



search...

Home ▶ News ▶ Extractor Receives Top Award From CRI

- [Home](#)
- [This Month](#)
- [Articles](#)
- [Weblinks](#)
- [News](#)
- [Hot New Products](#)
- [Media Kit](#)
- [Mission](#)
- [Contact Us](#)
- [Subscribe](#)
- [Buyer's Guide](#)



August

Extractor Receives Top Award From CRI

COEUR D'ALENE, ID --The Carpet and Rug Institute (CRI) has awarded U.S. Products, with the Gold Seal of Approval for Deep Cleaning Systems, the highest level of measurable performance.



U.S. Products, based in Coeur d'Alene, Idaho, manufactures carpet and floor care products as well as restoration equipment.

To achieve the recognition, cleaning systems are performance tested by CRI selected professional laboratories. The testing criteria include:

- How well the extractor removes soil and prevents re-soiling;
- The appearance of the carpet after cleaning;
- The amount of moisture left in the carpet after cleaning, and
- If there are any unsatisfactory changes in the appearance or color of the carpet after using the extractor.

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"Overall, the testing program rates cleaning systems on their effectiveness at recovering water from carpet and cleaning efficiency without damaging carpet fibers," says Nick Wiebe, marketing assistant at U.S. Products.

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"Water and soil left in a carpet can negatively affect the appearance of the carpet, damage carpet fibers, and create the potential for mold growth.

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About the Agitator 20 and Deep Cleaning Systems U.S. Products introduced the environmentally preferable Agitator 20 about two years ago. Unlike traditional box extractors, the Agitator 20 is a light weight self-contained extractor, resembling a vacuum cleaner.

According to Wiebe, the machine has automatic hot water solution feed and dumping with no tanks to fill or empty. It incorporates a patented, self-cleaning, nylon loop agitator, which helps loosen soils from carpet fibers for effective removal.

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"Deep Cleaning Systems is an entirely new category for CRI," adds Wiebe. "It evaluates the effectiveness of the cleaning process and includes the equipment as well as the cleaning solution used in combination. The tests incorporate pre-vacuuming, pre-spray, and other procedures recommended by the manufacturer rather than just using water."

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Polls

Do you have a marketing plan?

- Yes
- No
- Yes, but it needs to be updated



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This is not the first time CRI has honored U.S. Products. Nine of the company's portable extractors received CRI's Seal of Approval for deep cleaning extractors when the program was first introduced in September 2005.

"However, the real winners here are not the machines nor U.S. Products," says Wiebe. "The Seal of Approval [program] has raised the bar and jansan manufacturers are working harder than ever before to develop more effective machines that are healthier and help protect the environment as well. The real winners here are the end customers and the industry."

[< Prev](#) [Next >](#)
[\[Back \]](#)

Eliminate & Protect Any Surface
From Mold, Mildew & A Broad
Spectrum Of Bacteria





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