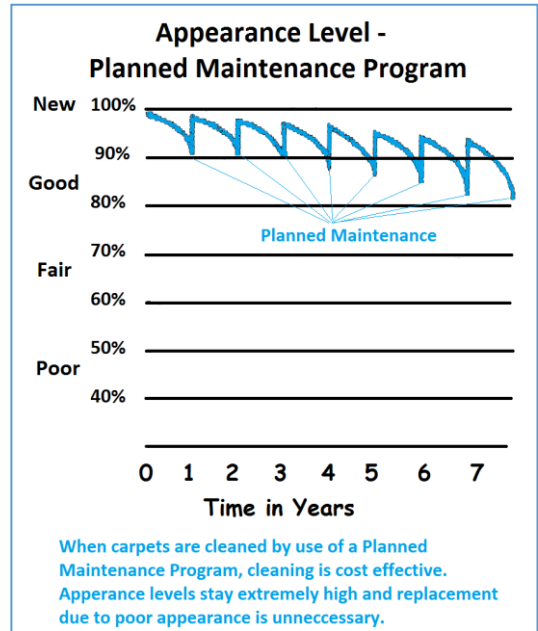# mighty mac
it's **bear**y clean
www.mightymacclean.com
(843)842-3994

Carpet Cleaning Methods

Cleaning is important to ensure a long life of your carpet. Whichever process you decide, it is important you establish a maintenance program and stick to it. Manufacturers require regular maintenance in order to keep warranties in effect. How often you should clean depends on many factors. A fifth floor villa would likely need less cleaning than a ground level beach house. Other factors can include the presence of pets, the number of people in the home, whether they have allergies and even if they prefer open windows over air conditioning.

Just clean your carpets more often if they look like this!

Appearance Level - Planned Maintenance Program

When carpets are cleaned by use of a Planned Maintenance Program, cleaning is cost effective. Apperance levels stay extremely high and replacement due to poor appearance is unneccessary.

We offer the following cleaning methods. Each has its own strengths and weaknesses. Which is best for your situation? You can decide here.

Hot Water Extraction – 'Steam Cleaning'.

We start with one of our 'prespray' or detergent products specifically designed for your carpets face yarns. These may be adjusted based on the level of soiling and kind of soils. The prespray loosens the soils using surfactant action: a surfactant literally lifts the soil off the fiber and suspends it. The soils are then rinsed and immediately vacuumed away using the 'wand'.

Pros: It cleans deeper than the others due to the high pressure of very hot water. The heat also sanitizes the carpet.
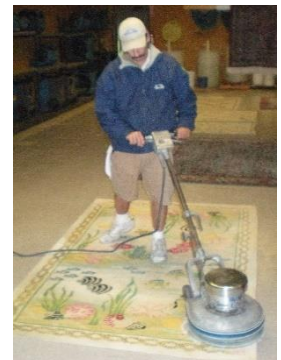
Cons: It can take hours to dry. Having the HVAC system, ceiling fans and the like turned on will help speed the process. It is susceptible to wicking issues (see Wicking bulletin).

Bonnet Cleaning – 'Dry Cleaning'.

We use the patented Ultra Dry® products. An Ultra Dry® prespray (detergent) is applied. It is followed by the use of a floor machine with an absorbent pad. The pad is treated with the Ultra Dry® 'Catalyst' which acts like a magnet to the soils that are suspended in the prespray.

Pros: The bonnet pad polishes the carpet. It works particularly well on loop pile carpets. It will usually dry within an hour.

Cons: It does not clean as deep into the fibers. It is more expensive as we must rely on a chemical action rather than hot water to clean.

mighty mac
it's **bear**y clean
www.mightymacclean.com
(843)842-3994

Encapsulation –

This is newer technology. The product is sprayed on the carpet and brushed in. Soils are pulled from the fibers, using a surfactant action. The soils are then surrounded by a polymer. As the polymer dries, it becomes smooth or crystalline depending on the manufacturer. The dried encapsulated soils then fall to the backings where they are vacuumed away later. This is usually the type of product we would use if there is a time constraint or wicking issue.

Pros: Quick application and quick drying process. Greatly reduces or eliminates wicking issues.

Cons: Soils remain until next vacuuming. This is a maintenance rather than restorative type cleaning.

Absorbent Compound - Host / Capture –

A special prespray is applied. It is followed by an absorbent material (tiny sponges or powders, see photo) that are raked into the carpet that absorb the soils. The material is then vacuumed away.

Pros: This is the only safe procedure to use on natural grass fibers (sisal, sea grass, etc) that are susceptible to shrinkage or discoloration from other types of cleaning. It is a viable process for cleaning 24 hour businesses like hospitals.

Cons: Limited effectiveness. Residual material may be left in carpet after vacuuming.

Whatever method you choose, make sure you choose Mighty Mac. Our technicians are Clean Trust Certified. The Clean Trust, also known as the IICRC, is a worldwide organization that sets the highest standards in our industry. In short, our technicians know what they are doing.

Your friends and neighbors also agree. Mighty Mac has been awarded Best Carpet Cleaner numerous times by both the Island Packet and Hilton Head Monthly.

thecleantrust CERTIFIED

THE ISLAND PACKET
READERS' CHOICE AWARD WINNER
2006, 07, 09, 11, 15

The people have spoken
monthly M
Readers' Choice
2013, 2015

THE NEIGHBORHOOD By Jerry Van Amerongen

Carpet cleaning by the lowest bidder.

114 Arrow Rd.   *   Hilton Head Island, SC 29928