

 **New Mark  
Carpet**

## Care & Maintenance Guide

Professional Care and Maintenance Recommendations

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### **Important**

Proper maintenance helps preserve the appearance, comfort, and service life of your carpet. Improper cleaning methods, bleach-containing products, excessive moisture, or unapproved cleaning agents may cause permanent damage and may affect warranty coverage.

## Recommended Maintenance Schedule

Maintenance Task	Recommended Frequency
Vacuum high-traffic areas	Daily
Vacuum moderate-traffic areas	As needed, but at least every other day in high-use settings
Spot and stain removal	Immediately after spills or visible soiling
Interim or surface cleaning	As needed to maintain appearance between deep cleanings
Professional deep cleaning	At least once per year, or more often based on use and soiling

## General Care Principles

A consistent care routine should begin as soon as the carpet is installed. Select cleaning methods that are appropriate for the carpet fiber, construction, backing, installation method, and level of use. For interim, surface, basic, and intensive cleaning, New Mark Carpet recommends using qualified professional cleaning firms experienced with textile floor coverings.

Claims related to damage or unsatisfactory cleaning results caused by improper cleaning, stain removal, or failure to follow recommended maintenance frequencies may not be accepted under warranty.

## Preventative Maintenance

Preventing soil from reaching the carpet is the most effective way to protect its appearance. Use properly sized walk-off mats or clean-walk zones at entrances and transition areas, especially where hard surfaces meet carpet. These mats should capture both coarse and fine dirt and must be cleaned regularly so they do not become a source of soiling.

- Clean walk-off mats daily in high-use areas.
- Avoid waxy maintenance products on adjacent hard surfaces; residues may transfer to the carpet.
- Use furniture glides or protective pads under heavy furniture to reduce pile distortion.
- Minimize prolonged direct sunlight exposure where practical to help reduce fading over time.

## Routine Vacuuming

Routine vacuuming is the foundation of an effective maintenance program. It removes loose dirt, abrasive particles, and fine particles before they become embedded in the carpet pile. Use a brush-assisted vacuum cleaner with strong suction and a soft brush. Adjust the brush height properly for the carpet construction and maintain the vacuum, including brushes, filters, and bags.

- High-traffic areas such as entries, halls, stairs, reception spaces, corridors, and clean-walk zones should be vacuumed daily.
- Moderate-traffic areas such as offices, meeting rooms, bedrooms, and secondary rooms should be vacuumed as needed, but at least every other day in high-use spaces.
- Consistent vacuuming helps reduce premature pile deformation in traffic lanes and rolling-chair areas.

## Spot & Stain Removal

Time is critical. The sooner a spill or stain is addressed, the greater the likelihood of successful removal. Some substances that bleach or permanently dye fibers may not be completely removable without damaging the carpet surface.

### General Procedure

- Remove excess material carefully with a spoon or other dull, non-sharp tool. Do not damage the pile surface.
- Blot liquids with a clean white absorbent cotton cloth. Never rub aggressively.
- Apply lukewarm water where appropriate and continue blotting until transfer stops.
- Work with the pile direction whenever possible.
- Always test any stain remover in an inconspicuous area before use.
- Remove cleaning residues completely to help prevent rapid re-soiling.
- Do not use bleach or bleach-containing products, as they may cause colors to fade or bleed.
- Keep all detergents and cleaning products out of reach of children and pets.

#### Important Stain Note

For chewing gum, wax, paraffin, or similar solvent-soluble substances, carefully remove as much excess material as possible first. Use an appropriate specialty stain remover only after testing in an inconspicuous location.

## Interim and Surface Cleaning

Surface cleaning cleans the upper portion of the carpet pile and can improve appearance between deep cleanings. It is not a substitute for intensive professional cleaning. Always perform a test cleaning before using any cleaning method across a larger area.

### Foam Cleaning

Stable cleaning foam is worked into the carpet pile using roller or single-disk equipment. Allow the surface to dry thoroughly, approximately five hours, then vacuum thoroughly.

### Powder Cleaning

Moist cleaning powder is applied evenly by hand or roller and worked into the carpet using a brush roller machine. The powder binds and absorbs loose soil. Once the powder has dried, vacuum thoroughly with a brush vacuum to remove both soil and powder residue. Powder cleaning offers a relatively short drying time.

### Pad Cleaning

A cleaning agent is applied with a pressure sprayer. Soil is then absorbed into a yarn pad using a rotating single-disk machine. Vacuum with a brush vacuum after cleaning. Drying time is typically 1 to 2 hours depending on the carpet construction. Aggressive or improperly used microfiber pads may damage the pile.

## Basic and Professional Deep Cleaning

Intensive cleaning cleans throughout the carpet pile and should be performed by a qualified professional cleaning firm at least once per year. The selected cleaning method should be based on the degree of soiling, carpet quality, subfloor construction, installation method, and available drying time. Always perform a test cleaning before proceeding.

### Spray Extraction

Vacuum loose soil with a counter-rotating brush roller machine. After appropriate pre-treatment, rinse loosened soil from the carpet using a spray extraction machine with sufficient clean water and pressure.

#### Spray Extraction - Important Advice

Do not add cleaning product directly to the spray extraction machine. Rinse several times with clear water. Minimum drying time is 24 hours. This method is not suitable for water-sensitive floor constructions or loose-lay carpet installations.

### Combined Cleaning Procedure

Vacuum loose soil with a counter-rotating brush roller machine. Following pre-treatment, a low-surfactant cleaning liquid is worked into the carpet using appropriate equipment such as a three-disk, single-disk, or roller machine. After a short dwell time, loosened soil is flushed to the surface and extracted using a spray extraction machine with sufficient water output.

#### Combined Cleaning - Important Advice

Use crystalline drying carpet shampoo or low-surfactant cleaning products for pre-shampooing. Do not refill the extraction machine with cleaning product. Rinse several times with clear water. Drying rarely takes less than 24 hours. This method is not suitable for water-sensitive floor constructions or loose-lay carpet installations.

## Normal Appearance Characteristics

Shading, tracking, footprinting, pile distortion, temporary furniture indentations, and minor texture variation are normal characteristics of textile floor coverings and are not manufacturing defects. Improper cleaning methods, excessive moisture, bleach-containing products, or unapproved cleaning agents may result in permanent damage and may affect warranty coverage.

## Disclaimer

These care and cleaning guidelines are based on current product knowledge and general maintenance practices. Site conditions, installation methods, cleaning equipment, and cleaning products vary. Always verify that cleaning procedures are appropriate for the specific carpet construction and installation. New Mark Carpet reserves the right to revise maintenance recommendations as products and technologies evolve.

### Summit International Flooring

#### New Mark Carpet

[www.summit-flooring.com](http://www.summit-flooring.com)

(877) 496-3566

[info@summit-flooring.com](mailto:info@summit-flooring.com)