



## Consumer Guide

**How to achieve the best quality clean.**

**Avoid making 7 common mistakes and being ripped off!!**

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**1. Wet carpets or upholstery for days on end.**

**2. Dirty again soon after cleaning.**

**3. Small cleaning machines = POOR results.**

**4. Honesty & integrity.**

**5. 'Guaranteed stain removal'**

**6. A cheap price that ends up being much more.**

**(Add-ons e.g. Deodoriser, stain removal, pre-treat, rooms 'bigger than expected' etc.)**

**7. Check a company has FULL Insurance.**

## **1. Wet carpets or upholstery for days on end.**

The biggest complaint in the industry! There are companies that use small machines a bit like the machines you hire. The main problem with these machines is they are under powered and do not clean as well as they do not generate any heat to assist the clean, nor do they extract enough moisture. After cleaning, the carpets are left wet resulting in days to thoroughly dry them. This lengthy drying process can generate mould as well as create a nasty smell.

## **2. Dirty again soon after cleaning.**

Another complaint which again can be linked to the above type of machinery. A solution is used in the cleaning process so IF the fibres are not rinsed thoroughly, the solution (which is quite sticky) starts to attract dust and soil very quickly. Comparable to washing your hair, when you shampoo your hair you rinse the shampoo off which leaves your hair squeaky clean. The same principle can be applied to cleaning your carpets & upholstery - if the fibres are not rinsed thoroughly, re-soiling occurs.

## **3. Small cleaning machines = POOR results.**

Back to small machines again. How can a small machine costing a few hundred pounds compare with a machine costing thousands? The truth is it cannot, otherwise ALL true professionals would be using them!! After spending money on an 'inadequate' clean first time around, it will cost more in the long run to have your carpets/upholstery cleaned again!

## **4. Honesty & integrity.**

As with any business, there are the good, the bad and the damn right awful - the cleaning industry is no exception. A good business and reputation relies on word of mouth referrals and repeat clientele. Any reputable business owner relies on the ethos of delivering an honest, ethical service by responsibly holding the correct insurance, undergoing correct training, using the right equipment and solutions and sustaining satisfied clients. Some companies see people as simply 'another' customer as opposed to a 'valuable' client. These companies rely on sourcing 'new' customers every day, knowing that they won't be back, they simply get another new customer.

ALL **CROSS Cleaning Company's** customers are valuable clients and we look to serve them as such, not just because we want to maintain our reputation but also because we want to assist them many times in the future through one service or another. It is our aim to carry out the very best quality each and every time.

## 5. 'Guaranteed stain removal'

**WHAT** can successfully be achieved? Can cleaning remove every stain - **NO!!**

**FACT** - if someone says that they can 100% remove **ALL** stains then they are not telling the truth!! Look at it logically – products such as cosmetics (fake tans etc.), food and drinks contain dyes and tanning agents which cannot be removed no matter how much you try. This is not because a cleaning company has not tried hard enough, but because these types of stains are **PERMANENT!!**

Other permanent stains e.g. Urine, vomit etc. will change the colour of the fibres due to their acidity and cannot be corrected unless they are cleaned virtually the same day. However, residues can be vastly improved as well as their associated odours. It is imperative that members of the public are wary of anyone who professes to remove **ALL** types of stains as this is usually a tactic to secure the job in the first place!!

## 6. A cheap price that ends up being much more.

(Add-ons e.g deodoriser, stain removal, pre-treat, rooms 'bigger than expected' etc.)

This is another major issue in the industry that causes big problems. People are attracted by a promotion that seems like a bargain - and why not? However being a service industry throws up the biggest variations possible than what is actually delivered. It is known in the industry as '**BAIT & SWITCH**' and it is **ILLEGAL!!** Watch the **BBC Watchdog** episode on this.

**How it works:** A flyer comes through your door and explains you can have carpets and upholstery cleaned at what seems at first to be an amazing price. You pick up the phone and book the company thinking you will receive a cheap clean. When the company (or individual working for cash in hand) arrive, they go on to explain that the rooms are 'bigger' than expected and say that it will now be £... instead. They then ask you if you would like a 'deodoriser' - that will be an extra £... How about 'stain removal' - that will be an extra £... OR maybe a 'pre-spray before cleaning?' – that will be an extra £... The list continues and you will be facing a much higher bill. Some companies have been known to pressurize the public into making these additional choices!!

**\*\*\* CROSS Cleaning Company declare and clearly state ALL prices up front. There are NO hidden extras \*\*\***

## **7. CHECK A COMPANY HAS FULL INSURANCE.**

Is the company 'correctly' insured? There are so many horror stories of damage to property, with companies not having the right insurance to cover you or the item being cleaned!

Trying to reach someone who only has a mobile number, taken from a leaflet that arrived through your door can be challenging to get your problem resolved.

**CROSS Cleaning Company** are a conscientious operator and take the upmost care for your home. Our insurance covers for '**Public Liability**' PLUS the item being cleaned. It is the **ULTIMATE** insurance that covers literally everything and anything being cleaned. Not every operator has this essential cover and some don't even realise it!

**NOTE** – any individual can buy a cheap 2nd hand machine, get a website built and call themselves a so called professional. There are no laws to stop this, so anyone can enter your home or business, even if they have never been on any training!

If someone has not been trained by leading industry figures then how on earth can they know what they are doing? The industry has in the past been tainted by problems. Disasters can (and do) happen often, usually as a result of someone having absolutely no idea what they are doing often resulting in ruining your carpets and furnishings.

### **One final point – 'We Get What We Pay For'**

#### **The Common Law of Business Balance (John Ruskin 1819-1900)**

'It is unwise to pay too much, but it is worse to pay too little. When you pay too much you lose a little money, but that is all. When you pay too little you sometimes lose more, because what you chose was incapable of doing what it was bought to do.

**NB: Information contained in this guide was sourced from the internet - author unknown.**



## A LITTLE ABOUT US.

We are Darren and Ruth Cross, owners of **CROSS Cleaning Company**. We pride ourselves on our reliability, honesty, integrity and taking pride in every job. Our aim is to achieve the very best clean possible ensuring a quality service throughout.



We use the '**Hot Water Extraction**' (deep steam) process. Using one of the most up to date and advanced machines on the market costing £1000s, our machines powerful motor (at high pressure) gets the hot steam solution deep within the pile. Then powerful twin vacuum motors extract the moisture. The result – clean, sanitized carpets and upholstery.

With excellent customer service and an unblemished history, we guarantee the very best thorough clean backed by a '**100% Satisfaction Guarantee**' OR we will re-clean the carpets for **FREE!!**

To obtain the best quality results, we use a multi-stage cleaning process. The quality of the clean is important to us so we **DON'T** cut corners to save time and money!! We use the highest quality solutions on the market and **EVERY** clean includes a 'pre-spray'. Where possible (depending on the type of carpet) a machine is used to agitate the pile, loosening soil further before our machine extracts the soil using deep steam. Any '**Spot & Stain**' treatment required is included.

**Note: 100% stain removal cannot be guaranteed due to various factors i.e. the type of stain, type of fibre, length of time or whether a domestic stain remover has been used etc.**

**In most cases, we remove the stain completely or at least reduce it significantly.**



## SUPERIOR EQUIPMENT



**CROSS Cleaning Company's** uniformed technicians are Industry trained, **FULLY Insured (Damage Cover plus Public Liability up to £1,000,000)** and are **CRB checked**.

## ALLTEC Elite 500

The **ALLTEC Elite 500** professional carpet cleaning machine is a powerful and robust unit. The Elite 500 comes with a special 'High-Air Flow' vacuum system, and uses up to 500psi of pressure. With a high heat in-line heater, it delivers superior cleaning results and faster drying times.



The Alltec Elite 500 provides outstanding cleaning power for domestic and commercial carpet cleaning plus tile and grout surfaces with ample power to work with the Rotovac 360i. The standard Shur-Flo 6.8 bar (100psi) pump has been the industry leader for many years. However, the 500psi Pump Tec solution pump clean carpets at pressures of up to 23.8 Bar (350 psi) or hard-floor cleaning at 34 Bar (500 psi).



The Elite 500 with High-Airflow vacuum motors in Parallel are excellent for carpet cleaning, where liquids are suspended in the carpet fibres. High airflow removes the fibres of liquids, speeding drying times and minimises re-soiling. Motors run independently maximising airflow leaving carpets **CLEANER** and **DRYER**.

## Rotovac 360i



Most carpet cleaners today still use a standard manual scrub wand, simple because it has been around for over 40 years. These are ok, but using a manual wand requires a great deal of physical labour and only cleans in 2 directions.



The **Rotovac 360i** cleans far better than a manual wand because the circular motion agitates the pile of the carpet in more than one direction. The **Rotovac 360i** is an excellent tool for carpet cleaning as well as tile and grout surfaces as the adjustable speed control enables the machine to adapt to each surface.



The Tile and Grout head uses a combination of rotary nylon cleaning brush bristles, spray jets and an outer vacuum ring to thoroughly clean and dry the floor.

## QUICK drying times



Usually 2-3 hours. We use a Turbo dryer for large areas plus Air-pods for areas with poor ventilation. The movement of air assists with quicker drying times. To prevent re-soling during the drying process, we will provide you with **FREE** overshoes for all occupants.

## Cleaning services

- \* Carpet
- \* Tile & Grout (incl. Natural Stone)
- \* Amtico & Karndean
- \* Upholstery
- \* Rug
- \* Residential, Commercial &
- \* Automotive Deep Interior Clean  
(Specialist in spillage & odour removal)
- \* Specialist 'Spot & Stain' removal

## Additional applications

- \* **PRO**mite Anti-allergy & Stain Protector
- \* Choice of deodorizers available
- \* Fumigation treatment
- \* Odour kill treatment

## AREAS COVERED

**West Sussex:** Brighton, Hove, Portslade, Shoreham, Worthing, Billingshurst, Horsham, Crawley, East Grinstead, Haywards Heath, Burgess Hill.

**East Sussex:** Saltdean, Peacehaven, Newhaven, Seaford, Eastbourne, Bexhill, Uckfield, Crowborough, Heathfield.



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