

CONSUMER'S GUIDE TO HARD SURFACE CLEANING

Read this guide and you'll discover:

- ❖ The insider secrets to keeping your hard surfaces clean.
- ❖ Hard surface stain protection and repellency tests.
- ❖ Answers to Frequently asked questions about cleaning hard surfaces.
- ❖ Easy care tips.
- ❖ Techniques the pros are using in their own homes.
- ❖ The DO'S and DON'TS on indoor hard surface care.

Provided as an educational service by:



Daystar Cleaning, Inc.
1814 Beck Avenue
Panama City, FL 32405
(850) 769-0606 or 1-800-882-6021
www.daystarcleaning.com

Did You Know...?

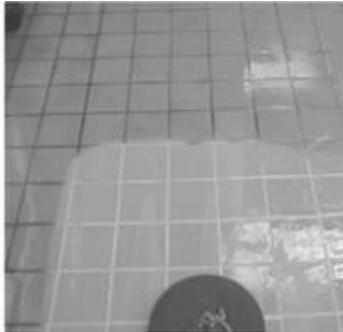
...Most contractors don't seal natural stone floors upon installation. They LOOK as shiny and impervious as glass, but unsealed stone floors will absorb food and beverage spills *like a sponge*, and can even be stained permanently. The same goes for unsealed grout. See page 4 for details...

...If your natural stone countertops are sealed? If not, they'll absorb food and meat juices, creating a health hazard for you and your family. (See testing on page 4.)



...Playing "chemist" by improperly using alkaline or acidic cleaning products can permanently "set" stains, requiring professional restoration work. See Spot Removal tips beginning on page 8!

...You don't have to break your back scrubbing dirty grout lines!



They can be professionally turbo-cleaned, and tested to see if they've been sealed.

If you or your friends would prefer to listen to this vital information, simply call our 24-Hour FREE Recorded Message:

1-888-368-5505, ext. 8601

It seems that hard surface care is the subject of much confusion. In fact, people have so many misconceptions about hard surfaces, we decided to offer this consumer education message so when you select a counter top and floor care company, you can make an informed intelligent decision.

In just a moment, we'll share with you:

- Simple tests for determining your stain protection levels
- Answers to frequently asked questions about cleaning hard surfaces
- Easy care tips to keep those hard surface floors sparkling clean
- Spot removal techniques the pros are using

The Insider Secrets To Keeping Your Hard Surface Areas Clean Without Breaking Your BACK!

If you have ANY of these hard surfaces, in or surrounding your home, you need this information!

- Ceramic tile
- Grout
- Granite Counter Tops
- Marble
- Travertine
- Porcelain tile
- Concrete
- Slate
- Clay pavers
- Brick
- Any other Tile with Grout
- Or any other natural stone surface



Cleaning hard surfaces isn't easy.

The biggest problem we all face with today's hard surfaces is 'protection' or 'repellency'. Most surfaces have not been properly sealed, if at all. Hard surfaces that are unsealed or are sealed with poor quality sealers are a *sponge* for oil, food or beverage spills, which can result in permanent staining. Proper sealing can and will lead to easier maintenance. This will protect your hard surface investments, allowing you to take proper care of them, while adding beauty and value to your home.

Did you know?

- Vinegar and ammonia can do damage to most sealers
- Most contractors do not seal the surfaces they install
- Many floor cleaning products leave a residue that can inhibit sealers and attract soil faster.

In this fact-filled consumer's guide you will learn how to properly maintain your hard surfaces.

HARD SURFACE STAIN PROTECTION AND REPELLENCY TESTS

The following is a simple water based stain protection test you can do at home.

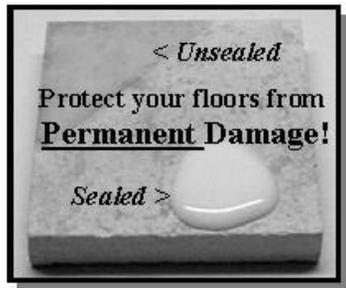
- 1) Take a spoonful of water and pour it on the hard surface you wish to test, including the grout (if present)
- 2) Wait 15 minutes
- 3) Visual Test: Did the water absorb? Did the color change?
- 4) Using a clean white absorbent cloth, 'dab' the excess moisture.
- 5) Touch Test: Does the tile or grout feel wet? Does moisture still feel evident?

If you answered yes to any of the previous questions, your hard surfaces are not currently sealed correctly and are vulnerable to staining. You can speak with the professionals at Daystar Cleaning concerning proper sealing applications.

Sealed surfaces do not allow penetration of liquids that can become permanent. Protect your hard surfaces today. For a fraction of the cost of replacement, you won't be sorry!

Most contractors do not seal the surfaces they install for various reasons. Primarily it cannot be done until at least 3 days following the installation, which means they'd have to come back. Most contractors do not offer a protection service and therefore do not even inform consumers of the importance of this process. However, the benefits of sealing are obvious. There are some sealers available to the general public through hardware stores, etc. Unfortunately, they are inferior to sealers that a hard surface professional would use. Some need repetitive application, some are too easily 'washed' off with general maintenance products, and some only protect against water based stains, leaving your floor vulnerable.

Even if you use the best sealers available, without a solid understanding of the product and the specific surface you are sealing, you still won't have a properly sealed floor. Only specific study and years of hands-on training can give you the knowledge required to get maximum protection for your hard surfaces.



Answers to Frequently Asked Questions About Cleaning Hard Surfaces



Q: I have been told that bleaching the grout lines will make them look whiter? Is this true?

A: Bleach will make them brighter, but you may need to check with the grout manufacturer before starting, to be sure the color wasn't dyed, or bleach will certainly remove the color.

Q: I have what looks like water stains on the tiles in my kitchen, what can they be? How can I remove them?

A: So called "water" stains could be several different things, depending on the particular tile you have. Most of the time, water or mineral deposits can be removed by either polishing with honing powders and a hog hair pad or by using specific acid cleaners. Please DO NOT attempt either of these without proper training, as you may permanently damage the tile. To remove these stains it may be necessary to contact the professionals at Daystar.

Q: I bought a 'steamer' to clean my tile floors with. It works pretty well, but some of the grout lines are cracking. What should I do?

A: First, cease all 'steaming' of that floor until you have the grout repaired. Moisture that gets between the tile and sub-floor will be trapped under your tiles and will expand and loosen tile from the concrete or sub-floor.

Rinsing the floor is a good thing, BUT, you need the right products to make sure you are not damaging the sealer. There is one product available that will actually seek out any weak areas in the sealer and fill them in while you're cleaning! Ask your hard surface specialist at Daystar Cleaning about it! In fact, we carry many hard surface care and maintenance products for your home use.

Q: How long will sealers last?

A: That depends on the sealer, the method of application, and the frequency and type of maintenance. Your sealer can last anywhere from six months to ten years or more.

This is just a short cross section of a collection of various questions asked by new clients. For more answers to your questions about hard surfaces, don't hesitate to contact the professionals at Daystar Cleaning.

Easy Care Tips To Keep Those Hard Surface Floors Sparkling Clean



- At entry points to areas with hard surfaces, place entry mats for soil and moisture removal. The less brought in, the less to clean.
- Regular vacuuming. Some surfaces don't always appear to need cleaning, but assume it does. As sure as dust settles on a windowsill, so it does on the floors. Be sure to use a vacuum with a floor height adjustment on the lowest setting.
- Avoid Spills as much as possible. Hot liquid spills are especially hazardous and also a lot harder to clean up because they can penetrate more rapidly. Spot removal procedures should be expedited as soon as accidents occur.
- After performing a wet maintenance, open windows or utilize fans to get air circulating. The faster it dries the better the results and less chance for rapid re-soiling.
- If area rugs or throw rugs are used to decorate or 'soften' interior hard surfaces, be sure to use non-skid pads for your safety (available at most reputable flooring outlets). The 'backings' used by most manufacturers of area rugs are abrasive. Contrary to popular belief, the non-skid pads are excellent. It is recommended that they are taken up and floors cleaned under them every month.
- Chairs and tables on hard surface areas could cause serious damage to floors if the legs and corners are not protected. Teflon or felt can be used to prevent abrasive damage caused by the furniture.
- Dry sand on hard surfaces in coastal areas should be removed as soon as noticed. Wear patterns and scratches will dull your floor and reduce enhancement efforts.
- Clean and rinse your floors often, once per month in low traffic areas and at least weekly in high traffic or kitchen areas. Rinse with plain water unless using the recommended cleaner/ protector product mentioned earlier.
- Allow dwell time for stubborn spots and stains. Cleaning products are not magic. The longer they sit on that stubborn spot the better they work. Extra rinsing may be needed after the stain

is removed. If a stain appears permanent, DON'T PANIC, call the hard surface professionals at Daystar.

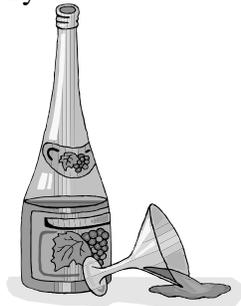
Here are some Spot Removal Techniques The Pros Are Using In Their Own Homes

Dry Soil: Natural stone should be cleaned regularly with just warm water and a clean, non-abrasive cloth, sponge or a mop. Neutral cleaners should be used and will help remove soils that normal mopping and dusting leave behind. Ask the professionals at Daystar about the products we carry.

Spot Removal:

Liquid Spills - Lightly blot the excess liquid with a clean, dry, white cloth. As the cloth becomes saturated be sure to turn frequently. If color from the liquid is still evident, lightly mist neutral cleaner to the floor, allow 5 minutes dwell time, then wipe in a circular motion with a clean dry cloth. Repeat if necessary. Rinse with water and towel dry.

Food Spills - Scoop up excess foodstuffs from the floor using a plastic spoon. Then blot excess liquid residues left by the food. Using a damp white cloth, dab or lightly wipe the floor in a circular motion. Spray neutral cleaner lightly to avoid overwetting, let it dwell 5 minutes, and wipe dry using a dry white cloth. Rinse with water and towel dry.



Oily Stains/Spots - (Inevitably this type of problem will occur. Oil tracked from the driveway, a spaghetti sauce accident, etc. Improper use of store bought cleaners will inhibit future removal, even by a professional. Follow these instructions carefully.) Blot up the excess. Spray with neutral cleaner, cover with 2-4 dry paper towels, apply a weight (books work well), and allow a dwell time of 30 minutes. Lift the weight and check the paper towels. If all the towels are damp with stain and cleaner, the process is working. If no dampness has occurred, apply more neutral cleaner to the stain, let it sit 15 minutes, then check again. Wipe dry with a clean white cloth; if the stain is not removed, consult the Hard Surface cleaning professionals at Daystar.

Mud and Clay - Let mud or clay dry completely. Vacuum. Remove dried mud excess using a soft nylon brush, or lightly with an old toothbrush. Spray the remainder with neutral solution, and wipe clean with a clean white cloth. If grout lines are still affected, apply small amounts of clear, sugar-free club soda and let it sit one minute, then wipe dry.

Acidic Spills - Liquids and substances such as soft drinks, coffee, pet urine, vomit, vinegar, orange juice, wine, or mustard are highly acidic. If not removed in an urgent manner these could etch some surfaces. In the case of an acidic spill or accident, follow the most suitable spot removal procedure described previously. Some spills will fall into a few categories such as the case of tomato paste. Tomatoes being acidic, solid as a food, liquid from the juices and oily from the paste will be difficult to remove and you may want to consult a hard surface professional at Daystar Cleaning immediately.

As with all spill occurrences, if the floors have been properly sealed and protected, the barrier created between the spill and the surface will dramatically increase the chances of successful removal.

Do's And Don'ts On Indoor Hard Surface Care

- Do use only professional cleaning and sealing products on your floors and countertops. Professionals have used them for years, and after cleaning hundreds of floors, you find out quickly what works and what does damage. You may visit Daystar's affiliate hard surface care store, Clean Stop, at 1814 Beck Avenue, Monday through Friday, between 8am and 5pm.
- Do a regular 'damp mop.' Use a dry non-treated dust mop. It is the unseen dirt and grit that damages hard surfaces. Prevention is the best fix.
- Do keep off floors until dry, all wet floors may be slippery.
- Do everything possible to prevent accidents with perfumes, toothpaste, and makeup. These often contain harmful ingredients that may degrade your sealer.
- Do all you can to prevent over-spraying of aerosols in areas with protected hard surfaces. Air fresheners, bug sprays and other surface cleaners can settle on your floors and leave a residue making cleaning a bigger chore. Exercise caution when using furniture polish sprays, as some may make the floor too slick for safety.
- Do consult your cleaning professionals at Daystar about maintenance plans that we offer.
- Don't use vinegar, bleach, or ammonia for cleaning.
- Don't use abrasive products such as dry or wet compound cleansers, or tub and tile cleaners.
- Don't use store bought citrus based (lemon or orange) solvent cleaners.
- Don't drag furniture across hard surfaces. Also avoid dropping heavy items onto hard surfaces.
- Don't scrub hard surfaces. If properly sealed, light duty cleaning is all that should be necessary.
- Don't attempt to re-color grout lines. There are professional applications that can restore your grout to new-looking color. In fact, any color of the rainbow can be chosen.

- Don't over wet floors when cleaning, and always remove excess moisture. Air circulation is most advantageous for speedy dry times.
- Don't break your back trying to get those floors looking the best they can be. Consult your floor care company for advice or a free written price quote.



A Maintenance Plan You'll Wish You Implemented The Day Of Installation!

Initial Clean:

Have your floor care expert at Daystar advise you on the plan of attack for restoring your floor (if needed). Discuss repair work, stripping, grout coloring, etch repair, oil stain removal, etc. Inquire about the best sealing product available to you for your particular hard surface. Get that initial clean and protection service completed.

Initial Maintenance:

Ask your Daystar professional about techniques for use of neutral cleaners on your floors or countertops. Vacuum these surfaces on a regular basis. Damp mop as needed. Spot clean with urgency.

Semi-Annual Cleaning:

Schedule a mid-year professional cleaning by Daystar. Over a 6-month period, your floors are likely to gather light build up of dust and other foreign particles that may require a high heat extraction process for removal.

**Spring/ Fall Maintenance Clean:**

Take up all rugs and non-skid pads, remove all moveable furniture. Vacuum, apply a heavier application of revitalizing neutral cleaner, available at our store, and damp mop.

Annual Cleaning:

Schedule an annual maintenance cleaning. This will include a full steam cleaning and re-application of sealer. A full inspection of wear patterns and other problem areas is recommended.

YOU CAN EXPERIENCE 100% GUARANTEED HARD SURFACE CLEANING SERVICES, RISK-FREE!

Hard surfaces are an investment in your home's value and resale ability. Don't trust your next cleaning service to an amateur. No professional cleaning service can offer you an honest price quote over the telephone. It is an absolute must that you obtain a FREE written, itemized quotation before hiring any company to work on your hard surfaces.

Be sure the company has a 100% No-Risk Guarantee, and has testimonies from satisfied clients. Trade association memberships, certifications and endorsements are signs of a company to do business with. Ask what, if any, continued education the cleaning technicians receive.

A reliable source for determining a company's code of ethics is available on the Internet at WWW.ETHICALSERVICES.COM. Here you will find a list of cleaning companies in your area who truly do believe in doing the job right the first time and stand behind their products and services strongly.

Hopefully this consumer's information booklet has revealed to you that cleaning and maintaining your hard surfaces isn't really the daunting task it appears to be. Also, that there are people out there who offer professional help, such as the professionals at Daystar Cleaning. Call now to schedule a **FREE HARD SURFACES INSPECTION**—it's more than just an estimate—to give you a complete evaluation of your floors and countertops and to show you how our services will benefit you. It's time you stopped breaking your back, so you can sit back, relax, and let the professionals at Daystar Cleaning take care of your hard surfaces!



THANKS AGAIN!

...For reviewing our **HARD SURFACE CLEANING CONSUMER'S GUIDE**. I hope you found this information helpful.

If you have any questions or comments—or if you'd like us to give you an exact written quotation to clean your hard surfaces—please call us at 850-769-0606 or toll-free at 1-800-882-6021.

We've dedicated our business to consumer education and service. We'll be pleased to help you in every way. We look forward to your call.

Thanks!



Steve Ransom
Daystar Cleaning, Inc.



Member of:

Better Business Bureau
Bay County Chamber of Commerce
Panama City Beaches Chamber of Commerce
Panama City Beach Rotary
Ethical Services (www.ethicalservice.com)
Institute of Inspection Cleaning and Restoration
Certification (IICRC Certified Firm)
Indoor Air Quality Association
Building Services Contractors Association International

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Professional-Grade Products You Can Use At Home!

Stop by our store at 1814 Beck Avenue, OR call 769-0606 and request that one of our technicians bring the products you need at your scheduled cleaning.



STONETECH Revitalizer Cleaner and Protector

Daily use cleaner effectively removes soils while leaving behind an invisible protective seal to help prevent future staining. Gentle, neutral formula is safe on stone.

24 oz. Spray	\$12.62*
Gallon Refill	\$23.94*
35 Wipes Canister	\$12.62*

*All StoneTech prices subject to change, per manufacturer.

STONETECH Stone and Tile Cleaner

- Economical all purpose cleaner for everyday soils and spills all over the home.
- Gentle, neutral formula is safe on stone.
- Great for ceramic and porcelain tile

24 oz. Spray	\$ 9.14*
35 Wipes Canister	\$ 9.14*
Quart	\$ 10.74*
Gallon	\$ 32.94*

(For natural stone such as marble and granite we recommend Revitalizer Cleaner and Protector.)



STONETECH Polish

Adds quick, brilliant shine to polished natural stone countertops and walls without leaving a greasy film.

24 oz. Spray	\$ 18.99*
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SAVE \$1.00

Use this coupon for \$1.00 off any one item in our complete line of Stone-Tech Professional Products.

First-time purchase only. Limit one item per household.

Clean Stop • 1814 Beck Ave. • Panama City, FL

Call For Free Inspection: 769-0606

Testimonials

Dr. & Mrs. Craig T.: “Did a great job, especially on the VCT waxing. Looked exactly as I had pictured-makes the room look amazing-bright and open. Your technicians had to work around several workers who were preparing the home for an open house, and were willing to change areas every time I needed them to, due to furniture delivery or installation. They were very willing to work with me and my specific needs! Highly recommend! Thank You!”

Dan T.: “You’re proud to be honest and do what you say you’ll do-WOW! What a difference! I will say you and your crew are trustworthy.”

Pat S.: “Very polite and informed me of all that would be done. We choose Daystar for their experience and promptness. Very good, We had a region manager coming to the office and he commented on how good the office looked. No Comparing- the floor looks brand new. We will recommend you. Very happy with the outcome.”

Vonda: “The floors look wonderful. He did a fantastic job!”

Michelle L.: “The crew did an excellent job. I was pleased with the results. You provide quality service at a reasonable price. I was completely satisfied!”

Angie: “Very positive, worked around my schedule- Very professional and had a positive attitude. I know of your dedication to detail and excellence with your name associated. I felt warm and fuzzy when I saw the clean areas. Before: Horrendous; After: Spectacular. Superb quality and attention to detail.”

Tom M.: “Impressed... from very dirty and dull to clean and shiny...none better in the area... Very Good Service!”

We invite you to hear from even more of our satisfied clients at:
www.EthicalServices.com or www.DaystarCleaning.com