

# The Great Western News

April 2008



Ask Mr. Janitor:  
This winter has been hard on my carpets! They are really dirty! I need to spend a lot of time getting them clean. How are your carpets?



Mr. Janitor Answers:  
Sure! My carpets also need attention. It is a good thing we have the new technology of encapsulation to make our carpet cleaning better, last longer, and reduce costs. If you are not familiar with this, let's take a look at it..

## Something Really New and Really Better

Encapsulation is a new technology that revolutionizes carpet cleaning. Succinctly, encapsulation technology uses crystallizing polymers to help clean and keep your carpets cleaner longer. What is it, and how does it work?

The product line, and it is a complete product line, is *The EnCap System*™ by Pro-Link®. All of *The EnCap System* products are approved by The Carpet And Rug Institute, and each product carries the RISI Seal of Approval. These products are safe and effective, even for wool carpeting. They really work!

Since most of you are familiar with extraction, let's look at *The EnCap System* extraction fluid to understand why this product is much better than "traditional" extraction fluids. The product name is *Extraction Carpet Cleaner*, and it is used in your extractor. With extraction cleaning, moisture and soils are left behind after the extractor has been used. It is impossible to pick-up all of the moisture used to clean. With that moisture, soils are also left behind. These soils keep your carpets from looking their best, and they can act like a magnet to attract more soils from the shoes that walk across your carpets causing your carpets to re-soil faster than they should. *The EnCap System, Extraction Carpet Cleaner* is put into and used in your extractor just like a traditional extraction fluid. Yes, there is moisture involved, and yes, there is moisture and soil left behind. Encapsulation chemicals utilize detergency just like the typical chemicals you use now. It is at this point that everything changes.

The difference is in the crystal polymers used in encapsulation chemicals like *The EnCap System* product line. The soils left behind after extraction are surrounded or encapsulated into dry crystals so that ordinary dry vacuuming will remove them from your carpets. Each time your carpet is vacuumed, after being extracted with an *EnCap* product, the carpet gets cleaner because more soils inside the dried crystal polymers are simply vacuumed away. Your carpets will be cleaner. They will look better, and they will stay cleaner longer than with traditional cleaning products.

*The EnCap System* is a complete product line. Each of the products offers meaningful benefits over "traditional" carpet care products. These are amazing products that make it easier to get and keep your carpets clean.

If you have any questions about these new and better products for carpet cleaning, please give us a call at our Davenport office at 563/445-6644 or in Cedar Rapids at 319/395-0445. If you have carpets to clean, *The EnCap System* products will make your carpet cleaning time more effective. Your carpets will be cleaner, and they will stay cleaner longer.



## Self-Contained Extractor

**CFR Self-Contained Extractor,  
maximum cleaning power for  
professional applications!**

**CFR quality in a  
non-recycling unit.**



### Self-Contained Extractor

For convenience you can't get any easier than a CFR self-contained extractor. You get maximum productivity with the added flexibility of attaching additional tools for cleaning spots, stairs and upholstery. These extractors are great for tight areas where maneuverability is a problem.

CFR Self-Contained Extractor provides superior cleaning power with a floating brush head that maximizes agitation and leaves the carpet cleaner. You never have to worry that you don't have the brush at the proper level – it needs no adjustment.

The powerful 1300 RPM chevron style brush agitates and removes soil other self-contained extractors leave behind. Solution is delivered at 100 p.s.i. through two spray jets for even application.

- **9 gallon solution tank**
- **Compact unit for easy transport or storage**
- **18" cleaning path**
- **Heavy-duty polyethylene body**
- **Separate vac, brush and pump switch**