

## **Carpet saves energy**

Warm up rooms and reduce energy bills with the natural insulation and comfort of carpet. Research shows that carpet doesn't just feel warmer, it also insulates up to 17 times better than other flooring.

## **Carpet Care**

### ***Keep your carpet just-like-new***

Carpet may be one of the easiest types of flooring to take care of. Learn how to keep yours looking great over time with a simple care program:

- [Preventive Maintenance](#) - protect your investment before problems occur.
- [Vacuuming](#) - prolong the life and beauty of your floor.
- [Spot and Spill Removal](#) - be prepared for the unavoidable.
- [Overall Cleaning](#) - get regular care with cleaning systems.
- [DIY Cleaning](#) - get the right equipment to do it yourself.
- [R2X](#)- stain and soil remover.

### ***No carpet is absolutely stain proof***

Some carpets have stain resistant treatments that improve your ability to clean stains, but not prevent them. Similarly, carpets with soil resistant treatments reduce the rate of soiling, but all carpets require regular care and maintenance. Resist carpet soil and stains with R2X, Shaw's own breakthrough technology.

### ***Stains and soil***

The majority of stain complaints are actually soil related. For example, many sugar-based spills, such as soft drinks and coffee, leave a sugar residue after removal. This sticky residue readily attracts soil from ordinary shoe traffic, and the resulting discolored area appears to be a stain.

The same thing happens when spills are cleaned with a detergent solution and the area is not sufficiently rinsed with plain water, leaving a sticky detergent residue. It is important to rinse thoroughly with water and blot dry after removing any spill.

You will want to reference your Warranty for specific care requirements.

## ***Carpet Care: Preventive Maintenance***

Easy, proactive steps will keep your carpet looking good over time.

### ***Don't track dirt inside***

Placing walk-off mats outside all entrances will help absorb soil and moisture and trap excessive dirt, sand, grit, oil, asphalt, or driveway sealer that might otherwise be tracked into the home. Clean mats on a regular basis (or sooner, when they need it) so they don't become sources of soil themselves.

### ***Use a quality pad***

A good carpet pad not only gives better resilience and comfort underfoot, it can extend the life of your carpet, especially on stairs. Because some carpets carry warranties with specific density and thickness requirements, be sure and review your warranty before purchasing your pad. Explore varieties of carpet pad.

### ***Occasionally move heavy furniture***

Moving your furniture on occasion won't just renew the feel of your room, it will also help avoid excessive pile crushing. Also consider using carpet protectors under the legs of tables, chairs, and other furniture to help distribute the weight. Damage can occur if you use chairs or appliances with rollers or casters without a chair pad designed specifically for carpet.

### ***Protect carpet when moving furniture***

When moving heavy wheeled furniture (pianos, buffets, etc.), prevent damage by placing a protective barrier of heavy cardboard or plywood between the wheels and the carpet.

### ***Clean your area rugs***

If you use area rugs on your carpet, be sure to clean them regularly, and make sure you clean and restore the pile of the carpet underneath as well. Also, be sure to check area rugs for colorfastness before placing them on carpet because the color in some rugs may bleed through. After cleaning your carpet, allow it to dry completely before replacing rugs.

### ***Reduce periods of direct sunlight***

Protect your carpet from prolonged periods of direct sunlight with blinds, shades, or awnings.

### ***Vacuum frequently for long-term beauty***

The most important step in caring for your carpet is vacuuming it thoroughly and frequently, particularly in high-traffic areas. Walking on soiled carpet allows the soil particles to work their way below the surface of the pile where they are far more difficult to remove and can damage the carpet fibers. Frequent vacuuming removes these particles from the surface before problems occur. For rooms with light traffic, vacuum the carpet traffic lanes twice weekly and the entire area once weekly. In areas with heavy traffic, vacuum the carpet traffic lanes daily and the entire area twice weekly. Up to three passes of the machine will suffice for light soiling, but five to seven passes are necessary for heavily soiled areas. Change the vacuuming direction occasionally to help stand the pile upright and reduce matting.

### ***Extend the life of your carpet with a quality vacuum***

An inexpensive machine may remove surface dirt but will not effectively remove the hidden dirt and particles embedded in the pile. Invest in a good vacuum cleaner to get the dirt you can't see and prolong the beauty and life of your carpet. To ensure that your vacuum will conform to the highest industry standards, make sure that your vacuum cleaner is certified through the Carpet and Rug Institute (CRI) Seal of Approval/Green Label Vacuum Cleaner Program. Visit [www.carpet-rug.org](http://www.carpet-rug.org) for details and listings.

### ***Select the best vacuum for your type of carpet***

Shaw recommends using vacuums with a rotating brush or combination beater/brush bar that agitates the carpet pile and mechanically loosens soil for removal. Carpet with thick loop pile construction, particularly wool and wool-blend styles, may be sensitive to brushing or rubbing of the pile surface and may become fuzzy. In addition, shag (or cabled) styles with long pile yarns tend to wrap around the rotating brushes causing damage to the yarn. For these products, Shaw recommends a suction-only vacuum or a vacuum with an adjustable brush lifted away from the carpet so it does not agitate the pile. Be sure to test a vacuum with a beater/brush bar in an inconspicuous location before regular use, to make sure it doesn't produce excessive fuzzing.

## **Spot and Spill Removal**

Stain solutions for your carpet

No carpet is stain proof, but since many are stain resistant, you have time to act. Select your stain from the drop-down menu to get specific instructions, or refer to the general guidelines below. Remove as much of food spills as possible by scraping the carpet gently with a spoon or a dull knife. Absorb wet spills quickly by blotting repeatedly with white paper or white cloth towels. Always blot; never rub or scrub abrasively, as a fuzzy area may result. When blotting, work from the outer edge in toward the center of the spot to avoid spreading the spill. Remove the stain using one of the cleaning items from the checklist below. Rinse the cleaned carpet area with water to remove detergent residue that may become sticky and cause rapid re-soiling. Absorb any remaining moisture by

placing several layers of white towels over the spot and weighing them down with a heavy object. This step is necessary even when the carpet doesn't seem particularly damp.

Contact Shaw's Information Center at 800-441-7429 if previous removal procedures have not been successful. Do not over apply or use excessive chemicals.

Many Shaw carpets feature branded fibers and these companies offer their own warranties and requirements for carpet care. Use the following for spot removal and care information:

Invista Stainmaster: 800-438-7668

Solutia Wear-Dated: 800-633-3208

Anso: 800-441-8185

Be prepared for any spill with the following checklist:

### **White cloths or white paper towels**

**Detergent solution** Mix mild liquid detergent with water (no more than 1/4 teaspoon of detergent to 32 ounces of water). A clear, non-bleach liquid dishwashing detergent such as Dawn, Joy, or clear Ivory is recommended. Do not use detergents that are cloudy or creamy because they may leave a sticky residue.

### **Vinegar solution**

Mix 1 part white vinegar to 1 part water.

### **Ammonia solution**

Mix one tablespoon of ammonia to one cup of water. (Do not use on wool or wool-blend carpets.)

### **Non-oily nail polish remover**

### **Chewing gum remover (freeze or solid type)**

### **Spot Remover**

Use spot removers designed specifically for grease, oil, or tar, such as Carbona or Energine.

### **Specialty Spot Removers**

Several specialty spotting products are available from cleaning industry suppliers to remove difficult stains such as Betadine, food dyes, mustard, etc. For specific specialty products, contact Shaw Technical Services through the Information Center at 800-441-7429.

## **Carpet Cleaning**

### ***Protect your carpet color***

In addition to frequent vacuuming, its important to clean your carpet on a regular basis. Cleaning systems will remove the oily, sticky soil that vacuums can't take out, and will help keep your carpet looking great over time.

Cleaning systems target the soils that result from cooking vapors, air pollution, and tracked-in dirt. The particles of oily soil deposited on carpet fibers can cause gradual but significant dulling of colors. The color isn't lost, but is hidden under the film. If this type of soil is allowed to accumulate, it begins to attract and hold the dry soil.

### ***Get on a cleaning schedule***

If carpet is cleaned before it becomes too unsightly, the cleaning chore will be easier and more successful. Carpet in a typical household should be cleaned every 12 to 18 months, depending on the number of residents and amount of activity.

Choosing the proper cleaning system is important. Some systems may leave residues which accelerate re-soiling and defeats the whole purpose of cleaning.

### ***Classic's choice: Hot water extraction***

Research indicates that the hot water extraction system provides the best capability for cleaning. This system is commonly referred to as "steam cleaning," although no steam is actually generated. The process consists of applying a cleaning agent into the carpet pile and using water in the extractor to recover the used solution and soil. This can be done from a truck-mounted unit outside the home with only the hose and wand brought inside or by a portable system brought into the home.

Warranties require that the homeowner be able to show proof of periodic cleaning by hot water extraction (commonly called "steam" cleaning) by a professional cleaning service or do-it-yourself system, using equipment that is certified under the Carpet and Rug Institute's Seal of Approval program. We strongly recommend cleaning systems that have achieved the Gold Level Performance in the CRI Seal of Approval Program.

Professional carpet cleaners are a great choice for your floor. Their cleaning equipment has more extraction power than the rental units available to individuals, and the carpet

should dry more quickly. True professionals also understand the equipment, know the proper cleaning agents for the situation at hand, and recognize the differences in fibers and carpet construction.

### ***Locate a professional carpet cleaner***

Effective January 1, 2008, professional service must be performed by an IICRC (Institute of Inspection, Cleaning and Restoration Certification) certified firm.\*\* You may contact the IICRC at 1-800-835-4624 for information. This organization maintains a national directory of independent professional cleaners who are trained and certified in a variety of cleaning specialties. Call and explain that you have purchased a Shaw carpet, and be sure to ask for a cleaner near you who uses the hot water extraction system. If you prefer tackling the job yourself, check these do-it-yourself guidelines before you begin.

### ***What about spot and stain removal?***

Shaw's R2X Stain and Soil Remover is the only carpet cleaning product with the endorsement consumers have trusted for more than 100 years: the Good Housekeeping Seal. Because of our patented process, it's even easier to use than most spot cleaners. Our recommended spotting product also has the Wool Safe Certificate of Accreditation and the Carpet and Rug Institute's Seal of Approval. Routine spot removal- research has shown that many products sold for do-it-yourself spot removal clean poorly and their residues attract soil on the cleaned area rapidly afterward. The Carpet and Rug Institute's Seal of Approval program tests and certifies products that meet stringent standards and thus clean effectively, without damage to your carpet.

## **Cleaning - Do It Yourself**

### ***Do-It-Yourself Carpet Cleaning***

If you decide to rent a steam cleaning machine and clean your carpet yourself, you'll need to choose your equipment carefully. Most rental units available do not adequately clean and may actually damage the carpet. Do-it-yourself system equipment and cleaning products must be certified under the Carpet and Rug Institute's Seal of Approval program. Visit [www.carpet-rug.org](http://www.carpet-rug.org) for a list of approved products/equipment. Check several cleaning systems before making a selection and consider the following:

### ***Make sure the carpet will dry quickly***

The cleaning equipment you select should have enough vacuum power to allow the carpet to dry within 6 to 12 hours after cleaning. Units that do not have the power to extract the cleaning solution from the carpet adequately may actually damage the carpet due to over wetting.

### ***Do not get the carpet too wet***

Prolonged dampness more than 24 hours may promote growth of mold and bacteria in the carpet or cause separation of the backing.

### ***Do not use excessive detergent***

Use a cleaning solution with a pH less than 10, preferably near 9, and with a minimum of non sticky residue. The attraction between the detergent and the soil and oil particles is critical during the cleaning process. However, if it isn't rinsed completely, the detergent residue continues to attract the particles after cleaning. Increasing the amount of cleaning solution beyond the recommended level does not increase cleaning performance, but makes the removal of detergent more difficult. Because buildup of detergent residue is the most common cause of accelerated re-soiling complaints, Shaw also recommends a clear-water rinse after cleaning.

### ***Know your warranty guidelines***

Carpet with stain resistant treatments must be cleaned with products formulated for this purpose, or the stain resistance will be impaired and the warranty voided. Do not use cleaning or spotting solutions that contain bleaches or optical brighteners because they can discolor the carpet. Please refer to [\(Homeowner Obligations\)](#) for additional information.

### ***Do not use silicone-based anti-soil treatments***

### ***Use fans to expedite drying time***

Reduce drying time by using several fans to move air across the carpet in combination with a dehumidifier or air conditioner to pull moisture out of the air. Carpet should dry within 12 hours; even fewer hours is better.

### ***Classic Carpet does not recommend Bonnet cleaning systems.***

These systems employ a rotating bonnet of terry cloth or other absorbent material to agitate the carpet pile and absorb soil. A detergent solution is sprayed onto the pile and then worked with the bonnet attached to a rotary floor polisher. The Bonnet system has very limited capability for soil removal and leaves much of the detergent in the pile since it employs no real extraction. As a result, rapid re-soiling often occurs. Another disadvantage is that the spinning bonnet may distort the fibers of cut pile carpet, fuzz the pile, and leave distinct swirl marks.

**R2X**

***If you've been looking for an easy way to care for your floors,  
you'll love R2X!***

R2X Carpet Stain & Soil Remover gets rid of tough household spills and stains on carpet.

**AND**

R2X Hard Surfaces Flooring Cleaner leaves your ceramic, laminate, pre-finished hardwood, and vinyl flooring sparkling clean.

When Shaw the worlds largest carpet manufacturer first introduced our patented and exclusive R2X stain and soil repelling system in 2001 after years of research and testing, it quickly became the industry's fastest-growing protective treatment. Its been hailed as a new generation in carpet technology and is as much of an innovation today as the first carpet stain and soil treatments were twenty years ago.

### ***The Good Housekeeping Seal***

Now, the power of Shaws R2X is available for home use for both carpet and hard surface flooring. And its the only floor cleaning product with the endorsement consumers have trusted for more than 100 years: the Good Housekeeping Seal.

### ***R2x Carpet Stain & Soil Remover***



- gets rid of tough household spills and stain and prevents them from reappearing!
- can also be used on all water-safe fabrics and upholstery...including wool.

Because of our patented process, its even easier to use than most spot cleaners. Learn what makes R2X so different. With R2X, just clean, blot dry...and forget about it!

## ***R2x Hard Surfaces Flooring Cleaner***



- is a multi-purpose cleaner that removes tough dirt, grease, and scuffs
- will not cause dulling or leave a sticky residue
- doesn't need to be rinsed

### ***Purchase R2X***

To buy R2X Carpet Stain & Soil Remover or R2X Hard Surfaces Flooring Cleaner, check with your local flooring retailer or simply place your order by clicking below.

Each 32-ounce bottle is only \$9.95. Shipping and Handling charges are extra.