

SEAL OF APPROVAL

Service Provider

The Carpet and Rug Institute recommends the use of certified Seal of Approval products and proudly recognizes SOA Service Providers who use SOA products and equipment to benefit their customers.

Independent testing shows that not all carpet cleaning products clean equally well—some actually harm carpet fibers or result in faster resoiling of cleaned areas. Matching the right cleaning method with the right product helps extend carpet life and protect its beauty.

The Seal of Approval Service Provider designation assures customers that their carpets have been cleaned by a professional, using only the best cleaning products and equipment.

CRI recommends that consumers have their carpets professionally deep cleaned every one to two years, depending on foot traffic.

These major carpet manufacturers specify the use of Seal of Approval cleaning products in their warranties.

Beaulieu
Blueridge
Mohawk

Shaw
Tai Ping

Seal of Approval Service Provider Program



**APPROVED
SERVICE
PROVIDER**

Service providers using certified CRI Seal of Approval equipment and cleaning chemicals as part of their routine cleaning procedures may partner with The Carpet and Rug Institute, and help broaden consumer recognition of the important Seal of Approval environmental and product performance program.

Elite service providers who use
CRI Seal of Approval
products and follow Seal of Approval
required guidelines





CRI is dedicated

to educating consumers in the **CARE AND MAINTENANCE OF CARPET.** CRI recognizes that a new carpet purchase is an important investment in your home's value.

PROPER MAINTENANCE

can enhance a carpet's useful life, and ensure consumers their carpet functions beautifully throughout its intended life cycle.



A Seal of Approval Service Provider

AGREES TO USE CRI SEAL OF APPROVAL CERTIFIED EQUIPMENT AND CLEANING CHEMICALS AS PART OF THEIR ROUTINE CLEANING PROCEDURES.

SOA Service Providers sign a participation agreement with the Carpet and Rug Institute outlining required guidelines for cleaning procedures, professional conduct and customer service.

CRI strongly recommends SOA Service Providers also be certified by the Institute of Cleaning and Restoration Certification, or IICRC.

EXTENDED **product life protects your investment and BENEFITS THE ENVIRONMENT.**

Premature carpet replacement uses energy and resources needlessly, and adds to landfill burdens.



This Certificate verifies

You have had your
carpet professionally cleaned

by

A certified CRI Seal of Approval Service Provider

Date _____