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Allen Shipley
719-391-0623 contact@carpetcarecraftsman.com

FOR IMMEDIATE RELEASE

The Carpet Care Craftsman, Inc. Earns Distinction as a Carpet and Rug Institute Seal of Approval Service Provider

Colorado Springs, CO March 13, 2008, The Carpet Care Craftsman, Inc. has been recognized by the Carpet and Rug Institute (CRI) as a Seal of Approval Service Provider. The Seal identifies cleaning companies that distinguish themselves by committing to a high standard of service and customer satisfaction.

The CRI Seal of Approval program tests and certifies superior performing carpet cleaning solutions, vacuums, deep cleaning extractors and deep cleaning systems. Companies certified as Seal of Approval Service Providers agree to use only Seal of Approval products and equipment and comply with a customer-focused "code of conduct."

"Customer can feel confident about doing business with companies that have earned the Seal of Approval," said Werner Braun, CRI president. "CRI is proud to recognize cleaning firms that use superior products and recognize the need for quality service."

Braun noted that independent testing has shown that not all carpet cleaning products clean equally well and that some even harm carpet fibers or result in faster resoiling of cleaned areas.

"The Seal of Approval Service Provider status is a signal to our customers that we care to use only the best cleaning products. Matching the right cleaning method with the right product helps retain the life and beauty of a carpet," said **Allen Shipley, President.**

IICRC Certifications include but not limited to: Master Textile Cleaner, Senior Carpet Inspector, Carpet Cleaner, Upholstery & Fabric Cleaner, Color Repair, Carpet Repair and Re-installation, Commercial Carpet Maintenance, Odor Control, Area Rug Cleaning, Health & Safety

The Seal of Approval Service Provider code of conduct requires certified service providers to uphold a high standard of accountability, responsibility and customer-oriented service. It also has provisions for carpet manufacturers and product manufacturers that include honoring warranties and providing product usage and cleaning and maintenance information for consumers.



CRI recommends that consumers have their carpets professionally deep cleaned every one to two years, depending on foot traffic. Additionally, some major carpet manufactures have specified use of Seal of Approval cleaning products in their warranties.

Carpet Care Craftsman, Inc. is committed to delivering the highest level of clean attainable through training and education. It is our responsibility to protect the asset on the floor you have entrusted with cleaning. We will never do anything that would jeopardize your warranty or family's health.

About the Carpet and Rug Institute:

The CRI is the leading industry source for science-based information and insight on how carpet and rugs create a better environment—for living, working, learning and healing. The Institute's mission is to serve the carpet industry and public by providing facts that help people make informed choices. Its best practices promote a balance between social, economic and environmental responsibility for the long term. CRI does this for its industry, yet it strives to be a model corporate citizen for all industries. Learn more at carpet-rug.org.