



National (Carpet) Cleaning Week Begins March 27

***Encourages Homeowners to Make Time for A
Top-to-Bottom House Cleaning***

FOR IMMEDIATE RELEASE

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Mukilteo, WA-March 15, 2011 - America's annual National Cleaning Week begins March 27 and ends April 2.

This special week is designed to encourage homeowners to make time for top-to-bottom house cleaning, often postponed during the winter.

[U.S. Products](#), manufacturers of professional carpet-cleaning equipment, has added a little twist to this unique event.

They are honoring the time as National *Carpet* Cleaning Week and encouraging carpet-cleaning technicians to take advantage of the interval and beef up their marketing programs.

"We are offering carpet-cleaning technicians a [top 10 list of marketing tips](#) to take advantage of National Cleaning Week," says Nick Wiebe, Marketing Manager for both U.S. Products and HydraMaster.

"These will be placed in our monthly newsletter ."

Both the newsletter and site will offer a ["fill-in-the-blank" downloadable press release](#) that carpet-cleaning technicians can send to their local media to promote their services during National Cleaning Week.

"Because of the economy, some customers have postponed carpet cleaning for two years or more," adds Wiebe. "Our goal with National Carpet Cleaning Week is to rectify this problem and help carpet-cleaning techs profit from this annual event."

About U.S. Products

U.S. Products has been manufacturing cleaning equipment for carpeting, floors, draperies, upholstery, and restoration for more than 25 years. The company is well known for its innovative internal heating systems, which deliver 212° F at the wand tip; its top-quality components; and its solid-state circuitry, which allow for precise operation and equipment control.

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