



What Do Red Wine, Pizza, Berry Pie, Greasy Hamburgers, And Spaghetti Sauce Have In Common?

*Well some of you might be thinking "Heartburn?"
But as your carpet cleaner I can assure you the answer is "Stains!"*

Hello friends and clients. Surely many of you will be hosting late Summer parties featuring much of the above listed fare. (With the occasional ketchup, mustard and Kool-Aid stain thrown in there.) **Do you know what the best answer to stain removal really is? PREVENTION.** How does that saying go? "An ounce of prevention is worth a pound of cure." (Thanks Ben Franklin.) In the case of stain removal I could not agree more!

How To Prevent A Spill From Becoming A Stain...

By "prevention" I am NOT suggesting you wrap the house in plastic every time you have a party. And of course there is no "preventing" accidental food spills. But the "prevention" I suggest will make the difference between a spill and a stain on your carpet. Case in point:

"Case Study" #1:

By the way, these "case studies" are based on experience out in the trenches after years of carpet cleaning. (And I use the term "case study" loosely.) Case Study #1 got her carpet installed 2 years ago and it came with a "Factory Protective Finish." **This protective finish creates an invisible barrier between carpet fibers and those threatening spills.**

But Case Study #1 has had her carpets professionally cleaned 2 X *without* reapplying the protective finish. As a result, this protective finish becomes approximately 35% less effective with each cleaning. **So now she is finding spots that used to clean up so easily are turning into stains.** Plus, without the "protection" traffic lanes are appearing. Her 2-year old carpet now looks like it is 5-years old and she doesn't have the funds available to tear it out and start over.

"Case Study" #2:

Now Case Study #2 got the same carpet installed 5 years ago. **She has had her carpets cleaned 5 X professionally and each time she has reapplied the protective finish.** Her carpets are fully protected from spills. And because those fibers are continually protected from household dirt – the wear and tear to the fibers has been minimal. **She has no visible traffic lanes and everyone thinks her carpet is brand new. She can save for a trip to Las Vegas instead of for new carpet next year.**

As a professional carpet and upholstery cleaner I have access to the best of these protective products and can properly re-apply them so that your furniture and carpets are virtually "spill proof".

And Yes It Is Safe & Effective!

The newest products are non-toxic, safe for you, your family and your pets. They are CFC and solvent free. As a bonus it's good to note that some carpet manufacturers will void your carpet's warranty if it is not properly maintained and protected with the right products. So...

Call Before August 30, 2010, Schedule a Whole House Carpet Cleaning & You Get \$50.00 Worth Of Carpet Protection For Free!* Remember You Get...

- * Stronger protection against spills and stains
- * They are safe and non-toxic
- * Your carpets will stay cleaner longer
- * Outstanding dry soil resistance
- * Your vacuuming will be more efficient
- * Your carpets/upholstery are easier to clean

Call DAJ Carpet Cleaning at 685-3315 or e-mail us at info@dajcleaning.com

www.dajcleaning.com

*Not valid with other offers.