

Yeatts Carpet Cleaners Inc.

Visit: www.Yeattsc.com

Fall 2011

It's 2011, and so is our equipment.

Professional companies must embrace new equipment and machinery that will yield better cleaning results than current, likewise counterparts. In order to provide superior cleaning results time after time, we have and will continue to experiment with new equipment. As in the past, some equipment we have tested at **Yeatts Rug Plant** will barely equal or slightly surpass current equipment. In fact, in a few cases, the new equipment will not perform as well as current equipment and a poor cleaning performance is the result. In other instances, the new equipment will provide equal or perhaps slightly better cleaning results than our current equipment, but the cleaning process takes twice as long. Then there are a few times in each decade when a manufacturer produces a piece of equipment that vastly improves the cleaning performance and saves time as well. *For instance, before the advent of the stair tool, professionals had to use their heavy, long carpet wands on carpeted stairs.* Another great equipment creation was the automated sprayers whether electric or powered by the actual truck mount unit. Before, professionals would apply enzymes or emulsifiers onto the carpet with handheld spray bottles prior to extraction. Even creations like the hose and solution reels have aided the professional by again saving time and space in their vans for additional equipment or machinery. Another great creation was the direct drive truck mount units. Heat generated from the operating truck mount engine is used to heat the rinsing solution in the hot water extraction process. Prior to this, professionals had to have completely different machinery to heat rinsing solutions like large and potentially dangerous propane gas cylinders that also took up significant space inside the vans. Equipment made specifically for water damage restoration to upholstery cleaning has greatly saved physical stress upon the professional cleaner's body while improving the overall cleaning performance. Most consumers expect any service



Testing new equipment.

company they hire to deliver results that are better than their peers. At **Yeatts Inc.**, our cleaning processes are unmatched due to experience, experimentation, superior cleaning solutions, and leadership. As part of being an industry leader, we are obligated to test and use the most advanced equipment and machinery available. If we do not use the most advanced and efficient equipment available, then other intangibles like experience are less significant. Thus our customers can be assured that **Yeatts Inc.** will continue to implement new equipment.



A new upholstery tool.

Be careful when buying cotton rugs.

Cotton rugs are the most difficult rugs to clean. Pet stains or any dye stains from juice drinks or sodas will instantly absorb into rugs primarily composed of cotton. Even ground in soil like red clay can stain easily onto cotton fibers. Why don't cotton rugs repel stains like rugs composed of wool, nylon, or other synthetic fibers? As for liquid spills, whatever spills onto cotton rugs readily absorbs throughout the cotton fibers. ***Cotton fibers are hydrophilic fibers much more so than synthetic fibers and even wool fibers.*** Think of a cotton swab for instance. Just dip the very end of a cotton swab into a colored juice drink and watch the results. As for soil or ground in stains think of white jeans. Unlike polyester or wool slacks, soil just naturally adheres more so to cotton jeans. Just imagine your white jeans after a day of strenuous yard work or hiking. We are not questioning the durability aspect of cotton fibers. Cotton fibers are very durable; one reason jeans are made of cotton. However, the consumer should think twice about placing rugs primarily composed of cotton in areas such as foyers or in dining rooms if appearance is a major concern.



A cotton rug.