

HEALTHY, WEALTHY & WISE

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Want to get tough dirt out? Let us CHAT it out...

In order to be really good at a job, a person must first understand the fundamentals of that profession. That's why Roberts Carpet Care puts so much emphasis on training. Did you know that carpet cleaning is a profession based on scientific principles of chemistry and physics? It's true. The ability to effectively clean anything—not just carpet—requires an understanding of the four basic principles of soil suspension; chemical action, heat, agitation and time. We remember these fundamentals by the acronym CHAT.

The first of the fundamentals is chemical action. Water is used in cleaning because of how it reacts with many soils. In fact, water does the majority of the work in cleaning. However, water alone is not very effective on oily or greasy soils. We need specialty cleaning agents to dissolve some of the more difficult soils like food, grease and petroleum oils found in things like makeup, shoe polish and ink. These soils would be difficult or impossible to remove with plain water.

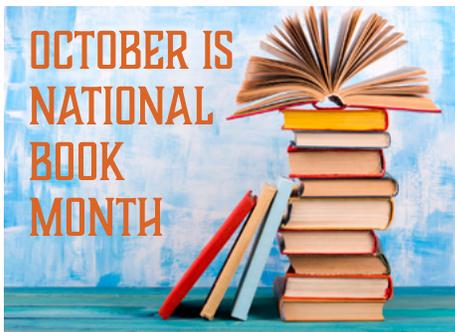
It's amazing how little of these cleaning agents we need to get great results. When we dilute our products, we are actually

using about 99.9% water! If you find this hard to believe, consider how much bubble bath you need to make a whole tub full of suds. It's not much is it? Similarly, we use just enough cleaning solution to break down soils and no more. This assures that we leave no unwanted residue.

Many uneducated cleaners subscribe to the "more is better" mentality, so they overuse cheap, harsh detergents and leave a residue. This is one reason why carpets get dirty quickly after untrained carpet cleaners do the job.

The second principle of soil suspension is heat. Heat helps cleaning agents work better and faster. Applying a heated cleaning solution makes cleaning more efficient, so we use less detergent. Heat also helps liquefy oily, greasy and sticky soils, suspending them into the cleaning solution for effective removal.

Agitation is the third principle of soil suspension. It makes cleaning more efficient by helping distribute cleaning agents for better penetration. By agitating the cleaning solution into your carpet, we



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Hamburger Steak with Onions and Gravy

Ingredients:

- 1 pound ground beef
- 1 egg
- 1/4 cup bread crumbs
- 1/8 teaspoon ground black pepper
- 1/2 teaspoon seasoned salt
- 1/2 teaspoon onion powder
- 1/2 teaspoon garlic powder
- 1 teaspoon Worcestershire sauce
- 1 tablespoon vegetable oil
- 1 cup thinly sliced onion
- 2 tablespoons all-purpose flour
- 1 cup beef broth
- 1 tablespoon cooking sherry
- 1/2 teaspoon seasoned salt

Directions:

1. In a large bowl, mix together the ground beef, egg, bread crumbs, pepper, salt, onion powder, garlic powder, and Worcestershire sauce. Form into 8 balls, and flatten into patties.
2. Heat the oil in a large skillet over medium heat. Fry the patties and onion in the oil until patties are nicely browned, about 4 minutes per side. Remove the beef patties to a plate, and keep warm.
3. Sprinkle flour over the onions and drippings in the skillet. Stir in flour with a fork, scraping bits of beef off of the bottom as you stir. Gradually mix in the beef broth and sherry. Season with seasoned salt. Simmer and stir over medium-low heat for about 5 minutes, until the gravy thickens. Turn heat to low, return patties to the gravy, cover, and simmer for another 15 minutes.

recipe courtesy allrecipes.com

CHAT it out (continued from cover)

suspend soils and lift matted carpet yarns for better cleaning.

Time is the fourth principle of cleaning and soils suspension. This is one area where many carpet cleaners drop the ball. In order for a cleaning agent to work well, it needs “dwell time” to penetrate into the carpet yarns and break down stubborn soils. When untrained cleaners rush this process, cleaning results suffer. We make sure

we allow the product to work so soils are completely dissolved for removal.

All of this is why after Roberts Carpet Care visits, you can expect fluffy, fresh-smelling carpets that stay cleaner longer. Once the carpets are completely cleaned, we can apply a carpet protector to help prevent stains and maintain that fresh, clean look even longer.

Time well spent: Fire safety awareness

A lot of things are annoying: Long meetings, traffic jams, tax forms. And fire drills.

The truth is one can't ignore annoying things because the consequences are usually catastrophic. In the case of fire drills and fire safety, this is exceptionally true.

Because we are safety oriented, fire isn't an everyday threat. We've built our infrastructure and environments so that we can have some peace of mind.

This also becomes the problem. In office buildings and plants, it is essential to have open exits, and essential that people know where they are.

One oft-cited case from 1991 tells a tragic story of locked doors, obstructed exits and no fire plan.

The case involved a food products company. Oil from a hydraulic line leaked out a few feet from a natural-gas fired cooker. The blaze blew up instantly, trapping workers who couldn't get out locked or obstructed doors. No fire suppression system was in place and exits were far from work stations. Out of 90 employees, 25 died and an additional 54 were injured, according to OSHA.

While this was an exceptionally tragic case, blocked exits and locked doors are possible to find in any location. Usually, these situations are easy to remedy and



Ignoring a fire drill can be a life changing decision.

all it takes is a fire-safety attitude.

In fact, the threat of fire is highest during working hours. According to FEMA, non-residential building fires occur most frequently from 3 p.m. to 6 p.m.

An estimated 86,500 nonresidential building fires are reported to United States fire departments each year, according to FEMA. These fires cause an estimated 85 deaths, 1,325 injuries, and \$2.6 billion in property losses per year.

In workplace cases where the blaze is not contained, the most common areas for fires to occur is in vehicle storage areas or other storage areas. Electrical malfunctions and cooking areas follow closely as areas of ignition.

Regardless of where a fire starts, the key is knowing how to escape a building.

Don't ignore the occasional, and annoying, fire drill. The consequences can be catastrophic.

Be a good neighbor on Halloween

Many people enjoy handing out candy to their little visitors on Halloween. To make sure your visiting trick-or-treaters stay safe in your yard:

- Clear away lawn equipment and any clutter from the yard, walkways, and steps so kids don't trip over them.
- If you have lighted jack-o'-lanterns, position them far enough away from where kids will stand so their costumes won't catch on fire. Better yet, use glow sticks instead of candles.
- Make sure paper or fabric decorations can't blow into the flame of a jack-o'-lantern.
- Keep all of your outside lights on during the evening.
- If you are driving during trick-or-treat time, watch for kids.

Before sending your children on their rounds, make sure they eat so they won't be tempted to dig into their goodie bags before you can examine them.

Gluten-free lifestyle may not boost heart health

If you don't have celiac disease, your heart won't get a boost from going gluten free, according to a new study.

The gluten-free lifestyle is crucial for people with celiac disease. For them, eating wheat, barley, and rye triggers the body to attack the small intestine, causing inflammation and leading to malnutrition and gastrointestinal distress. The inflammation then increases heart disease risk. Eliminating gluten stops the attack on the small intestine and reduces inflammation.

What the May study in The BMJ asked is whether people without celiac disease would benefit from going gluten free.

The Harvard research team did not find much of a difference in risk of heart



Take time to teach your children how to have a fun, but safe Halloween.

Check to make sure no parts of their costumes drag on the ground. Kids could step on them, trip, and fall.

If they are wearing masks, be sure they have a good field of vision. Face paint is a better alternative.

Tell them to walk, not run, stay on sidewalks, and cross streets only at intersections, not between parked cars.

Advise kids to approach only those houses with outside lights burning. Never go inside a house. They should wait at the door for their treat.

Young children should be accompanied by an adult. Older kids should travel with a group of friends.



Do your research before making the decision to go gluten-free.

attacks between people who ate the most gluten and those who ate the least.

On the other hand, people who avoided nutritional whole grains had an increased risk of heart disease.

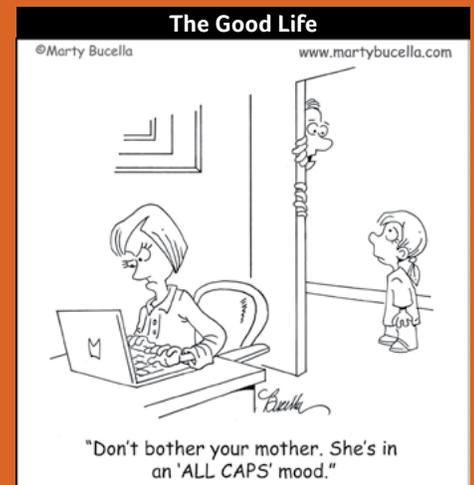
The lesson: If you don't have celiac disease, don't cut whole grains out of your diet and don't worry about going gluten free, according to the Harvard Health Letter.

Client Testimonials

"You cleaned my carpets when I sold my house on College Ave. There was no furniture in the house, you did a fantastic job. Now I've moved to Proprietor's Fields in Williamstown, very small, full of furniture, not much room to clean rugs, yet you did a great job, rug was dry and looked great. I wouldn't have anyone but you to clean my rugs."
– Theresa Brooks, Williamstown, MA

"Couches look great! And – when you said you would be here at 9 am...you sure were – right at 9! Thank you! We appreciate you letting us use the drying fan overnight as well – even though the couches were dry fairly fast, since you don't need to saturate them. Great and thanks!"
– Jamie Rogge, Adams, MA

"Very happy and surprised how clean he was able to get my carpet!!"
– Judie McInerney, New Ashford, MA



Good Clean Funnies

What do ghosts serve for dessert?
I Scream.

What did the little ghost have in his rock collection?
Tombstones.

What happens when a ghost haunts a theater?
The actors get stage fright.

Where do fortune tellers dance?
At the crystal ball.

What do grumpy ghosts like on their tacos?
Sour Scream

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OCTOBER SPECIAL

*September is back to school for the kids and time to clean my carpet! **Save 10%** when Scotchgard carpet protector is reapplied after cleaning!*



Get YOUR Referral Rewards!

For each new client you refer to Roberts Carpet Care, we will send you a 10% referral certificate which you can use for FREE CLEANING or FREE CASH! The certificate will be mailed to you when your referral pays the invoice. The referral certificate is issued on the new customer's first job only. Remember that we offer a 100% money back guarantee, so you can be sure that we will take the absolute best care of your valuable referrals!

