

Introduction Letter

Years ago Fiber Clean began to research every available cleaning agent and every possible cleaning method in order to find the best possible way to clean wall-to-wall broadloom, oriental rugs, area rugs and upholstered furniture

The exclusive trademarked process, which resulted from this research, is named "Fibertizing"®. It not only cleans, but actually restores carpet and upholstery to their original color and appearance, (subject, of course to limitations of wear and fading).

Fibertizing"® involves more expensive cleaning agents than are commonly used and more steps in the actual cleaning process, eliminating residues to keep your fabrics new looking longer. These factors alone more nearly restore original color. We added fiber softeners to make carpets and upholstery even feel like new and optic brighteners to bring back their original colors. Our process contains a deodorizer that disinfects your fabrics as we clean and also a protective coating which shields the fibers from soils and spills.

"Fibertizing"® is more than superior quality. It incorporates old-fashioned concepts in customer relations such as Integrity, Craftsmanship and Professionalism. By adhering to these principles Fiber Clean has become one of the East Coast's largest residential carpet and upholstery cleaning companies.

The outstanding success of Fiber Clean is built upon the reputation of our Residential Division. Our residential customers include the finest homes in the most exclusive suburbs. To many of these customers, our restoring process is almost like putting down new carpets and reupholstering chairs or sofas.

We are now engaged in an effort to acquaint new customers with what we feel they have a right to expect from professional carpet and upholstery care. We wish we could afford to come in and restore one of your carpets without charge to demonstrate the quality of our work. We know you would become our customer if we did, but unfortunately that isn't possible. The next best thing we can do is charge enough to help cover the basic cost of labor and materials, hence our offer to first time customers, of a 30% discount. Our hope is of course, that this 30% discount will induce you to see for yourself the pride we take in our craftsmanship, and become our regular customer for many years. When our service representative arrives to do your work, he will furnish you with the exact cost before he begins. If you wish to know the cost before our technician arrives, just do a little measuring, give us a call and we will give you an estimate right over the phone.

As a Fiber Clean customer you will enjoy a quality service, endorsed by thousands of discriminating people we now serve, service that is backed by a 100% unconditional satisfaction guarantee