



Powr-Flite release 3.1

How Distributors Can Encourage Customers to Rent Professional Carpet Extractors

Fort Worth, TX - In addition to selling cleaning equipment, many janitor distributors rent equipment to professionals as well as do it yourselfers (DIYs).

But when it comes to renting carpet extractors, DIYs often select small, grocery store extractors. These systems are inexpensive and, if the carpets are only lightly soiled, can be effective.

However, for more soiled carpets, distributors should encourage their customers to rent professional extractors.

These machines are far more effective at removing soils, leaving carpets cleaner and healthier.

In addition, distributors can use this "rental opportunity" as a door opener for more business as well as educating DIYs on the importance of effective cleaning...training a grocery or big-box store usually cannot provide.

The following Q&A provided by Gary Pelphrey, Vice President of Marketing at Powr-Flite, a leading manufacturer of carpet extractors, should help distributors answer many of the questions DIYs have about selecting a professional extractor.

Are professional carpet extractors more powerful than grocery store-type machines?

Yes. The systems available in grocery stores typically generate about 35 p.s.i. (pounds per square inch), compared to a professional system that generates between 100 and 500 p.s.i.

Why is this additional p.s.i. beneficial?

More p.s.i. means the cleaning solution passes through the carpet fibers with more force, removing more soil. Professional systems also recover more solution so carpets dry faster.

Are professional systems difficult to operate?

A professional system does require some training, but once trained and educated, DIYs usually find this equipment relatively easy to use.

What if there are carpet spots and stains?

Distributors should stock easy to use spotting kits for removing stains.

What about drying time?

If a professional machine is used, carpets should dry in four to eight hours. However, distributors should also recommend and rent dryers, increasing the suppliers' revenue and decrease drying times for DIYs.

"Distributors should also make sure the DIY knows what kind of carpets they are cleaning," says Pelphrey. "As we know, this can make a big difference in the chemicals used and if special [cleaning] precautions are necessary."

About Powr-Flite Direct Established more than 40 years ago, Powr-Flite manufactures a full line of floor-care equipment and carpet extractors for the professional cleaning industry. Based in Fort Worth, TX, the company has over 20 patented designs and

its products are recognized throughout the world for their innovation, durability, quality, and performance. Their products are marketed directly to end-use customers as well as through distributors throughout North America, Europe, and the Far East