



Diversification Program

ORIENTAL RUG CLEANING

Pricing and Income Potential

Depending on the procedure used, fiber type and construction, area and Oriental rug cleaning commonly commands prices from \$1 to \$3 per sq. ft. Many rugs that fall into this category can even be cleaned on location. Additional fees are charged for specialty services such as stain removal, odor control or protection services. It is recommended when performing these specialty services that these rugs are cleaned in-plant rather than on location.

As you move into "investment grade" or heirloom rugs which can be valued in the tens of thousands of dollars or more, there are "In Plant" procedures available. These require special training and typically a significant investment to get involved. However, this is a very profitable service that many times brings in fees of \$3.00 to \$7.00 per sq foot or more.

Area rugs make up an increasing share of the floor coverings sold for home or office. With a decrease in carpet sales, and a rapid increase of wood, tile and stone flooring, you will come across more and more rugs on a daily basis.

These rugs are being cleaned using a variety of techniques ranging from hot water extraction to wash pits to rug plants. Are you getting your fair share of this huge market or have you been forced to turn your customers away due to the lack of training or proper equipment?

Your **Bridgepoint Distributor** wants to make sure you are prepared to serve this high-end clientele.

Product List (Suggested items to perform this service)

Wool Perfect	P.I.G
Wool Zone	Tamping Brush
Wool Medic	Spotting towels
Hydrocide for Wool	Measuring cup
Oxy Buff Cotton Shampoo	2 Qrt Pump sprayer
Fabric Shampoo	Grandi Brush
Dye-Loc	2 gal pump sprayer
Maxim Advanced for Wool	Grandi-Groomer
Citrus Solv	Handi-Groomer
Coffee Stain Remover	

Educational Resources

Bridgepoint Fast Track Cleaning Guide - LB293	IICRC Rug Cleaning Technician Class (RCT)
Oriental & Area Rug Basic Manual - LM03	www.bridgepoint.com

Marketing

Area rug cleaning is the one of the most natural add-ons for the cleaning contractor that can be found. Most or all of your carpet cleaning marketing should also include the fact that you do rug cleaning as well.

- Many of your current clients have Oriental rugs. Be sure to mention that you can provide this service. Look for such rugs in the homes you are currently cleaning.
- Show Oriental rug cleaning on all your paper work and marketing messages that you send out. Include your business cards, invoices, thank you letters, van or company vehicle, web site, referral coupons, etc.
- Send reminder postcards to all existing customers.
- Offer bundling packages when combined with other services such as cleaning the flooring where the rug was placed while the rug is in your shop.
- Oriental rug showrooms are common in larger cities. Also target furniture stores and interior decorators or anyone who may have rugs for sales needs, to be part of your growing referral network.

Other

Many Oriental rugs are truly valuable works of art. As you learn about the unique characteristics of these rugs, how they are constructed and how they should be cleaned, your clients will come to recognize you as the expert they can rely on to clean and maintain their fine furnishings.

This is one of the most profitable and rewarding services you can provide as a cleaning and restoration professional.



www.BridgepointSystems.com

800-658-5314



ORIENTAL RUG CLEANING ORDER FORM

[Street Address]

P.O. NO.

[City, ST ZIP Code]

DATE

[Phone] [Fax]

CUSTOMER ID [ABC12345]

[e-mail]

VENDOR

[Name]

[Company Name]

[Street Address]

[City, ST ZIP Code]

[Phone]

SHIP TO [Name]

[Company Name]

[Street Address]

[City, ST ZIP Code]

[Phone]

REQUESTED SHIPPING METHOD	SPECIAL SHIPPING INSTRUCTIONS (IF ANY)	REQUESTED SHIP DATE

QTY	ITEM #	DESCRIPTION	UNIT PRICE	NOTES	LINE TOTAL
	CW15GL	Wool Perfect	\$41.95		
	CW16GL	Wool Zone	\$29.95		
	CW17GL	Wool Medic	\$29.95		
	CW18GL	Hydrocide for Wool	\$81.95		
	CP10GL	Maxim Advanced for Wool	\$57.17		
	CR14QT	Dye-Loc	\$26.99		
	CR08QT	Citrus Solv	\$21.40		
	CS09PT	P.I.G.	\$15.48		
	CU62A	Oxybuff Cotton Shampoo	\$67.56		
	CU61GL	Fabric Shampoo	\$25.70		
	CS16B	Coffee Stain Remover	\$20.22		
	AB85	Tamping Brush	\$8.28		
	AU18	White Spotting Towels (Case of 28)	\$25.99		
	AX24	Measuring Cup	\$1.74		
	AS202	2 gal. TWBS Pump Up Sprayer	\$82.09		
	AB24	Grandi Groomer	\$24.05		
	AB28	Grandi Brush	\$31.99		
	AB20	Handi Groomer	\$9.99		
	AS05	2 qt. Pump Sprayer	\$27.99		

* Prices subject to change without notice

*Sales tax calculated at time of purchase.

SUBTOTAL

SALES TAX

TOTAL

Authorized by _____

Date _____