



## DEEP CLEANING CARPET – THE EATOILS™ WAY

### TRY EATOILS™ SUPER CARPET-FRESH™ FOR YOUR TOUGHEST SPOT AND TRAFFIC LANE CLEANING CHALLENGES

**What are they doing now?** Traditional carpet cleaning chemicals have a tough time on deep embedded dirt, grime, and organic material. These chemicals don't perform at the tough job of degreasing and deep cleaning carpet. These products are 'point of contact' cleaners that are effective for the moment they are in contact with the surface being cleaned – the top ¼" of fiber. In most cases, the challenges in cleaning this way are related to keeping the surface as clean as possible to ensure a clean finished area. Typical cleaning results in a sanitization of the surface cleaned. There is no removal of organics, residual dirt and grime, or the odors left behind.

**EATOILS™ SUPER CARPET-FRESH™  
CLEANER/DEODORIZER CLEANS  
DEEP INTO THE BASE OF THE  
CARPET, THROUGH THE  
BACKING AND REMOVES ALL  
SOURCES OF ODORS AND  
STAINS**

**How are biological cleaning products different?** Biological cleaners typically come in two varieties – 1) enzyme cleaners, and 2) microbial cleaners.

Enzyme cleaners use enzymes, special chemical agents that break down organic material as part of the cleaning process. There are many different enzymes that are available for breaking down different types of organic materials. The challenges with enzymes include: 1) putting the right enzyme in place for the problem at hand, 2) enzymes alone can't remove the organic material, 3) there are no additional 'ongoing effects' with enzyme products.

Microbial bio-formulations take a **two stage approach** to countering odor causing and other organic build-up on carpet fibers and backing. First, the surfactants in the formula break up greases and release dirt and grime as with chemical cleaners. Then the microbes go to work, degrading the grease and organic materials into harmless by-products using the specific enzymes for the

problem at hand. In addition, bio-formulations keep working, long after the chemical products quit, to remove additional food particles & odor causing molecules. The result? **Cleaner carpet – right down to the floor, and a much better smell.** An additional benefit of using this product is that the amount of cleaning required is drastically reduced when using microbial cleaners. Clients have found that they clean less often and yet the areas stay cleaner longer, saving substantial amounts of time and money. The results are clear: **less work, less cost, more satisfied customers.**

**How to deep clean carpet with EATOILS™ microbial cleaning products** – There are two approaches: 1) spot cleaning for small areas, and 2) regular extraction cleaning for long term improvement.

**Spot treatment** For spots, apply enough cleaning solution (2 – 4 oz/gal) to the area (most stains extend out past the edge of the stain that you see on the surface to 2-3 times the area, so wet the area as far out from the stain as you think the edge is plus at least 3 more inches to prevent a ring 'wicking' back to the stain) to completely soak the surface and penetrate the fibers - and allow it to soak in. Agitate the area with a soft bristle brush and/or stiff carpet 'rake'. You'll notice how the discoloration of the carpet will disappear and the surface will come back nice and clean. Apply a clean dry towel to the surface and compress it into the fibers to 'extract' the excess cleaning solution and dirt. Allow to air dry. You will remove years of build-up and the surface will come back bright and clean.

**Regular cleaning** When you use EATOILS™ SUPER CARPET-FRESH™ (2-4 oz/ gal) you can use one product for most of your regular cleaning needs – spot removal, bonnet cleaning, pre-spray, pre-spot, and carpet extraction.

For bonnet cleaning situations, mix 2-4 oz per gallon of water into your spraying equipment. Spray the area, ensuring that the carpet is made wet in the process. Then proceed as usual with the bonnet machine. There won't be as much foam as usual, but the carpet will be very clean when you are done.

For pre-spray situations, mix 2-4 oz per gallon of water into your spraying equipment. Pre-spray the high traffic and highly soiled areas with the mixture, ensuring that the carpet is made wet in the process.

For pre-spotting applications, mix 2-4 oz per gallon of water into your spotter equipment and apply it as you would normally, ensuring that the carpet is made wet in the process.

For cold water extraction or 'steam extraction cleaning', mix 2-4 oz per gallon of water into your reservoir in your machine and proceed. **You will want to extend the dwell time of the product on the carpet so that it can penetrate deep into the carpet. Do not extract immediately as with other products. Instead, apply the product in one pass, and extract on the next pass. The results will be worth it. Allow to air dry.**

**EATOILS™ SUPER CARPET-FRESH™** prevents re-tracking in traffic lanes. Independent and client administered tests have shown that SUPER CARPET-FRESH™ stays cleaner longer – up to 4 times as long between cleanings as traditional carpet cleaning products.

Some clients have reported that persistent stains and odors – up to 10 years old - have been successfully removed with SUPER CARPET-FRESH™ when other approaches have had no effect.

Most carpets have a telltale 'stain' history on their backing for every stain that ever occurred in their lifetime – you'll see them when you turn the carpet over. **Regular use of this product actually removes this deep staining found on the back the carpets.**

This product can also be used for deodorizing and cleaning most fabrics, mattress stains, etc.

The benefits of continued cleaning using EATOILS™ products should maintain improvement in carpet condition. This product is **CFIA** and **GREENER-CHOICE™ APPROVED.**

EATOILS™ SUPER CARPET-FRESH™ is a product of WorldWare Enterprises Ltd. For further information please contact us toll free at 1 866 621 8244 or e-mail us at [admin@eatools.com](mailto:admin@eatools.com) or visit our website at [www.eatools.com](http://www.eatools.com)