

# Local Carpet Cleaner Vows to Fight Unemployment!

**Keeps "Cleaning Green", offers every 3rd room free through January.**



Hi! My name is Richard Carpenter, owner of ULTRASTEAM Professional Cleaning. You may have heard of us - we're Durango's only "green" carpet cleaning company, using plant-derived, hypoallergenic cleaning products instead of petrochemicals, and devoting ourselves to providing **you** with the **ultimate** customer service experience! Well, it worked - we were so busy this summer that I had to expand my business this fall, getting a third truck and technician, raising pay, even moving into a larger shop this fall to better clean your fine area rugs. There's just one little problem...winter's here, and now I have a shop full of equipment and four work-hungry employees!

## Why My Problem Can Be Your Golden Opportunity... Two "dirty little secrets" about carpet cleaning in the winter!

First, winter is often the best time to clean your carpet and upholstery. Savvy consumers know you'll get the **best deals** (more about that in a moment), and it's good for your health! Houses are closed up more in the winter, and your carpet acts as a huge filter, trapping dust, pollen, smoke and other pollutants out of the air...but like all filters, it only works when it's clean. If your house smells stale and lifeless, you'll be amazed at how "spring-fresh" we can make it while it's still white outside. And with our new speed-drying technology, your carpet will still usually be dry in just a few hours! Also, fewer jobs in the day means we'll have more time to clean some extra furniture or rooms if you decide to "add on" to the job once you see the amazing quality of our work.

Secondly, although winter is an excellent time to clean your carpets, most people wait until the spring or summer. Therefore it's hard for cleaning companies to keep good help during winter months, when it's slower. Some companies get by on floods, rescheduling their customers' cleaning jobs if there's a conflict, and others just radically cut hours and let their employees go, figuring they'll re-hire come spring. But I'm proud of the people who have chosen to work here with me, and I'm willing just to break even for a little while this winter to keep them working and be ready for the rush that's coming next spring! So I decided to make this amazing offer...

## Get every 3rd Room of Carpet Cleaned FREE! Only Through January! (Or, clean 2 rooms and get your favorite chair or recliner cleaned FREE)

We'll measure all your rooms, from largest to smallest, and every 3rd room will be cleaned absolutely free! We'll vacuum for you first, clean your edges with a special tool, use "green" cleaning products and a clear softwater rinse, and speed-dry each area as we finish so you can use it faster! Even if you've used us before, you'll be in for an extra treat in 2008! We've added new "perks" and benefits for you (like wiping baseboards and our 7-day "oops-proof" warranty with Scotchgard.)

And remember, you're always covered by my exclusive, no-risk guarantee...The Most Thorough Cleaning Ever or it's FREE! If you're ever less than delighted with any work we do, we'll make it right, or you don't owe us a penny! What could be more fair?

I sincerely look forward to serving you!

**CALL TODAY 385-8444**  
**All You Have to Lose is The Dirt!**



# What do your neighbors say about us?

"It was excellent from beginning to end. I am very pleased with the job. Price for service was very good."

*-Robert L., Durango*

"My carpet is cleaner this time than from any other company!! And my house has 2 kids, 3 dogs, 4 cats, a horse and lots of train smoke and mud! Thanks,"

*-Mary P., Durango*

"You did a great job on my Turkish rug. I'm very satisfied"

*-Diane E., Durango*

"Mark is extremely professional, pleasant & friendly...You're the best in town. I look forward to clean, healthy carpets & your coming to my home."

*-Jackie E., Durango*

"Carpet looks great - as always! Mark does a wonderful job"

*-Jan R., Durango*

"You guys rock! You really understand customer service."

*-Lynne S., Durango*

"The Chinese rug is soft and silky and beautiful. Thanks!"

*-Rose N., Durango*

Learn more about our company and read other consumer reviews at [www.ethicalservices.com](http://www.ethicalservices.com) (just enter your zip code)



*Before*



*After*

## Is Your Grimy Tile & Grout Driving You Crazy?

Are grungy groutlines driving you nuts? You've tried every "Wally World Miracle Cleaner" on them and they still don't come clean - even with a toothbrush on your hands and knees!

### Don't suffer the dirt or indignity any more... Call 385-8444 for Sparkling Clean Tile and Grout!

We'll schedule you a free in-home quote for our exclusive "green" tile and grout cleaning process, using rotary steam extraction to remove deep grime from the tile and groutlines. We offer grout etching for heavily stained areas, and StoneTech Sealer to protect it from future dirt and stains. (All grout should be sealed after installation or cleaning, but many installers skip this important step because the grout has to "cure" for several days and they're too busy to make it back afterward. And inferior "big-box store" products just don't offer the protection of a professional sealer.)

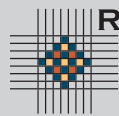
#### Don't Let Dirt Destroy a Work of Art...

A fine hand-woven area rug may have hundreds of artisan hours, not to mention thousands of your dollars invested in it. But over time, sand and dirt collect deep in the pile, grinding away the fibers and wearing it out prematurely. And cleaners who attempt to improperly "surface clean" the rug in your home may cause fiber damage or dye bleeding!

#### Want a clean, fresh, baby-soft rug?

At RugMasters, we use a specialized rug duster first to remove up to 90% of the dry soil before we wash it. Then we hand-shampoo and cold-rinse the rug, to protect the dyes and fibers. We detail the fringes, speed-dry it and return it to you soft and fresh. And through January, you can choose \$47 off any drop-off order, OR get FREE Pickup and Delivery in the Durango area.

Take action to prevent further damage...call 385-5777 to schedule a free rug inspection and quote in-home or at our shop!



**RUGMASTERS OF DURANGO<sup>SM</sup>**

local in-plant cleaning of fine area rugs  
by Richard Carpenter, IICRC Certified Rug Cleaner

**\$47.00 OFF**

**In-Plant Area Rug  
Cleaning**

*(Drop-off orders only)*

**OR get FREE Pickup and  
Delivery in the Durango Area**

**10% OFF**

**Stone, Tile and  
Grout Cleaning**  
*(expires 1-31-08)*

**Every 3rd Room of Carpet  
Cleaned FREE**

*(you may substitute a chair or recliner for free room)*

**Free Room equal or lesser value - Expires 1-31-08**

**Not valid with any other offer**