



**To: The Carpet and Rug Institute (CRI)
Service Provider Program Participant**

Attached you will find a copy of The Carpet and Rug Institute Participation Agreement and Registration Form for the Service Provider Program. This program is for the service provider that utilizes products certified by the Seal of Approval program and follow the guidelines presented under this program.

Email both the completed Participation Agreement and Registration form to soadmin@carpet-rug.org. Please contact the SOA Administrator with any questions at 706-428-2123.

Thank you for participating in The Carpet and Rug Institute's Service Provider program.



Guidelines for Use of Seal of Approval Logo for Service Provider Plus Trucks and Advertising Copy

Service providers using Carpet and Rug Institute's Seal of Approval certified equipment and cleaning chemicals as part of their routine cleaning procedures, may participate as a partner in this important program to extend consumer recognition of the program. We welcome your participation.

Participation Agreement requirement - The Carpet and Rug Institute encourages the use of its SOA logo, and/or label by qualified service providers. In order to protect and assure the proper use of the highly recognized program's symbols and identities, an agreement outlining these guidelines must be executed by the service provider.

Registration Form – Provide contact information along with a list of SOA certified equipment and chemicals being used in your normal day to day carpet cleaning operation.

Fees - In addition to execution of the Participation Agreement, an annual fee is also required.

Procedure – A company officer must execute the Participation Agreement by signing the appropriate space. Provide other information as requested on the Agreement.

Return the signed Agreement and Registration Form to CRI. Checks should be made payable to the Carpet and Rug Institute.

A copy of the final executed Participation Agreement will be returned to you with acknowledgement of participation.

Images and Decals - CRI will provide high resolution images of the official SOA seal upon request. We also have available high quality vinyl, 12 inch diameter decals. These decals, suitable for do it yourself installation on trucks and vans, are available at \$10 per decal or \$8 for a purchase of 4 or more.

Seal of Approval Service Provider Iron-On Patches are available at no cost.



CRI SEAL OF APPROVAL PROGRAM FOR CLEANING SERVICE PROVIDERS PLUS

- PROGRAM PARTICIPATION AGREEMENT -

This Participation Agreement (the "Agreement") between _____ (the "Company"), a duly registered corporation with its principle place of business at _____ and the Carpet & Rug Institute ("CRI"), a non-profit trade association duly registered as a Georgia non-profit corporation with its principle place of business at 100 S Hamilton St, Dalton, Georgia, is entered into this day _____.

WHEREAS, CRI has established programs which are voluntarily participated in by manufacturers with respect to carpet extraction cleaning systems, deep cleaning systems and chemical performance products (the "Programs") used in the maintenance of carpet who receive authority, upon successful completion of the Programs, to use a CRI logo denoting that they are participate in the Programs ("Program Participants").

WHEREAS, the Company is in the business of providing cleaning services using chemicals, products, and systems that have successfully completed the Programs and are produced by the Program Participants.

WHEREAS, the Company desires to promote its use of chemicals, products and systems produced by the Program Participants by displaying a CRI Seal of Approval logo ("SOA Logo") in its advertising materials.

WHEREAS, this Program Participation Agreement is intended to govern the rights and obligations of the Company with respect to the use of the SOA Logo.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions herein set forth, and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, the Parties hereto do agree as follows:

1. The Seal of Approval Logo.

(a) The Company, represents and warrants to the CRI that it uses in its business chemicals, Products and/or systems that have successfully completed the Programs and were produced by the Program Participants. Based on such representation and warranty, the Company is authorized to use and prominently display the SOA Logo in advertising materials to include service vehicles for as long as it shall use the chemicals, products and systems in accordance with the Program Participant's specifications. The Company further agrees to adhere to uphold the Basic Principles of Consumer Satisfaction and comply with the Code of Conduct. The SOA Logo shall be in a form, content and displayed, as from time to time approved by the CRI in its sole discretion. The SOA Logo approved for use in connection with the Company's advertising shall be subject to the CRI's prior written approval.

(b) The SOA Logo is assigned only to the chemical, machine or system which has been approved under one of CRI's Programs. The chemical, machine or system cannot be marketed in any manner other than that which has been tested and approved under a CRI Program, display of the SOA logo must be consistent with 1(a) above. The Company's failure to meet this standard shall, in the sole and absolute discretion of the CRI, result in termination of its right to use the SOA Logo.

(c) The right to use the SOA Logo shall not be transferred to any other entity except in the case of sale, merger or consolidation of the Company.

2. Company Payments to CRI. The Company shall remit to CRI the Program fee(s), from time to time, established by CRI for use of the SOA Logo, the registration and listing of their cleaning service. Remittance of fees shall be made prior to the right to use the SOA Logo. A schedule of current fees shall be provided by CRI to all member and non-member companies.

3. Termination.

(a) CRI may unilaterally terminate this Agreement with the Company if the Company, in the sole opinion of CRI, violates any term of this agreement, misuses the Label or Logo, or fails to adhere to any other specific conditions of the Program participation. Prior to such termination, the Company shall have thirty (30) days from receiving notice of any violation to present facts justifying reconsideration of the termination, including facts to demonstrate that the Company has remedied the violation or initiated corrective action to remedy such violation. Thirty (30) days after the Company receives termination notice, CRI, in its sole discretion, may terminate the agreement with the Company effective immediately, if the violation has not been remedied or corrective action to remedy the violation has not been initiated. All corrections of violations shall be completed within 90 days of notification of violations.

(b) The Company may terminate this Agreement and resign from the Program at any time by means of written notice to CRI.

(c) Rights of Termination. Upon the effective date of the Company's notice of resignation or termination from the Program, the Company shall have no future right to use the Label or Logo. The Company may not continue imprinting the Label or Logo. Any outstanding financial obligations relative to the Program owed to CRI at the time of termination shall be paid by the Company within thirty (30) days after the Company's termination or resignation from the Program. Under no circumstances shall the Company be entitled to any refund from CRI. Termination shall not affect labels or logos applied prior to termination.

4. Confidentiality.

(a) "Confidential Information" for the purpose of this Agreement shall constitute any written information which is: (1) disclosed by the Company to CRI pursuant to the Program including, but not limited to, responses to questionnaires completed by the Company and sent to CRI, and (2) labeled by the Company as "Confidential Information." However, Confidential Information shall not include information which is or becomes part of the public domain as may be required by applicable law, regulation, or the Freedom of Information Act, and information which CRI can reasonably show was already in its or its staff's possession or otherwise in the public domain on a non-confidential basis at the time of disclosure by the Company.

(b) CRI will treat Confidential Information in accordance with established professional standards of conduct for trade associations and will use such information internally only as necessary to effect the purpose of the Program for the benefit of the Company. CRI will not use, rely on, or disseminate to any person or entity outside of CRI any Confidential Information, unless such use, reliance, or dissemination is specifically approved in writing by a duly authorized representative of the Company in advance or is required by federal, state, or local law. It will not be inconsistent with CRI's duties of confidentiality hereunder to provide government authorities with summaries of participating Companies' data, as long as no Company's identity is disclosed therein.

(c) CRI recognizes that the Confidential Information provided in connection with this Program is and will remain the property of the Company, to be used by CRI for the duration of the Program only, and if the Program is terminated, CRI will, at the request of the Company, return the information to the degree possible and practicable to the Company.

5. Entire Agreement; Amendment; Waiver. This Agreement supersedes any previous arrangements or understandings, whether written or oral, and contains the entire agreement of the parties, with respect to the subject matter hereof. This Agreement may be modified, varied, or otherwise amended only in writing, signed by the parties to be bound by such agreement. There shall be no modification of any provision of this agreement, including testing requirements, unless uniformly applied to all members and or participating companies.

6. Governing Law. This Agreement has been entered into under, and shall be construed and enforced in accordance with the laws of the State of Georgia. By affixing their signatures hereto, CRI and the Company make themselves amenable to the jurisdiction of the courts of the State of Georgia. Each party shall have the right to institute judicial proceedings against the other party or anyone acting by, through or under such other party in order for enforce the instituting party's rights hereunder through specific performance, injunction or similar equitable relief.

7. Arbitration. All disputes and disagreements between the Company and CRI relating to this Agreement shall, at the option of either party and by notice to the other party, be settled by binding arbitration in accordance with the Rules of the American Arbitration Association.

8. Notice. All notices and other communications required or permitted hereunder, or which are necessary or convenient in connection herewith, shall be in writing and shall be deemed to have been given three (3) business days after the date when mailed by registered or certified mail, return receipt requested, or the next business day if sent by a reputable overnight delivery service (except that notice of change of address shall be deemed given only when received), to the addresses provided as follows, or to such other names and addresses as the parties shall designate by notice to the other party in the manner specified in this paragraph

If to CRI:

If to the Company:

The Carpet and Rug Institute, Inc.
100 S Hamilton St, Dalton, GA 30720

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives as of the date first written above.

Officer for The Carpet and Rug Institute, Inc.

Signed By: _____

Title: _____

Print Name: _____

Date: _____

Officer for the Company

Signed By: _____

Title: _____

Print Name: _____

Date: _____

###

Addendum ‘A’

Program requirements.

The “*Seal of Approval*” will be awarded to companies who:

- Uphold the “Basic Principles of Consumer Satisfaction”
- Comply with the “Code of Conduct”
- Warrant that they will use exclusively SOA product/equipment
- Demonstrate their commitment to the program by signing the “Participation Agreement”.

Promoting the “Seal” on the web.

To participate and display the *Seal of Approval*, companies must:

- Uphold the “Basic Principles of Consumer Satisfaction:
- Carry out responsibilities set forth in the “Code of Conduct”

Basic Principles of Consumer Satisfaction

In order to ensure consumer satisfaction with carpet, bearers in good standing of the CRI “*Seal of Approval*” subscribe to these three basic principles:

- The Service Provider shall ensure customer satisfaction by cleaning, and/or maintaining in accordance with carpet manufacturer’s instructions.
- Manufacturer warranties are conditional upon compliance with these requirements to use exclusively SOA products and equipment
- The SOA Service Provider Plus Program strongly recommends that participants (companies) become IICRC certified firms and/or become a member of ICRA (International Cleaning and Restoration Association).

Addendum ‘B’

Code of Conduct

An authorized bearer of the CRI “*Seal of Approval*” agrees to uphold the following consumer satisfaction provisions:

I. General:

1. Fulfill responsibilities as defined in the “Basic Principles of Consumer Satisfaction.”
2. Operate in compliance with federal, state, and local regulations and ordinances.

II. Carpet Manufactures:

1. Be accountable for providing first quality merchandise.
2. Provide essential, cleaning and/or maintenance information as applicable.
3. Provide and honor warranties that do not create unrealistic consumer expectations.

III. Cleaning and Maintenance Contractors:

1. Be responsible for the workmanship of the services provided
2. Utilize exclusively SOA products and equipment where CRI categories exist.

IV. Equipment and Sundries Manufacturers:

1. Be accountable for providing products suitable and test/certified USA SOA program for the cleaning and/or maintenance of carpet in accordance with manufacturer’s instructions.
2. Provide applicable usage instructions for products



**The Carpet and Rug Institute
Seal of Approval™
Service Provider Registration Form**

Company Name _____

Address _____

City, State, Zip _____

Business Phone _____

Contact Name _____

Email _____

Direct Phone _____

Website _____

SOA-certified Equipment (include accessories)

SOA-certified Solutions (include dilution rates)

Do you want to order decals @ \$10 each or \$8 for 4 or more _____ If so, how many? _____

Do you want iron on patches for your uniforms at no charge? How many _____