

Help Maintain your Facility's Reputation with Clean Carpet

Dirty carpet can have a negative impact on perceptions of a business or organization:



A majority of Americans say dirty carpet with things like stains, animal hair or food residue in a facility would negatively impact their perception of that business/organization.¹

Improper carpet maintenance can affect many different types of facilities:



4 in 5

Dirty carpet in a hotel would negatively impact 80% of Americans' perceptions of that business.



72%

Many Americans would think adversely about a long-term care facility with dirty carpet.



2 in 3

Dirty carpet in a retail store would negatively impact 66% of Americans' perceptions of that business.



64%

Nearly two thirds of Americans say an office building with dirty carpet would adversely impact their perception of that facility.



58%

Schools and universities that have dirty carpet with things like stains, animal hair and food residue would negatively impact 58% of Americans' perceptions of that facility.



More than half

Dirty carpet would negatively impact more than half of Americans' perceptions of casinos (53%), airports (52%) and convention centers (51%).

Americans say they would take the following actions after encountering dirty carpet in a commercial facility:



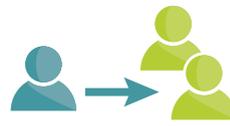
56%

of Americans would look for an alternative facility to use/go to.



1 in 2

Half of Americans (50%) would spend less time in the facility.



47%

Nearly half of Americans would tell friends, family or colleagues about the lack of cleanliness in the facility.



31%

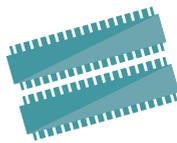
Nearly 1 in 3 Americans would never return to the facility.

Maintain carpet with the proper machines, chemistry and tools.



30 minutes

Use a low-moisture encapsulation machine for the fastest cleaning process available which allows carpet to dry in 20-30 minutes.



2-3

Look for a machine that features two or three counterrotating brushes that simultaneously agitate the chemistry and safely lift the carpet pile.



6,000 square feet

12 ounces of high-quality chemistry can clean up to 6,000 square feet of carpet.

For more information about Whittaker's Smart Care® TRIO and TWIN machines and CRYSTAL® Chemistry, visit www.whittakersystem.com

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¹ Whittaker survey conducted online by The Harris Poll from March 26-30, 2020 among 2,012 U.S. adults ages 18 and older.