

# Simply Demand Clean Carpet Every Day at a Reasonable Cost

New

The STRATEGEM® Carpet Maintenance Management & Cleaning Strategy



This school's carpet is 16 years old, yet looks new with the STRATEGEM concepts.

**STRATEGEM®**   
Think Simple

## The Secret: Make use of the Maintenance Benefits of Carpet

- **Carpet traps dirt and other contaminants** where they occur, keeping them out of the breathing zone – identify these areas (see below).
- **Carpet helps keep soil from spreading** – in contrast to hard surface floors which allow soil to spread fast and far.
- **Carpet hides soil** – so intuitively focus on the soil-hiding areas even if you cannot see the soil.
- **Carpet can be cleaned with no ‘down time’** – The HOST System is “dry extraction”, and is designed for restoration cleaning as well as for daily maintenance.

Experience proves that carpet is 50%-70% cheaper to maintain than hard surface floors. And, the HOST® Dry Extraction Cleaning System is 30%-50% less costly than wet cleaning methods. Carpet can last attractively for **15-30 years** with the HOST STRATEGEM concept!

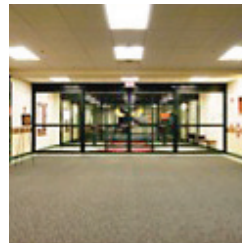
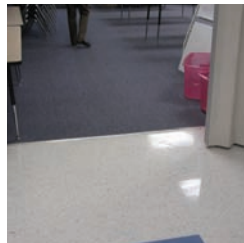
### Carpet Soils Like This:

- 90% of dirt is tracked in and around by dirty shoes.
- 85% is **dry** dirt, 15% is **sticky** dirt.
- Dirt accumulates in **track-off, funnel, main traffic and spill prone areas** – even if you can't see it.
- 100% of the carpet can be maintained by focusing on the 30%-50% that's getting dirty.



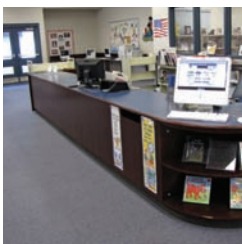
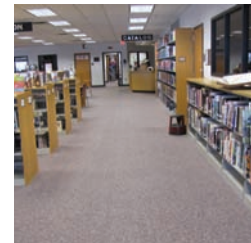
#### Track-off Areas

Entrances and wherever carpet meets hard floors.



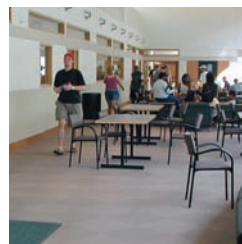
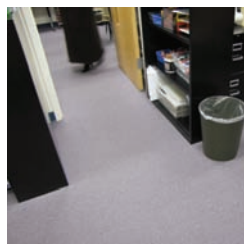
#### Main Traffic Areas

High traffic hallways in the facility.



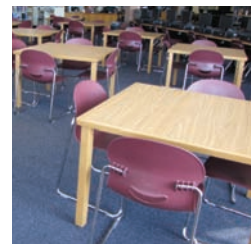
#### Funnel Areas

High traffic areas at doorways and in front of counters and reception areas.



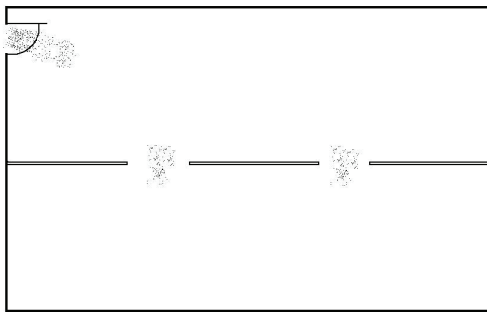
#### Spill Prone Areas

Break rooms, coffee stations, print and mail rooms.

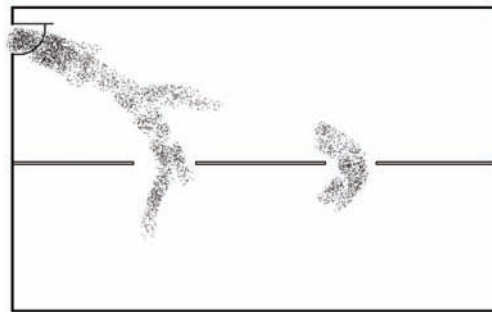


## Dirt is Controlled Like This:

- Use well-textured textile inserts or runners at all outside entrances – 15-20 feet long at main entrances.
- Carpet each elevator to trap soil, keeping it away from upper floors. Power pile-lift and extract the deep dry dirt with the HOST extractorVAC®\* daily.
- eVAC® textile inserts or runners every day.
- eVAC track-off areas every day – **whether dirt is visible or not** – this is a new concept for deep Intuitive Vacuuming™.
- eVAC all funnel and main traffic areas 2 to 3 times per week – **whether dirt is visible or not** – this keeps hidden dirt from accumulating and spreading.
- Surface-vacuum\*\* all carpet every week.
- Remove spots every day.
- HOST-clean track-off, funnel and main traffic areas if needed – this is deep Intuitive Cleaning™.
- Sweep and/or blow outside sidewalks every day and periodically power wash them.



eVAC the track-off and funnel areas often.



Otherwise, soil will be allowed to be tracked farther.

## Spot Removal the Easy Way

Spots and spills should be removed as they occur, and can be removed by using HOST Dry Carpet Cleaner while you eVAC the carpet. Some spots even will come out with a microfiber cloth moistened with water.

- **For wet spills** – blot the spill with a dry towel or cloth. Then brush, or work HOST Dry Carpet Cleaner into the carpet. Allow the area to dry, and then eVAC.
- **For dry spots** – eVAC the area, apply HOST Dry Carpet Cleaner and brush with the HOST machine. Then eVAC again.

When you don't have the HOST extractorVAC available, use the HOST Carpet Spot Removal Kit. Follow the above procedures on all spots and spills. Use your surface vacuum. Any HOST that is left behind will be removed the next time you deep vacuum with the eVAC.

\*The HOST extractorVAC (eVAC) machines power pile-lift & extract deep down dry dirt that accumulates daily.

\*\*Surface-vacuuming is vacuuming with a commercial upright or tank vacuum.



**31-Year-Old Carpet**

By 25 years old, this carpet had turned a dingy brown due to years of chemical and soil build up. Today, the now 31-year-old carpet is maintained in its original vibrant orange color, and looks great. It is not scheduled for replacement.



**21-Year-Old Carpet**

After 15 years of use this carpet was scheduled for replacement because it had uglyed-out. Six years ago it was restored with the HOST System. No visible traffic lanes or spots remain.



**7-Year-Old Carpet**

This 7-year-old carpet has been maintained, following STRATEGEM, from day one with the HOST System and looks new. A recent patch with "attic stock" cannot be seen! (To see where the patch is, go to <http://www.hostdry.com/in-your-facility/keep-your-carpet-clean>.)

**Come to the HOST School® and learn about Intuitive Cleaning™**



Racine Industries, Inc.  
800-558-9439  
262-637-4491  
262-637-0558 Fax  
[www.hostdry.com](http://www.hostdry.com)

