



CARPET CARE

GUIDE





THE DIRECT SUPPLY DIFFERENCE

You want to give your residents the best possible experience at the best possible value. Direct Supply understands that. In fact, we're devoted to helping you achieve it.

This guide outlines the benefits of a four-step carpet floor care model and the best ways to care for your community's carpets – so your carpet investment can pay off for years into the future.

In addition to this guide, our dedicated account managers have a variety of expertise and tools at their disposal, including conference calls, webinars and in-person visits and demos with our Environmental Equipment Consultants, to make sure you get the information you need.

WHY THE DIRECT SUPPLY CARPET CARE PROGRAM?

Investment

Flooring is one of the largest investments your community will make. Direct Supply can help you maximize your return on investment. Proper carpet care doubles the life of the carpet and cuts your carpet care costs up to 50%. It also corresponds to manufacturers' recommended practices so you don't void your warranty.

Marketability

Carpeting is one of the first elements visitors experience when they enter a community, and smelly, spotty, stained or discolored carpet creates a negative impression. Proper maintenance keeps your carpets looking clean, smelling fresh and feeling new – a first impression that can help your community stand out from the competition.

Operational Efficiency

50% of a community's cleaning costs are associated with floor care. And 80% of those costs are associated with labor. Implementing the right program and using the right equipment and products can reduce labor, minimize chemical, energy and water usage, and extend the life of your carpeting and cleaning equipment – all while extending the purchasing power of your budget.

4 EASY STEPS

If you really want to make the most of your carpet investment, you need a program that incorporates all four steps of carpet care: **preventive maintenance**, **daily maintenance**, **interim maintenance** and **restorative maintenance**. Some of these steps only need to be performed a few times per month or year, but each one protects and extends the life of your floor investment.

STEP 1: PREVENTIVE MAINTENANCE

Stop Dirt at the Door

MATTING

Prevent up to 85% of dirt and moisture from being tracked through your community with 15 feet of matting: 5 feet of exterior scrape matting to remove heavy dirt and debris from the sole of shoe, 5 feet of brush matting to absorb and remove moisture and excess dirt, and 5 feet of dry matting to dry the soles of shoes and collect any residual dirt.

If you clean your matting frequently, you'll spend much less time cleaning the rest of the community. Regular vacuuming in the entry areas prevents soil buildup in other areas of the community and can cut maintenance time by 30% to 50%.

SWEEPING

One of the most efficient ways to prevent soil and damage to your carpets is sweeping your parking lots, sidewalks and interior entryways. Sweepers are designed to collect heavy dirt and debris that can abrade and damage your carpets. You can reduce tracking that debris onto your interior carpets by up to 65% with sweepers – which can extend the life and appearance of your carpet and improve interior air quality. Sweepers can be used as part of Step 1 or Step 2.





STEP 2: **DAILY MAINTENANCE**

Vacuum & Address Spots Quickly



ProTeam Super Coach Pro® Backpack Vacuum



Nobles® EX-SPOT-2 Spotter

RECOMMENDED BEST PRACTICES

Everything that falls out of the air ultimately winds up on the floor, including dirt, dust, food and even viruses or bacteria ejected with a cough or a sneeze. A soiled floor isn't just unsightly – it's a health hazard. After all, dirt and dust are both the food source and mode of transportation for many types of bacteria. Proper daily carpet cleaning reduces these risks.

Daily carpet cleaning might sound like a challenge, but it doesn't need to be. The proper equipment can reduce the time spent on daily maintenance:

Dual-motor vacuums last much longer and are significantly more durable than their single-motor counterparts. Their strong suction makes them ideal for high-traffic areas.

Single-motor vacuums are lightweight and inexpensive, and are recommended for areas with large dirt particles, such as entryways.

Wide-area vacuums are ideal for large common spaces and hallways, since they can cover more carpet in a single pass, saving both time and money.

Backpack vacuums offer an ergonomic advantage, combining durability, mobility and ease of use. Their lightweight, yet powerful, design helps prevent back and neck strain and lets operators change levels and reach any surface easily and quickly.

Spotting tools can clean up small spills to keep your carpet stain-free. Addressing spots as soon as possible prevents them from growing into unsightly stains.



STEP 3: INTERIM MAINTENANCE

Low-Moisture Cleaning



Whittaker Smart Care® Carpet System

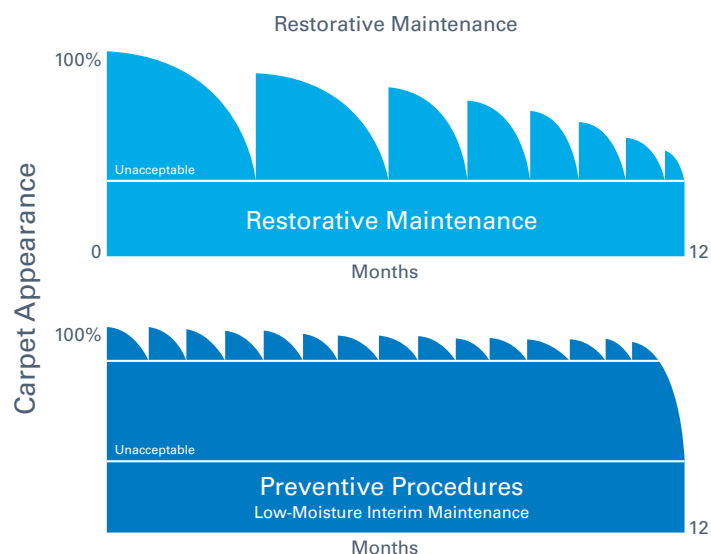


Windsor Karcher iCapsol Mini Deluxe

RECOMMENDED BEST PRACTICES

Interim low-moisture cleaning – only two or three times a month for high-traffic areas – is a crucial but often overlooked step in carpet maintenance. Regular applications of low-moisture cleaning along with daily vacuuming removes dirt from the top two-thirds of carpet pile, leaving it looking and feeling like new. Low-moisture cleaning dries significantly faster than other technologies and also requires less water and cleaning chemicals. Regular interim maintenance dramatically extends the life of carpet with very little time investment.

Low-moisture interim cleaning maintains carpet fibers closer to 100% so carpets look new for longer.





STEP 4:

RESTORATIVE MAINTENANCE

Yearly Deep Cleaning



Windsor Karcher Armada™ BRC 40/22 Carpet Extractor



Clarke® EX40 Carpet Extractor

RECOMMENDED BEST PRACTICES

Deep extraction cleans your carpet from the pad to the very top of the pile, removing oils, dirt and grime, and essentially leaving your carpet as clean as the day it was installed. It makes daily vacuuming more effective, since it removes oily residues that dirt and dust adhere to.

Much like vacuuming, properly sized equipment improves cleaning performance and reduces the amount of time spent cleaning.

Canister extractors are self-agitated and use a hose and wand for precision extracting. They're great for small areas, spot cleaning, stairs and disinfecting.

Self-contained extractors apply water, agitate and vacuum all in a single pass. Compact self-contained extractors are appropriate for resident rooms and offices. Mid-size extractors are a good fit for resident rooms and hallways, and large extractors are perfect for hallways and large social areas.

When preventive, daily and interim maintenance are properly applied, restorative maintenance is only necessary once or twice a year in low to medium traffic areas and up to four times a year in high traffic areas, in line with many carpet manufacturers' recommendations. More frequent applications can result in discoloration of the carpet, humidity issues and increased cost of water and cleaning agents.

BRINGING SOLUTIONS TO YOU

The right floor care program does more than keep your carpets looking nice and clean. It can maximize your return on investment by doubling the life of the carpet. And it simply costs less – **less time, less labor, less cleaning agents and less water – which means more peace of mind.**

Direct Supply can help you find the right equipment and options for your community. Simply give us a call – our dedicated account managers are ready to help you find the right products for your community. We'll even handle equipment life-cycle, warranty and delivery logistics management for you.



GIVE US A CALL TODAY TO SEE HOW WE CAN
HELP TAKE THE HASSLE OUT OF ORDERING AND
FIND THE FLOOR CARE SOLUTIONS YOU NEED.

1-800-634-7328



