



Carpet General Care Guidelines

This guide offers general advice about caring for carpet. Proper maintenance guidelines may vary by manufacturer, so please, call the experts at Cherry Carpet and Flooring to learn more about your specific flooring at 757.397.5811.

We carry a variety of manufacturer's maintenance products to provide the right floor care product for your new and existing flooring.

Carpet Stain Removal

Treatment of the affected area should begin immediately upon discovery. The more time that elapses before treatment, the more difficult a stain will be to remove.

First scrape the food spill gently with a spoon or dull knife, removing as much as possible. Always work from outer edge of the stain towards the center to avoid spreading. Blot, do not rub or scrub, as the carpet may fuzz.

When using a mild detergent, use a clear, non-bleach laundry detergent. Do not use cloudy detergents as they can leave a sticky residue. Use only 1/4 teaspoon of detergent to 32 ounces of water. Follow detergent cleaning with clear water rinsing and then blot dry as much as possible.

For any stain removal, use a white cloth or paper towel for cleanup.

Vacuum Regularly

Most dirt, and even dust, takes the form of hard particles. When left in the carpet these gritty, sharp particles abrade the pile of the carpet. Regular vacuuming not only prolongs the life of the carpet, but will enhance its appearance as well. Most soiling in carpet is of the dry, particle type which can be removed with a vacuum cleaner.

Vacuum high traffic lanes daily, medium to high traffic areas twice weekly, and the entire house at least once a week.

Use a vacuum with a rotating brush or beater bar. Change the bags often and check the beater bars for burs and gouges so as not to damage the surface of the carpet. Some thick loop pile carpets will fuzz if a rotating brush vacuum is used. In this case we recommend a suction vacuum only.



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Preventative Maintenance

The use of mats or runners at all home entrances and on uncarpeted areas adjacent to carpet will reduce soil and moisture in traffic areas. Clean mats and any other rugs placed over carpet regularly.

The use of furniture coasters to distribute the weight of heavy items is also recommended, especially for furniture with wheels. Take care when moving furniture with wheels by putting a protective barrier between the wheels and the carpet. To extend the beauty of your carpeting, close drapes or blinds during hours of direct sunlight.

Exercise extreme caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers and plant food. They are strong chemicals that can permanently discolor or dissolve carpet fibers.

Cleaning Recommendations

Even with regular vacuuming, soil particles and oily dirt will cling to the carpet fibers. With foot traffic these particles and oily dirt are driven deep into the carpet. We recommend a professional every 18 to 24 months. Periodic cleaning, using the hot water extraction method performed by a professional cleaner, will refresh carpet appearance.

The most used areas, such as entrances, doorways, traffic lanes, and in front of chairs will collect dirt faster than other areas. Clean these areas as they begin to show soil. This will stop dirt from spreading, and will extend the time between professional cleaning.