

## Exciting Leadership News — New Vice President of ARCS

Please join us in congratulating Kyle Kluth, the new **Vice President of ARCS—the Association of Rug Care Specialists!** Kyle's industry expertise and commitment to education will help drive the organization's continued growth and impact.

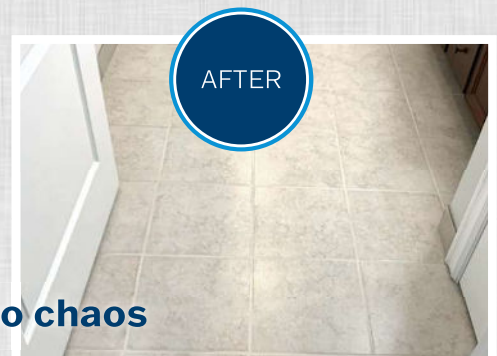
<https://www.rugcarespecialists.org>

In the world of fine rugs, this member-led organization is dedicated to advancing the craft, science, and professionalism of rug cleaning through hands-on training, peer learning, and ongoing education.



## HELLO SUMMER! REFRESH YOUR HOME!

*Your trusted experts in fine textiles and hard surface care.*



**Update your tile—no renovation, no chaos**

### Tile & Grout Refresh

Is your tile looking dull despite your best cleaning efforts? Even well-installed tiles can lose luster over time due to traffic and buildup. Skip the costly remodel—our professional deep cleaning and color sealing of grout can restore your tile's original beauty or completely transform its look. With a wide range of color options, you can refresh and modernize your space—without the dust, noise, or hassle.

**In the above example, a previous cleaner had attempted to clean the client's floor twice and informed her that it needed to be replaced. We suggested the following process:**

1. Clean the tile and grout with a low-pH "acid wash" and neutralizer, which left the previously dirty grout looking brand new!
2. We were able to re-grout an area of failing grout, making the grout solid again.
3. We were able to color seal the grout, making the entire floor looking brand new. The client was absolutely thrilled with the process, and it was very cost-effective!

## Our Travels - For Teaching and Education

### LAS VEGAS: CONNECTING WITH COLLEAGUES

Lynn was in Las Vegas with Carole (Peacock Rug Care) attending **Encapalooza 2025!** They met in 2014 in Chicago at a rug washing event and have built a lasting friendship. This photo was taken in front of the Plaza Hotel at PinkBox Doughnuts, where they connected with colleagues from across the U.S. and Canada.



Events like this are vital for sharing techniques, experiences, and knowledge — so we can continue delivering the most up-to-date, effective, and elevated service possible.



Encapalooza 2025



### TEACHING & LEARNING: OUR OPERATIONS MANAGER HITS THE ROAD

**LAS VEGAS** | Earlier this year, our Operations Manager and Master Textile Cleaner, Kyle, taught a national rug washing class at Smith's Fine Rug Cleaning in Las Vegas. About 20 students from around the country attended, learning valuable hands-on techniques for improving specialty rug cleaning.

**BOSTON** | Kyle also visited Anthony Miklaszewski ("Boston Tony") to tour Real Cleaning Innovations. He explored Tony's rug washing facility, shared efficiency strategies, and visited the Boston Design Center to film a podcast at Stark and Minotti—leaders in luxury rugs and custom Italian furniture. **Stay tuned to our Facebook page for the upcoming release of the video podcast!**



**SAN DIEGO** | Kyle was able to attend the Textile Pro Network "Masters Event 2025" in San Diego, which highlighted advanced cleaning techniques with colleagues from around the world.

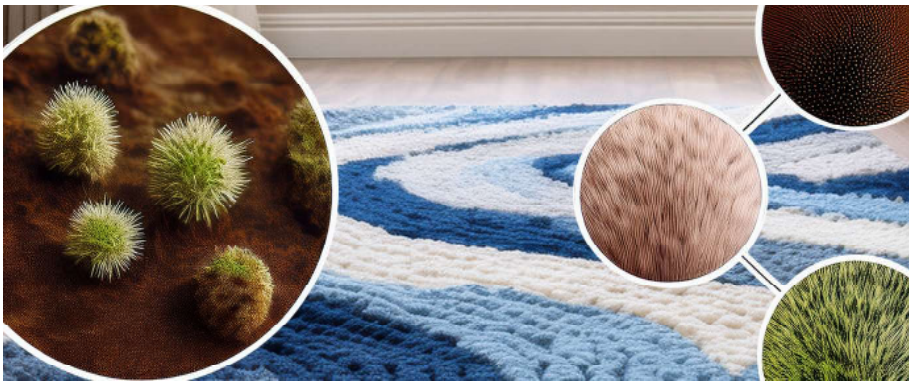
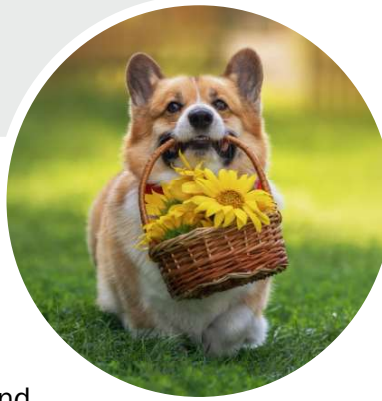


## THE TRUTH ABOUT PET HAIR, SAND & SUMMER SHEDDING

That “freshly vacuumed” look can be deceiving! Pets love summer. Your carpet, rugs, and flooring may not agree. With more outdoor time, pets track in extra dirt, pollen, and fine sand that can become embedded in carpet and rug fibers. Combine that with increased shedding, and you’ve got a recipe for dull, matted carpet and scratched flooring that lacks the sheen it once had. Regular vacuuming helps—but a mid-summer deep clean can restore vibrance and prevent damage to delicate fibers and hard surface flooring.

**Did you know?** Area rugs can hold pounds of dirt before showing any visible signs of soiling. Most carpets attract dust, pollen, mold spores, and bacteria—often without a clue as to what’s inside!

**So... that freshly vacuumed look can be deceiving!**



## RUG OF THE MONTH



This is a genuine Persian Bakhtiari hand-knotted rug, approximately 40 years old. This beautiful work of art is in excellent condition.

**Main colors:**

Raspberry, pink, brown, and ivory.

**Size: 5' x 7'**

**Cost: \$785.00 + Sales Tax**

## TEAM SPOTLIGHT: MEET MATTHEW!

Matt one of our stellar Lead Technicians, and he’s been part of the team since spring 2022. Known for his professionalism and friendly demeanor, Matt has racked up a perfect record of 5-star reviews this year alone! Our client comment cards say it best with words like “polite,” “courteous & careful”, and “a pleasure to have in our home.”

When he’s not expertly restoring carpets and rugs, Matt is a writer and a serious Star Wars fan. While Jedi use lightsabers to bring balance to the galaxy, Matt uses UV lights to bring balance to your carpet—uncovering hidden spots and stains like a true cleaning knight.

We’re proud to have Matt on our team—trusted by clients, guided by the Force, and always ready to take on the next challenge (with or without a droid sidekick).





# CLEAN THAT UP



## How to make cleaning fun!

Brandon is a 3rd generation janitor, and he has learned a lot from his parents and grandparents, as well as on his own!

Brandon has channels on TikTok, Instagram, Facebook and YouTube called “Let’s Clean that Up!” He has generated millions of followers around the world with his motivational tips, products, and sense of humor!

**Do you ever feel like you’re wasting your money on cleaning items that don’t live up to your expectations?**

**Check out what Brandon says about the yellow smiley face sponge family! Are these sponges overrated?**



Keep an eye on this rising star; he has over 1 BILLION views on social media and that number keeps growing!

[www.letscleanthatup.com/shop/](http://www.letscleanthatup.com/shop/)

## For Animal Lovers

Summer is wildlife baby season, and sometimes they need our help! If you find orphaned or injured wildlife, visit [fingerlakeswildlifehotline.org](http://fingerlakeswildlifehotline.org) for help.

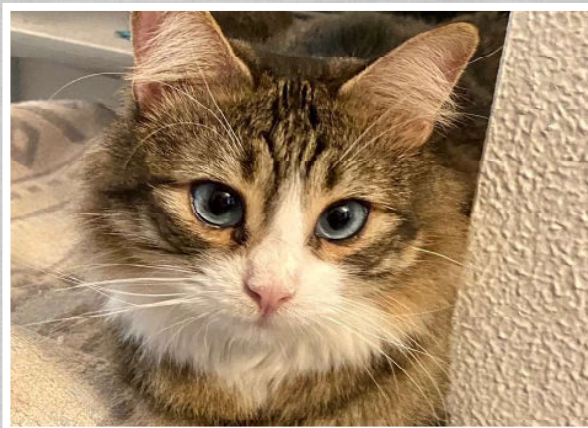


Keep up with locally rescued wildlife at [Chip & Chloe Squirrel Rescue](#) on social media: [@chipchloesquirrel](#)

## PET CORNER

With the biggest, bluest eyes you’ve ever seen, Buddy the cat knows how to steal the spotlight—and hearts. After years of wanting a cat, his mom finally met her ‘purrfect’ match.

Now Buddy lives in style with his own balcony setup, zooming in and out at night on bug patrol. He plays fetch, does tricks (for snacks, of course), and knows he’s the main attraction.



Follow on Instagram [@Buddythecatwithblueeyes](#)