

Home & Garden II

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Costly carpet needs regular maintenance

Today's homeowner is faced with many decisions concerning purchase and care of carpet. How then does one become a smart shopper and decide on the right color, pile height, pattern and car-pet texture that is affordable and meets lifestyle needs of the home? It doesn't matter if you are buying a

new home or decorating the old, carpet represents a long-term, major invest-ment. This investment is judged by the cost of the carpet and the length of its service.

After making the investment in car-pet, homeowners should understand that carpet needs to be maintained on a regubasis to look good consistently and thereby get the most out of the invest ment.

Carpet manufacturers recommend frequent, planned maintenance which in-cludes two basic steps: Frequent vacuuming and carpet dry cleaning.

Over the years, mothers and grand-mothers have taught us to clean the car-pet when it looks "bad." For some, this may be every three or four months; for others, once a year or less.

However, by the time dirt and spots begin to show, carpet is usually matted and some degree of damage is done. This usually results in a complete "restora-

tion" cleaning to refurbish the life of the carnet.

CARPETS OF the '80s combine good looks with inherent properties that help carpet to wear and look better longer. Colors, patterns and textures are designed to disguise and resist soil and stains better than ever.

New fibers make the cleaning process easier. However, fiber producers and car-pet manufacturers alike tell us that carpet must be maintained as the dirt shows up in the traffic lanes. Be aware that even soil hiding and

anti-soll treated carpets aren't a guarantee against dirt.

As with any carpet, the same cleaning habits should be established for main-taining treated carpets. The dirt is still there — it's just hidden. Regular cleaning for all carpet is im-portant not only for appearance's sake, but will, over a period of time, extend

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Using a pretreatment cleaning techcollars and cuffs, but also for carpeting.

collars and cuits, but also for carpering. Use of a preclean mist before dryclean-ing makes cleaning process easier and loosens soil from the carpet fiber. Pre-cleaning is especially effective on tough stains such as coffee, blood or ground-in dist dirt.



