



WHITEPAPER

HOW A SIMPLE MAINTENANCE PLAN

CAN PREVENT A HUGE CAPITAL EXPENSE

*How our team helped a
property manager reduce
tenant disruptions,
improve cleanliness,
and lower operating costs.*



Overview

How Deep Cleaning Prevents Carpet Replacement

At first glance, carpeting is an aesthetic choice. But for a property manager, it's one of the most significant and visible assets in a building. When it looks worn, the entire property feels dated, driving facility managers to one of the most expensive capital expenditures: full replacement. This case study shows how one property manager avoided this cost.

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A QUOTE!**



○ The Challenge:

This is a familiar scenario for property managers. The common area carpets in a large Class A building—spanning lobbies, hallways, and elevator banks—are only four years old but already look dull, matted, and beat down.

It's frustrating. Despite regular nightly vacuuming, high-traffic lanes often look permanently stained and people comment on the "worn-down" and sloppy appearance of the building. And tenants? Would you sign a lease if it looked like that?

A full replacement for situations like this gets expensive. Really expensive. Even budget carpeting can run \$20 a square yard. But it's not just the cost of the carpet and installation, you also need to account for any potential downtime and logistical headaches required to relocate people during the project. And more often than not, this isn't a warranty repair — even if the carpet's manufacturer warranty is for 10 years. The carpet might well be failing in less than half that time, but it's not from manufacturing defects. It's failing from preventable wear.

○ The Solution:

A Restorative and Preventative Maintenance Program - The true culprit isn't foot traffic. It's not just dirt. The issue is embedded grit. In a busy commercial building, foot traffic grinds microscopic particles of sand, salt, and debris deep into the carpet pile.

That embedded grit is the number one enemy of carpet life. It acts like billions of tiny razor blades, severing the carpet fibers with every step. This is why nightly vacuuming isn't enough to extend commercial carpet life. So, what can you do about it?

We offer a two-fold solution:

Phase 1: Restorative Deep Cleaning: It starts with a regular hot water extraction (HWE) deep cleaning program. Using commercial-grade equipment, we're able to flush the carpet pile without putting harsh chemicals and solutions into the carpet, breaking up any compacted soil and extracting fiber-destroying grit.

Phase 2: Preventative Maintenance Program: To prevent the problem from returning, we implement a regular preventative program - more often in the winter, less often in the summer. Regularly scheduled deep cleanings ensure grit never has the chance to build up and cause permanent damage. In fact, proper maintenance can be a key requirement in commercial carpet warranties.



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Since 1965

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To find out how our commercial carpet maintenance program can protect your property's assets and save you from costly replacement, contact us today.

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○ The Results:

Huge Capital Savings and Extended Asset Life - A restorative deep clean has an immediate visual impact, removing the "traffic lane graying" and restoring the carpet's original texture. This kind of deep clean often allows building's management to indefinitely postpone a costly full replacement.

By shifting the budget from a massive, reactive replacement cost to a small, proactive operational cost, property managers achieve a significant ROI. The results are clear:

- **Avoid Capital Expenses:** Postponing a replacement saves hundreds of thousands, or even millions, of dollars in capital expenditure.
- **Zero Tenant Disruption:** Preventative maintenance is quiet, fast, and scheduled for after-hours. This avoids the noise, downtime, lost productivity, and high logistical costs of relocating tenants that a full replacement project requires.
- **Lower Operational Costs:** The annual cost of a maintenance program is a tiny fraction of the cost of a single replacement.
- **Long-Term Benefits:** The carpet's usable lifespan can be extended to meet or exceed its 10-year warranty, protecting the asset and improving the building's appearance.

○ Conclusion:

Commercial carpet doesn't just "wear out." It is broken down by improper maintenance. The single most effective way to reduce capital expenditures on flooring is to invest in a preventative deep cleaning program. It stops the "sandpaper effect" of embedded dirt and protects the fibers from irreversible damage.

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