERDOG, THE LONG SHOT, THE DARK HORSE

**It's the American Way!**

## How old is your mattress?

Use your vacuum cleaner's upholstery attachment to remove dust from the surface of your mattress and box spring. Using a mattress pad, however, will help protect your bedroom sleep set from most stains. Make sure the pad is washable and easy to remove and replace.

After you've vacuumed the top of your mattress, turn it over and swivel it around (move the head to the bottom, and the bottom to the head). Do this once every two weeks during the first two months of bedroom use, and every three months thereafter. It's also a good idea to rotate the box spring periodically. For professional cleaning call our office, Mattress cleaning is one of the services we offer.

If a tough stain occurs, use upholstery shampoo (following

the directions exactly) or mild soap and cold water, and rub lightly with a soft sponge or brush. To speed drying time, stand the mattress on its side and point an electric fan to blow across the moistened area.

For professional cleaning call our office, Mattress cleaning is one of the services we offer.

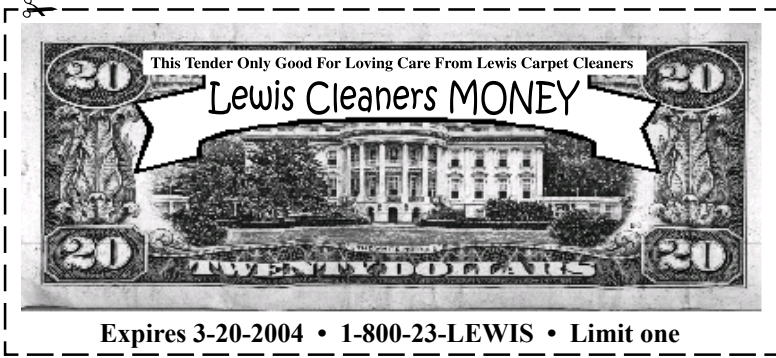
Old mattresses kept in storage in a garage, basement, or attic may become a fire hazard and should be promptly discarded. Also, don't purchase or keep any mattress made before 1973, the year the Federal mattress Flammability Standard went into effect.

For more information regarding the Federal Mattress Flammability Standard, visit the Consumer Product Safety Commissions Web Site at [www.cpsc.gov](http://www.cpsc.gov).

### GET FREE CASH OR CLEANING THROUGH OUR REFERRAL REWARD PROGRAM!

For each new customer that you send us, we will reward you with a 10% referral fee that can be used toward CASH or FREE CLEANING. Simply refer your friends, neighbors, or co-workers, and we will reward you automatically. Remember that we offer a 100% money back guarantee, so you can be sure that we will take the absolute best care of your valuable referrals!

*For service call 650-366-3477 • For cleaning tips and specials visit [www.4carpetcleaning.com](http://www.4carpetcleaning.com)*



**\$\$ LEWIS CASH \$\$**

*(Limit one per order)*

*Use Lewis Cash for any of our services:*

- **Carpet and Upholstery**
- **Oriental Rug**
- **Tile and Grout**
- **Marble and Stone**
- **Hon, Polish, Shine and Seal**
- **Water Damage**
- **Hardwood Floor**
- **... and more!!**



**LEWIS CLEANERS**  
 1179 Oddstad Road  
 Redwood City, CA 94063  
[www.4carpetcleaning.com](http://www.4carpetcleaning.com)

**Those Pesky Stains**

**Stain Removal on Carpet and Upholstery**

**Marking Ink Pens**

First, sponge with a small amount of dry-cleaning solvent. (Use only a small amount to prevent any possible damage to sizings, backings, or stuffing materials. Do not use gasoline, lighter fluid, or carbon tetrachloride.) Next, mix one teaspoon of a neutral detergent (a mild detergent containing no alkali's or bleaches) with a cup of lukewarm water. Lastly, sponge with clean water.

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**OUR MISSION: To Provide You With The Most Outstanding Service Experience Possible!**  
**Call 1-800-23-Lewis Today!**