

Summer 2016

Yeatts Inc.

Since 1974

Master Cleaners of Fabrics  
Experience • Products • Services

## Yeatts Rug Plant remains at the top.

Expert fine fabric and rug cleaning requires years of training, constant education, and a willingness to adopt to new fabric cleaning methods. Equipment upgrades throughout the last decade have been tremendous. However, the technician using the equipment has to read the operator's manual and comprehend all the applications, maintenance, and parts of the equipment. Then the technician would become more proficient in cleaning fabrics and rugs as a result of on-the-job training. If the company owner refuses to pursue new fabric cleaning methods using new or improved equipment, cleaning solutions, and training employees of these enhancements, then repeat business slowly fades away. Also with constant employee turnover, education or training of new cleaning solutions or methods is completely irrelevant. These companies simply stick to the status quo and their customers receive less quality for the money paid. Our customers have nothing to be concerned about when their fine fabric upholstery and hand knotted rugs are at **Yeatts Rug Plant**. Orders throughout the state for our rug cleaning process are growing at an exponential rate within the last two years alone. More repeat orders from satisfied realtors and interior designers are responsible for this rapid intrastate expansion. Soon their competitors discover that **Yeatts Rug Plant** in Winston - Salem, N.C., is the capital of the state in regards to superior fine fabric and rug cleaning. This leads to more orders from the same cities and townships across North Carolina. Expert rug repair and other expert services available, help in the decision making process. This eliminates the need to ship rugs multiple times across the state.



## Do you know your service professional?

Our residential carpet cleaning services are well established throughout the fabric cleaning industry. Many companies attempt to copy our residential carpet cleaning processes and make it seem as if their technicians are on par with **Yeatts Inc.** technicians. Their attempt is very futile. One flaw with their duplication scheme is that their technicians can't duplicate experience. Many of our competitors' technicians are inexperienced and often quit in a few months due to various reasons. Their customer service and ability to match the same final results as **Yeatts Inc.** is also below standard. Our competitors inexperienced and bored technicians neglect proper maintenance of their equipment. This contributes to poor carpet cleaning results. Save time and call **Yeatts Inc.**

