

SAVE

MONEY & THE PLANET

Many of today's consumer products have a long life, especially if they are properly cared for and maintained. This is true for carpet, which can last from 7 to 12 years. Helping to extend the life of products not only saves money, but also is good for the planet because it avoids unnecessary production and consumption. But when carpet wears out or "uglies out" well before its time, that can double or triple the product's environmental footprint.

Facility	Commercial	Hospitality	Financial	Residential
Lost Value	\$116,000	\$103,000	\$162,000	\$1,550
Environmental Impact	Tripled Footprint	Doubled Footprint	Tripled Footprint	Tripled Footprint



PROTECT

YOUR INVESTMENT WITH CRI SEAL OF APPROVAL CLEANING PRODUCTS

The Carpet and Rug Institute (CRI) puts **spot removers**, **in-tank and pre-spot solutions**, **deep cleaning extractors** and **systems** (products combined with extractors) and **commercial and residential vacuums** through rigorous independent testing that meet international standards. Products certified by the CRI Seal of Approval have demonstrated they are effective at removing soil and do not harm the carpet's appearance like some other products. Some large carpet companies also tie their warranties to exclusive use of the Seal of Approval products. Also, use professional carpet cleaners who are Seal of Approval Service Providers to ensure your carpet is being cleaned with quality products.

VISIT CARPET-RUG.ORG TO LEARN MORE

Because spending a few dollars on the right cleaning product can extend the beauty and life of your carpet for years to come.



THE WRONG CARPET CLEANING PRODUCTS CAN BE A COSTLY MISTAKE

Commercial or residential carpet is durable and will keep its top quality appearance, as long as you use the right cleaning products and equipment. Use the wrong products, however, and you will substantially shorten the life of your carpet and waste your investment. Consider these 5 “real life” examples.

MISTAKE EXAMPLE 1: Commercial Building

Customer purchased 4,400 square yards of carpet at an installed cost of \$183,000

- + Carpet Design Life was 11 Years
- Carpet “uglied out” in 4 Years

Customer Lost \$116,000 in Value!

MISTAKE EXAMPLE 2: Hospitality

Customer purchased 5,500 square yards of custom patterned cut pile carpet in a five-star hotel at \$30 per yard for a total installed cost of \$242,000

- + Carpet Design Life was 7 Years
- Carpet “uglied out” in 4 Years

Customer Lost \$103,000 in Value!

MISTAKE EXAMPLE 3: Financial

Customer purchased 4,000 square yards of high-end nylon cut and loop carpet at \$32 per yard for a bank on two floors of a high-rise building in a major city for a total an installed cost of \$227,000

- + Carpet Design Life was 7 Years
- Carpet “uglied out” in 2 Years

Customer Lost \$162,000 in Value!

MISTAKE EXAMPLE 4: Residential Building

Customer purchased 100 square yards of carpet at an installed cost of \$3,100

- + Carpet Design Life was 7 Years
- Carpet “uglied out” in 2 Years

Customer Lost \$1,500 in Value!

MISTAKE EXAMPLE 5: Educational Building

Customer purchased 4,800 square yards of carpet at a cost of \$67,200 less installation

- + Carpet Design Life was 12 Years
- Carpet “uglied out” in 2 Years

Customer Lost \$56,000 in Value!

The Carpet and Rug Institute's Seal of Approval program certifies cleaning products that are safe for your carpet. Visit carpet-rug.org or you could be the next horror story.

