

A Better Image Carpet Care would like to

# Thank You, Thank You, Thank You

## Carpet Pile Reversal

Have you ever had a carpet cleaned and noticed a weird, "squiggly" line running across it, or forming what looks like a "pool"? Perhaps in a hallway, and the middle of it looks "snaky" - a distorted line running the length.

If so, you are the victim of "pile distortion", also referred to as:

- Pile reversal
- Watermarking
- Pooling
- Shading

### 'Taking the blame

Whose fault is this?

Don't worry... it's not your fault. It's considered an occasional characteristic of mainly dense, cut-pile carpet. It's rare to find this with looped pile carpet. However, carpet cleaners can be blamed for this phenomenon, because often this problem isn't as obvious until after cleaning. Soils can

hide some pile distortion. Look at this first picture. Obviously, there's something odd about the appearance of this carpet. It is lightly soiled, but has "pools" in various locations. This doesn't appear to be much of a problem, until you walk to the other side of the room.



This second picture is from the other side of the room. Same carpet, exact same area of the carpet. But notice the pile reversal. Different angle, different perspective.

ent perspective.

If you see what appears to be pile distortion, walk around the room and view it from different angles. If the appearance changes, as in these two photos, you know what you have - pile reversal.

The Carpet & Rug institute has an excellent technical bulletin on this subject.

Sometimes this problem doesn't show up until after cleaning. As mentioned earlier, soils can often hide pile reversal in carpet. Can it be fixed? Rarely. Hot water extraction can help, and a pile lifter can help, but consider this characteristic to be permanent. Any fix you do is almost always temporary.



## Helpful Hint:

### Selecting Cushion/Pad

A firm and resilient carpet cushion is necessary to form a good foundation for your carpet, increasing its comfort and extending its life, by absorbing the impact of foot traffic. Cushion also adds insulation and reduces noise. For most residential carpet applications, choose cushion not more than 7/16" thick. If the carpet is a Berber or a low profile carpet, choose a cushion no more than 3/8" thick.

The appropriate carpet cushion, or "pad," provides additional resilience, acoustical, and thermal qualities, comfort underfoot, and can extend the life of the carpet. Cushion should be selected according to the carpet manufacturer's requirements for thickness and density. Improper selection of carpet cushion can accelerate loss of carpet surface appearance, cause wrinkling and buckling, cause separation of the carpet seams, and can cause a breakdown of the carpet structure itself. Improper cushion selection also may void applicable carpet manufacturer's warranties.

Carpet cushion is made primarily from polyurethane foam, fiber, or rubber and is available in a variety of styles and constructions to fit your needs. The type and thickness of cushion you need varies according to traffic levels and patterns. For example, bedrooms, dens, lounge areas and other rooms with light or moderate

Dear Valued Customer,

A Better Image Carpet Care, would like to **THANK YOU!** We had our best year ever and we owe it all to you!

As you may know, A Better Image is evolving; we are in the process of becoming an IICRC certified firm. We are also adding a new service this year, **fire damage restoration**, and will now be able to assist people who have suffered the losses of a fire. We will work to get them back home as quickly as possible.

We are also in the process of getting a second carpet cleaning van. So please don't keep us a secret from your friends. Tell everyone about how great we are.

You have helped us grow this far and we appreciate your continued patronage over these last ten years. We will continue to provide quality service at reasonable prices.

Sincerely,  
Dan Sprinkel & Jason Gignac  
President Marketing

## The dirt on spots:

### 1. All spots are not created equal.

All spots should not be cleaned with the same product. For example urine spots that are dried should be cleaned with an "acid side" spotter due to the fact that the pH of urine changes within hours of drying. Oil or grease spots require a solvent-based spotter, and do-it-yourself traffic area cleaning is best approached with a dry compound material, leaving just food and general spots for the general spotter.

### 2. Using the wrong product can actually cause a permanent stain.

Many over-the-counter products are high in alkaline content and can actually "set" the stain. In addition, some tend to leave heavy residues that cause spots to re-soil quickly.

### 3. Spot cleaning is not a substitute for professional traffic area cleaning.

Leaving traffic areas without professional attention for long periods of time will allow abrasive soils to damage carpet beyond remedy. If you don't know how long it's been since we cleaned your carpets, call us today.

traffic can use thicker and softer cushion, while living rooms, family rooms, hallways, stairs and other heavy traffic areas require thinner, firmer cushion.



Question? Tips?  
Call Dan (757)478-4493 or  
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