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In This Month's Issue

January



**Twelve
Extractors CRI
Gold Seal
Certified**

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COEUR d' ALENE, ID -- The Carpet and Rug Institute (CRI) recently awarded its highest honor, the Gold Seal of Approval, to eleven portable extractors manufactured by U.S. Products, a manufacturer of professional carpet cleaning, hard surface restoration, and restoration equipment.

CRI offers three levels of certification: bronze, silver and gold. The Seal of Approval program tests the effectiveness of carpet cleaning equipment and, in particular, certifies extractors that most effectively remove soil without damaging carpet.

According to CRI, "Not all extractors are good enough to earn this distinction; the seal helps customers recognize they are buying quality products." Thus far, 16 portable extractors have been certified bronze, silver or gold. Twelve extractors have been honored with the Gold Seal of Approval -- all of which are manufactured by U.S. Products, the only manufacturer to achieve at this point the gold rating for portable extractors.

"Our machines were the first to be tested at CRI, and the first to win certification, but not gold certification," says Nick Wiebe, marketing manager for U.S. Products. "Recently, we had them re-tested using our new Evolution wand which elevated all our heated portables over 300 PSI from Bronze to GOLD."

According to Wiebe, the new wand helps streamline airflow, which allows our portable extractors to run at optimum performance levels.

"But, as with many certification programs, the real winner is the end customer," says Wiebe. "Industry standards are being raised, higher quality products are being produced, which results in better service and happier customers."

For more information, visit the CRI Web site at www.carpet-rug.org or www.usproducts.com.

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