

For Immediate Release

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## **This Spring, Tackle Tough Stains and Embedded Soil With *Carpet Cleaning Tips For Dummies*®**

*New How-To Guide Offers Easy Carpet Cleaning Tips and Consumer Advice  
From the Carpet and Rug Institute and HousekeepingChannel.com*

Dalton, GA (March 6, 2007) – Attention all carpet-cleaning amateurs! Does the thought of carpet cleaning make you want to run for cover? Not to worry. The new *Carpet Cleaning Tips For Dummies* guide advises that carpet cleaning is just like exercise. If you get into a routine and keep it up, you will see great results.

Sponsored by the Carpet and Rug Institute (CRI) and HousekeepingChannel.com, *Carpet Cleaning Tips For Dummies*, published by Wiley Publishing, Inc., is an easy-to-use resource that identifies best practices for keeping carpets looking beautiful for years to come.

Household management expert Elizabeth Goldsmith, the book's author, provides simple solutions for fighting dirt, removing nasty spots and stains, using the right products and calling in professional cleaners when necessary. She has tips for pet owners and advice on how to clean precious Oriental rugs. Consumers can request a free copy at [www.carpet-rug.org](http://www.carpet-rug.org) for a shipping and handling fee of \$2.00. Or to order, call 706-428-2114 or email [Snewberry@carpet-rug.org](mailto:Snewberry@carpet-rug.org) instead.

The booklet advises that not all carpet cleaning products are effective and some don't even clean better than plain water. "Regular and proper vacuuming is the single most effective means of keeping carpet clean," says Werner Braun, CRI president. "And using cleaning products with the CRI Seal of Approval helps get the job done right."

"Carpet care is easy with a little preventative maintenance and know how," according to Allen P. Rathey, founder of HousekeepingChannel.com. "This book also shows you how to prevent carpets from getting soiled in the first place, plus dozens of ways to get maximum results in minimum time."

Just in time for spring cleaning, CRI offers the following tips for cleaning your carpet and extending the value of your investment:

- Use outside and inside mats or runners, which work together to reduce the amount of dirt that enters a house.
- Use CRI Seal of Approval cleaning products. An independent laboratory tests solutions, spot removers, vacuums and deep cleaning extractors and systems. Only those that meet high performance standards receive the Seal of Approval.
- Clean your rooms from the "top-down." This saves you the step of vacuuming again after dusting. Dust your blinds, windowsills and furniture surfaces first and then vacuum away any fallen dust.
- Act quickly to remove spots and stains. Always blot the spot working from the outside in (thus preventing the spot from spreading). Do not scrub stains as this can damage carpet fibers.
- Professionally clean your carpet every 12 to 18 months. Regular vacuuming removes soil and dust, but periodic professional cleaning is needed to remove embedded dirt. Check with the manufacturer of your carpet for professional service provider recommendations, many of which can be found at [www.certifiedcleaners.org](http://www.certifiedcleaners.org).

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The Carpet and Rug Institute, headquartered in Dalton, Georgia, is the national trade association for the carpet and rug industry. Its members are manufacturers, suppliers, and service providers, representing more than 90 percent of all carpet produced in the United States. CRI is the source for science-based information and insight into how carpet and rugs can create a better environment - for living, working, learning and healing.  
[www.Carpet-rug.org](http://www.Carpet-rug.org).

HousekeepingChannel.com (HC) is a comprehensive resource for "Better, Faster, Healthier" cleaning and housekeeping. HC exists to help you clean, protect and enhance your home environment using proven processes and practices from cleaning experts, professional cleaning services, environmental service professionals, and organizational and time-management consultants. [www.HousekeepingChannel.com](http://www.HousekeepingChannel.com).

### **For Dummies®**

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