



Your Smart Care[®] Carpet Cleaning Program

A practical guide for keeping carpet clean without absolutely soaking it.

If you've ever opened the janitor closet and found three different carpet machines and an instruction manual nobody reads, you're not alone.

Most facilities don't have a carpet cleaning problem. They have a carpet cleaning maintenance problem (or lack thereof).

So instead of handing you another machine and wishing you luck, here's a MVP Smart Care[®] Carpet Care Guide—the simple program facilities use to keep carpet clean, dry, and looking good year-round.



whittaker™



Smart Care[®] Carpet Cleaning Program

The Three Moves That Save Your Carpet

A good carpet program isn't complicated. It's just three things done consistently. Think of it like brushing your teeth, going to the dentist, and maybe flossing when you remember. Each one plays a role.



1. Vacuuming (The MVP)

If you're doing one thing right, make it vacuuming.

Most carpet soil is dry soil. If you remove it before it gets ground into the fibers, you prevent wear, stains, and that "why does this carpet look tired already?" feeling.

Think of vacuuming like brushing your teeth. You don't wait for a dentist appointment to start brushing, right? Same idea with carpet. And while we're here...

Your walk-off mat at the entrance is the unsung hero of carpet care.

It's basically the bouncer of the building. Dirt tries to get in, the mat says "not today."

The better your entrance mat is, the less dirt your carpet ever sees.



2. Interim Encapsulation Cleaning (The Workhorse)

This is where most facilities see the biggest improvement. Encapsulation cleaning removes soil without soaking the carpet.

The Whittaker system uses:

- counter-rotating brushes
- low-moisture encapsulation chemistry
- soil crystallization technology

Instead of flooding the carpet like extraction, the brushes lift soil from the fibers and the chemistry traps it so it can be removed with regular vacuuming.

Regular encapsulation cleaning also helps carpet do what it was designed to do: act as a filter for dirt and dust in the environment. By removing soil frequently, facilities can reduce the buildup of dust, allergens, and things like dust mites that settle into carpet over time.

Think of interim cleaning like routine maintenance on a car.

You don't wait until the engine explodes to change the oil, you take care of it regularly so everything keeps running smoothly.

Same deal here.

Interim cleaning keeps carpets looking fresh between deep cleanings.

Vacuuming
(The MVP)

Interim Encapsulation Cleaning
(The Workhorse)

Extraction
(The Reset Button)



3. Extraction (The Reset Button)

Extraction still has a place, it just shouldn't be the whole program. Instead of being the only cleaning method, extraction becomes the reset button done occasionally to remove deep soil and prepare the carpet for continued maintenance.

Think of it like going to the dentist for a deep cleaning. Important? Absolutely. Something you want to do every week? Probably not.

Most facilities following a SmartCare program reduce extraction to once or twice per year. Speaking of ...

The Problem With Over-Extracting

We see this all the time. Carpet gets extracted, soaked, fans everywhere... and three days later the stains are back like they never left.

That's called **wicking**, and it happens when moisture pulls soil back to the surface as the carpet dries. Over-extracting also causes:

- long dry times
- disruption to residents and staff
- increased labor
- carpets getting dirty again faster
- indoor air quality issues due to mold and mildew

In short: too much water, not enough maintenance.

Low-moisture interim cleaning fixes that by keeping carpets clean **between extractions**, instead of waiting until things look bad.



How This Fits Into a Real Cleaning Schedule

Not every part of a building lives the same life.

Hallways get trampled.

Dining areas stay busy.

Resident rooms mostly mind their business.

So the cleaning schedule should match the traffic.

Traffic Level	Examples	Vacuum	Encapsulation	Extraction
High Traffic	Entrances, Hallways, nurse stations	Daily	Daily or 2-3x per week	1-2x per year
Moderate Traffic	Dining rooms, offices, lounges	Daily	Weekly	1x per year
Low Traffic	Guest rooms, meeting rooms	3-4x per week	Monthly	As needed

High-traffic areas benefit the most from regular interim cleaning because soil builds up faster. Instead of waiting until the carpet looks bad, the program keeps it looking good all the time.

Where the Whittaker System Fits



The Whittaker Smart Care® System is designed specifically for interim encapsulation cleaning.

It combines:

- counter-rotating brush machines
- encapsulation chemistry
- spot treatment solutions
- an easy, efficient, and repeatable maintenance process

The goal is simple: Clean carpet more often, with less water, and better results.

Quick Reality Check

If carpet takes hours to dry after cleaning...
If stains keep coming back...

If cleaning only happens once or twice a year...

You probably don't need another machine. You need a better program.



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