



It Really Works

The average carpet is replaced every twelve years even though it begins to show signs of poor care within only five years. The industry refers to this as "Uglying Out vs Wearing Out". This condition typically hits heavy use areas called traffic lanes first, causing carpet in these areas to look dull and dirty. Today's lighter carpets need professional care to keep them looking great until they truly wear out.

To understand what happens to make carpets look dull and dirty even when you take good care of them, first you need to know a little about how your carpets are made. As you may already know, most carpets are made of nylon. That means ***your carpet started out as a pile of little plastic beads***. After the beads were melted down and drawn out into thin strands the carpet fibers were dyed to the basic shade your carpet is today.

Then those fibers were dipped into another batch of dye --- this one was a special clear dye designed to fill in any open areas of fiber that the colored dye didn't quite penetrate. ***That colorless dye is what makes your carpeting Stain Resistant***. Just before your carpet left the mill, it was treated once more, this time with a carpet protector like Scotchgard -- your carpet's final line of defense. The only problem with the carpet mill's protection is that ***after time it wears away***. That's where a professional application of Scotchgard saves the day.

Scotchgard protection.....

- helps protect against both oil and water based stains
- helps carpet fibers resist soiling
- helps spills blot up before they become stains
- helps stains release more easily when carpet and upholstery is professionally cleaned
- helps carpet and upholstery stay clean longer

Why carpets "ugly out" before they wear out.

1. ***New carpet fresh from the mill arrives shielded with a carpet protector like Scotchgard*** designed to keep spills from staining your carpet and to make vacuuming an easier and more productive task.
2. Over the course of time, soils will be trapped in between carpet fibers. To the naked eye dirt may look smooth, but under a microscope most soil shapes are sharp, jagged edges. ***These soils act like tiny saws, cutting into the protector and exposing the delicate fibers. With scratched and cut surfaces, spills and soils can penetrate deep into the heart of your carpet.***
3. The solution to protecting your carpet investment is Scotchgard. Regular professional cleaning and reapplication of Scotchgard fortifies your carpet's primary line of defense, efficiently resisting soil-, liquid- and oil-based spills.

By reinforcing your carpets original factory protectant with Scotchgard, spills are easier to remove, vacuuming is a simpler task and your carpets look better far longer than they would with the original protectant alone. ***Don't let damaging dirt particles undermine the beauty of your carpet --- help protect your investment from permanent damage with Scotchgard.***

In addition to keeping carpets looking beautiful for years, Scotchgard protection also benefits many customers whose carpets are still covered under their original factory warranty. To keep the warranty in effect, ***many manufacturers require that carpets are cleaned and have protector reapplied on a regular basis***. With an application of Scotchgard Protector you're replenishing that important line of defense and ensuring that your carpets look great until you're ready to replace them.