

## Encapsulation Cleaning: Cleaning Better and Faster

### What is Encapsulation Cleaning?

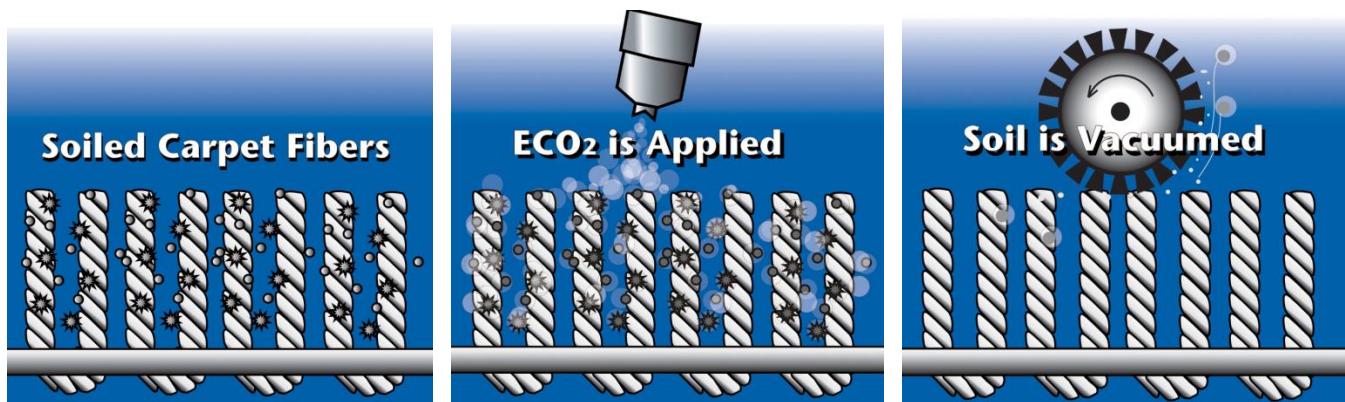
Encapsulation cleaning is an interim carpet cleaning method that is one of the Carpet and Rug Institute's (CRI) Five Ingredients for Great Looking Carpets. Interim carpet cleaning can be used if regular vacuuming isn't doing enough. The purpose of interim carpet cleaning is to clean the carpet with minimal water, chemicals, and labor. The next step after interim cleaning is restorative cleaning, which includes high labor, is costly, and has a lengthy carpet drying time. Other interim carpet cleaning methods include absorbent compound, bonnet, and wet shampoo.

### Five Ingredients for Great Looking Carpets

1. Soil Containment
2. Vacuuming
3. Spot and Stain Removal
4. **Interim Cleaning**
5. Restorative Cleaning

### How does Encapsulation Cleaning work?

The chemistry behind encapsulation is its crystalline polymeric formulation. The encapsulation formula utilizes polymers that surround soils and dirt on carpet fibers. These encapsulated contaminants then crystallize and become brittle, making them easy to vacuum and leaving the carpet free of contaminants. Contaminant free carpet helps prevent re-soiling, which allows the carpet to stay clean longer, improving the appearance, lengthening the time between cleaning, and also prolonging the life of the carpet.



## What makes Encapsulation Cleaning Spark Interest from Professionals?

### Low Moisture

Encapsulation carpet cleaning is a low-moisture carpet cleaning system. Low-moisture systems, such as bonnet and encapsulation cleaning, have a significantly faster drying time compared to other interim cleaning methods. This is essential for carpet cleaning in high traffic areas, because the carpet can become usable within one hour after cleaning. Low-moisture systems also contain low volatile organic compounds (VOCs), which can potentially improve the air quality of the cleaning area and make it a safer environment for workers. Odor eliminating chemicals, such as hydrogen peroxide, can also be designed into an encapsulation formula, leaving the carpet looking and smelling cleaner.

### Quick and Easy to Learn

The training and equipment required for encapsulation cleaning is minimal. A cleaner would first pre-vacuum the carpet, apply the encapsulation product, and then agitate the surface with a machine equipped with a carpet brush. After allowing a dry time of 30-60 minutes, the encapsulated soil and detergents are then removed by vacuuming. Not only is this procedure simple, but it also reduces the training time of employees. The procedures below are what cleaners would actually perform with encapsulation cleaning.

1. Pre-vacuum the carpet. This will help remove loose soils.
2. Apply the encapsulation product. Depending on the product specification, dilute the solution and spray a manageable area using a sprayer mechanism.
3. Allow 2-5 minutes (depending on the product) for the solution to dry.
4. Agitate the surface with a machine equipped with a carpet brush. A machine with counter rotating (black) nylon brushes is preferred. A conventional floor machine equipped with a carpet brush or spin bonnet can also be used.
5. Allow 30-60 minutes (depending on the product) for the carpet to dry. An air mover can be used to speed up the drying process. Once the carpet is completely dry, it can be returned back to service. Ensure that the carpet receives normal frequent vacuuming.



### Cost Savings

Encapsulation cleaning is highly profitable because it has the ability to cover large surface areas. Multi-Clean offers an encapsulation product called ECO<sub>2</sub>. Four gallons of diluted ECO<sub>2</sub> can cover up to 44,000 sq ft. of carpet! The ability to cover large surface areas, coupled with prolonged periods between cleanings, can significantly reduce the cost of carpet cleaning and can save a company a lot of money.

## How does Encapsulation Cleaning Compare to Other Interim Cleaning Methods?

Method	Advantages	Disadvantages
Absorbent Compound	Little to no water is used, very short drying time.	Thorough vacuuming before and after cleaning is recommended, mechanical agitation from a brush must be thorough, the cleaning powder has the potential to reduce air quality, method tends to leave residue.
Bonnet	Low moisture, fast drying time, cost efficient, can contain soil repellent technology.	Does not work if carpet is heavily soiled, cleans only the surface of carpets, can't be used on residential carpets, not a deep cleaning method.
Encapsulation	Low moisture, fast drying time, can contain odor eliminating chemical, no residue, economical.	Does not work if carpet is heavily soiled, not a deep cleaning method, method not for plush residential carpets.
Wet Shampoo	Dated method compared to others.	Can leave a residue, long drying time.

Encapsulation cleaning offers superior interim cleaning performance while maintaining a low cost. Always consult your carpet manufacture for warranty and cleaning procedures specific to your carpet.