

**To:** Clene Start Inc. ([info@thetrademarkcompany.com](mailto:info@thetrademarkcompany.com))

**Subject:** U.S. TRADEMARK APPLICATION NO. 86172249 - ENCAPSULATION EXTRACTION - N/A

**Sent:** 3/6/2015 6:54:02 PM

**Sent As:** ECOM108@USPTO.GOV

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 86172249

MARK: ENCAPSULATION EXTRACTION

**\*86172249\***

**CORRESPONDENT ADDRESS:**

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THE TRADEMARK COMPANY  
344 MAPLE AVE W STE 151  
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**APPLICANT:** Clene Start Inc.

**CORRESPONDENT'S REFERENCE/DOCKET NO :**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

info@thetrademarkcompany.com

## OFFICE ACTION

### STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE: 3/6/2015**

### THIS IS A FINAL ACTION.

This Office action is in response to applicant's communication filed on 02/11/15.

In the previous Office action, dated 11/10/14, the examining attorney refused registration of the applied-for mark on the Supplemental Register under Trademark Act Section 23(c), 15 U.S.C. §1091(c); *see* TMEP §§1209.01(c) *et seq.* In addition, the examining attorney continued and maintains the underlying Trademark Act Section 2(e)(1) Descriptive refusal. Finally, the examining attorney continued and maintained the Failure to Function as a Service Mark – Mark Identifies Process refusal.

In its response, dated 02/11/15, applicant states that it has conceded for the purposes of Trademark Act Section 2(e)(1) that the applied-for mark is merely descriptive. However, applicant continues to argue against the Trademark Act Section 23(c) generic refusal. The examining attorney has carefully reviewed and considered applicant's arguments against the Trademark Act Section 23(c) generic refusal and does not find them persuasive. Accordingly, the examining attorney *continues and maintains* the generic refusal under Trademark Act Section 23(c) and hereby makes said refusal **FINAL**. In addition, in its response, applicant does not address the Failure to Function as a Service Mark – Mark Identifies Process refusal. Accordingly, the examining attorney *continues and maintains* said refusal and hereby makes it **FINAL**.

For the reasons set forth below, the refusal is now made **FINAL** under Trademark Act Section 23 because the proposed mark is generic and therefore unregistrable on the Supplemental Register. *See* 15 U.S.C.

§1091; 37 C.F.R. §2.63(b).

### **FINAL REUSAL – Refusal on Supplemental Register – Term Generic**

Registration is refused on the Supplemental Register because the applied-for mark is generic and thus incapable of distinguishing applicant's services. Trademark Act Section 23(c), 15 U.S.C. §1091(c); *see* TMEP §§1209.01(c) *et seq.*

A generic term is a common name that the relevant public uses or understands primarily as referring to the category or genus of the services in question. *In re Nordic Naturals, Inc.*, 755 F.3d 1340, 1342, 111 USPQ2d 1495, 1497 (Fed. Cir. 2014); *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989-90, 228 USPQ 528, 530 (Fed. Cir. 1986); *see* TMEP §1209.01(c). Generic terms are by definition incapable of indicating a particular source of services and cannot be registered as service marks. *In re Merrill Lynch, Pierce, Fenner, & Smith, Inc.*, 828 F.2d 1567, 1569, 4 USPQ2d 1141, 1142 (Fed. Cir. 1987); *see* TMEP §1209.01(c). Registering generic terms "would grant the owner of [a] mark a monopoly, since a competitor could not describe his goods as what they are." *In re Merrill Lynch, Pierce, Fenner, & Smith, Inc.*, 828 F.2d at 1569, 4 USPQ2d at 1142.

Determining whether a mark is generic requires a two-step inquiry:

(1) What is the genus of services at issue?

(2) Does the relevant public understand the designation primarily to refer to that genus of services?

*In re 1800Mattress.com IP, LLC*, 586 F.3d 1359, 1363, 92 USPQ2d 1682, 1684 (Fed. Cir. 2009) (quoting *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989-90, 228 USPQ 528, 530 (Fed. Cir. 1986)); TMEP §1209.01(c)(i).

Regarding the first part of the inquiry, the genus of the services is often defined by an applicant's identification of services. *See In re Country Music Ass'n*, 100 USPQ2d 1824, 1827-28 (TTAB 2011) (citing *Magic Wand Inc. v. RDB Inc.*, 940 F.2d 638, 640, 19 USPQ2d 1551, 1552 (Fed. Cir. 1991)).

In this case, the identification, and thus the genus, is "Carpet and rug cleaning; Carpet cleaning" in International Class 37.

Regarding the second part of the inquiry, the relevant public is the purchasing or consuming public for the identified goods and/or services. *Frito-Lay N. Am., Inc. v. Princeton Vanguard, LLC*, 109 USPQ2d 1949, 1952 (TTAB 2014) (citing *Magic Wand Inc. v. RDB Inc.*, 940 F.2d at 640, 19 USPQ2d at 1553). In this case, the relevant public comprises ordinary consumers who purchase applicant's services, because there are no restrictions or limitations to the channels of trade or classes of consumers. The attached evidence from a number of third-party carpet cleaning companies shows that the terms "ENCAPSULATION" and "EXTRACTION" are used to denote "encapsulation cleaning" and "extraction cleaning", which are two commonly employed carpet cleaning methods or processes. *Please see third-party website evidence attached to the Office action, dated 11/10/14, and incorporated here by reference. Please see additional third-party website evidence attached to the instant Office action.* Furthermore, the examining attorney attached to the previous Office action, dated 11/10/14, third-party website evidence from carpet cleaning companies, such as *Trinity Renewal Systems, Crystal Clean Carpets, Suncoast Super Steam Carpet Cleaners Of Miami-Dade / Fort Lauderdale and OxyCareOnline.com* showing non-proprietary usage of the terminology "encapsulation extraction" to denote a type of carpet cleaning method or process. *Please*

*see third-party website evidence attached to the previous Office action, dated 11/10/14, and incorporated here by reference.*

For a mark that is a generic “compound term,” a combination of two or more words, the evidence of record must show that each of the constituent words is generic, and that each word retains its generic meaning when combined such that the composite formed is generic and does not create a different, non-generic meaning. *See In re Gould Paper Corp.*, 834 F.2d 1017, 1018-19, 5 USPQ2d 1110, 1111-12 (Fed. Cir. 1987); *In re ActiveVideo Networks, Inc.*, 111 USPQ2d 1581, 1602-03 (TTAB 2014); TMEP §1209.01(c)(i).

Finally, the following excerpt obtained from applicant’s own website only serves to emphasize the generic nature of the applied-for mark in the context of applicant’s services:

“Encapsulation Extraction. Spots, spills and dirt particles, are *encapsulated* and suspended in a crystal form when the CleanR is applied. These suspended particles are then loosened and lifted by the agitation and *extraction* process.” (emphasis added). *See website excerpt attached to the previous Office action, dated 11/10/14, and incorporated here by reference.*

As such, a prospective consumer encountering the applied-for mark on applicant’s website would only perceive the applied-for mark as merely a type of process used in the provision of applicant’s services, rather than as a service mark used to indicate the source of applicant’s services listed as “Carpet and rug cleaning; Carpet cleaning” in International Class 37 and to identify and distinguish them from others.

#### **Applicant’s Arguments in Response, Dated 02/11/15**

In its response, applicant states that the class or genus of the services is carpet cleaning. However, applicant submits that the instant goods listed under ENCAPSULATION EXTRACTION do not primarily refer to carpet cleaning services. First, applicant submits that the dictionary definition provided for the term ENCAPSULATION does not solely relate to a process by which to clean carpets. Applicant states that the term ENCAPSULATE also refers to “summarize or condense” or “to become enclosed in.” Applicant submits that the mark may suggest that the cleaning services and or process of cleaning packs a lot of power despite its lack of capacity. Alternatively, applicant contends that “ENCAPSULATION” could also mean to draw attention to, like when used in a phrase, such as encapsulation of an audience. As such, applicant argues that consumers may stop and think about what the carpet cleaning is “encapsulating” as it is not solely marketed to consumers seeking carpet cleaning services. Applicant submits that this evidence shows that the mark is merely descriptive, and is in no way generic.

Next, applicant states that an examination of registered marks on the Principal or Supplemental Register reveal that terms very similar to context and/or containing the terms “ENCAPSULATION” or “EXTRACTION” in relation to services like those of applicant have been consistently treated as suggestive and/or descriptive of the respective services and not generic. In support of this contention, applicant has submitted three third-party registrations for the marks DIRT ENCAPSULATION CLEANING (U.S. Reg. No. 3474268) for services listed as “Carpet and rug cleaning” in International Class 37; DRI VAPOR EXTRACTION (U.S. Reg. No. 1646570) for services listed as “carpet cleaning services” in International Class 37; and DUST EXTRACTION TECHNOLOGY (U.S. Reg. No. 4092511) for services listed as “Air purification” in International Class 40. Applicant states that it would be inconsistent for the Office to deny registration of applicant’s mark on the Supplemental Register by concluding that the terms “ENCAPSULATION” and/or “EXTRACTION” are generic of applicant’s goods where the attached third-party registrations were permitted to register on the Principal or

Supplemental Register.

### **Examining Attorney's Rebuttal**

The examining attorney has carefully reviewed and considered applicant's arguments and evidence in support thereof, against the Trademark Act Section 23(c) generic refusal and is not persuaded. First, the examining attorney respectfully disagrees with applicant's assertion that alternate definitions of the terms "ENCAPSULATION" and "ENCAPSULATE, that are not relevant in the context of applicant's services listed as "Carpet and rug cleaning; Carpet cleaning" in International Class 37 (i.e., "ENCAPSULATE" also refers to "summarize or condense" or "to become enclosed in." and "ENCAPSULATION" could also mean to draw attention to, like when used in a phrase, such as encapsulation of an audience) somehow render the mark registrable. Descriptiveness and genericness are considered in relation to the relevant services. *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1254, 103 USPQ2d 1753, 1757 (Fed. Cir. 2012). "That a term may have other meanings in different contexts is not controlling." *In re Franklin Cnty. Historical Soc'y*, 104 USPQ2d 1085, 1087 (TTAB 2012) (citing *In re Bright-Crest, Ltd.*, 204 USPQ 591, 593 (TTAB 1979)); TMEP §1209.03(e). Rather, the examining attorney has attached both to the previous Office action, dated 11/10/14 and to the instant Office action, ample third-party website evidence showing that consumers of applicant's services listed "Carpet and rug cleaning; Carpet cleaning" in International Class 37 are conditioned to encountering the terms "ENCAPSULATION" and "EXTRACTION" as being used to denote two commonly employed methods or processes for carpet cleaning. As such, the alternative definitions of "ENCAPSULATION" and "ENCAPSULATE" proffered by applicant are of little, if any, probative value in the determination of whether the applied-for mark is generic. Furthermore, in the previous Office action, dated 11/10/14, the examining attorney attached third-party website evidence from carpet cleaning companies, such as *Trinity Renewal Systems, Crystal Clean Carpets, Suncoast Super Steam Carpet Cleaners Of Miami-Dade / Fort Lauderdale and OxyCareOnline.com* showing non-proprietary usage of the terminology "encapsulation extraction" to denote a type of carpet cleaning method or process. *Please see third-party website evidence attached to the previous Office action, dated 11/10/14, and incorporated here by reference.* As such, the examining attorney has met the evidentiary burden of establishing that the applied-for mark is generic and incapable of distinguishing applicant's services.

Next, the examining attorney turns to the three third-party registrations submitted by applicant in support of its argument that treating the applied-for mark as generic matter would be inconsistent with past Office practice. The examining attorney points out that prior decisions and actions of other trademark examining attorneys in registering other marks have little evidentiary value and are not binding upon the USPTO or the Trademark Trial and Appeal Board. TMEP §1207.01(d)(vi); *see In re Midwest Gaming & Entm't LLC*, 106 USPQ2d 1163, 1165 n.3 (TTAB 2013) (citing *In re Nett Designs, Inc.*, 236 F.3d 1339, 1342, 57 USPQ2d 1564, 1566 (Fed. Cir. 2001)). Each case is decided on its own facts, and each mark stands on its own merits. *See AMF Inc. v. Am. Leisure Prods., Inc.*, 474 F.2d 1403, 1406, 177 USPQ 268, 269 (C.C.P.A. 1973); *In re Binion*, 93 USPQ2d 1531, 1536 (TTAB 2009).

In addition, the examining attorney notes that in order to support applicant's arguments, applicant submitted evidence of a cancelled or expired third-party registration for the mark DIRT ENCAPSULATION CLEANING (U.S. Reg. No. 3474268). However, a cancelled or expired registration is "only evidence that the registration issued and does not afford an applicant any legal presumptions under [Section] 7(b)," including the presumption that the registration is valid, owned by the registrant, and the registrant has the exclusive right to use the mark in commerce in connection with the goods and/or services specified in the certificate. *In re Pedersen*, 109 USPQ2d 1185, 1197 (TTAB 2013) (citing *Anderson, Clayton & Co. v. Krier*, 478 F.2d 1246, 1248, 178 USPQ 46, 47 (C.C.P.A. 1973) (statutory benefits of registration disappear when the registration is cancelled); *In re Brown-Forman Corp.*, 81

USPQ2d 1284, 1286 n.3 (TTAB 2006); *In re Phillips-Van Heusen Corp.*, 63 USPQ2d 1047, 1047 n.2 (TTAB 2002)); *see* TBMP §704.03(b)(1)(A); TMEP §1207.01(d)(iv). Nor does a cancelled or expired registration provide constructive notice under Section 22, in which registration serves as constructive notice to the public of a registrant's ownership of a mark. *See Action Temp. Servs. Inc. v. Labor Force Inc.*, 870 F.2d 1563, 1566, 10 USPQ2d 1307, 1309 (Fed. Cir. 1989) (“[A] canceled registration does not provide constructive notice of anything.”).

Thus, these third-party registrations have little, if any, probative value with respect to the registrability of applicant's mark.

Accordingly, registration is refused on the Supplemental Register under Trademark Act Section 23(c) and said refusal is hereby made **FINAL**.

For the reasons set forth below, the refusal is now made **FINAL** under Trademark Act Sections 1, 2, 3, and 45 for failure to function as a service mark as used on the specimen(s) of record. *See* 15 U.S.C. §§1051-1053, 1127; 37 C.F.R. §2.63(b).

### **FINAL REFUSAL – Failure to Function as a Service Mark – Mark Identifies Process**

Note: In its response, dated 02/11/15, applicant failed to address the instant refusal:

Registration is refused because the applied-for mark, as used on the specimen of record, merely identifies a process or system; it does not function as a service mark to indicate the source of applicant's services and to identify and distinguish them from others. Trademark Act Sections 1, 2, 3, and 45, 15 U.S.C. §§1051-1053, 1127; *see In re Universal Oil Prods. Co.*, 476 F.2d 653, 655-56, 177 USPQ 456, 457 (C.C.P.A. 1973) (holding PACOL and PENEX, as used on the specimen, solely identified the names of catalytic processes and did not show service mark use for applicant's “research, development, evaluation, market and economic studies, consultation, design, engineering, and technical services”); TMEP §1301.02(e).

A process or system is only a way of doing something, and is not generally a service. TMEP §1301.02(e).

Thus, to be registrable, the evidence of record must show use of the name of a process or system to identify and distinguish applicant's services from those of others and to indicate the source of applicant's services. *In re Hughes Aircraft Co.*, 222 USPQ 263, 264 (TTAB 1984); *Liqwacon Corp. v. Browning-Ferris Indus., Inc.*, 203 USPQ 305, 318 (TTAB 1979); TMEP §§904.07(b), 1301.02(e).

In this case, the specimen shows the applied-for mark used solely to identify a process or system because the specimen shows the applied-for mark ENCAPSULATION EXTRACTION as Step 3 listed under the heading “CleanR Carpet for Less – Our Process” and contains the following description located to the right of the applied-for mark.

“Encapsulation Extraction. Spots, spills and dirt particles, are *encapsulated* and suspended in a crystal form when the CleanR is applied. These suspended particles are then loosened and lifted by the agitation and *extraction* process.” (emphasis added). *See website excerpt attached to the previous Office action, dated 11/10/14, and incorporated here by reference.*

As such, a prospective consumer encountering the applied-for mark on applicant's website would only perceive the applied-for mark as merely a type of process used in the provision of applicant's services, rather than as a service mark used to indicate the source of applicant's services listed as “Carpet and rug cleaning; Carpet cleaning” in International Class 37 and to identify and distinguish them from others.

Accordingly, registration is refused under Trademark Act Sections 1, 2, 3 and 45 and said refusal is hereby made **FINAL**.

**Proper Response to Final Action**

Applicant must respond within six months of the date of issuance of this final Office action or the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond by providing one or both of the following:

- (1) A response that fully satisfies all outstanding requirements and/or resolves all outstanding refusals.
- (2) An appeal to the Trademark Trial and Appeal Board, with the appeal fee of \$100 per class.

37 C.F.R. §2.63(b)(1)-(2); TMEP §714.04; *see* 37 C.F.R. §2.6(a)(18); TBMP ch. 1200.

In certain rare circumstances, an applicant may respond by filing a petition to the Director pursuant to 37 C.F.R. §2.63(b)(2) to review procedural issues. TMEP §714.04; *see* 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

**TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE:** Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. *See* 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$50 per international class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner’s amendment by telephone without incurring this additional fee.

/Brian P. Callaghan/  
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forms, e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

**All informal e-mail communications relevant to this application will be placed in the official application record.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

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# Dry carpet cleaning

From Wikipedia, the free encyclopedia



This article **reads like a news release**, or is otherwise written in an overly promotional tone. Please help by either **rewriting this article from a neutral point of view** or by moving this article to **Wikinews**. When appropriate, blatant advertising may be marked for speedy deletion with {{db-spam}}. *(February 2015)*

*Main article: Carpet cleaning*

**Dry carpet cleaning** involves the use of specialized machines to clean carpets with recently developed chemical technologies that permit no-moisture or "very low moisture" (VLM) cleaning, resulting in carpet beautification, and removal of stains, dirt, grit, sand, and allergens. The Institute of Inspection, Cleaning, and Restoration Certification (IICRC) is a nonprofit certifying body for the specialized fabric cleaning industry that sets modern carpet cleaning standards; it accepts three basic professional dry-cleaning methodologies. Clean carpets are recognized by manufacturers as being more visually pleasing, potentially longer-lasting and probably healthier than poorly maintained carpets.<sup>[1]</sup>

Carpet cleaning is reportedly widely misunderstood, and chemical developers have only within recent decades created new carpet care technologies. Particularly, encapsulation and other green technologies work better, are easier to use, require less training, save more time and money, and lead to less re-soiling than prior methods.<sup>[2]</sup> Dry carpet cleaning can also aid in achieving U.S. Green Building Council Leadership in Energy and Design (LEED) certification.<sup>[3]</sup>

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## Processes [edit]

Dry carpet cleaning systems are more accurately known as "very low moisture" (VLM) systems, relying on dry compounds complemented by application cleaning solutions, and are growing significantly in market share due in part to their very rapid drying time,<sup>[4]</sup> a significant factor for 24-hour commercial installations. Dry-cleaning and "very low moisture" systems are also often faster and less labor-intensive than wet-extraction systems.<sup>[1]</sup>

Pre-treatments, pre-conditioners, or "traffic-lane cleaners", which are detergents or emulsifiers that break the binding of soils to carpet fibers over a short period of time, are commonly sprayed onto carpet prior to the primary use of the dry-cleaning system. One chemical dissolves the greasy films that bind soils and prevent effective soil removal by vacuuming. The solution may add a solvent like *d-limonene*, petroleum byproducts, *glycol ethers*, or *butyl* agents. The amount of time the pretreatment "dwells" in the carpet should be less than 15 minutes, due to the thorough carpet brushing common to these "very low moisture" systems, which provides added agitation to ensure the pretreatment works fully through the carpet.<sup>[5]</sup>

## Dry compound [edit]

An absorbent, 98% biodegradable cleaning compound may be spread evenly over carpet and brushed or scrubbed in. For small areas, a household hand brush can work such a compound into carpet pile; dirt and grime is attracted to the compound, which is then vacuumed off, leaving carpet immediately clean and dry. For commercial applications, a specially designed cylindrical counter-rotating brushing system is used, without a vacuum cleaner. Machine scrubbing is more typical, in that hand scrubbing generally cleans only the top third of carpet.<sup>[6]</sup>

## Encapsulation [edit]

In the 1990s, new polymers began literally encapsulating (crystallizing) soil particles into dry residues on contact, in a process now regarded by the industry as a growing, up-and-coming technology,<sup>[2]</sup> working like "tiny sponges", the deep-cleaning compound crystals dissolve and absorb dirt prior to its removal from the carpet.<sup>[7]</sup> Cleaning solution is applied by rotary machine, brush applicator, or compression sprayer. Dry residue is vacuumable immediately, either separately or from a built-in unit of the cleaning system machine. According to *ICS Cleaning Specialist*, evidence suggests encapsulation improves carpet appearance, compared to other systems, and it is favorable in terms of high-traffic needs, operator training, equipment expense, and lack of wet residue. Encapsulation carpet cleaning also keeps carpets cleaner for longer periods of time compared to other methods. <sup>[9]</sup> Encapsulation also avoids the drying time of carpet shampoos, making the carpet immediately available for use.<sup>[8]</sup>

The use of encapsulation to create a crystalline residue that can be immediately vacuumed (as opposed to the dry powder residue of wet-cleaning systems, which generally requires an additional day before vacuuming)is a newer technology that has recently become an accepted method for commercial and residential carpet deep cleaning.<sup>[6]</sup>

## Bonnet [edit]

After cleaning product in solution is deposited onto the surface as mist, a round buffer or "bonnet" scrubs the mixture with rotating motion. This industry machine resembles a floor buffer, with an absorbent spin pad that attracts soil and is rinsed or replaced repeatedly. The bonnet method is not strictly dry-cleaning and involves short drying time, and usually only addresses the top third of carpet, making it a quick solution rather than a deep cleaning of dirt or odor as considered suitable for valuable carpet.<sup>[8]</sup> To reduce pile distortion, the absorbent pad should be kept well-lubricated with cleaning solution.

## Solvent extraction [edit]

A d-limonene based cleaner is pre-sprayed upon the carpet to be cleaned. The product is given a dwell time of 5–10 minutes. The carpet is then extracted using an acid rinse solution through a hot water extraction machine. Triple dry strokes are then performed to ensure a low dry time. While this process is not strictly dry cleaning and involves a 1-4 hour dry time, it cleans deep into the fibers.

## References [edit]

- ↑ <sup>^</sup> Wittkamp, Bob (2007-03-01). "Opening the Door to the Commercial Market (Carpet Cleaning Basics)"  *ICS Cleaning Specialist* (Business News Publishing Co.). Retrieved 2009-04-02.
- ↑ <sup>^</sup> Mollenkamp, Becky (2005-01-01). "A Deeper Understanding Of Carpet-Care Technology: Encapsulation technology and green products are two of the biggest trends in carpet care, according to industry manufacturers" . Sanitary Maintenance. Retrieved 2009-04-02.
- ↑  U.S. Green Building Council LEED Certification Credits available for Dry Carpet Cleaning Practices - http://whittakersystem.com/green/downloads/LEED-Green\_flyer.pdf
- ↑  Wittkamp, Bob (2007-03-01). "Speed Up Your Drying Times: An increasingly common unique selling position for carpet cleaners today is rapid drying, which plays upon the customer's fears and concerns about slow drying, discolorations returning, odor, mildew and GWK (Carpet Cleaning Basics)" *ICS Cleaning Specialist* (Business News Publishing Co.). Retrieved 2009-04-02.
- ↑  Wittkamp, Bob (2004-12-01). "Pre- and Post-Cleaning Carpet Treatments: As you meander down the aisles of your supplier's showroom, you are presented with a wide array of products designed for such specialized purposes as spot removal, odor control or correction, color correction, and sanitizing (Carpet Cleaning Basics)" *ICS Cleaning Specialist* (Business News Publishing Co.). Retrieved 2009-04-02.
- ↑ <sup>^</sup> "Dry Carpet Cleaning" . *Repair-Home.com*. Beehive Content Works. 2009. Retrieved 2009-04-02.
- ↑  "Dry Carpet Cleaner" *CM Cleanfax*. 2005-04-01. p. 48. Retrieved 2009-04-02.
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<span>V</span> · <span>T</span> · <span>E</span>	<b>Rugs and carpets</b> <span>[</span> hide <span>]</span>
<b>Rugs</b>	Abadeh · Afghan · Ahar · Alcaraz · Arak · Ardabil · Azerbaijani · Bakhtiari · Bakshaish · Balouch · Bessarabian · Bidjar · Borujerd · Braided · Caucasian · Dhurie · Flokati · Hertz · Isfahan · Jozan · Karadagh · Kashan · Kashmir · Kerman · Kilim · Kuba · Kurdish · Lillhan · Mashhad · Nain · Navajo · Oriental · Pakistani · Petate · Qom · Rya · Sarouk · Scandinavia · Serabend · Seychour · Shiraz · Sweden · Tabriz · Tibetan · Turkmen · Uzbek Jukhyr · Uzbek Napramach · Varamin · Yuruk
<b>Carpets</b>	Armenian · Bakshaish · Bellini · Berber · Bergama · Bessarabian · Bradford · Caucasian · Chiprovtsi · Crivelli · Fitted · Gabbeh · Hereke · Karabakh · Konya · Kuba · Holbein · Lillhan · Lotto · Memling · Milas · Persian · Pirot · Sarouk · Turkish · Ushak · Yornut
<b>People</b>	Sir Francis Crossley · Arthur T. Gregorian · Arshag Karagheusian · Latif Karimov · Thomas Whitty
<b>Places</b>	Axminster · Wilton · Carpet Museum of Iran
<b>Cleaning</b>	Carpet cleaning · <b>Dry carpet cleaning</b> · Floorcloth
<b>Fabrics</b>	Frieze · Shag
<b>Manufacture and installation</b>	Ghiordes knot · Knot density · Rubia · Rug hooking · Rug making · Tack strip · Underlay
<b>Manufacturers</b>	A & M Karagheusian · Axminster Carpets · Brintons · Carpet One · Cormar Carpets · Dilmaghani · Savonnerie manufactory
<b>Carpets in culture</b>	Eagle rug · Magic carpet · Oriental carpets in Renaissance painting · Pictorial carpet · Prayer rug · Red carpet · War rugs
<b>Notable individual carpets</b>	The Ardabil Carpet · Badding Rug · Baharestan Carpet · Coronation Carpet

Categories: Rugs and carpets

This page was last modified on 3 March 2015, at 13:58.

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### How Encapsulation Carpet Cleaning Works

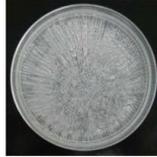
**Jump To:** [Crystallization](#) [Pre-Vacuuming](#) [Pre-Treating](#) [Scrubbing Technique](#) [Scrubbing Equipment Pads vs. Brushes](#) [Recurring Spills](#) [Wicking](#) [Post-Vacuuming](#)

**Crystallizing Polymer:** Releasit® products are designed with an innovative polymer technology to form a distinct crystal when it dries. The crystal is the vehicle that enables a good encapsulator to capture soil so it can be extracted through post-vacuuming. Although some products may claim to "encapsulate" on the label and they may get the carpet to look good initially, (it's easy to get a carpet to look cleaner) the real concern should be whether or not the encapsulated soil can be removed with post-vacuuming.

Here's a simple test that you can perform to establish what an "encapsulation" product does when it dries. It's very easy. Just take a few drops of the product and dry it in a glass dish overnight. Check the content the next day. Did it form a true crystal? Does it readily release from the dish? Or did it dry sticky, gooey? Was it not completely dried? Or was it possibly stuck like a barnacle to the dish?

This simple dish-drying test will reveal the products soil releasing ability. A good encapsulation product should form a distinct crystal that will break up and release from the dish. Keep in mind that crystallization is the medium that holds the soil in suspension until it can be extracted with post-vacuuming. The soil can't be vacuumed from the carpet if poor crystallizing or no crystallizing occurs.

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(Releasit® dried in a petri dish, showing its distinct crystal formation)

**Pre-Vacuuming:** The first step that should be performed before any carpet cleaning process is a good pre-vacuuming. According to a well documented study, dry soil comprises 79% of the total soil in a carpet. Removal of the dry soil is very important. If we were to add a cleaning solution to a carpet filled with dry soil we would, in

completes 70% of the total job in a carpet. Removal of any soil is very important, it were to add a cleaning solution to a carpet area when any soil were loose, in effect, make mud. Therefore a good vacuuming program should be encouraged for all commercial clients. And if the carpet is in need of vacuuming at the time of cleaning it should be pre-vacuumed before proceeding with the cleaning.

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**Pre-Treating:** If there are more heavily soiled areas, pre-treating can assist the cleaning process. Release® EncapClean™ can be mixed according to label directions and applied as a pre-spray. Use a coarse tip on your sprayer. Simply spray enough solution to dampen the carpet. Do not allow the pre-spray to dry before you progress with the cleaning. Allowing a few minutes of extra dwell time can help a grubby carpet clean more easily. After allowing a few minutes of dwell time proceed with scrubbing the carpet in the normal manner dispensing the detergent through the solution tank.

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**Scrubbing Technique:** Fill the solution tank of your scrubber with Release® EncapClean™ mixed with hot water according to label directions. Scrub the carpet by working the scrubber at a moderate pace. With the Cimex. Make a wet pass by holding the solution valve open – then return over the same pass without releasing more detergent. In most cases one wet-pass followed with one dry-pass is all that's needed. If the carpet needs a little more scrubbing because it's heavily soiled simply make additional dry passes (just a touch more solution can be applied during the extra passes). Each gallon of diluted (ready to use) solution can clean an average of 300 square feet. So a gallon of EncapClean™DS can clean an average of 9,600 square feet at a cost of .003 per square foot. Note: Avoid over-wetting the carpet – only apply enough cleaning solution to lightly whiten the surface – we just want to wet out the fiber.

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**Scrubbing Equipment:** Any scrubber with strong agitation can be used for encapsulation cleaning. The "muscle" of this cleaning method is AGITATION. That's why we recommend Cimex scrubbers for encapsulation. They each produce a very high degree of agitation. [Click To Read More](#)

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**Pads versus Brushes:** We recommend using FiberPlus™ scrubbing pads. These pads are well suited for scrubbing carpets with the correct degree of agitation.

Why scrub with pads rather than brushes? Consider this illustration – you have a greasy frying pan to clean. You could get it clean by scrubbing it with a scrub brush, but if you scrub it with one of those green kitchen pads the pan will clean up even easier. Why? It's because the pads make more surface contact. So when we scrub a carpet with a pad the same principle holds true. We have better agitation and we use less solution to get the job done. FiberPlus pads will clean an average of 5 hours or in the range of 10,000 square feet before they wear thin and need to be replaced. FiberPlus pads are available for the 19" Cimex machine, as well as 12", 15" and 17" rotary machines.

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**Recurring Spills:** Release® detergents are designed to stop wicking and recurring spill stains. Brief instructions for treating spills is listed on the Release® EncapClean™ label. Here is the full description of our "never fail" spill stain remedy. This method works! With this simple 4 step process you can now say good-bye to recurring spills for good.

1. When approaching a spill stain - isolate the stain - thoroughly scrub the carpet surrounding the stain leaving the stain untouched.
2. Next aggressively scrub DRY PASSES on the spot. Criss-cross the scrubber back and forth over the stain. Scrub the stain continuously for a full minute or two. We don't want to get the area wet with additional detergent. In this way, the spot is being aggressively cleaned with minimal moisture. This is not a totally dry scrub. Moisture is captured within the scrub pad from the surrounding area as the scrubber criss-crosses back and forth over the stain. However the moisture is being kept to an absolute minimum. By scrubbing for a full minute or two, the spill stain is receiving an EXTREMELY thorough scrubbing.
3. Prepare a spray bottle of Release® EncapClean™ for spill stain treatment. Mix up a spray bottle according to the directions on the label. This is an exceptionally effective spill stain remedy. After cleaning the spot thoroughly as described above, spray the spot with a few squirts of Release® EncapClean™ spill stain mixture.
4. The final step is to make one more quick dry pass over the treated spot with the scrubber to work the concentrated Release® EncapClean™ down into the fiber. Now the spot won't return!

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**Wicking:** Release® detergents can correct the majority of wicking problems. Wicking is one of the most common problems seen with commercial carpets. How many times have we heard the car story that exact something like this? "Ina is a professional carpet cleaner all the way. Ina cleans a commercial carpet and does

many times have we heard the sad story that goes something like this? Joe is a professional carpet cleaner all the way. Joe cleans a commercial carpet and does a terrific job! It looks great when he's finished and the building manager tells Joe that the carpet looks beautiful as he is packing up his truck. However the next morning Joe receives the disturbing "morning after" phone call – "Joe something's wrong, the carpet looks worse than before you cleaned it". Why the problem? Commercial carpet is most frequently a flat glue-down construction. So there's essentially no airflow, hence extraction can become a bit more challenging. Commercial carpets are often loop construction. The densely packed loops can trap a tremendous amount of dry soil. A considerable amount of commercial carpeting is olefin and we all know that olefin can be difficult to clean. So clearly commercial carpet presents a set of challenging conditions that can exacerbate wicking problems. We designed Releasi<sup>®</sup> products to EXCEL at stopping wicking. So the disturbing "morning after" phone calls can now become a thing of the past.  
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**Post-Vacuuming:** The crystallizing technology of Releasi<sup>®</sup> products were designed so that the encapsulated soil could be extracted through routine post-vacuums. Some have asked the best way to provide post-vacuuming. You could return the following day to provide the post-vacuuming service (it takes about 24 hours for Releasi<sup>®</sup> to cure and for the crystallization to occur). Or if the building has a vacuuming program in place, (and most commercial buildings do) the carpet could simply be vacuumed at the next regular vacuuming interval. Some have wondered – but what if their vacuuming is not all that great? Not a problem. Instead of recovering the crystallized residue with one vacuuming, perhaps it will take a couple of vacuumings. One great vacuuming, two good vacuumings, three average vacuumings, five fair vacuumings, or ten poor vacuumings – you get the picture, the encapsulated soil should eventually be removed. The carpet will continue to look good even before the micro-encapsulated soil-laden particles are vacuumed. And even if all the crystallized residue doesn't get vacuumed out entirely, the Releasi<sup>®</sup> crystals will resolubilize during the next encapsulation cleaning and form new crystals as it dries – hence the cycle begins again.  
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As you can see – this is a simple, effective and profitable method that successfully fixes common commercial carpet problems! Encapsulation is fast becoming the method of choice for maintaining commercial carpets.

We'd love to hear your thoughts on the Excellent Supply experience. Please send us your thoughts at [feedback@excellent-supply.com](mailto:feedback@excellent-supply.com)  
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John 3:16  
**GIVE US A CALL AT**  
**(517) 886-LENS (5367)**  
**24 Hour Emergency Service**

## Encapsulation Cleaning

LEN'S uses innovative polymer technology to form a distinct crystal when it dries. The crystal is the vehicle that enables a good encapsulator to capture soil so it can be removed through post-vacuuming.

Encapsulation is considered in the carpet cleaning industry to be an ideal low moisture method for interim carpet maintenance. Carpets maintained with a good crystallizing encapsulation system will provide optimum appearance and extend the useful life of the carpet.

...ment and a great systeming encapsulation system will provide optimum appearance and ensure the carpet

**Benefits are:**

1. Fast cleaning production rates.
2. Ideal for interim commercial carpet maintenance.
3. Deep penetrating cleaning.
4. Dries to a crystallized residue.
5. No rinsing is required.
6. Reduces wicking and recurring spill stains.
7. Safe for all types of synthetic carpet fiber.



**LEN'S**

THE CLEANING & RESTORATION PROFESSIONALS

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Whether your business has 1,000 square feet of tile or natural stone or 100,000 square feet of carpet, you have an enormous investment in the initial cost. The need to take care of this investment becomes clear as you start to witness premature wear and aging. At J&S Carpet Cleaning, we are the authority in restoring and maintaining your business's flooring.

Recognized as the expert in the top three most sought out restoration procedures, J&S Carpet Cleaning will select the best fit for your company or business, explain the benefits and tailor a program that maximizes your flooring maintenance budget.

We currently maintain several businesses in Waukesha and no matter the size of your firm, we promise to look at your project providing honest, sound and practical advice.

Trust us as so many others have, and put the power of an IICRC certified firm to work for you.

#### Industry's most powerful truck mounted "Hot Water Extraction" equipment (HWE)

J&S Carpet Cleaning's fleet of truck mounted hot water extraction equipment is the most technologically advanced HWE system available. We can extract problems that other companies would consider impossible. Our knowledge in chemistry and in the environmental sciences further ensures a safe and healthy working environment for your employees and customers. With the largest and most advanced fleet, we can custom fit a one-time cleaning or restoration maintenance program around your business' working schedule. Don't settle for anything less than being part of J&S Carpet Cleaning's family of commercial clients.

#### "High Performance Portable Extraction" going where no truck mount can go (HPPE)

Due to many factors such as security, access or project location, there is no "one-size-fits-all" answer, despite what you may have ever been sold before. High Performance Portable Extraction (HPPE) is another alternative that J&S Carpet Cleaning offers to keep your project looking its best. Using only the most powerful portable systems available, J&S Carpet Cleaning can utilize rotary extraction heads with the proper chemistry, and out perform our competitors "best" every day results. And we do it everyday, all day long.

Our customers have always required something else from J&S Carpet Cleaning. They've asked for, and been given, choices that best serve their individual circumstances. Our promise, no system we utilize will ever compromise your standards, our results and especially our relationship. J&S Carpet Cleaning constantly educates its people and searches for better ways to meet our customer's goals while providing the best results possible in every situation.

#### Encapsulation Technology (ET) can take your business to a whole different level

Just another example of putting our customers first is the introduction of **encapsulation cleaning**. Encapsulation blends the better of two worlds, chemistry and physics. Encapsulation is a perfect choice for customers in high-traffic or large commercial settings with the need to clean their carpeted surfaces in an on-going manner. The results are nothing short of amazing and the costs are typically much lower than HWE or HPPE.

How does encapsulation technology work? First we emulsify all the oil and physical contaminants within your carpeting, surround each molecule with an acrylic-polymer barrier that prevents it from reattaching itself to the fibers while drawing it to the surface using controlled evaporation. This immediately allows the carpet to return to its original orientation so that it looks its best, not just after cleaning, but between cleanings. Approved by all major carpet mills, encapsulation cleaning could be the perfect option for your commercial grade olefin, polyester or nylon surface. Give us a call if you would like to learn more about ET and you'll be amazed to find out that you didn't need to settle for the results you've been getting. There are better options.

#### Caring for all types of hard surface flooring

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**Carpet Steam Cleaning**

Having clean carpets in your company's office sends the right message to everyone who steps inside. It says that not only do you care about your customers and employees, but also that no detail is too small to be taken care of. Not to mention, clean carpets make your office look fantastic.

But don't trust just anyone to take care of your office carpet. Call in the experts. We're serious about creating a clean, healthy environment in your office, which is why we use the best equipment in the carpet cleaning industry. Our truck-mounted steam cleaning process is the most thorough carpet cleaning method available; in fact, it's the process recommended by the majority of U.S. carpet manufacturers. We use only the finest cleaning agents, and antimicrobial treatments, ScotchGuard and deodorizer are also available to ensure your carpets look their best.

Cleaning carpets is more than just equipment and cleaning agents, though. You need carpet cleaning technicians who actually know what they're doing. Our experts are eager to give you the very best results in a friendly and professional manner. Each member of our team participates in ongoing training and education to make sure your carpets receive the finest possible care.

We've been serving businesses across New England for more than 35 years, and we're proud of the relationships we have built and maintained. We'd love to show you the value of a regular cleaning program to keep your company looking its best.

**Encapsulation Carpet Cleaning**

We help you maintain beautiful carpets while keeping your budget in mind. If your office carpet is newer and not quite ready for steam cleaning, or if there are certain areas of your office that aren't as heavily trafficked, encapsulation carpet cleaning may be the perfect solution for your company. Encapsulation cleaning is a dry cleaning method that picks up dirt, sand, and debris trapped in the fibers of your carpet. By removing these contaminants, we can extend the life of your carpets, and of course, make them look more attractive.

- When to use **encapsulation carpet cleaning**:
- On newer carpets not quite ready for steam cleaning;
- In low-traffic areas; and
- In between your steam cleaning schedule to maintain carpet appearance and add to its longevity.

The Stepcho Encapsulation Carpet Cleaning System is a four-part system that works. Here's how:

- First, we inspect and treat stains.
- Next, we proceed with the encapsulation cleaning process.
- Then, we deodorize carpets.
- Finally, fabric protection is applied.

The average cost is \$.07 per square foot, and a minimum of 1,000 square feet is required for encapsulation cleaning.

**Upholstery**

The same professional cleaning quality that's available for your carpets is also available for your office upholstery.

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Holbrook, MA 02343  
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Contact Form



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# LIKE NEW CARPET CLEANING



## 904-642-9950

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### VLM (Very Low Moisture) Encapsulation Cleaning



At *Like New Carpet Cleaning* we use the number one recommended method of cleaning by carpet manufacturers and taught by the IICRC. Our non-residue dry foam process provides a thorough cleaning and your carpet will be dry in 1-2 hours. The 4- step cleaning process insures your carpet is not just clean but completely restored to its natural beauty. Most importantly, our cleaning products are safe for children and pets. All workmanship is guaranteed to meet and exceed your expectations.

### Jacksonville VLM Encapsulation Cleaning

#### OUR FOUR-STEP CARPET CLEANING PROCESS:



**1. CLEANING PREPARATION:** Inspect area to be cleaned. Move small breakable items and light furniture, brush carpet in heavy traffic areas, move furniture and prepare that carpet. Vacuum area thoroughly.



**2. PRE-TREATING:** Pre-treat stains, then shampoo, scrub and extract.



#### Residential Services

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- Tile & Grout Cleaning
- Upholstery Cleaning
- Leather Cleaning
- Area Rug Cleaning
- Air Duct Cleaning
- Dryer Vent Cleaning

#### Carpet Cleaning Jacksonville

- The 7-Step Deep Carpet Cleaning Process
- VLM (Very Low Moisture) Encapsulation Cleaning
- Pet Odor Removal
- Scotchgard

#### Our Customers Say...

**Circle Dry Foam** "I highly recommend them!"  
Carl McGowan - Jacksonville

The best cleaning found

100% Safe!





**2. PRE-TREATING:** Before starting the cleaning process, spots and stains will be removed (except those which have permanently changed the carpet or upholstery fibers). Pre-treat the heavy traffic areas.



**3. DRY FOAM CLEANING:** After cleaning with our non-residue, dry foam cleaning agent, your carpet will feel soft and fluffy, and will actually stay cleaner longer. Light traffic is permissible right after cleaning, and carpet in heavily soiled areas should dry completely in an hour or so. Carpet around the baseboards, and other hard to reach areas, will be cleaned by hand. All furniture will be returned to original position, and protective pads put under all furniture.



**4. FINAL BRUSHING:** After cleaning is completed, the carpet is brushed to its fullest height-giving it a new look of luster and fluffiness!

Dry-Foam system with separate initial and finish vacuuming, really removes the dirt and keeps the carpet looking better, longer."

The Circular Dry-Foam system had a very high level of soil removal (92.3%) with little or no soap residue. They don't use harsh detergents which are oily or sticky. Carpets resoled in 12 to 16 months. Drying time was from 45 minutes to 2 1/2 hours with the average being 1 1/4 hours.

All of the Carpet Cleaning services provided by Like New Carpet Cleaning Jacksonville are performed with the utmost care and professionalism. Whether you have special carpet cleaning needs such as **Pet Stain & Odor Removal**, or you want to protect your carpet with **Scotchgard Carpet Protection**, we have you covered.

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**For basic Jacksonville Carpet Cleaning we have two services available.**

For light to moderately soiled carpets, you may want to save money by using

**OUR VLM (Very Low Moisture) Encapsulation Cleaning.** The IICRC Standard defines interim cleaning as: "a high production, fast drying cleaning process often used between regular restorative cleaning processes. This process is characterized as a light surface cleaning".

For High Traffic, heavily soiled carpets, or if you have children or pets, your best choice is our **7-Step Deep Carpet Cleaning Process**. Please click the links to find out more.

Whatever your Carpet Cleaning needs, Like New Carpet Cleaning Jacksonville can help.

We also promise, you will never have to deal with bothersome bait and switch, high pressure tactics if you choose Like New Carpet Cleaning Jacksonville, operating in the greater Jacksonville, Florida area.

**Are your carpets light to moderately soiled?**  
Save money by requesting our interim service **VLM (Very Low Moisture) Encapsulation Cleaning**.  
**The IICRC Standard defines interim cleaning as:**  
*"a high production, fast drying cleaning process often used between regular restorative cleaning processes. This process is characterized as a light surface cleaning".*  
**Not recommended for heavily soiled or carpets with pet issues.**  
**Please see our 7-Step Deep Carpet Cleaning Process.**

When you call the experts at **Like New Carpet Cleaning** you can expect a staff of skilled professionals to come to your aid. Our proven record of experience and service means you can feel totally confident when you pick up the phone and contact us.



**Call – (904) 642-9950**

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## Carpet Cleaning Methods

### Differences in Carpet Cleaning Methods

One of the biggest areas of confusion for homeowners looking for a quality carpet cleaning company is deciding which cleaning method to use. The answer to this question will be determined by which aspects of each method are most important to you.

This report outlines some of the basic differences between the most popular cleaning methods available as well as their individual strengths and weaknesses, so that you can make an informed, intelligent decision, rather than crossing your fingers and hoping for the best! Remember that each method must in some way employ both "soil suspension" and "soil extraction". In other words, getting the soil to release from the carpets, and then employing some method of extracting the soil from the carpet and depositing it into a waste tank.



There are four basic methods commonly used today. While they are known by various names, they are commonly called "bonnet cleaning", "absorbent compound cleaning", "encapsulation cleaning", and "hot water extraction (or steam) cleaning". A fifth method known as "shampooing" is basically defunct and extinct today. (Thankfully!) These five methods can be divided into two basic categories consisting of "dry cleaning" (bonnet, encapsulation, and absorbent compound cleaning) and "wet cleaning" (hot water extraction and shampooing).

The dry method is not actually "dry" in the sense that it is solvent cleaned instead of water cleaned. (as with dry cleaning clothes) Rather, these methods are technically Very Low Moisture (VLM) and are called "dry" because of the small amount of water they use. Typically, these VLM methods are useful for interim or maintenance cleaning only, as they are limited in removed deep or heavy soiling.

### Dry Methods

#### 1. Bonnet Cleaning

In this cleaning method, a cleaning solution is sprayed onto the surface of the carpet to break down the soils. A rotary machine with a removable absorbent pad or bonnet on the bottom is then guided over the surface of the carpet.

The spinning action of the pad agitates the cleaning solution and absorbs it into the cotton or microfiber pad. When the pad is soiled, it is exchanged for a fresh one, and so on until the entire carpet has been cleaned. This is the carpet cleaning equivalent to taking a sponge bath.



*Pros: Very little water used; dries quickly, relatively inexpensive*

*Cons: limited cleaning ability, can be hard on carpets, limited extraction capability*

#### 2. Absorbent Compound Cleaning

In the absorbent compound cleaning method, a highly absorbent product dampened with cleaning solvents and water (often resembling wet sand) is spread over the carpet. A special machine is then used to buff and agitate the compound into the carpet fibers. The soil is absorbed into the compound and the compound is then extracted using a dry vacuum.



*Pros: dries almost immediately, relatively inexpensive*

*Cons: limited cleaning ability, poor vacuuming can leave "sawdust" flakes behind in your carpet.*

#### 3. Encapsulation Cleaning

This is a relatively new, innovative method best suited to interim cleaning on low pile, commercial grade carpet. This technology uses a special polymer or crystal that literally encapsulates soil particles on contact. A solution is misted onto the carpet, and a special machine is used to agitate the solution into the fibers. As the solution dries, it forms a crystal that encapsulates the soil particles, which are then removed through routine vacuuming. This product can continue to work for several vacuumings, thus encapsulating and removing even soil that has been introduced to the carpet weeks after the initial cleaning. This is why it works well for commercial applications where a regular, thorough vacuuming is done.



*Pros: fast drying times, low down time and is relatively economical*

*Cons: limited cleaning ability in heavily soiled conditions, not recommended for plush residential carpets.*

### Wet Methods

#### 4. Wet Shampoo

This was the method commonly employed prior to the 1970s but is rarely employed today. With this method, a high foaming solution was applied to the carpet and worked into the fibers, similar to shampooing one's hair. This solution was then extracted with a wet vac. The problem was that while a heavy lather was worked into the carpet, no rinsing step was provided. This left a heavy residue behind in the carpet. Since the detergents were formulated (often) with coconut oil soaps, they often left a sticky residue behind which contributed to the re-soiling of the carpet. This gave rise to the myth that cleaning your carpets will cause them to re-soil quicker. With today's synthetic detergents as a base, this problem has pretty much gone away.



*Pros: no practical advantages over today's methods*

*Cons: long drying times, sticky residues, limited cleaning ability.*

#### 5. Hot Water Extraction Cleaning

Hot water extraction cleaning is by far the most effective and widely recommended method in the industry. With HWE, a thorough pre-vacuuming removes all the dry particulate soils from the carpet. A cleaning solution is then sprayed onto the carpet to break down the oils and greases. In some cases, the conditioner is agitated with a grooming rake or rotary brush machine to further enhance the cleaning ability. The soil and solution is then thoroughly rinsed from the carpet by combining a pressurized hot water rinse with a powerful wet vacuum. Most professionals use a truck mounted unit, which uses long solution and vacuum hoses to reach the carpet. The dirty water is deposited in a waste tank located on the truck. There are also "portable" extractors as well as residential "steam cleaners". These operate on the same principles, but with reduced heat, water pressure, vacuum, and inferior cleaning solutions. They are usually not nearly as effective as truck mounts, and usually result in higher dry times. After the carpet has been rinse extracted, it is recommended that a quality carpet protector be re-applied to the carpet to replace the factory protector which most likely has worn off.



*Pros: Required by most carpet manufacturer warranties, recommended by the IICRC, highly effective cleaning capability, strong rinsing phase removes imbedded soils as well as any cleaning solution residues for a true "deep clean", the "tried and true" cleaning method of the industry.*

*Cons: Requires expensive equipment, longer dry times than most "dry" cleaning methods (2-6 hours)*

These are the basic differences in the common cleaning methods. The dry methods may work for interim cleaning, but simply lack the capability to thoroughly remove all the soils, pollutants, chemicals, and contaminants in your carpet. This is why carpet manufacturers require cleaning using the Hot Water Extraction method every 12-18 months. (Read Shaw and Mohawk Warranties)

Beautiful Carpets and Floors uses truck mounted Hot Water Extraction to clean your carpet for maximum soil removal and longer carpet life span. For commercial applications, we also have the ability to utilize encapsulation cleaning to provide a cleaning maintenance program that fits your needs and your budget.

Call today for a free inspection and price quote!  
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### Testimonials

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*"Came on time and did a good job! Will call you again."*  
-Sharon Johnson, Johnson Trailer Sales

*"Best job by far, really get the carpets clean. Simply the best in Eastern Washington! Prompt, reliable and thorough. The only company I will use and refer our clients to... Reasonable rates!"*  
Trisha Bush, Preferred Properties Realtor

*"Responded in a timely manner. Excellent work and cleaning."*  
-Carolyn Winter, Prof Winter Rentals LLC

*"Refreshing to have a service man who cares enough about his reputation to send a \$23 refund. Helpful and paid attention to detail."*  
Wilma Cheney, Martin Field Airport

*I recommend them to anyone looking for a quality, affordable carpet cleaning service."*  
-Susan Montross, Play Now Music Studio

*"A 10 on a scale from 1-10. Made sure not to track dirt into the house."*  
-Barbara Hammett

*"Mahlon is great and he does great work! I feel confident everything is getting done well. I appreciate the fact that he communicates with me to remind me it's time to clean again."*  
-Tim Pyle, Hampton Inn, General Manager

*"Arrived on time, courteous, went right to work, left no mess. Furniture was somewhat faded but now has its darker color back. A trust has been established between us; that means we will be long term clients."*  
-Susan Queen

*"Great attitude, very reasonable prices. Honest and hard working."*  
-Deanne Fielding, Cameo Heights Mansion

*"Excellent! Carpets and chair look great! You took extra care to get our pet stains out and protect the carpet."*  
-Jeni Watkins



HOME SERVICES ABOUT SITEMAP SPOT GUIDE

You are here: Home / Services / Encapsulation Cleaning

## Encapsulation Cleaning



Accuclean Indianapolis carpet cleaner s is a pioneer in the encapsulation method in the Indianapolis area. It is the perfect method for cleaning large areas of commercial carpet. We have full confidence and much experience in this radical and relatively new process. As an Indianapolis carpet cleaner, our abilities are enhanced by the most effective tools and chemistry available in this rapidly changing area of carpet cleaning. This method of carpet cleaning is becoming more and more popular in commercial carpet maintenance. It should be used as an interim maintenance method and should be followed periodically (every 2-3 cleanings) by a thorough hot water extraction.

Encapsulation fixes common commercial carpet cleaning problems. It eliminates recurring spill stains and wicking. The crystallizing polymer encapsulates soil so it can be extracted with routine vacuuming. There is no sticky residue so it can't attract soil. What you'll see is incredibly bright and clean carpet, day-in day-out. One of the biggest advantages of encap cleaning is the rapid drying time. It can be just a fraction of the drying time of steam cleaning. Accuclean Indianapolis carpet cleaner offers encapsulation cleaning. So be sure to ask about it if this method appeals to you and call Indianapolis carpet cleaner office today!

### Benefits of the Encapsulation Cleaning Process:

- 95% Less Water
- 30 Minute Dry-Time (in Most Cases)
- Adds Longevity to the Carpet Fibers
- Prolong the Overall Life of Your Carpet
- Lifts & Refreshes Your Carpet's Pile
- Green Formulations
- No Wet & Soapy Carpets
- No 6 to 12 Hours of Dry-Time
- No Mold Growth



If you are not thrilled with our service I will return your money and pay the bill from any other carpet cleaner. No fine print. No questions asked.

Accuclean Carpet Cleaning Located at  
1010 E. Banta Rd., Indianapolis, IN.  
Phone: 317-773-8896  
[mycarpetcleaningindianapolis.com](http://mycarpetcleaningindianapolis.com)

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CARPET CLEANERS IN INDIANAPOLIS, IN



**HOT STEAM**  
carpet clean

## Why Choose Hot Steam Carpet Clean?

The reason for using Hot Steam Carpet Clean is simple - we deliver the cleanest, healthiest carpets, upholstery and tile in the industry. This doesn't happen by accident. Everything we do is engineered to deliver the best results possible for your home:

- We use the best equipment in the business; from our Butler truck mounted steam cleaning system to our Brush Pro commercial grade pile lifting vacuums, and from our Hydroforce spray applicators to our encapsulation cleaners. Everything tool we employ is top of the line.
- We use the very best cleaning methods. Steam cleaning is the most effective and complete way to clean carpets and upholstery, and encapsulation is the best interim cleaning method.
- We apply a comprehensive cleaning process and take the time to do it right. Our process delivers a level of service and effectiveness that is unparalleled in the industry.
- We are committed to excellence. [Our technicians are trained and certified by the IICRC](#), and we keep studying relentlessly. We care about your home and how it makes you feel, and we work to earn your trust.

[To find out what our customers think, look here.](#) To learn more about how our method stacks up, read on!

## Professional Carpet Cleaning Methods

There are essentially four methods of cleaning carpet:

- Carpet shampooing
- Bonnet cleaning
- Hot water extraction, a.k.a. "steam cleaning"
- Encapsulation cleaning

Carpet shampooing involves applying a high foaming shampoo to the carpet, then allowing it to dry. After drying, the shampoo and any soils it has trapped are removed by vacuuming. Unfortunately, this method doesn't clean well, and leaves significant soil behind (can you imagine what the results would be if you shampooed your hair, allowed it to dry then combed out the shampoo?). In addition, shampoo residue is also left in the carpets, which will literally pull dirt off your shoes as you walk across the room.

In Bonnet cleaning, an absorbent mixture is spread over carpeting, which is then brushed in by a rotary cleaner with a pad. The expectation is that the dirt will be absorbed into the pad. As you can imagine, this doesn't draw out soils like vacuuming, and to work properly, the pads need to be replaced multiple times during a cleaning (which not all operators do). Like shampooing and chemical cleaning, this method just cleans the top 1/3 of the carpet, and can leave behind contaminants. Of even greater concern, the bonnet cleaner has the potential to damage carpet. In fact, Shaw Industries, the world's largest carpet manufacturer suggests NOT using bonnet cleaning because it can cause pile distortion and fiber damage.

Hot Water Extraction, also known as "Steam Cleaning" is the best way to clean carpet according to nearly all carpet manufacturers. It is the only method classified as "deep cleaning" (the other three are classified as "light" or "interim" cleaning), and the only one able to deliver full restorative cleaning. As our name suggests, this is the principal method Hot Steam Carpet Clean uses.

In Steam Cleaning, super heated water with a cleaning agent is injected at high pressure deep into carpet fibers where it dissolves and separates soil, bacteria, dust mites and other contaminants from carpet fibers. This is followed by a vacuum system that extracts the contaminants and the cleaning solution. The vacuuming process should remove about 95% of the water, though carpets will be damp to the touch after cleaning. Done right, typical drying time is 4 - 6 hours, although providing good airflow can speed up the process. Steam cleaning can cost a little more than the other methods, but returns much greater value - significantly cleaner carpets with bacteria and germs removed, and lengthened carpet life!

Encapsulation cleaning is a relatively new method that uses emulsifiers to dissolve oils and grease, then delivers a polymer to coat and "trap" the soil. These "capsules" are allowed to dry and are then vacuumed away. Encapsulation does not deliver full restorative cleaning, but it is a good method to use between steam cleanings. Its benefits are that it is fast, uses little moisture and is less expensive. Hot Steam Carpet Clean provides encapsulation cleaning to our customers for interim service as part of our carpet care programs.

## Hot Steam Carpet Clean uses superior cleaning equipment

Truck-mounted steam cleaning systems deliver far more power and hotter water than portable systems, and Hot Steam Carpet Clean uses the Butler truck mounted system. The Butler system is the industry's best, heating water in excess of 212 degrees and delivering it behind 500 psi of pressure. We begin the job by vacuuming your home, and our pile lifting vacuum cleaners remove soil that typical vacuums can't reach. In addition to our equipment, we use the most effective emulsifiers, detergents and solvents available and are armed with the latest training to ensure that we know the right application for every challenge. [We start with the best equipment, and back it up with the best process.](#)

## Hot Steam Carpet Clean takes the time to do the job right

At Hot Steam Carpet Clean, we know our reputation is built one customer at a time and we aren't satisfied until your home looks as good as it possibly can and you are thrilled with the results. Unlike other cleaners, we don't overbook our schedule so we're able to give your home the attention and time it deserves (this also helps us keep our promise of showing up on time for your cleaning).

Mike Dunmyer, Hot Steam Carpet Clean's owner is also the primary operator. Mike knows that his name and reputation are riding on every job and he applies the owner's attention to detail and commitment to every customer.

The bottom line is that our superior equipment and cleaning products, combined with our ["carpet detailing" approach](#) deliver dramatic results that can't be matched by other providers.

## Write a Review



We appreciate our customers feedback/ Please [share your experience](#) to help others to make a more informed decision.





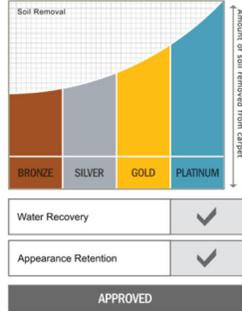
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CRI Testing Programs > Seal of Approval Program > Deep Cleaning Extractors And Systems

## SOA Deep Cleaning Extractors and Systems Provide Superior Results



Regular professional cleaning is as important to your carpet as having a trained mechanic perform routine maintenance on your car. What vacuuming and spot cleaning miss, **extraction cleaning** should fix. CRI tests deep cleaning extractors and deep cleaning systems: the ones professionals use. The extractor is the machine, while the deep cleaning system is the combination of that machine and a particular cleaning solution, following a set procedure.



### Careful Measurement Leads to Superior Performance

The CRI Seal of Approval program tests the effectiveness of deep cleaning extractors and systems. To qualify for the Seal, extractors must meet stringent standards in all three test categories:



- **Soil removal** — CRI uses NASA-enhanced x-ray fluorescence technology to measure the precise amount of soil removed from the carpet, and soil removal efficiency is rated on four levels. Extractors that exceed average soil removal levels receive a Bronze Seal rating. Those achieving higher levels of soil removal receive a Silver or Gold rating. Extractors that remove the highest level of soil earn the CRI Platinum Seal of Approval.
- **Water removal** — The extractor or system must remove most of the moisture resulting from a wet cleaning process. Dirty water that remains in the carpet could be a source of fungal growth and could prolong the drying process.
- **Texture retention** — The extractor must not harm the carpet pile.

If a system is being tested, additional test criteria are included and mirror those from the Cleaning Solutions protocol. These include the following:

- **Rate of resoiling** — This ensures that the product does not attract dirt to the cleaned areas faster than the rest of the carpet.
- **pH** — A more neutral pH ensures that carpet dyes and fibers are not adversely affected.
- **Optical brighteners** — None are allowed, as they can leave some patches of carpet lighter than the rest.
- **Colorfastness** — Products must not be so aggressive that they cause a color change in the carpet.

[View more detailed information on Extractor testing criteria](#)

[View more detailed information on System testing criteria](#)

### Additional technical testing information

**Testing for soil removal:** To test for soil removal performance, the independent laboratory uses a "designer" soil that has properties similar to soil found in carpet across the United States. A significant new element to this testing protocol is the use of x-ray fluorescence (XRF) technology, which was developed by private industry and enhanced by NASA for the Space Shuttle program. XRF enables the laboratory to identify and quantify the various compounds found in the soil. Using the XRF analyzer, laboratory staff measure the starting concentration of each compound applied to the carpet sample (following ASTM protocols) and, following cleaning with an extractor, quantify the precise amount of soil removed.

**Testing for residual water:** To measure how well an extractor recovers water, the test carpet sample is weighed before and after the standardized process to determine how much water remains.

**Testing for texture retention:** Finally, surface appearance change in the carpet pile, as a result of **extraction cleaning**, is measured using CRI's Texture Appearance Retention Reference Grading Scales, which provide a visual aid in assessing appearance change in carpet.

- [X-Ray Fluorescence and Cleaner Carpet](#) (PDF 50 KB): Learn how x-ray fluorescence was adapted for space flight and carpet cleaning.
- [See the XRF Test in action!](#) (Windows Media Format 17.69M)

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## Our Carpet Cleaning Process



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### Hot Water Extraction

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### Our Equipment

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**Pet Accidents What To Do When They Happen - Part 2**  
 As with any pet deposit, the sooner you act in taking steps to remove it, the better your chances are in it not becoming a permanent stain on the carpet... [click here](#)



## CARPET CLEANING

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### Before and After Photos

*(If you like what you see in these photos you may be interested in learning why these carpets come out so clean, click on the three buttons above so we can explain.)*



### WHAT IS THE HOT WATER EXTRACTION PROCESS & WHY IS IT THE CHOICE OF OVER 90% OF PROFESSIONAL CLEANERS TODAY?

#### WHAT IS HOT WATER EXTRACTION?

Hot Water Extraction carpet cleaning (often referred to as "steam" cleaning) is a deep cleaning technique that uses hot water with a

cleaning) is a deep cleaning restorative process. It begins with a prespray cleaning solution that is applied to the carpet to aid in the dissolving of soil deposits. This is followed by an injection of a pressurized hot water rinsing solution into the carpet, followed then by an immediate powerful vacuum extraction. This phase removes the soils, pollutants, allergens, dust, and other contaminants from the carpeting.

#### **WHY IS IT THEIR METHOD OF CHOICE?**

**First:** Hot water extraction carpet cleaning is efficient at removing all types of carpet soiling. Through the use of a variety of cleaning solutions, the breakdown and removal of water soluble soiling such as sugars, foods, beverages and salts can be extracted from the carpet fibers.

**Second:** Dry solvent soluble soiling such as grease, oil, tar, body oils, cooking oils and cosmetics are broken down, dissolved and dislodged from the fibers by the preconditioning phase (prespray) of the cleaning process.

**Third:** Insoluble soiling (particles that will not dissolve in water or dry solvent) such as clay, sand quartz, carbon, graphite and animal fiber, are removed by surrounding the particles with the prespray cleaning solution, and then the cleaning rinse and vacuum phase of the hot water extraction process, removes the suspended particles.

**NOTE:** While some spots and stains may alter or damage the dye structure of the carpet and cause permanent discoloration, others can have their discoloration reduced, or completely removed, by the application of specialized carpet spotting solutions and techniques.

#### **ARE THERE ANY OTHER BENEFITS TO HOT WATER EXTRACTION?**

##### **IMPROVES CARPET APPEARANCE**

It is a *myth* that people can do absolutely nothing to their carpet (never cleaning it) and have it always look good. But, it has long been a recognized fact that hot water extraction contributes in refreshing the texture of carpet. The moisture and heat can tighten up the twist of the fiber that is affected by foot traffic. It aids in fiber resiliency and pile appearance. Periodic hot water extraction cleaning (every 12 to 18 months) provides benefits to the carpet consumer by making the carpet look better, smell better, last longer and by providing a healthier home environment.

##### **IMPROVES INDOOR AIR QUALITY**

Hot water extraction carpet cleaning follows the principles of indoor pollutant and contamination reduction in the following ways:

**First:** Some biological contaminants can be eliminated just by the application of hot water (above 130° F) across the carpet.

**Second:** Many pollutants and contaminants can be destroyed, removed, or inactivated by a special chemical application.

**Third:** We can physically remove the contamination from the carpet. Through the use of environmentally friendly cleaning solutions we can dissolve and suspend the soils so as to aid in their subsequent removal by extraction. Through the use of water pressure agitation and vacuum extraction, we remove many of the contaminants and pollutants.

**Finally:** The use of a powerful vacuum across the carpet surface can provide ventilation and air movement for contaminant reduction by releasing trapped aerosols and gases.

For all of the reasons listed above, this is why **the majority of the carpet manufacturers** recommend the **hot water extraction method** as the very best way to clean and restore your carpeting.

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## The Six Steps We Take (I.I.C.R.C. Industry Standard Cleaning Process)

**1. Pre-vacuum:** To remove as much dry soil from the carpet fibers as possible, 60-80% of the dry soil can be removed just by vacuuming alone. It's much easier to remove these soils when they are dry than after they get wet. We vacuum the edges along the wall as well. This is a step that, unfortunately, most other carpet cleaners skip. But one that we, as well as the I.I.C.R.C, consider essential in having a good cleaning result.

**2. Pre-spray and Conditioning:** A non-residual cleaning chemical (a chemical that does **not** leave a residue behind which can cause a re-soiling problem) is sprayed on the carpet, then a special carpet rake or Rotovac (depending on your type of carpet) is used to work the chemical into the carpet to loosen and suspend the soils from the fibers.

**3. Rinse and Extract:** This step flushes and immediately removes the suspended soil up and out from the carpet fibers. To maximize the efficiency of this very important step of the cleaning process, we use a truck-mounted hot water extraction system with soft water and a non-residual hypo-allergenic rinsing agent along with a motorized power-wand called a Rotovac ( look under the heading " Our Equipment", to explain how and why we use this unique tool).

**4. Groom the Carpet:** Using a soft carpet brush designed for this purpose, the carpet pile is lifted and separated to help it dry evenly.

**5. Drying:** Drying times can vary due to the style of carpet, what it is made out of, humidity levels, and how much air is moving across the carpet. But, we make sure that the carpet is brought back to normal use as soon as possible, usually within 24hrs, which is the industry standard. Any furniture that is moved is either blocked up with high density Styrofoam blocks or tabbed with heavy gauge plastic squares so the furniture doesn't sit on the damp carpet. Shoe covers are also provided for foot traffic during the drying period.

**6. Protectant:** This step is optional and at an additional cost, but highly recommended. After the cleaning, a carpet protectant is sprayed onto the carpet. The fluoropolymer protectant provides an invisible shield around the carpet fibers to help protect them against most oil and water based spills. Dry particulates, which can abrade the fiber, are more readily removed with your vacuum after the protectant has been applied. Another advantage of the protectant is that it allows the carpet to clean easier on its next cleaning. The protective coating does not change the feel or appearance of the carpeting.

These steps leave the carpet as clean as it can be! [▶ Return to top](#)

## **ROTOVAC**

### **Carpet Restoration System**

**Why we use a Rotovac instead of a carpet wand?**

First and foremost, the Rotovac is an electric power tool. Comparing the Rotovac to a conventional carpet wand is like comparing an electric skill saw to a hand saw.

The counter-rotating cleaning heads of the Rotovac can make more cleaning passes per minute than is ever possible with a manual scrub wand. The rotary cleaning heads with its six spray jets and six vacuum slots turn at 250

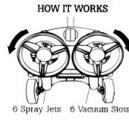
rotary cleaning heads with its six spray jets and six vacuum slots turn at 250 rpm, producing 1500 extraction cleaning passes per minute compared to only about ten passes with a manual wand.

Since the cleaning heads turn in a circular motion, the carpet fibers are cleaned in all directions. This is what produces a far superior cleaning result.

The patented dome-shaped design of the cleaning heads completely encompasses the spray jets and vacuum slots to create a "steam chamber" effect in the cleaning zone with minimal heat loss. This powerful combination of contained heat, agitation and multiple flushing actions creates cleaning dynamics that cannot be equaled with a manual wand as the picture above shows.

The Rotovac's intensive cleaning action restores heavily soiled carpets and matted traffic areas.

On average, the Rotovac leaves the carpet 20% drier when compared to a manual wand under similar conditions.



And because of all the advantages mentioned above, the Rotovac, when combined with our state of the art truck-mounted carpet cleaning machine and safe hypo-allergenic cleaning chemicals, your carpets come out as clean and restored to new as they possibly can be!

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## NEWS

GET A FREE ESTIMATE

### DRY CLEANING VS. HOT WATER EXTRACTION

Posted on March, 15 2013 in News by Katie

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**Choosing and understanding the proper cleaning system is important.** Some systems may leave residues which accelerate re-soiling and defeats the whole purpose of cleaning!

There are **2 main cleaning methods** when it comes to carpet:

#### 1. Dry Cleaning

#### 2. Hot Water Extraction

Many people believe that dry cleaning your carpet is like dry cleaning you clothing. It's not the same. *All carpet cleaning methods use some water one form or another!*

Here are the three methods of dry cleaning carpet:



**1 ) Dry foam method.** When a carpet cleaner uses dry foam, he applies shampoo to your carpet, allows it to dry, and then sucks the dried shampoo into a vacuum. *Can you imagine applying shampoo to your hair, allowing it to dry and then removing the shampoo from your head with a vacuum?* This method can leave a residue in your carpet, which is one reason dry foam is not very effective.



#### LATEST NEWS

SNIFFLERS GOT YOU DOWN?

May 1, 2014

Don't let April showers and May flowers leave your nose running! May is National Asthma and Allergy Awareness month -and because so many of us are affected by allergies each year, Buddy wants to discuss the effects of allergies for homeowners with carpets vs. hardwood flooring. According to a study done by Shaw Flooring, carpet...

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#### TESTIMONIALS

Buddy's Carpet Care is deserving of the Service Award and being on...

very effective.

**2 ) Dry-Chem method** is similar to dry foam. The major difference is that when a dry-chemical is used, the company uses a machine bonnet that spins from side to side to absorb the dirt in the carpet. After the bonnet is saturated with dirt another cotton bonnet is applied. *Bonnet cleaning is like trying to use a large towel to rub the dirt out of your carpet. Like dry foam, its not very effective for deep down restorative cleaning.*

**3 ) Dry-compound method** spreads an absorbent mixture that looks like wet sawdust all over your carpeting. Then the machine brushes the mixture into the carpet, which in theory causes dirt to absorb in the mixture. When the mixture has dried, a vacuum cleaner sucks the material out of the carpeting. Because the carpet is not rinsed in any way, this method is not very effective and any particles not vacuumed are left behind in your carpet.

**These methods are only capable of light surface cleaning because they cannot remove the soil which is embedded deep in the pile and leave a large amount of cleaning agent left in the carpet.**

**Most carpet manufacturers recommend the hot water extraction method in order to protect your carpets warranty.** Hot water extraction is the only way to give your carpets a "deep clean" - and that's what Buddy's Carpet Care does!

Pre-spray is applied to the carpet before-hand to dissolve and prepare soil for removal during the cleaning. A hot cleaning solution is injected at high pressure into the carpeting to suspend soil and other pollutants (bacteria, allergens, dust etc.,) This is what sets the Hot Water Extraction method apart from other forms of cleaning. **Steaming hot 215° water kills germs and evaporates much faster for quicker drying times creating a cleaner, healthier environment that lasts.**

**The powerful vacuum extraction system removes the soil (and other pollutants) leaving virtually no residue behind.** Powerful air movers are set in place to further aid in the drying process. *(Drying times will vary depending on the humidity and density of the carpet.)*

**This safe, effective method is best for your carpet and you!**

To find out which type of cleaning top carpet manufacturers are recommending click here!



*Our service arrived and being on Angie's List. You were prompt, concerned about our special needs, respectful, on time, and did a good job. He understood our situation and treated us with respect. I always recommend Buddy's when the topic of getting carpets cleaned comes up.*  
Diane White

Tags: Carpet, Carpet Cleaning, Cleaning, commonly asked questions, CRI, Dry Cleaning, encapsulation, Hot Water Extraction, Quality, rx-20, soiling, Vacuum, wand

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- Master Textile Cleaner
- Odor Control
- Upholstery & Fabric Cleaning
- Applied Structural Drying
- Color Repair
- Health & Safety Technician
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- Master Water Restorer
- Senior Practicing Carpet Inspection
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## HOT WATER EXTRACTION METHOD OF CARPET CLEANING

The hot water extraction method is by far the most recommended and most used method for cleaning carpets, area rugs, and furniture and upholstery. This method is safe for all of these surfaces as well as people and pets because of the lack of chemicals and it is very effective in removing dust, dirt, and other debris lodged in the carpet fibers. Green T uses this preferred method to offer safe, effective, and environmentally friendly carpet cleaning services.

The hot water extraction method works by applying heated water mixed with a cleaning solution to the surface and extracting it back out. Our hot water extraction machines are truck mounts with engines that heat the water to around 250 degrees and send a mixture of the heated water and a cleaning solution through hoses to the applicator. The applicator propels the hot water and solution mix deep into the carpet fibers at a high pressure to loosen the debris embedded in the fibers. A high-powered vacuum on the applicator immediately removes the hot water solution along with the dust and debris from the carpet. The temperature of the water not only helps to dislodge dirt, dust, and stains, but also sanitizes the surface as it cleans.

There are several advantages to using the hot water extraction method on carpets, area rugs, and upholstery. One advantage is that it is safe for the materials as well as people and pets. The solution used with hot water extraction is not as harsh as chemical cleaners, making it safe for people and pets to walk on the carpet sooner with less of a chance of damaging the surface or leaving residue behind. Another advantage is that the drying time is much faster than other methods. Carpets cleaned with the hot water extraction method can be used within hours of cleaning. The final advantage of this method is that it sanitizes as well as cleans. We heat the water used for this method to temperatures between 220 and 230 degrees Fahrenheit which is hot enough to leave the surfaces

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this method to temperatures between 220 and 230 degrees Fahrenheit which is not enough to leave the surfaces effectively sanitized. Contact Green T Carpet Cleaning to learn more about how the hot water extraction method may benefit your home.



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L.I.C.R.A. LEGENDARY INTENSIVE CARPET RESTORATION ASSOCIATION, INC.

CARPET CLEANING METHODS

L.I.C.R.A.'s expert carpet cleaners use the following Carpet Cleaning Methods:

- Hot Water Extraction / 'Steam' Cleaning
- Shampoo
- Combination of Hot Water Extraction and Shampoo
- Foams
- Absorbent Dry Compound
- In-Plant Cleaning

WHAT IS HOT WATER EXTRACTION?

Hot water extraction is sometimes referred to as 'Steam Cleaning'. Actually this is a misapplied term, because real steam is too dry and hot to clean carpet properly. Hot water extraction is recommended and used by many carpet manufacturers and professional cleaners. Because this method removes more contaminants than the other carpet cleaning methods, hot water extraction is recommended by all major carpet manufacturers.



CARPET CLEANING WITH HOT WATER EXTRACTION OR 'STEAM CLEANING'

Portable or truck mounted equipment is used to spray heated detergent solution into the carpet pile at a high pressure and immediately extracted along with the suspended soil particles. This piece of machinery may employ rotary brushes or another agitating device to work the solution into the pile and loosen soil.

Factors that affect the results of this method are:

- Operator skill
- Solution temperature
- Spray pressure
- Vacuum power
- Pre-spray; spraying solution some time before extracting

CARPET CLEANING WITH SHAMPOO

- In this process, a detergent solution is released onto the carpet through openings in a rotary brush, whose rotary action converts the solution into foam and works it into the carpet.
- Once dry, vacuuming removes the residue containing loose, encapsulated soil.
- Every once a while, chemicals may be added to the detergent solution to reduce odors, retard soiling, brighten colors and/or speed drying.

CARPET CLEANING WITH FOAMS

- This is a modification of 'Shampoo'.
- Foam is generally applied onto the carpet, usually from aerosol containers, and rubbed in with a dry sponge.
- Once dry, the residue containing suspended soil is simply vacuumed away.
- Since foam uses little water, there is no danger of over wetting and the connected complications.
- But due to the same reason, this method is not as effective as the "wetter" methods.

Things to keep in mind when using Shampoo, foam and dry foam

- First loosen the dirt from the carpet fiber with the use of a brush and high foaming, sudsing soaps and detergents
- Secondly, surround the dirt particles through the use of anti-re-deposition agents such as carboxy methyl cellulose, and finally to vacuum out the dried and surrounded dirt particles.

CARPET CLEANING WITH A COMBINATION OF HOT WATER EXTRACTION AND SHAMPOO

- This technique uses the Hot Water Extraction method and Shampoo.
- This method is especially effective for cleaning highly soiled carpets, with heavy oil/soil build-up.

The process has two steps:

- Shampoo using rotary brush to loosen soil
- Hot Water Extraction using water rather than detergent solution to remove shampoo

CARPET CLEANING USING BONNET CLEANING

- This is another process similar to 'Shampoo'.
- The cleaning product (sometimes mixed with carbonated water) is misted onto the carpet in the form of a spray.
- Bonnet cleaning employs an absorbent pad ("bonnet") attached to the bottom of a rotary machine that looks somewhat like a buffer for a hardwood or tile floor. One side of the pad gets soiled; this side can be reversed. And when both sides get soiled, the pad can be replaced and later cleaned.

The machine has a large rotating pad that goes over the carpet in a circular motion and absorbs the soil as it is moved over the carpet. The soil attaches itself to the pad and the pad is changed often, to reduce re-soiling, and is kept lubricated with a detergent solution aimed at reducing the distortion of the pile of your carpet. This method has the advantage of drying very quickly because of the small amount of moisture used. It generally does a good job of cleaning the top 1/3 of the carpet pile that is visible to the eye. This method may be considered as an interim cleaning between more effective deep cleanings.

This method is used in the regular maintenance of commercial buildings.

CARPET CLEANING WITH ABSORBENT DRY COMPOUND

A dry compound containing detergent solvent is sprinkled onto the carpet and worked into the pile using machines. The soil particles get encapsulated in the absorbent dry compound and are removed by vacuuming. Since this method does not use any "wet" process, there is no danger of over wetting.

IN-PLANT CARPET CLEANING

This type of carpet cleaning is ideal for specialized cleaning of loose or valuable rugs. The rugs are sent through a duster which extracts soil more effectively than routine vacuuming. They are then washed and hung to dry in a controlled air environment.

Drying time may vary depending on the type as well as condition of the carpet or rug, however by using special treatment we minimize it without causing any shrinkage or other problems. We use a method that leaves carpets clean and dry within about 1 to 3 hours depending on the grade of carpeting and the air circulation in your home. With the speedy drying time carpets dry well before mold and mildew can form. Your carpets will stay cleaner longer and you'll feel confident with our work. We also offer pet urine removal, odor removal, water damage restoration, carpet repair and reinstallation, area rug cleaning and we are always willing to give you a free in home estimate.

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