



It's Summertime!



A Better Image Restorations Summer 2009

To our dear patrons;

Summer is upon us, we hope you are having a terrific time. It is also an exciting time for A Better Image, as we are currently looking for a new location which will allow us to expand our services. We soon will be offering more off-site services, including expanded oriental rug cleaning and fire damage restoration services. Recently some of the area's best oriental rug cleaning companies have closed their doors. If you know anyone with oriental carpets they probably are looking for a new reputable cleaner and you can be their hero.

A Better Image has always strived to provide our customers honest and fair pricing with no sales pitches or hidden costs. Beware any cleaner who is not certified or tries selling you on a "Deep Scrub Method" this method is the way certified carpet cleaners, like us, are **suppose** to clean carpets.

Carey Mitchell, of Shaw carpet, the largest carpet manufacturer in the world has said "Hot water extraction is the only real cleaning system. Everything else is just an interim system to spread the dirt around."

Recommend us with confidence to your friends and family and get discounts or even cash. Thank you for your support and patronage. You are our most valuable asset.

Sincerely,

Dan Sprinkel
(757)478-4493

Jason Gignac
(757)816-5720



Odor Removal

Scrunching up your nose in distaste? Get to the root of the stinky problem.

"A friend just bought a lovely 1920s house, but it has layers of old smells, especially from fireplaces and tobacco. How can she get rid of them?"

RUTH TRAVIS (president, Institute of Inspection, Cleaning and Restoration Certification): Smoke particles — from fire or cigarettes — are so fine, they penetrate everything. They get into wood and walls. They may have to be refinished or repainted. After all that, if the smell lingers, get a professional to bring in an ozone machine. Ozone molecules bond with odor molecules and effectively bum up the smells. As a last resort, upholstery can be ozone-treated too, off-site, which is great because the ozone really penetrates fabric.



What odors are hardest to clean?

Urine, milk, baby formula, gravy, blood, vomit, feces. They really adhere to fibers, and pet urine will soak everything, including floorboards. Cat urine is especially acrid. If the animal pees on the sofa, you could get the cushions professionally cleaned. Or get new cushions.

Are certain fabrics or rugs more susceptible to odors than others?

Any porous textile, synthetic or natural, holds odor. Cotton and wool are the most absorbent. Animals gravitate toward wool, maybe because it smells like other animals. Synthetics like olefin are less absorbent, although they do absorb oil more readily and hold onto those substances.

What should I do first after a spill?

Blot up as much of the smelly mess as you can right away. While you're blotting the upholstery, put a plastic liner or a garbage bag between the cushion and the fabric, if that's possible, so you don't push the contaminant into the cushion. Then flush with cold water as best you can. Blot and flush again. Cold water doesn't set stains as much as hot water. Or use a portable spot cleaner or wet/dry vac. If there's still a residual odor, use a half-vinegar, half-water solution and rinse again.

What if the accident is on the carpet? Can a professional cleaner get the odor out?

Sometimes. But you should get a good professional cleaning every 6 to 18 months anyway, to restore the color and remove surface dirt. Don't believe a cleaning service that says they can deodorize. They can't. You have to remove the source of the problem, even if that sometimes means putting in a new patch of carpet.

Is that true of moldy patches, too? Do they need to be taken out and replaced?

You don't want to mess with mold. Some people are highly allergic, and it can be a microbial hazard. If it's in your rug, that means it's probably in your walls and floors, too. You need to have a professional analyze the situation. It may be no big deal, but you need to be sure.

How about the musty mothball smell on furniture and fabrics left in the attic too long?

A professional dry or wet cleaning usually works, or you can leave the pieces outside in the sun. The more airflow around them, the better. Too many people seal their houses too well, to keep in the heat or air conditioning. The smells you don't want stay inside too.



For a lingering kitchen smell, do any particular room fresheners or sprays work?

They're all about the same. They mask the odor with a stronger, nicer fragrance for a while.

How about candles?

Candles are a terrible way of dealing with a household odor. The black smoke builds up over time. It gets into your ductwork, it leaves residue on the walls, baseboards, everywhere. And the residue is oily — the stronger the candle smells, the oilier the wax. The residue yellows your carpets, curtains, and upholstery.

What happens when, say, a mouse dies somewhere in the house?

It's awful, and it can last for months while the carcass decomposes. If you can find and get rid of the body, clean the spot with a Lysol disinfectant or a mixture of half water, half chlorine bleach. Make sure you wear rubber gloves, and don't get your face near the spot. If you can't find the body, or if it's a really nasty mess, you need to call in professionals to deal with it.

Sounds drastic.

It is, and often it's a job only for professionals.

Stupid News from the



Oregon suspect's cell phone tone gives him away

SALEM, Ore. (AP) -- When a suspect being chased by police rolled his car over police spike strips and his tires went flat, he dashed into a field of grass where he thought he could hide. The police called out a dog and handler to find the driver. And then they heard a cell phone ring.

The ring tone led them to a 48-year-old man. He was booked on multiple charges, including parole violation.

The arrest followed a 70-mph chase through Marion County Saturday night that ended in Woodburn. Officers said the driver almost hit one car.

Recipe Corner

Perfect Lemonade Recipe

INGREDIENTS

- 1 cup sugar (can reduce to 3/4 cup)
- 1 cup water (for the simple syrup)
- 1 cup lemon juice
- 3 to 4 cups cold water (to dilute)

METHOD

- 1 Make simple syrup by heating the sugar and water in a small saucepan until the sugar is dissolved completely.
 - 2 While the sugar is dissolving, use a juicer to extract the juice from 4 to 6 lemons, enough for one cup of juice.
 - 3 Add the juice and the sugar water to a pitcher. Add 3 to 4 cups of cold water, more or less to the desired strength. Refrigerate 30 to 40 minutes. If the lemonade is a little sweet for your taste, add a little more straight lemon juice to it.
- Serve with ice, sliced lemons.



Desert Dry
in Record Time!

Rick Krug, CR, AMRT, President TG's Carpet and Restoration Services

"Using the TES has made us not only remarkable, but far superior"

Northern Arizona University had a three story apartment fully involved water damage. The old "I started the bathtub and fell asleep" routine. Six student apartments were nearly "immersed" wet from floor to ceiling. Their 10 year usual restoration company was not available and they decided to give TG's the chance to prove we were as good as we said. The facilities manager told us there probably was not enough amps to cover the 15-20 dehumidifiers and 40 air movers we would need to dry this structure. Did I mention they had a double-double 3/4 inch dry wall construction?

We then wheeled in the TES. We explained that this latest technology was faster and more efficient for this kind of water damage.

The NAU officials had already reserved rooms at local hotels for three weeks for the 24 displaced students in anticipation of the believed needed demolition and rebuild.

Here's the Money Shot: 43 hours after we set the TES, the structure was, are you ready for this, COMPLETELY DRY! The demolition needed was, OK, sit down, a couple venting holes in each ceiling and...well...that was it!

The University officials were in such disbelief that they opened up more holes to "be sure" we had done our job. They called in an CIH to check air quality and he passed us with flying colors.

We prepared a comparison invoice with our bill and an imaginary bill as if we had employed conventional drying methods. The TES drying system saved \$12,000.00 in demolition, repair and replacement.