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Supplier	Flooring2
Product Type	Broadloom Carpet
Number	ENII
Name	Enduring II

Broadloom Carpet Care and Maintenance Guide

Broadloom carpet adds warmth and comfort to a home. Proper care will preserve its appearance, fiber health, and overall longevity. The guidelines below cover daily upkeep, cleaning of spills, periodic deep cleaning, environmental factors, prevention strategies, and common mistakes to avoid for wall-to-wall broadloom carpets.

Routine Maintenance

- **Regular Vacuuming:** Frequent vacuuming is the most important step in carpet care. Vacuum high-traffic areas daily, medium-traffic areas a few times per week, and light-traffic areas at least weekly. Use a quality vacuum to prevent fuzzing the loops. Regularly check and empty the vacuum bag or canister when it's half full to maintain suction efficiency.
- **Routine Upkeep:** In addition to vacuuming, protect the carpet's surface by promptly picking up loose debris (crumbs, leaves, etc.) before it gets crushed into the fibers. Use scissors to clip any visible snags or pulled loops—do not tug on them. If pet hair is an issue, consider a vacuum attachment or carpet rake designed to lift pet hair from carpet fibers. A properly planned routine prevents soil from accumulating and becoming harder to remove.

Spill & Stain Handling

- **Immediate Blotting:** Prompt attention to spills prevents stains. As soon as a spill occurs, blot (do not rub) the area with a clean, dry white cloth or paper towel. Start at the spill's edges and blot inward to contain the liquid. Continue blotting, using fresh towels, until no more liquid transfers and the area is only damp. Avoid colored rags that could bleed dye onto the carpet. For semi-solid messes (e.g., food), gently scoop up with a spoon or dull knife before blotting. Dried solids can be vacuumed up prior to any damp cleaning. Never scrub carpet fibers with a brush or rag, as scrubbing can twist or damage the yarn and create a permanent fuzzy texture.
- **Spot Cleaning Procedure:** After blotting up as much as possible, treat the remaining spot with a suitable cleaning solution. Start with clear water or a dilute mild detergent solution (mix about 1/4 teaspoon of a colorless, non-bleach carpet detergent with 1 cup of warm water). Apply the cleaning solution by dampening a white cloth and gently blotting the stain—do not pour liquids directly onto the carpet. Work from the outer edge toward the center to prevent the stain from spreading. Use small amounts of solution and blot gently; aggressive rubbing can push the stain deeper and damage fibers.
- **Stain Removal Tips:** After using a cleaning solution, rinse the area by blotting with a cloth moistened with clean water to remove any detergent residue (residues can attract soil). Blot dry with a towel or paper towel.

Deep Cleaning

- **Professional Cleaning:** Schedule professional hot water extraction (steam cleaning) approximately every 12 to 18 months. Professional cleaning uses equipment that injects hot water and cleaning solution into the carpet pile and extracts it, removing deeply lodged dirt and residues. Regular professional cleanings improve appearance and hygiene and may be required to maintain your carpet's warranty. Ensure the cleaning service is experienced with residential carpets and uses appropriate cleaning agents (preferably CRI-Seal-of-Approval products that are tested not to cause re-soiling or damage).

After-Cleaning Care

- After any deep cleaning, keep foot traffic to a minimum. For allergies, regular vacuuming and periodic hot water extraction are particularly important to remove allergens like pet dander, pollen, or dust mites from the carpet pile. Ventilate the room when vacuuming and immediately after deep cleaning to allow any kicked-up dust or cleaning vapors to dissipate.

Preventive Care Strategies

- **Entry Mats & Shoe Removal:** The easiest way to keep a carpet clean is to stop dirt before it reaches the carpet. Use high-quality walk-off mats at all entrances—a coarse-textured mat outside to scrape off dirt and grit, and an absorbent mat inside to dry moisture from shoes. Clean or shake out these mats frequently; if they become overly soiled, they can't trap dirt effectively. Encourage a no-shoes policy indoors or provide a shoe-changing area near entrances. Shoes (especially outdoor shoes) track in sand, dirt, oil, asphalt, and other contaminants that dull and stain carpets. By leaving shoes at the door, you greatly reduce the soil load on your carpet.

- **Furniture and Floor Protection:** Use furniture coasters or felt pads under the legs of heavy furniture to prevent indentations. Secure the carpet to keep it taut, which helps it wear better and avoids tripping hazards.

Common Mistakes and How to Avoid Them

- **Infrequent Vacuuming:** Neglecting to vacuum often enough allows gritty soil to settle and abrade the fibers, causing premature wear and a dingy appearance. Stick to a consistent vacuum schedule (daily or weekly depending on use) to remove dry soil before it accumulates.
- **Using an Improper Vacuum:** Using a vacuum that is worn-out, not powerful enough, or not suited for your carpet can leave dirt behind or damage the carpet. Avoid vacuums with very stiff brushes or ones set too low, as they can fuzz or damage the pile. Read your carpet manufacturer's guidelines—many recommend vacuums with adjustable heights and brush rolls, or suction-only for certain delicate carpets. Maintain your vacuum: empty bags when half full to maintain airflow, replace or wash filters as needed, and check that the beater bar is clear of threads that could reduce effectiveness.
- **Ignoring Spills or Delaying Cleanup:** Letting a spill "soak in" or waiting to clean it later greatly increases the chance it will become a permanent stain or leave a lingering odor. Always tend to accidents immediately—even if you can't do a full cleaning at that moment, at least blot up the excess liquid and keep the area moist (with a damp cloth over it) until you can properly treat it.
- **Not Utilizing Professional Help When Needed:** Some homeowners try to tackle every carpet issue themselves to save money. Recognize when a problem is beyond a DIY fix. Stubborn stains (paint, makeup, rust, etc.), extensive soiling, or pervasive odors often require professional treatment. Professional carpet cleaners have specialized spot removers and equipment that can resolve issues without damaging the carpet.

Additional Tips

- **Indoor Environment:** Maintain a clean HVAC system—cleaner air means less dust settling in the carpet. Consider using air purifiers in carpeted rooms if you have shedding pets or allergy sufferers. When painting or doing home projects, cover carpeted areas with drop cloths to prevent spills of paint or chemicals.
- **Life of Your Carpet:** Different carpet fiber types have different lifespans and care needs. Nylon is durable and resilient but can lose some stain resistance over time. Polyester is very stain-resistant but can mat in high-traffic areas quicker. Wool is luxurious and can hide soil well but is prone to damage by high-pH cleaners. Know your carpet fiber and adjust your care accordingly.