



Water and Carpet Cleaning Focus on Survey

West Chicago, IL - March 23, 2011 - A short, four-question survey conducted in March 2011 queried 581 carpet cleaners on water-related issues and carpet cleaning.*

The study was commissioned by CFR, manufacturers of portable, recycling carpet extractors, for a White Paper the company is now preparing on carpet cleaning.

According to Jolynn Kennedy, marketing manager for CFR, the survey indicated that carpet cleaning technicians are well aware that the carpet extraction process can require large volumes of water.

For instance, one question asked the respondents: true or false, to clean 15,000 square feet of carpeting, a portable carpet extractor may use as much as 200 gallons of water.

According to Kennedy, "Nearly 56 percent agreed with this statement, which, based on our studies, is correct."

However, the responses to another question did not jibe with her company's recent research.

"We asked, again true or false, if a conventional portable carpet extractor can use as much as 1 gallon of water per minute. In this case most of the respondents said no."

Kennedy says that many portable extractors today do use about one gallon of water per minute and that older machines may use even more.

The following were the responses to the two other questions on the survey:

- Asked, true or false, if a recycling/filtering portable extractor uses about 1/7 the water of a conventional extractor, 78 percent knew the

answer was true.

· Asked, true or false, if it takes about 15 minutes each time a portable extractor must be emptied and refilled, 56 percent answered correctly with true.

"In doing our research for the White Paper, we were actually surprised how much time it does take to empty and refill the machine," says Kennedy. "When [this time is] converted into dollars and cents, it really adds up."

The CFR White Paper is due to be released later this year.

*64 people completed the survey

About CFR, a Tacony Company

CFR designs and manufactures a complete range of eco-friendly carpet cleaning systems and high performance specialty tools with an innovative, patented technology that is radically different from other carpet cleaning systems. Continuous Flow Recycling (CFR) technology provides superior moisture-controlled cleaning, faster drying times, and increased cleaning productivity that is unmatched compared to standard carpet extractors on the market today. Through a state-of-the-art recycling filtration system, coupled with moisture-controlled atomization wand technology to minimize carpet moisture, CFR is the Greenest carpet cleaning system in the industry today