

# Adelman

***Carpet Furniture & Drapery Care***



***Quick Reference Guide***

# Adelman

Enjoy the Adelman Advantage

Adelman has been Milwaukee's leader in cleaning for 75 years. Restoring homes and commercial establishments to their natural beauty is our only business. We feature on-location cleaning of carpets, furniture and draperies. As the pioneer in on-location cleaning, Adelman stands alone when it comes to the most modern equipment, best cleaning solutions, and most highly trained technicians.

The information provided in this booklet will guide you in the proper maintenance of your carpets and upholstered furniture. After reading this booklet, if you have any questions, Adelman is ready to help. We are just a phone call away. Our



helpful staff can be reached Monday thru Saturday 7am to 9pm at (414) 453-7010 for your cleaning emergencies.

With proper care and maintenance, your home or office will retain its natural beauty for many years to come.



Association of Wisconsin  
Cleaning Contractors

**(414) 453-7010**  
1-800-779-7987

**6101 W. Blue Mound Road  
Milwaukee, WI 53213**



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Carpet Characteristics

# Carpet Cleaning

Adelman uses only the most modern Prochem truck mounted carpet cleaning equipment. No heavy equipment is brought inside, only the cleaning wand and a trained professional enter your residence or place of business. Our mobile cleaning plants generate five times the extraction power of conventional portable units and other truck mounts.

Using Prochem truck mount equipment allows for deeper cleaning and faster dry times. Because of the strength of our equipment, over 95% of the water used in the cleaning will be extracted from the carpet. When finished, your carpet will be damp to the touch and should dry in only a few hours.

Adelman Cleaners provides premium cleaning for all of our customers. All carpet is pre-conditioned and spotted as necessary. Adelman also moves and replaces most residential furniture. And, of course, Adelman never requires trip or travel charges!

The greatest benefit Adelman offers is a superior carpet cleaning that looks great and lasts much longer than cleaning from companies using other methods and equipment.



## **Adelman Advantages:**

- **Long lasting cleaning**
- **Move & replace furniture**
- **Pre-condition & spot all areas**
- **Fast dry times**
- **No trip charges**

# Carpet Cleaning

## Carpet Cleaning Procedures

The following descriptions are for our standard service. They were developed to ensure a thorough cleaning of your carpet, furniture and drapes. Low price cleaners often do not include these services. If offered, they increase the low advertised prices.

### Pre-Conditioning Procedures

Because Adelman believes in giving our customers the best cleaning possible, all carpets are pre-conditioned with a specially designed tool called a Hydro-force.



### Pre-Conditioner Application

The Hydro-force is connected directly to the truck. This allows the technician to spray hot solution under pressure into the pile of the carpet and break down the toughest dirt and grease. Although some companies offer this service as part of their two-step

process, at Adelman it is

part of our  
everyday  
service.



### Agitation of the Pre-Conditioner

Once the hot pre-conditioner has been applied, it is very important to brush the solution into the carpet pile. Greasy dirt and water do not like to mix, therefore, it is necessary to break the surface tension of the carpet. Agitation with a pile brush allows the pre-conditioner to work much more effectively.

# Carpet Cleaning



## **Cleaning Procedures**

### **Extraction Process**

Adelman uses hot water extraction as our cleaning method. Hot water mixed with a cleaning solution is injected into the carpet pile and immediately extracted back to the truck.

For proper cleaning water temperature is key. Adelman can generate water temperatures over 240 degrees, which allows for deeper penetration into the carpet pile and maximum soil removal. This results in a longer lasting cleaning.

## **Adelman Advantages:**

- **Truck mounted equipment**
- **Premium cleaning solutions**
- **Professional spot removal**

### **Spot Treatment**

Occasionally small accidents happen in our lives. Adelman is prepared to deal with the toughest. We bring a full line of spotters to your home to help remove the most difficult spots. Of course, some stains are permanent, but Adelman uses the most advanced spot removal techniques and spotters available.



Adelman's premium cleaning solutions cut through the toughest soil conditions. We never use soap, which can cause a sticky residue to remain in the carpet. Rather, Adelman cleans with more expensive emulsifiers that do not leave a residue.

Adelman always recommends application of Fabric Protectors like Scotchgard or Teflon to help prevent permanent staining.

# Carpet Cleaning

## **Move and Replace Furniture**

At your home, Adelman moves and replaces most furniture. Furniture is pulled out far enough to clean behind and returned after cleaning. Of course, you are responsible for removing the knick-knacks and breakable items, but Adelman will handle the rest.



After the furniture is replaced, Adelman places small foil tabs or blocks under the furniture to assist in proper drying.



## **Fabric Protector Application**

One of the most important steps in cleaning carpet and furniture is the application of a quality fabric protector. Adelman uses Du Pont Teflon to ensure your carpets and furniture will stay clean longer. Teflon creates a non-stick surface on the carpet fibers. Since the surface of the fibers do not allow dirt to stick to them, more soil is removed during vacuuming.



Teflon also helps prevent permanent staining. When small spills or accidents happen, simply blot up the area with clean white rags. Although fabric protector will help in preventing stains, no product can make a carpet "bullet-proof".

## **Final Grooming**

After all the cleaning is complete, Adelman will give the carpet in your home one final grooming. The grooming helps brush the fabric protector into the nap of the carpet and raise the pile for faster drying.

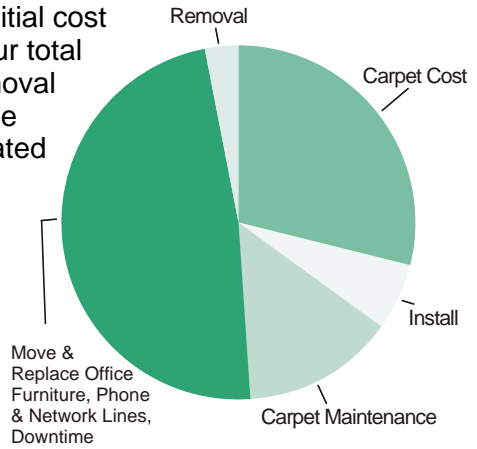
# Commercial Cleaning

## Commercial Carpet Cleaning

Commercial flooring is a substantial investment for any business and, therefore, should be protected for years to come. The longer your carpeting lasts, the less your actual yearly cost.

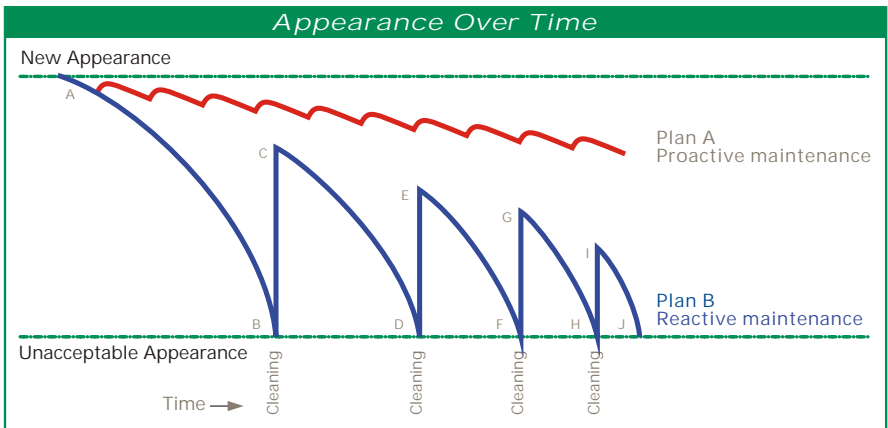
When purchasing a new carpet, the initial cost for carpeting and installation is not your total investment. Other things such as removal and disposal of the old carpet, lost time from renovations, actual costs associated with moving and replacing your office furniture, plus phone and network computer lines must all be factored into the total cost of replacement.

Carpet maintenance only makes up a small portion of the total cost of ownership, but it can significantly extend the life of the carpeting.



## Maintenance Helps Carpet Last Longer Carpet Maintenance

Regularly scheduled maintenance removes soil before it can build up and damage carpet fibers, which will extend the useful life of the carpet.



Plan A shows that with a proactive maintenance program, carpet retains most of its original appearance over time. Plan B illustrates that reactive maintenance cannot bring carpet appearance back to the levels maintained with a proactive maintenance program.

# Commercial Cleaning

## **Commercial Maintenance Program**

Adelman can help your company with a custom maintenance program. The most important part of an overall program is preventing soil from entering your office environment.

**Keep outside areas clean:** Outside maintenance helps minimize the source of soil entering the building. The cleaner you keep sidewalks, parking lots and garages, the less dirt that is tracked in.

**Use soil barriers:** Walk-off mats and grates help collect soil before entering. Be sure soil barriers are large enough for several steps. Vacuum frequently and change mats for best results.

**Protect desk areas:** Chair pads under desks prevent the grinding of carpet fibers.

**Maintain your HVAC system:** Proper HVAC maintenance decreases the circulation of airborne dirt throughout the office environment.

**Specify eating, drinking and smoking areas**

## **Large Experienced Staff**

As Wisconsin's oldest and largest commercial carpet and furniture cleaner, Adelman has several key advantages over most cleaning companies. We operate the most powerful extraction units available on the market and staff highly skilled cleaning technicians. This allows Adelman to restore most carpets back to their natural color and beauty. Challenging places like manufacturing plants, foundries and restaurants are no match for the cleaning power and ability of Adelman.

***(References always available on request)***

Adelman has the ability to bring multiple crews to your location for efficient cleaning of the largest buildings. In fact, our crews have cleaned locations with over 100,000 square feet of carpet in one afternoon. Why wait several nights or weekends for the completion of modest amounts of carpet cleaning? Adelman's efficiency can save you time and money.



## **Adelman Advantages:**

- **Multiple truck crews for efficient cleaning of large buildings**
- **Flexible scheduling including nights and weekends**
- **Powerful equipment for deep cleaning and fast drying**
- **Speciality equipment for ultimate cleaning performance**
- **Free, on-location cleaning estimates**

# Furniture Cleaning

Our on-location upholstery cleaning restores the beauty and extends the life of your furniture. All fabrics are tested prior to the cleaning to ensure favorable results. Adelman's technicians attend regular training sessions guaranteeing the highest standards of cleaning for even the most difficult cleaning circumstances.



Prior to cleaning, all pieces are pre-conditioned with a cleaning solution designed to remove the toughest soils while being safe for the most delicate of fabrics.

Application of a fabric protector is suggested after cleaning your fine fabrics.

## **Maintenance Tips**

### ***Vacuuming and removal of dry soil***

Vacuuming on a regular basis will help the furniture stay clean much longer and will also prevent premature wear. The main cause of wear for upholstered furniture is dry particulate soil. When the piece is used, the soil acts as sandpaper grinding the fibers. Proper maintenance including cleaning and fabric protection will extend their life.

### ***Spot Removal***

Proper maintenance of furniture includes the periodic removal of spots. Some furniture should not be spot cleaned with water based cleaning solutions. See our cleaning guide on the next page and the spot removal guide for a complete listing of removal techniques.



# Furniture Cleaning

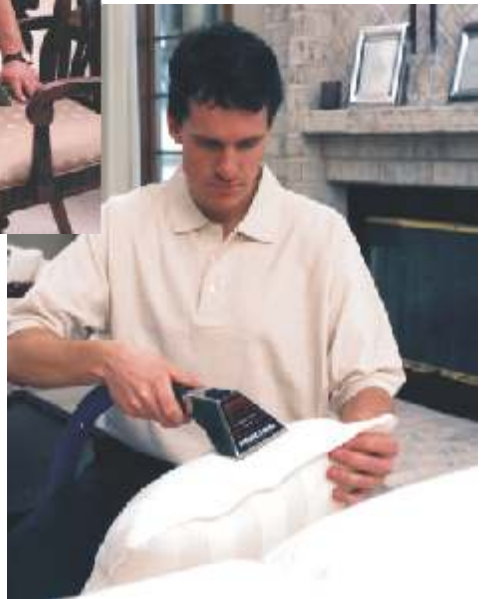
## Recommended Furniture Cleaning Methods

**Code W (Wet Cleaning)** - Wet cleaning furniture is much like cleaning carpet. Hot water mixed with an emulsifier is sprayed onto the fabric and immediately extracted. Because very little water is left in the fabric, the furniture dries rapidly. This method provides the best cleaning results.

**Code S (Dry Cleaning)** - Most dry clean pieces are made with cotton. Consumers should not attempt to clean the furniture themselves because of possible overwetting. Adelman can safely and effectively clean these pieces.

**Code W/S (Wet or Dry Cleaning)** - Either dry cleaning or wet cleaning can safely be used. If the furniture is labeled W/S Adelman recommends the wet clean method for best results.

**Leather Furniture** - In addition to upholstery cleaning, Adelman also offers leather furniture cleaning. Our process cleans and conditions leather returning it back to its original supple condition, thereby preventing splitting and cracking.



### **Adelman Advantages:**

- **Highly trained technicians**
- **Fast dry times**
- **Leather cleaning**
- **Haitian cotton and other speciality fabric cleaning**

# Furniture Cleaning

## **Commercial Furniture Cleaning**

Today's commercial furniture requires highly skilled technicians for proper cleaning. Adelman uses the most advanced techniques for safe and effective cleaning that lasts much longer than other companies cleaning methods.

### **Upholstered Furniture Office Chairs**

Proper maintenance of your office furniture will help extend its life and appearance. Adelman will develop a program for your company that is both well organized and cost effective.

Adelman will pre-condition all office furniture before cleaning with a solution designed to remove difficult soiling and give the most effective cleaning results.



### **Banquet Chairs**

Adelman has the unique ability to clean large volumes of banquet room chairs in a single cleaning. Since the chairs will dry within hours, no down time is required. Adelman can help maintain your image while keeping your event's calendar on schedule.



Adelman recommends the application of fabric protector after cleaning. It helps to protect your office furniture from unsightly stains and helps the fabric stay clean much longer.

### **Leather Executive Chairs**

Cleaning your leather office furniture is necessary to prevent damage. Our process cleans and conditions leather back to its original supple condition preventing splitting and cracking.

# Cubical Cleaning

## ***Upholstered Partitions***

### ***Fabric Covered Wall Dividers***

Most modern offices are constructed with fabric covered wall dividers. Yet, few companies have implemented cleaning procedures necessary to maintain their appearance.

Adelman specializes in partition cleaning and can restore them back to their original beauty.

Adelman can help your company design a cleaning program based on your budget. Your program may include cleaning all partitions. Or, to stretch the budget, you may chose to clean only the most visible sections including ones around the perimeter of the work stations.



## ***Commercial Drapery Cleaning***

### ***Office and Stage Drapes***

Now you can have your drapes custom hand cleaned where they hang without disruption. On-location cleaning avoids unsightly rooms and loss of privacy because the draperies are cleaned while hanging. Their beauty and color are revived without the added time and effort of taking the draperies off their rods.

Our cleaning process is designed to clean soiled drapes while still being gentle to the most delicate fabrics. In fact, when drapes are cleaned in your home there is no risk of shrinking or shredding regardless of how old or dirty.

Adelman also offers in plant cleaning for heavily soiled drapes. Our staff will pick up the drapes right from your location and deliver them after cleaning. Take down and rehangng of drapes is also available.

***Adelman also offers flame retarding services on both draperies and furniture for compliance with local fire prevention ordinances.***

# Cleaning Equipment

## **Carpet Cleaning Equipment**

Adelman uses the newest and most powerful cleaning equipment available. Our equipment provides a deeper, faster drying and longer lasting cleaning as compared to other units and portable equipment.

### **Truck Mounted Units**

Prochem's Performer 405 is the most powerful and advanced truck mounted unit on the market. Powered by a Nissan 32HP liquid-cooled engine, it is capable of cleaning over 600 feet away from the truck while maintaining temperatures over 240 degrees.



The Performer 405 is controlled with a state-of-the-art microprocessor allowing Adelman to control all facets of cleaning including: water pressure and temperature, cleaning solution flow rate and vacuum power. This allows Adelman to provide a custom cleaning based specifically on your cleaning needs.

### **Portable Units**

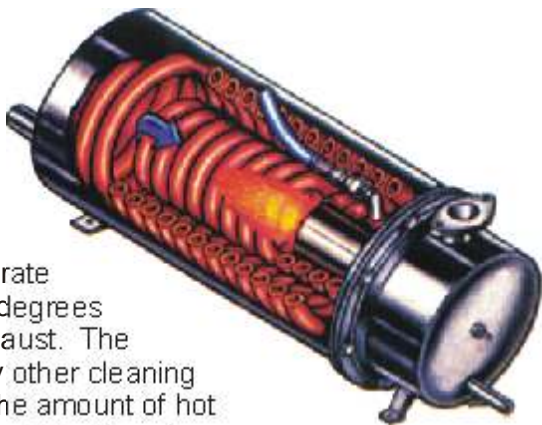
Adelman compliments our fleet of truck mounted cleaning units with portable hot water extraction units. These compact units are able to clean the areas toughest to reach.



# Cleaning Equipment

## **Hot Water Cleans Better!**

The Performer 405 features the *Ultra-Temp Catalytic* technology. This patented system has a catalytic converter built into the cleaning unit.



The catalytic core heats water to incredible temperatures. In fact, these units are able to generate cleaning temperatures over 240 degrees while producing a very clean exhaust. The amount of hot water produced by other cleaning units simply cannot compare to the amount of hot water produced by the Performer 405. Since hot water is the key ingredient in cleaning, the Performer 405 cleans better than all other carpet cleaning equipment.

## **Incredible Temperature!**

### **Adelman Advantages:**

- **Microprocessor controlled cleaning equipment**
- **32 h.p. extraction power for deeper longer lasting clean**
- **Catalytic heat cores for hotter environmentally friendly heat**
- **Supplemental equipment including portables**

### **Comparing Cleaning Equipment - Don't be fooled**

All cleaning equipment is not created equal. Cleaning equipment has different characteristics and cleaning ability. *Even Prochem, the leader in cleaning equipment, manufactures five different models with increasing degrees of power.*

### *Comparison of Cleaning Equipment*

	Performer 405	Standard Unit	Portable Unit
Water Temperature	245 degrees	165 degrees	Tap water temp.
Engine Strength	32 h.p.	16 h.p.	2-3 h.p.
Vacuum Airflow	405 CFM	200 CFM	125 CFM
Water Pressure	1000 PSI	400PSI	100 PSI
Cleaning Range	1000 feet	250 feet	15 feet
Estimated Drying Time	4-6 hours	8-10 hours	12-24 hours

# Cleaning Principals

## Carpet and Furniture Maintenance

Maintenance may not be the first thing on your mind when purchasing your furnishing and flooring material. But, proper maintenance is the secret behind keeping them looking good and performing their best for years to come.

### Dry Soil Removal

Vacuuming is probably the most commonly overlooked fundamental of cleaning. Vacuuming alone removes some 79% of all carpet soil and, therefore, is certainly the most important step. Use of a high quality vacuum with a cylindrical beater brush is recommended.

### Interim Spot Cleaning

Occasionally, even in the cleanest homes and businesses a little mishap may happen. Therefore, spot removal should be a part of everybody's overall maintenance program. With proper spotting methods most situations can be successfully resolved. See our spotting guide section.



### Restorative Cleaning

Even though vacuuming and spot removal can remove the majority of the soil in carpet, it is also necessary to clean your carpet on a regular basis to remove the oily, sticky soil that builds up in the pile. Oily soil, including resins, grease and fats act like binders, attracting and holding dry soil to the carpet.

Oily soil is the largest contributor to poor carpet appearance. It adheres to carpet fibers, cannot be easily removed and continues to attract more dry soil. Hot water extraction is the only cleaning method able to suspend and remove oil and grease. This process is called restorative cleaning.

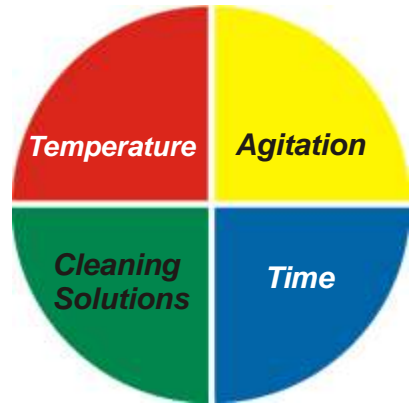
#### Composition of Typical Carpet Soil

Component	Weight (%)
Dry Soils	
Silica and silicates	30 - 40
Oxides, carbonates and phosphates	6 - 24
Animal and cellulosic fibers	0 - 24
Oily Soils	
Resins and gums	6 - 10
Greases and fats	3 - 8
Moisture	3

# Cleaning Principals

## **Cleaning With TACT**

All cleaning systems and methods can be understood better through a simple principal called TACT. The principal of TACT reduces the cleaning of carpet, furniture and drapes into its simplest parts: temperature, agitation, cleaning solutions and time. The pie chart represents a quality cleaning job. When one piece is decreased or removed completely, the entire quality of the job is reduced.



### **Temperature**

Temperature is the most important component in cleaning. Although every system uses some temperature in cleaning, hot water extraction is the only method to maximize its benefits. In fact, starting at 118 degrees, for every increase of 18 degrees, the cleaning efficiency doubles. Adelman heats water to over 230 degrees, which alone provides 64 times more cleaning power than most portables.

### **Agitation**

Agitation is necessary to break the surface tension of carpet and allow the cleaning solutions to penetrate into the fibers. Physical action loosens the bond of soil allowing it to be rinsed away. Agitation can be provided in a number of ways including brushing, tamping and through water pressure. Note: Over-agitation from devices like power scrubbers will create fiber distortion.

### **Cleaning Solutions**

There is no substitute for premium cleaning solutions. While generic equivalents can improve how carpets look, only quality pre-conditioners and rinsing agents can break down tough dirt and grease. Adelman uses premium emulsifiers which leave no soapy residue.

### **Time**

The amount of time necessary for everything to work together and provide a quality job is the final component. For example, when using powerful truck mounted equipment at high temperature with premium cleaning solutions, the amount of time can actually be reduced substantially without reducing cleaning performance. Also keep in mind, if parts of TACT are skipped, no amount of time will generate a quality cleaning.

# Cleaning Methods

## **Hot Water Extraction (Adelman's Method of Cleaning)**

Hot water mixed with a cleaning solution is sprayed into the carpet and extracted immediately back to the truck. This is the only restorative cleaning method because it uses heat in the cleaning process. The hot water has the unique ability to remove the toughest dirt and grease. See section on *Cleaning Principals and TACT*.

Portables and truck mounted equipment are two types of equipment used in hot water extraction. Truck mounted equipment provides higher pressure, stronger vacuum and much higher water temperature resulting in a superior cleaning. Because of the power of this cleaning system, it is very important to have trained and certified cleaning personnel. Adelman provides training to all technicians on a daily basis, plus sponsors certification classes from industry experts open to all cleaners.

**Advantage:** Only method that takes advantage of heat in the cleaning process. After drying, this method leaves no residue in the carpet when emulsifiers are used in the cleaning process. Superior cleaning results are possible with properly trained and certified personnel.

**Disadvantage:** Trained technicians are necessary for good results. Portable equipment does not provide the same cleaning results as truck mounted equipment.

## **Absorbent Powder (Host & Capture)**

This method uses a dry absorbent powder (usually ground corn husks) coated with solvent and detergent. The material is spread and brushed into the carpet. After brushing, the carpets are allowed to dry and later vacuumed using a commercial upright style vacuum cleaner. Although this method has good results for moderate soiling, it does not use heat in the cleaning and cannot clean heavily soiled carpets. Also, gradual buildup of residue will decrease the time between cleanings.

Milliken Carpets makes a product called *Capture*. Uninformed carpet sales people sometimes tell customers their warranties will be voided unless they clean using their product. Actually, nothing could be further from the truth. Milliken understands the benefits of cleaning and would like to sell you their product, but cannot prevent you from using other cleaning procedures on the carpet.

**Advantage:** Can use carpet immediately after cleaning. Good interim cleaning method especially for spotting.

**Disadvantage:** Impossible to remove all the powder from carpet. After several cleanings, the powder builds up causing fast resoiling and premature wear.

## **Bonnet (Absorbent Pad) Cleaning**

This method uses a solvent/detergent pre-spray on the carpet. After pre-spraying, the carpet is buffed with an absorption pad or bonnet attached to a floor machine.

**Advantage:** Quick dry time.

**Disadvantage:** Cleans only the tips of carpet fibers.

## **Dry Foam Shampoo**

This system has a cylindrical brush which scrubs and distributes foam generated by the machine into the carpet. Following the scrubbing, the machine extracts the foam from the carpet back into the machine.

**Advantage:** Efficient dry time, operator does not need much training.

**Disadvantage:** System leaves a soapy residue causing rapid resoiling.

# Spot Removal Guide

## Spotting Solutions

### **Solution One**

2 cups warm water  
½ teaspoon liquid dish detergent

### **Solution Two**

¼ cup vinegar  
¾ cup cool water

### **Solution Three**

One tablespoon clear ammonia  
½ cup cool water

### **Solution Four**

100% mineral spirits

## Spotting Procedures

### **1) Remove excess material.**

For dry material, such as mud, remove as much solid material as possible either through vacuuming or by scraping the affected area. On liquid spills, blot up as much liquid as possible.



### **2) Always blot, never scrub the spot.**

Always blot to prevent damage to the fibers for both carpet and furniture. Aggressive scrubbing will cause fiber distortion.

### **3) Work the spot from the edges to the middle.**

Apply small amounts of the mixture to the spot. Gently blot the spot using a white cloth working from the outer edges to the middle. This will prevent the spot from spreading into the surrounding area. Keep repeating this process until the spot has been removed or until the spot will no longer transfer into the cloth.

### **4) Test the area first.**

It is always a good idea to test the carpet or furniture in an inconspicuous area before spotting. Some fabric may bleed or suffer color loss from the spotting procedures.

# Spot Removal Guide

## **Alcohol / Beer**

Blot. Solution One.

## **Animal Accidents**

Solution Two, let completely dry. Apply Solution Three. If odor persists, call Adelman.

## **Baby Formula**

Blot. Solution One.

## **Blood**

Solution One. If spot remains, Solution Three.

## **Burns**

Trim the tips of burned fibers with a scissors. If the damage is extensive, call Adelman.

## **Chocolate**

Solution One. If spot remains, Solution Three.

## **Coffee / Tea**

Solution One. If spot remains, Solution Two. See note about wicking.

## **Crayon**

See: *Advance Removal Techniques*

## **Fruit Juice / Jelly / Artificially Colored Beverages**

Remove remaining material. Blot, as dry as possible. Solution One. Rinse and blot. If color remains, see advanced spot removal guide.

## **Furniture Polish**

Solution Four.

## **Glue**

Removing glue is completely dependant on type. Many manufacturers will give detailed removal instructions. Follow their directions carefully. If help is not available, call Adelman.

## **Grass**

Solution One. If spot remains, Solution Two. Blot dry. Solution Three. Rinse area using Solution One. Repeat if necessary.

## **Graphite**

Vacuum Only. Call Adelman.

## **Gravy**

Remove remaining material. Rinse using cool water. Blot. Solution One.

## **Grease**

Remove remaining material. Solution Four. Rinse using Solution One. Repeat if necessary.

## **Gum**

Chill with an ice cube. Scrape off as much as possible. Solution Four.

## **Ice Cream / Milk**

Flush area with warm tap water. Blot dry. Solution One.

## **Ink**

Blot. Solution Four. If ink remains, use isopropyl alcohol. Note: isopropyl alcohol will thin the ink and may create a larger spot.

# Spot Removal Guide

## **Iodine**

Moisten the area with a few drops of white vinegar. In a mixing glass or warm water, stir in one teaspoon of sodium thiosulfate (hypo-crystals). This can often be found in photo supply stores.

Apply a teaspoon of the solution to the area. Blot. Repeat as necessary. When finished, rinse with cool water.

## **Mildew**

Mildew is very hard and often impossible to remove even with professional techniques. Call Adelman for recommendations.

## **Mud**

Let dry. Scrape or vacuum off as much as possible. Solution One.

## **Nail Polish**

Solution Four. If polish remains use nail polish remover (acetone). Note: nail polish remover may dissolve some fibers. Pre-test an area first.

## **Oil / Tar**

Remove remaining material. Solution Four. Rinse using Solution One. Repeat if necessary. If spill is large, call Adelman.

## **Paint - Latex**

Blot. Solution Four. If paint remains, use a latex remover like *Goof Off* or *Oops*. Note: carpets are constructed with latex, so follow directions carefully.

## **Paint - Oil**

Blot. Solution Four.

## **Sugar / Candy**

Scrape off with a dull knife. Blot with cool water. Solution One.

## **Tomato Sauce**

Blot. Solution One. If color remains, see advanced spot removal guide.

## **Wax / Crayons**

See advanced spot removal guide.

## **Vomit**

Blot. Solution Two. Rinse Solution One.

## **Wine**

Blot. Pour table salt on area. When dry, vacuum. If spot remains, try Solution One & see advanced spot remove guide.

## **Wicking**

Sometimes spots may reappear after cleaning or spotting. This problem is called wicking. If this happens, simply respot the area and place a dry white cloth over the area with a weighted object like a phone book on top of the cloth. Leave the cloth in place until the area is completely dry.

# Stain Removal

## Advanced Stain & Dye Removal Guide

The following are procedures used to remove dye stains from carpet. Serious side effects are possible. Proceed slow and stop when the process fails to show an improvement.

### Dye / Color Removal (Kool-Aid or Artificial Colors)

Carpets dyed in the mill have a very stable dye. This is necessary to prevent color from being removed during use. When something is spilled, the dye is not as stable as the carpet's dye. Therefore, during the color removal process the undesired color should be removed first. Once the stain is removed or the carpet begins to lose its natural color, the process should be stopped.



Apply a solution made of 50% ammonia and 50% water to the unwanted dye. This area should be damp, not saturated. Dampen a white terry cloth towel with the same solution. The process is trying to generate steam, therefore, it is important the towel stays damp. Place the towel over the affected area. With an iron on the highest setting, place it on the towel. Hold for about 15 seconds and check the area. The color should be drawn into the towel. Rotate the towel and repeat the process, if necessary. *Note: This process may scorch the iron.*

### Wax / Crayons

Place a brown grocery bag over the area of wax. With an iron on medium, apply the iron to the bag over the affected area. Check periodically. The iron should draw the wax into the bag. Change bags, as necessary, if removing large amounts of wax. After the wax is removed, if color remains see: dye / color removal.

### Mystery Spots

**Peroxides:** Found in acne medication, makeup and some lotions, this agent will discolor and often remove color from carpets. Damage from a product like benzoyl peroxide is not seen immediately and usually not discovered until months later. This is because it is activated with water either from humidity or cleaning.

**Browning or Yellowing:** Carpet may turn brownish or yellow in color, usually because the carpet's pH is out of balance. To correct this, mist a solution of one part vinegar with two parts water over the area. Gently rub the area and allow to dry. The carpet should return to its natural color. Repeat if necessary.

**Insecticides:** Many professional insecticides will cause gradual fading of dye. This reaction occurs naturally and is not influenced by cleaning. Also, over-the-counter flea control products with Diazanone, Vaponite or Malathion might effect dye color.

**Plant Food:** Spills or leakage from plants containing fertilizer might cause a loss or change in color, possibly even dry-rot of carpet. These problems develop near the backing and progress toward the surface over the course of several months or years.

**Warning:** Remember a stain by nature is permanent. Trying to remove a stain may create a worse situation. Please call Adelman for help prior to attempting these procedures.

# Carpet Characteristics

## Carpet Construction & Performance

While color is often the determining factor when choosing a carpet, it should not be your only consideration. Quality of construction should also be a major concern when purchasing new carpet. Quality can be determined by checking texture, density of pile (gauge and face weight) and the amount of twist in the yarn. The following pages will help determine which type and construction is right for your needs.

## Carpet Construction Durability

### Fiber Type

One of the most important criteria in a carpet's performance is the type of fiber used in the construction. All fibers have individual characteristics that separates them from each other. Placing the correct fiber in the right area is very dependant on the intended use. For example polypropylene is excellent in areas near water, but should never be placed in high traffic area due to low crushability. *See the section on carpet fibers.*

### Face or Pile Weight

The face weight of a carpet is simply how much fiber is used in the construction. This is measured in ounces. On similar carpet, the higher the face weight, the more durable the carpet should be.

### Fiber Twist

Yarn twist, particularly in cut-pile carpet, is critical to carpet performance. Twist is the number of times the fiber strands are twisted together in a 1-inch length to form the carpet yarn. Most yarns are heat-set after twisting to lock the twist in place. This gives the carpet tuft a "memory" for improved resilience. A high level, or tight, twist enhances a carpet's long-term durability by providing improved resistance to crushing and matting.

*The higher the rating, the better expected performance*



### Gauge / Stitch Rate

A carpet's gauge is the number of needles used in the tufting process of construction. A tufting machine can be thought of as a large sewing machine with many needles going across the width of the carpet. Stitch rate is the amount of times the tufting needle goes up and down per inch, as the carpet is fed through the machine. The two components combine into tufts per square inch. When choosing a carpet, pick a carpet with more tufts per square inch for added durability.

### Density

The overall correlation of tufted yarn specifications including pile weight, pile height and fiber twist is summarized in carpet density. The higher the density, the better the performance characteristics for similar products.

# Carpet Characteristics

## Carpet Style

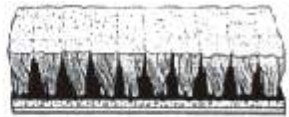
Carpet is a substantial investment. In order to select the proper carpet for your needs, it is important to understand the performance characteristics of carpet.



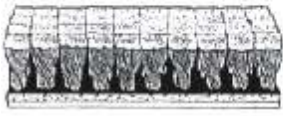
**Level Loop**



**Multi-Level Loop**



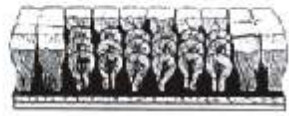
**Plush**



**Saxony**



**Frieze**



**Cut-and-Loop**

## Cut

Cut pile carpet is the most common type of residential carpet manufactured. Cut carpet has pile loops that have been cut level to expose the yarn ends.

## Loop

Level loop carpet is found in most offices and commercial establishments. This has looped tufts with the same height. It has a rugged texture and is perfect for heavy traffic areas. Berber, a multi-level loop, is a very common carpet and offers good performance in high traffic areas.

## Plush

This style is a cut pile carpet with the tufts (yarns) flared at the ends. Velvet plush is extremely smooth and soft to the touch. Plush will show footprints and different shades depending on pile direction. Therefore, this style of carpet is ideal for bedrooms and other areas with light traffic.

## Saxony / Textured Saxony

Saxony has much more twist than velvet plush and the pile is usually under one-half inch high. Quality saxony carpets have tightly twisted yarn tufts with well-defined tops that do not flair open. This carpet is very versatile and works in many different rooms.

## Frieze

This is a very durable carpet offering a *pebble* effect surface. The yarns have so much twist that the fibers actually bend over. It is a smart choice for high traffic areas. However, frieze is not very comfortable to the touch and is not recommended for rooms like bedrooms.

# Carpet Characteristics

## Carpet Fibers

Selecting the correct fiber for your application is one of the most important factors in a carpet's performance. Each fiber has its own characteristics and, it is very important to match them correctly to your needs.

### Nylon

Nylon has excellent color retention and brightness making it the most popular fiber on the market today. Nylon is rated as one of the longest wearing fibers and has excellent cleanability. Modern generations of this carpet have stain-blockers applied in the mill making the carpet extremely stain resistant.

**Advantage:** Excellent cleanability and resilience, good dyeability. Modern nylon carpets are very stain resistant.

**Disadvantage:** May fade over time from direct sunlight.

### Polypropylene (Olefin)

Popular because of its relatively inexpensive price. Effective around pools and other areas with excessive moisture.

**Advantage:** This fiber is naturally stain resistant and absorbs very little moisture making it a good basement and indoor / outdoor carpet.

**Disadvantage:** Polypropylene fibers attract oil and should never be used in areas near garages, kitchens or other sources of oil. Asphalt transfer resulting in the yellowing of carpet is a common problem and usually permanent.

### Polyester

Polyester was introduced as the replacement for wool. It has a plush feel and rich color, at a fraction of the cost.

**Advantage:** Extremely good dyeability and resists fading from sunlight.

**Disadvantage:** Carpet pile has a tendency to reverse in high traffic areas.

### Wool

The use of wool dates prior to 2000 BC, and it is considered to be one the finest fibers used in carpets. Wool produces vibrant colors and is extremely cleanable. Wool also performs well in high traffic areas in both your home or business.

**Advantage:** Naturally flame resistant. Excellent cleaning characteristics.

**Disadvantage:** Cost. Easily stained especially from protein spots like urine.

### Padding

The thickest, softest pad is not necessarily the best. Actually a good, firm pad is more desirable, particularly on steps, halls and other high-traffic areas.

Purchasing a high quality carpet with an inexpensive pad will severely limit a carpet's performance. In fact, most carpet warranties state a pad's maximum thickness can only be 7/16" and its density 6 lbs.



# Water Restoration

## Water Extraction Services

Adelman has been the leader in restoration for many years. Our restoration services feature 24 hour water extraction, along with structural and content drying. Adelman has been the pioneer in restoration work and stands alone when it comes to the most modern equipment and highest trained technicians.

## 24 Hr. Emergency Water Removal

### Water Extraction Procedures

#### Remove Standing Water

Removal of standing water is the most important step when dealing with water restoration. Since most structural items like drywall, insulation and hardwood floors, not to mention carpet and padding, all absorb water, quick response decreases the overall scope and cost of the water damage.

Adelman understands the need for rapid action and offers an automated 24 hour emergency service response system. Our fleet of water extraction response teams can be dispatched to your location usually within the hour.

Adelman has a variety of tools necessary to remove varying levels of water. If your basement or other areas require pumping before extraction, Adelman has the equipment. Our pumps can remove thousands of gallons of water per hour bringing the problem to a manageable level for extraction.

#### The Importance of Airflow

Adelman equips our response teams with the most powerful and efficient water extraction units available on the market. The Performer 405 has been specially modified for maximum airflow. In fact the 405 in the name refers to the



# Water Restoration

measurement of how much CFM (cubic feet per minute) of air that flows through the system. *This doubles and sometimes triples the amount of airflow on most conventional truck mounted units!*

Airflow is extremely important in water restoration. While most people think the power in a vacuum system is the strength of suction at the end of a hose, suction is actually only one component. Real vacuum power is evidenced by how fast the water can be removed from the room, travel through the hose and be deposited at the unit. Bottom line, the more airflow, the faster the water will be removed.



## **Adelman Advantages:**

- **High performance extraction equipment**
- **Carpet and pad drying without removal**
- **Industrial dehumidifiers and airmover rental**
- **Insurance company approved procedures**
- **IICRC Master Restoration Technicians**

## **Extraction Process**

Adelman offers two methods of water extraction depending on your needs. The first method uses a standard extraction wand. This method is extremely efficient and used primarily on hard surfaces or direct glued down carpet.



The second method Adelman employs for water removal is power extraction. With this method, a highly

engineered device, called an Extreme Extractor, rolls slowly over carpet removing close to 90% of the water from both carpet and padding.

Therefore, it is no longer necessary to detach the carpet and dispose of the pad in-order to dry the structure. All carpet can be dried in place. Gone are the days of renting a moving truck and putting everything into storage waiting for the carpet and structure to dry. Our process is so efficient, **Adelman guarantees that with the proper amount of drying equipment, the structure including carpet and pad can be dried within 3 days!**

# Water Restoration



## Structural Drying using Vortex drying principals

After the extraction process is complete, absorbed water still needs to be removed from the structure. Not only do carpet and pad need to be dried, but sub-flooring, walls & ceiling, insulation and various contents in the damaged area including furniture and paper goods like boxes or papers, also need to be properly dried.

Adelman uses a closed

drying system, sealing the damaged area from the effects of outdoor temperature and humidity conditions. With a closed drying system, the restoration technician has greater control over the drying cycle and can adjust the drying process to the conditions.

First, Adelman installs high velocity airmovers into the damaged area to promote quick drying. Adelman practices the Vortex drying method, which uses the physics of aerodynamics to increase overall air movement and decrease drying



time. Structural components can

all be dried without disassembling your building.

Hydrostatic pressure forces the moisture out of the walls or ceiling. ***All structural components including carpet and pad can be dried in place saving you time, inconvenience and money.***



Dehumidifiers are the second component in a drying cycle. While airmovers dry the structure, dehumidifiers dry the air. Without dehumidifiers the room would quickly become saturated and the drying process would stop.

Adelman uses modern high efficiency

dehumidifying equipment. We feature six, twelve and twenty-four gallon per day industrial dehumidifiers. Having such a wide

# Water Restoration

range of equipment gives Adelman the flexibility to customize a drying plan for your restoration needs.

## **The Drying Cycle**

Rapid drying is essential to prevent damage to your structure and secondary damage to contents. A balanced drying cycle includes controlling air movement, temperature and humidity. Control of these elements promotes quick drying. Adelman's overall goal is to restore your home or business back to its original condition safely and efficiently, so you can move on with your daily routine.

## **Pressure Washing**

Adelman uses state-of-the-art high pressure washing equipment to remove the toughest soot. The fully adjustable equipment can reach temperatures of 230+ degrees and 3500 P.S.I. Parking structures, driveways and building structures are just some of the many things that can be pressure washed.

Structures requiring special attention are Adelman's strong suit. Because of our experience and specialized equipment, Adelman has the unique ability to complete the toughest jobs.



## **Additional Services**

- Airmover & dehumidifier rental
- New carpet sales & installation
- Acoustical ceiling installation
- Painting and wall repair
- Asbestos removal
- Insurance work
- Dry cleaning & laundry service
- High-temp. pressure washing
- Ozone odor control

# Frequent Questions

## ***How often should I clean?***

Cleaning frequency will always be dependant on the amount of use. However, it is a good idea to have the high traffic rooms cleaned a minimum of twice a year. Carpet and furniture will last much longer with frequent cleaning because dirt and grit will not have a chance to wear out the fibers.

## ***How long will my carpet take to dry?***

The length of time necessary for a carpet to dry varies depending on the thickness of the carpet, weather conditions including relative humidity, and how soiled the carpet is prior to the cleaning. Carpets dry much faster with good ventilation and lower humidity. Turning on your air conditioner and fans will shorten drying time.

## ***Can I walk on the carpet after the cleaning?***

Carpets can be walked on after the cleaning. Keep in mind, however, floors adjacent to the cleaning may become slippery. Adelman recommends you wear clean, rubber-soled shoes.

## ***Should I vacuum before the cleaning?***

Vacuuming before the cleaning is always a good idea. It removes additional dry particulate matter resulting in a better cleaning for your home or business.

## ***Does Adelman move furniture?***

Adelman will move most furniture in your home including couches, chairs, tables, etc. However, we usually clean around large china hutches, entertainment centers and pianos. Before we arrive, Adelman asks that you pick up any knickknacks and breakables to ensure the cleaning goes smoothly.

## ***What benefits do carpet protectors like Scotchgard or Teflon provide?***

Adelman uses a product called Fluorosil with Du Pont's Teflon to protect your carpet and furniture. Teflon is commonly found on products such as non-stick kitchen pans. It coats and seals the fibers of the fabric with a non-stick surface providing three main benefits. First, the fabric will stay clean much longer, as a result of more effective vacuuming. Second, spills can be removed more easily, preventing permanent stains. And finally, the next time you have the carpet or furniture professionally cleaned, it will clean up much better than without the protector.

## ***How long should the protective pads and blocks stay under my furniture?***

The pads and blocks are used to protect carpet from rust and furniture stains. They should stay under furniture until the carpet is completely dry.



Enjoy the Adelman Advantage

## **Commercial Cleaning**

Adelman is Wisconsin's largest commercial truck mounted carpet and upholstery cleaner. We routinely clean commercial establishments over 50,000 sq. ft., usually in one trip. If you own a business or work in an office that needs cleaning, contact Adelman for a free estimate.

## **Cars, Boats and Recreational Vehicles**

Adelman can clean just about anything with a fabric covering. Call us for your special cleaning needs.

## **Water Extraction**

If you experience water damage from broken pipes, ground water or another source, Adelman can extract the water and dry your home or business. Our crews are ready 24 hours a day. Help is just a phone call away at (414) 453-7010.

## **24 Hour Helpline**

For your convenience, Adelman has designed a 24 hour automated helpline at (414) 778-5550. The helpline will walk you through common household cleaning emergencies.

## **Expert Advice**

Adelman is always ready to help you with your cleaning needs. Just contact one of our *I.I.C.R.C. Master Cleaners* for professional advice on a wide variety of topics.



Association of Wisconsin  
Cleaning Contractors

**(414) 453-7010**  
1-800-779-7987

**6101 W. Blue Mound Road  
Milwaukee, WI 53213**



Enjoy the Adelman Advantage.

**(414) 777-5646**

**1-800-779-7987**



**Adelman Advantages Include:**

- Truck Mounted Cleaning
- Guaranteed Cleaning Results
- Pre-Spray and Spotting
- IICRC Certified Technicians
- Fast Dry Times
- No Trip Charges

Milwaukee (414) 453-7010 Madison (608) 838-4110 Toll Free (800) 779-7987  
[www.adelman-cleaners.com](http://www.adelman-cleaners.com) E-Mail [adelman@adelman-cleaners.com](mailto:adelman@adelman-cleaners.com)

**Adelman**

6101 W. Blue Mound Rd  
Milwaukee, WI 53213-4142

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