

# Carpet Fresh



Volume 1, Issue 1

## Bryden Enterprises meeting new challenges

### Johns Tips to pick a professional carpet & upholstery cleaner whilst avoiding cowboy operators

All service industries have cowboys looking for a quick buck at the consumers expense.

This is one of the most fundamental problems facing professionally qualified tradesmen especially when it comes to the carpet cleaning industry.

The "don't get your carpet cleaned because it ruined ours" people are sadly victims of cowboy tradesmen who have now got a mind set regards to all carpet cleaners.

We at Bryden Enterprises pride ourselves on the care we take not only to cleaning but also to drying your fabrics.

Carpets cleaned professionally will not resoil quicker.

It is impossible for a professional carpet technician to provide a top service by quoting low prices they would never survive.

Ask your cleaner some questions to see how they react, there should be no hidden charges for moving furniture. Using extra equipment or stains. These will be discussed during the inspection process.

**DON'T LET  
THE  
SCAMMERS  
TAKE  
YOU TO THE  
CLEANERS**

Anyone can purchase equipment and call themselves an expert don't be fooled

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- The old adage once you've had it cleaned it get's dirty quicker.
- You might as well not bother.
- It's a waste of money.
- We show you the causes of this misconception and show you why they do not apply to Carpet Fresh.

### Here's what you should ask

What kind of carpet have I got here?

Can I see material data sheets for the chemicals you are using?

Are you professionally trained or was it trial and error?

If he/she answers trained ask to see their qualification certificates.

Ask to see their liability insurance certificate.

If your cleaner cannot answer these questions then you should think seriously before

Allowing them to clean your carpets and upholstery.

How does the operator know the fabric type? If the operator samples and tests the carpet then this is a good start. If he runs his hand over it before giving his answer he is just guessing.



## A look at what's on offer

John uses the most modern high tech professional machines. Modern cleaning heads are used to provide the highest service,

The fabric is lifted from the foam filling of your upholstery, this makes drying much quicker and cleaning much more intense.

The machine is capable of operating at up to 600psi. John also offers total solvent or "dry cleaning" to give it its more common term.

He has Rota Vac cleaning which instead of dragging a cleaning head across your carpet manually it rotates the same motion but up to 1800 times a minute. This is much more efficient and leaves surfaces drier. The chemical compound used by John is a water soluble dry compound which when dissolved does not form a liquid which would allow rapid re-soiling. Any residue left carries on working and is thereafter removed by your domestic vacuum.



John carrying out fiber analysis during the investigation of a carpet fault

## Do you consider long term use when you purchase new furnishings

Fabrics are wonderful enhancements to our homes.

We can provide advice and guidance to you over the phone not just when it comes to cleaning but when it comes to carpet and upholstery replacement. Having an in-depth knowledge of fiber technology is of major importance when it comes to cleaning.

Failure to carry out initial tests prior to

cleaning can spell disaster for your fabrics and floor coverings. If your carpet or suite has worn prematurely call in the fiber detective who will help you understand why.

**Fiber analysis is of fundamental importance in order to carry out proper maintenance.**



## Johns Tips for anyone who has just had their carpets or soft furnishings cleaned using water extraction

To speed up the drying process air movement is more important than heat. It is therefore better to get the air moving through the home with windows open where possible not so easy in winter.

In winter months it is better to use the heating system & where possible to utilize a summer office fan to move the air around.

Foil protectors or foam blocks must always be used beneath furniture until

you are sure that the fabrics are completely dry otherwise staining will occur from the transference of wood dyes, rust & other contaminants which will cause permanent irreversible damage.

Never walk on the clean carpet or floor with outdoor shoes. Just as importantly never walk on the damp surface with socks as dyes can bleed onto the carpet causing permanent staining.

Keep cushions off walls & radiators to prevent pressure marks.

Some upholstery contains tailor marks on the foam these are made using marker pens which when wet unless protected can bleed onto the fabrics.

Fiber drying times vary greatly, Carpet Fresh uses state of the art extraction and driers which leave upholstery & carpets much drier.

Remember stain protectors don't last forever they wear off. Ask about stain protection, a worth while small investment. Applied after cleaning.

## A bit of History behind John & Carpet Fresh

This new letter aims to give our clients both new and old an insight into the man who will be looking after their valuable merchandise.

We at Bryden Enterprises wish our clients to be able to have a full understanding of what has gone into our business & why we can provide you with such a high level of experience.

Carpet Fresh division is the brain child of sole operator John Bryden although he would never be where he is today without the tireless support of his wife Jan and 3 children and for that he is

eternally grateful.

John has never been out of work. He has a high drive when it comes to customer satisfaction & personal pride in being good at his job. To this end he studies tirelessly to improve on his knowledge base and skill level.

The news letter picks up on some of John's life from a young age.

By understanding the man you begin to relax in the knowledge that he will look after you and provide you with a service which is second to none.



## His younger day's

John has not always been involved in the upholstery & floor covering industry. As a young lad he sat himself tasks and strove to excel.

At the age of 9 he received a charity collection flask for the RAF association. He set to going round his home town of Maybole Knocking on doors until he was eventually reported missing! He later turned up after he was unable to slot another sixpence into the flask to be greeted by 2 very angry but relieved parents.

At the age of 14 he received a bicycle for his Christmas and proceeded to challenge himself to go further and further till after 5 weeks he was cycling to Newton Stewart and back over the Carrick hills before tea time.

John began his career as a plumber working for his father who was self employed. It was at this stage he became aware of the destructive power of water and the damage it could do to property.

He later decided to try and earn some

extra cash working as a labourer on day's off for a large country estate. All applicants were asked to turn up in their working clothes for interview. On being given the job he asked why he had been asked to wear his working clothes, did they want him to start right away? "no, replied his employer all the others had jeans on which were worn at the seat, yours were worn at the knees."

That was before it became fashionable to have them pre worn in the teenager clothing section.

## Changing careers

After leaving school John realized that he wanted to travel the world, he joined the RAF and was soon to be taught that ones tooth brush was more suited to toilet seat hinges and cleaning the crud from between the tiles of the mess hall floors. This was a custom he sometimes found himself performing after failing to salute an officer or walking on the SWO's neatly cropped grass.

Not content with having day's off he applied for and got part time work for a

global car rental firm valeting prestigious cars.

John has always had a passion for restoring classic and vintage cars which earned him 2 international championship awards.

John has always enjoyed cleaning to high standards. Being picked as a VIP's driver to drive the Royal family and care for their vehicles to exacting standards whilst serving in the RAF is testimony to a

this.

Following his RAF career John joined an English Police Force where he served nearly 10 years before transferring to a Scottish force in order to be closer to his elderly parents.

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**Service with integrity**

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We aim to provide the highest possible care of your floors and soft furnishings.

As our Carpet Fresh operator is a retired Police officer our clients can feel safe in the knowledge that they are not being short changed.

We offer a National average set price but deliver a 5 star professional service.

Any successful fabric cleaning requires detective work. Only by identifying the cause and the fabric can you apply the correct solution to rectify the problem.

Carpet Fresh operates as a member of the National Carpet Cleaners Association.

## Crime buster to Grime buster

During his 25 years in uniform John has continued to enjoy cleaning & has been sanitizing Police vehicles after dealing with problematic events on a Friday/Saturday night when rear seats in Police cars have become heavily soiled.

Since retiring from the Police John has been studying fiber technology and trained to become an authority in his field. He has followed his passion for making things as clean & fresh as physically possible.

He now uses the latest Hi tech machinery there is on offer having researched into German manufacturing and testing leading machines from around the globe. He now has a fully equipped workshop dedicated to the customer service and high class cleaning.

You will get the highest possible standard of professional service guaranteed against non shrinkage or delamination of your carpets.

Just as John makes light work of heavy soiling he takes the tenderest care over soft furnishings & tapestries'.