

## The Importance of Carpet Protection

Your carpet was chosen with careful thought. Behind your house and Vehicle, it's probably the most expensive investment on your property. It only makes sense to care for it properly. Cleaning your carpet regularly will not only prolong its life dramatically, it's also very important for your family's health. Periodically removing the environmental pollutants such as carcinogens, smog, dust mites, nicotine, pet dander, and soil is vital to your family's well being.

Personal Touch uses the Highest Quality Carpet Protector. Protecting your carpets will protect your investment and extend the life of your carpet and furnishings.

Carpet protector coats your carpet with a protective layer that reduces penetration and adhesion in four different ways.

### 4 Benefits of Fabric Protector

1. **Dry Soil** - Soil is abrasive and will damage carpet fibers, causing accelerated wear which will create a dingy appearance. Carpet protector allows for easier removal of soil with vacuuming and future cleanings.
2. **Acid Dyes** - Children's drinks and other foods can attach permanently to carpet fibers, creating stains that are difficult or impossible to remove. Carpet protector helps to reduce that risk.
3. **Liquid Spills** - Coffee, tea and soda can permanently stain your carpet. Carpet Protector reduces penetration of these spills and allows the homeowner more time to spot clean.
4. **Other Soils** - Tar, grease, oil, etc, tracked in from kitchens, garages and driveways will do serious damage to your carpet fibers. Carpet Protector drastically reduces the likelihood of these spots becoming permanent.

These four reasons are why we recommend a High Quality Carpet Protection coating for your carpets, a service provided by your carpet technician and Personal Touch. We hope this has been valuable information for you. If you have any further questions, do not hesitate to ask your technician. We are here to help and be of assistance to you.