



# CONFESSIONS OF A CARPET KILLER.

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I have destroyed something beautiful. I took the life of my carpet. By making the wrong decision on cleaning supplies, I ruined it years before its time. Now it looks worn. Old. Ugly. If only I'd seen the error of my ways, and looked for the Carpet and Rug Institute's Seal of Approval. Now, it's too late. Find out more at [www.carpet-rug.org](http://www.carpet-rug.org) and visit [www.criblog.org](http://www.criblog.org)





## LAW OFFICES HANDED A DIFFICULT VERDICT.

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In Chicago, a law firm made an investment in 6,000 square yards of cut and loop carpet. Not knowing about proper maintenance and cleaning supplies, the firm saw evidence of heavy staining after just a year. Switching to a new maintenance program recovered some of the carpet. But some was judged to be ruined.

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**TOTAL MONEY LOST: \$38,000**



## AN OVERDUE NOTICE ON CARPET MAINTENANCE.

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At the public library offices in Jamestown, NY, 800 square yards of carpet were installed with a life expectancy of 10 years. But the combination of high traffic, effects of ice melt and poor maintenance left it heavily soiled after a just year. Unfortunately, the old carpet had to be shelved.

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**TOTAL MONEY LOST: \$50,000**





## FIRST FLOOR, MENSWEAR. SECOND FLOOR, DISASTER.

A Detroit, MI, department store installed 2,500 square yards of carpet and expected to get at least 8 years out of it. After less than two years, spots and stains could not be removed. It turns out the cause was an inadequate cleaning and maintenance program. And the only solution was a total carpet liquidation.

**TOTAL MONEY LOST: \$73,000**



## MAKING CARPET FEEL VERY UNWELCOME.

Condominiums in Boca Raton, FL, put down 1,800 square yards of custom-patterned carpet. Life expectancy was 6-8 years. In less than 12 months, it had gone ugly and soiled. The problem was the wrong products were used to maintain the carpet. In the end it had to be pulled up and replaced.

**TOTAL MONEY LOST: \$77,400**





# DIARY OF A CARPET HERO.

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My carpet and I have had a long and happy relationship. I take care of it, and it takes care of me. By making sure my cleaning products and supplies have the Carpet and Rug Institute's Seal of Approval, I know I'm doing all I can to keep it healthy. Every year, I look for signs of wear. Then again, maybe this carpet will last forever. Visit [www.carpet-rug.org](http://www.carpet-rug.org) and [www.criblog.org](http://www.criblog.org)

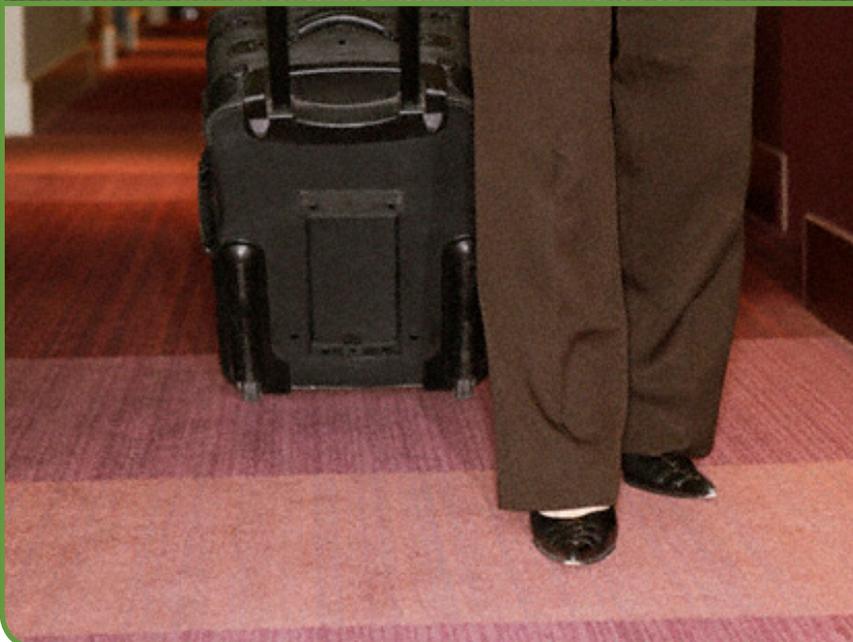




## IN COLLEGE DORMS, IT'S CARPET MAINTENANCE 101.

A year after a Minneapolis university put down 12,000 yards of carpet, it was heavily soiled and showing dark spots. A far cry from the 12-year life expectancy the school had expected. After a quick lesson on the benefits of Seal of Approval cleaning and maintenance, the carpet was reclaimed and passed with flying colors.

**TOTAL MONEY SAVED: \$288,000**



## AT A SAVANNAH HOTEL, CARPET ENJOYS AN EXTENDED STAY.

At a five-star hotel in Georgia, 6,000 square yards of carpet was looking worn after just two years, and a significant investment was in jeopardy. Thanks to a new maintenance program, the carpet's look was quickly restored. And the CRI Seal of Approval became a permanent resident.

**TOTAL MONEY SAVED: \$424,000**





## A GOOD INVESTMENT. A DECISION THAT SAVED IT.

In a New York office space, 3,000 square yards of cut and loop woven carpet was supposed to last 7+ years. After just one year, it was looking soiled and spotted. With a new CRI-approved cleaning program, significant cost in new flooring, labor and company downtime were saved. And the carpet looked better than ever.

**TOTAL MONEY SAVED: \$337,000**



## MAKE ANY COLOR CARPET MORE GREEN.

Using CRI Seal of Approval products can also have a positive environmental impact. Properly maintaining your carpet means keeping it out of the landfill. It also means fewer resources needed to manufacture, ship and install new carpet. That can result in thousands of gallons of oil and tens of millions of BTUs conserved.

**SAVING MORE THAN MONEY**

