

A Professional's Guide to Solving Pet Problems on Your Carpets and Furniture

I know you love your pets just like we love our new puppy Samantha. Along with enjoying our pets comes the occasional frustration of “accidents” in the house. Perhaps your animals are accident-free but still get your carpets and furniture dirty.

We are giving you the benefit of my professional training and experience having successfully cleaned over 1200 homes with these pet issues.

This booklet is full of professional “tricks of the trade” about how you can more effectively and easily eliminate pet stains and odors. Also included are some important do's and don'ts you should be aware of.

After reading this material, if you have any questions, I will be happy to answer them. I love to help people. My personal cell phone number is 354-8010. My name is Cade Carlson. I am the owner of Valley Power Clean Carpet Cleaning. Visit our website for links to pages about training your pets. WWW.VALLEYPOWERCLEAN.COM

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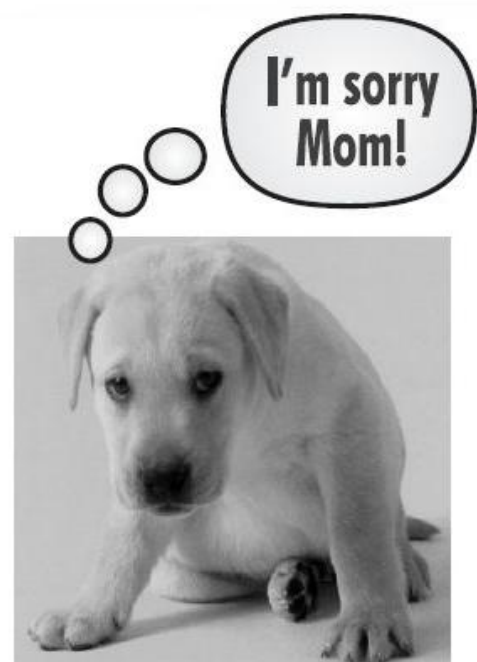
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Look inside for coupons off our services and other pet services!



Urine Elimination

The information about how you can eliminate pet urine problems is on the following pages. If you read this other information first, it will help you to understand the importance of the recommendations provided.

What is animal urine?

Animal urine consists primarily of water, yellow pigment, urea, uric acid, cholesterol, enzymes, and traces of other chemicals. The urine leaves the animal's body as an acid compound, but due to rapid bacterial action, the urine changes into a highly alkaline compound. Urine deposits form alkaline salts. It is the alkaline salts and the yellow pigment called urobilogen that cause the yellow spots we think of as urine stains.

Carpet Dye Loss or Set in Yellow Dye from Urine

The amount of time these components remain in the carpet fibers has a great deal to do with the success rate of completely removing both the spots and the odor. The off-gassing of the bacteria creates ammonia, which can cause a loss of color in fabrics. When this happens, the dyes and carpet fibers may be permanently damaged. In beige carpet, blue dyes are attacked by pet urine, leaving behind the red and yellow dyes, with a resulting stain appearing red, yellow, or orange. This color loss from old urine stains is often mistakenly associated with the current presence of urine. There are times with old urine that we can not remove the stain, simply because it is not a stain but a loss of color. Sometimes the alkaline salts can be all rinsed out but the yellow dye has bonded to the carpet fibers. There are special Dye Removal Processes available to remove this yellow stain from your carpet.

The cause of pet odor in old stains

Fresh urine does not actually have an unpleasant odor, but the ammonia smell of stale (old) urine is due to bacterial decomposition of the urea in the urine, urine salts, mercaptans, and the bacterial excrement itself. Nature's bacteria will continue to feed as long as there is a food source and moisture. That is why the ammonia smell becomes stronger on humid days, or soon after a carpet has been cleaned if insufficient or ineffective chemicals have used in the cleaning process. This is where most do-it-yourself cleaners have difficulties.

Pet urine left untreated can damage carpet in several ways.

Moisture can weaken the layers of the carpet, allowing separation or delamination of the backing material. Seam areas can be particularly damaged and can separate.

Some carpet manufacturers have developed backings that resist spills and even prevent the spillage from penetrating the carpet into the carpet cushion and, perhaps, the subfloor. Check with your carpet dealer about these products.

Situations to be aware of when doing this work yourself:

With urine over 12 hours old, the bacteria must be killed. Cleaning without an enzyme or proper disinfectant will not eliminate the odor.

Sometimes the urine stain may have been removed but the bacteria were never destroyed. This results in a spot that has urine odor but you don't know where it is, because you can't see the stain.

Detecting Pet Stains to get rid of odor at its source.

To effectively get rid of the odor, you must locate and treat every area that has urine. You can either crawl around with your nose in the carpet sniffing for urine, you can pull up the carpet and look at the back of the carpet for stains there, or you can use a **UV long-wave** black light made for urine detection. You can find these at many pet supply stores.

Basics on using pet odor removal cleaning solutions

Always follow directions carefully; however, when it comes to using solutions to kill bacteria, overkill is always better. Imagine how much urine went into the carpet originally and how deep into the carpet it went. You need to match at least that amount.

When using enzymes, do not let the enzyme-treated area dry quickly. This will reduce the effectiveness of the enzymes. Placing a piece of plastic over spot helps keep it moist. Do not use enzymes and disinfectants together. The disinfectant will kill the enzyme.

All pet urine situations are not created equal. The process most effectively used will vary depending on the severity of each different situation.

What do you do when you find fresh urine?

(This is for individual spots, not for saturated areas)

How to take care of the fresh urine problem yourself:

When the urine leaves the animal, it is in an acid state, so it must be neutralized so that it doesn't cause damage to carpet fibers.

1. Remove the majority of the urine by blotting with a clean white towel. Press down firmly to remove as much moisture as possible. Repeat until no stain appears on cloth.
2. Then mix 1 teaspoon mild liquid non-bleach laundry detergent with 1 quart water.
3. Dip a clean, white, absorbent cloth into the solution and blot the spot, continuing to blot until stain is not apparent.
4. Apply straight water to the spot to rinse all detergent residues.
5. Mix 2 tablespoons of white vinegar per cup of warm water.
6. Blot the area with this solution to remove all alkaline residues.
7. Dry carpet with towels or hair dryer set on low heat setting.

Urine stains over 1 2 hours old:

(This is for individual spots, not for saturated areas)

First you must kill the bacteria. To do this, you can use a product from Fred Meyers called 'Pets and Kids' or a product called 'Nature's Miracle' that you can get from most pet supply stores. Follow the directions carefully. If this does not get rid of the stains, try using 1 part vinegar to 3 parts water to eliminate stain. If these do not work, call me at 354-8010. Caution; if you use vinegar, do not use water over 150 degrees, because you could actually set the stain in.

Areas where cats have urinated several times:

If you have severe cat urine problems, we need to talk. Most of the time we can fix your problems, but the first step is to have a telephone conversation. We could come to your place to do the black light and could advise you at that point on what needs to be done.

Continued cat stain and odor...

Cat accident behavior

Cats usually have 1 to 3 favorite places where they will go over and over. It is almost always up against a wall, often in a corner, and usually in an area about three feet long by two feet wide along both walls at that corner. Cats tend to go repeatedly in the same place, saturating the carpet fibers, the carpet backing, the pad, and even the wood floor underneath. Tack strip and trim can also become saturated with urine. One reason why cat urine staining and odor is so difficult to remove is because the fibers become saturated with urine and as water content in the urine evaporates, the urine becomes more concentrated.

Method for resolving repeated spraying on the same area by cats

In this situation with cats, about 90% of the time the only effective treatment is to:

1. Pull up the carpet, remove the affected pad.
2. Disinfect the sub floor, using a disinfectant.
3. Seal the sub-floor with Kilz seal paint.
4. Extract as much of the urine from the carpet as possible.
5. Saturate the carpet with the 'natures miracle'.
6. Cover with tin foil and let sit for 10 hrs.
7. Flush and extract the affected carpet.
8. Repeat steps 5-7 until there is no more urine odor in carpet.
9. Install new pad and reinstall carpet.
10. Thoroughly clean all surrounding carpets.

If this process does not completely work, there is a technology called *encapsulation* that might be helpful. Call me at 354-8010 and I will explain the process to you.

What you should know about dog urine

Dog accident behavior

Dogs piddle all over the carpet, seemly wherever the notion hits them. Actually they have their reasons, and understanding dog behavior will help you to avoid these situations. Occasionally dogs will have a spot they use several times, but the rule of thumb is they go all over the carpet. Dogs that have not been neutered or spayed may mark their territories.

Some factors effecting spot treatment method

Do the spots have a strong odor? These spots may require multiple processes to be successfully deodorized. How big is the spot? The size of the urine spot is the main factor deciding which process to use. The concern is that spots larger than about the size of a hand are enough urine to soak into the backing of the carpet. It is important to saturate the carpet and the pad in this area with the disinfectant or enzyme.

Occasionally, with severe urine problems where there has been overlapping urine stains or very large stains, the only effective treatment is to follow the procedure on the previous page for severe cat urine problem.

Health issues:

If you have questions about Parvo Virus call me. We know what to do. When your animals urinate in the house, bacteria grow in the urine. Also, when dogs track in traces of feces from the outside, this gets into the carpets. It is important to keep the yard cleaned up of dog wastes. We recommend Alaska Pet Services to help you with keeping your yard healthy and clean. 334-6774

SUMMARY:

Timing is crucial for removing stains and odors. If you can remove urine before 12 hours, odor will not be a problem. After 12 hours, you need to both remove the stain and kill the bacteria. Stains big enough to penetrate the backing of the carpet need to be flushed out completely. It may be necessary to replace the padding in these cases, as outlined in cat urine elimination. Long-standing urine may cause color loss to carpet, resulting in permanent stains. With long-standing urine, it is more difficult to remove odor. If you have any questions, please call me or another IICRC certified professional.

Other pet and carpet issues:

Other problems in your carpets caused by your beloved pets are...

Vomit: The acid in the vomit material can cause the stain to set **quicker, so getting the stain up as soon as you see it** is important. **Scrape** up and then blot up all **of the vomit as possible. Blot with** water, being careful to not push vomit into backing of carpet; we recommend then using 'Natures Miracle.' Use as directed.

Diarrhea or poop: Remove as much material as possible, blot using water, or flush out using a carpet machine. Then saturate area with 'Natures Miracle', gently agitate into fibers, wait for at least $\frac{1}{2}$ hour, then rinse out. If odor remains, reapply 'Natures Miracle', cover ^{with} a piece of plastic and flush out spot again the next day.

General soil from animals: Animals have oil on their bodies just like we do. When they lay on the carpets or furniture, they leave a film of oil, which then attracts dust and dirt. This usually cleans up easily when you clean your carpets. If you have a serious problem with this, there are four things you can do to correct it. Bathe your dog on regular basis, clean your carpets more often, keep a mat by the door where the animal comes in and out to remove dirt from feet, and if your dog has bare patches of dirt to lay on or digs holes outside, correct this situation. If you clean your own carpets, call me and I will tell you how you can most easily address this problem.

Our Services Include:

Carpet Cleaning

Upholstery Cleaning

Full Service Pet Stain and Odor Removal

Special Allergen reduction home cleaning program

Tile Cleaning

Duct Cleaning

Professional cleaning with Valley Power Clean

As an experienced expert in pet stain and odor elimination I have researched over 20 different cleaning solutions for pet stain and odor removal. We know what to do when pets have accidents. New technology has given us some very effective chemicals and tools that allow us to sometimes perform miracles. It is impossible to 100% absolutely guarantee elimination of these problems in all carpets; however we have about a 95% success rate. If we come to your house and we think we can't be effective, we will tell you so.

Call us up and we will discuss your situation. If I can give you advice to do it yourself, I will. If the problem is more severe I can give you an estimate on what will need to be done. Often times people want do part of the work themselves and have us do the parts that require our specialized tools or knowledge.

Office number: 373-4008 Cell number: 354-8010

When I was a puppy, I was a rebel. I thought I could pee when I wanted and where I wanted. When my people would chase me around with a newspaper, I thought it was a game. I laughed at danger! As I grew older, I began to realize the stress and problems it was causing in my family. My mom person and dad person were arguing about me all the time. Well, I stopped my rebellious ways, and thank goodness Power Clean was able to remove all traces of the problems I caused. Now the carpets look and smell fresh and clean, and my mom and dad people don't argue. We are a happy family. Thank you, Power Clean!



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