



CHEM MAX CORP.
Hard to Find
Cleaning Supplies
for
Oriental Rug
Cleaners

www.orientalrugcleaningsupplies.com

© 2010-2017 Chem Max Corp. All rights reserved.

20170512



Problem Reducing Rug Shampoo

Problem Reducing Rug Shampoo removes discolorations from dye bleed, stains, water marks, uneven color and cellulosic browning. Designed for washing cotton and other natural fibers. Great for cotton fringes too. Reduce your rug washing problems by using Problem Reducing Rug Shampoo.

| One Gallon | 5 Gallon Pail | 55 Gallon Drum |
|----------------|-----------------|-------------------|
| \$28.95 | \$129.95 | \$1,279.95 |
| 05-1505 | 05-1515 | 05-1555 |



LST

LST has been and still is the best solution for cleaning natural fiber rugs and upholstery. **LST** is unique in that it outcleans other chemicals yet is gentle, safe and does not leave soil-attracting residues. **LST** cleans by means of low surface tension and physical entrapment of soil particles. The low pH is safe on the natural dyes used in hand made rugs and antique fabrics. Use **LST** because it's your best choice.

| One Gallon Jar | 5 Gallon Pail |
|----------------|-----------------|
| \$39.95 | \$179.95 |
| 05-1015 | 05-1005 |



Wool Rug Shampoo

Protect the value of your customer's wool rugs and save yourself from rug cleaning hassles. Don't be tempted into using carpet cleaning chemicals designed for use on synthetic fibers; sure they clean, but they can damage wool fibers and the dyes used on them. Do the right thing and use solutions designed for wool. Wool Rug shampoo is more aggressive than **LST**. Use on heavily soiled rugs.

| One Gallon | 5 Gallon Pail | 55 Gallon Drum |
|----------------|----------------|-----------------|
| \$23.95 | \$99.95 | \$989.95 |
| 05-1301 | 05-1310 | 05-1320 |



Silk Rug Shampoo

The proper chemistry for silk

There's nothing trickier or more lucrative than cleaning silk rugs. This product is safe for use on silk and oriental rugs. Restores silk fibers to their correct isoionic state, for safer cleaning of both fibers and dyes. Made with essential oils to boost cleaning performance and with the correct pH to release soils without damaging fibers. Silk Rug Shampoo is more gentle than **LST** and is designed for use on silk rugs. Protect the value of your customer's silk rugs and save yourself from rug cleaning disasters.

| One Gallon | 5 Gallon Pail |
|----------------|-----------------|
| \$35.95 | \$158.95 |
| 05-1303 | 05-1330 |

Navajo Rug Cleaner

Why risk cleaning a bleeder with the wrong cleaner? Use a cleaner designed to keep colors from releasing.

Finally a cleaner with the proper chemistry for cleaning tricky bleeders like Bokharas, Turkmens, Belgiums and other silk or wool bleeders.

Navajo Rug Cleaner is mordant fortified. This cleaner can save those difficult to clean, expensive rugs you were afraid to touch before.



One Gallon
\$42.95
05-1140

5 Gallon
Pail
\$189.95
05-1145

Cotton Rug Shampoo

Unfortunately, many cellulosic rugs are dyed the the wrong type of dye, and therefore bleed or fade when washed. Fiber reactive dyes (first used in 1956) were color-fast for cellulose. All cellulosic rugs made before 1956 will have color problems and rugs dyed with vat dyes, etc., also have color issues, even if new. **Cotton Rug Shampoo** is designed to clean these rugs. It is mordant fortified for cellulosic rugs. Cotton rugs are never easy to clean, you need all the help you can get. Use **Cotton Rug Shampoo**.



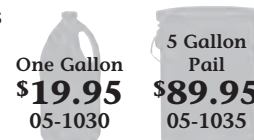
One Gallon
\$21.95
05-1050

5 Gallon
Pail
\$98.95
05-1055

Cotton Rug Rinse

Even when you use the best cleaners designed for cellulosic fibers like **Cotton Rug Shampoo**, you will still need help in the rinse and drying phase. **Cotton Rug Rinse** is the perfect compliment to **Cotton Rug Shampoo** for use on cellulosic fibers like cotton and jute. Helps to stabilize colors while drying and increases color fastness.

Cotton Rug Rinse helps you do the best possible job on the impossible cotton and cellulosic rug cleaning challenges. It may not be perfect, but Cotton Rug Shampoo and Cotton Rug Rinse is your best choice for cellulosic fibers.



One Gallon
\$19.95
05-1030

5 Gallon
Pail
\$89.95
05-1035

Rug Squeegee

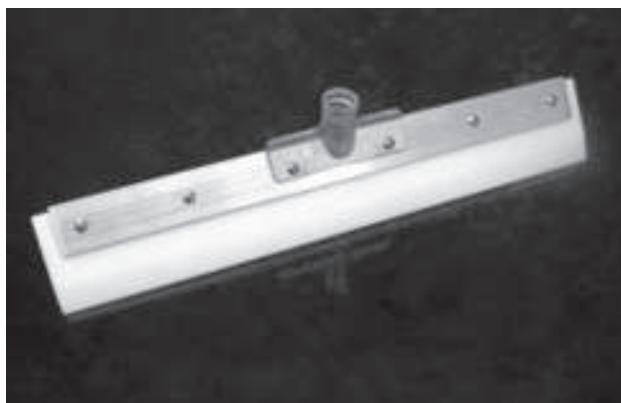
Great tool for moving excess liquid out of the rug. Use with AntiDye to move unwanted dyes off the rug. It's the right tool to use with Rug Resurrection. Useful for urine soaked rugs too. The 3/8 inch thick polyethylene blade is 18" wide and 3" tall. Beveled on the working edge for smoother operation.

BB-R18 Rug Squeegee (head only) \$41.95

BB-R18R Rug Squeegee (replacement blade) \$22.50

BB-SS5 5 ft. Stainless Steel Handle \$49.95

BB-D 5 ft. Hardwood Handle \$7.95

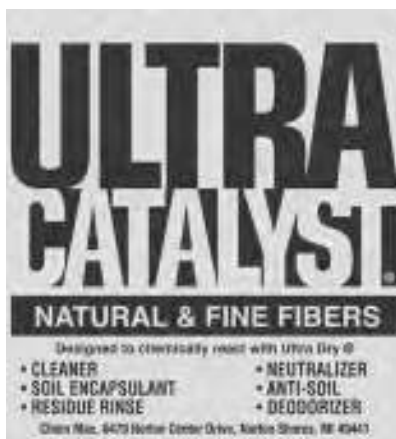




Ultra Dry® Natural & Fine Fibers

The Ultimate Dry Cleaner

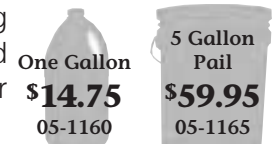
Use for outstanding results on all types of soils. This unique product is a blend of chemically dissimilar water-based cleaning agents and dry cleaning solvents. By means of homogenization, these ingredients are combined to deliver excellent results on both oil- and water-based soils and stains. With a pH of less than 8, it's just right for those fine rugs and delicate fabrics. Cleaning is gentle yet effective. Soils are released with safe, solvent action and captured with our unique blend of fluorochemical copolymers. Your customers will love how their fine rugs and furniture stay cleaner longer.



Ultra Catalyst® Natural & Fine Fibers

Keeps Sensitive Fine Fiber Materials from Re-Soiling

This unique product is designed to co-react with Ultra Dry®. This chemical reaction is the "secret" to the Ultra Dry System's effectiveness. The addition of Ultra Catalyst improves overall cleaning results for only pennies per job. Soils and residue are captured with our unique blend of fluorochemical copolymers. In addition to this, Ultra Catalyst brightens fibers bringing out the true colors without optical brighteners and freshens fibers by killing odors. Alkalinity (found in most cleaning systems) is neutralized to eliminate soil-attracting residues. Appearance remains high because of balanced pH. Your customers will love how their fine fibers stay cleaner longer.



HOW TO CLEAN ORIENTAL & FINE AREA RUGS ON-LOCATION

On-location cleaning of oriental and other fine rugs is not normally recommended. In-plant cleaning gives the rug owner a better value by improving results and protecting their investment. In-plant cleaning allows you the opportunity to correct any problems which arise during cleaning (before anyone else sees it). Often two days are required to properly clean and dry a rug. Controlled drying conditions are next to impossible on-location and are best at an in-plant site. Specialized tools and equipment are not easily used on-location. Your in-plant facility may be a 10,000 sq. ft., fully automated washing plant or it may be your freshly cleaned driveway or garage floor. (see page 29) Whichever the case, it is still better than cleaning on-location.

In rare cases it may be necessary to clean rugs on-location (i.e. customer will not allow you to remove the rug from their site or sight). Keep in mind these additional concerns. Proper dry soil removal is going to make a mess. You may have to do it outside or cleanup afterwards. The floors must be protected from water and cleaning agents, dyes may bleed during cleaning or drying. You may need to take extra measures to ensure fast drying. You may have to return the following day to inspect results, make

corrections (while explaining why this is nothing to be concerned about) and pick up drying equipment. Floor cleaning or restoration may now be required.

We do not recommend on-location cleaning of rugs, as your primary mode of operation.

ON-LOCATION CLEANING

If you have to, first complete a thorough inspection of the rug(s). Test for colorfastness. ***We do not recommend cleaning bleeders or other "problem" rugs on-location.*** Next, set up a work area. It needs to be a clean area and it also needs to be protected from any damage from your cleaning activities. Remove dry soils as best as you can on-location.

On-location rug cleaning is best accomplished with dry cleaning. For decades, rug cleaners have found the **Ultra Dry System** effective and satisfying for their customers. This is also a great system for cleaning rugs which cannot be immersion cleaned (i.e. cloth backed rugs & composite rugs with shrinkage issues or rugs too large for plant and pit cleaning). Pre-spray the face pile and fringe with **Ultra Dry Natural & Fine Fibers**. Work in with hand groomer or nap brush. Allow a five to ten minute dwell time, but do not allow the rug to dry out. Reapply Ultra Dry if necessary.

Low moisture rinse the rug with **Ultra Catalyst Natural & Fine Fibers** solution. Mix Ultra Catalyst at 16:1 (8 oz./gal.) with warm (100° to 130°F) water. Submerge **Ultra Clean Pads** into the Ultra Catalyst solution and wring out excess solution with a pad squeezer. Place wrung out Ultra Clean Pad on the heaviest soiled area of the rug.

Immediately spin Ultra Clean Pad over the entire rug surface and fringe with side-to-side overlapping passes with a low speed (approximately 175 rpm) floor machine. Clean up to about 50 square feet, then flip the pad over and reclean area just covered, put aside spent Ultra Clean Pads and wring out a new pad for further cleaning. Do not reuse soiled pads until laundered. Never place soiled pads back into Ultra Catalyst solution, always use "new" clean pads. Never run pads on dry rugs.

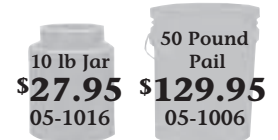
Comb out fringes with a fringe brush, groom the face and speed dry the rug with air movers. If fringes need more attention, use **Fringe Cleaner** and/or **Fringe Whitener**.

© 2010 Chem Max Corporation. All rights reserved.

AntiDye

Prevents Adjacent Color Contamination

AntiDye prevents fugitive dyes from depositing onto undyed fibers and adjacent colors during cleaning. Use when cleaning rugs that crock colors because of old age, improper dyeing, or previous cleaning by the unskilled or uninformed. Dilutes at 6.4 oz per gallon (32 oz per 5 gallons). A must to keep on-hand for those times when a rug begins to bleed during cleaning and it is too late to set colors.



Dye Release

No Bleeding Solution

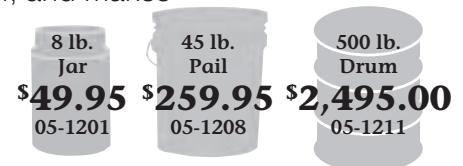
Dye Release is a high-tech solution to an age-old problem, dye bleed during washing. Use when washing rugs that bleed colors. Dye Release bonds bleeding dyes together and keeps them from bonding near-by fibers. Great for pit or tub washing, especially when washing multiple rugs together.



Rug Wash Powder with Dye Release

In-plant Rug Washing Detergent

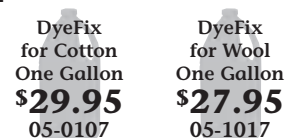
Our same superior rug washing powder plus Dye Release to prevent bleeding issues during washing. Prevents colors from bonding to adjacent fibers during the wash process. It makes rug washing so much easier, and makes for fearless rug washing.



DyeFix

Fix It or You Might Just Own It

DyeFix is a multi-mordant used to set dyes to prevent color bleeding. Some colors are not set at the time of the original dyeing. DyeFix completes the dyeing process by making the dyes bite onto the fiber's dye sites. (This assumes the proper dyes were used – if not, use AntiDye when cleaning.) **TEST FOR COLOR FASTNESS** – If dyes fail, sell dye fix as an add-on service to your cleaning or retail rug business. Works on upholstery too! A great problem solver and profit maker. Dilute at 3-to-1.





Rug Resurrection

Hope for rugs that have bled and dyed.

Rug Resurrection may be the only hope for those rugs with color bleeding. You can save hours or even days of work because with Rug Resurrection you do the entire rug at the same time. In just minutes, your ruined, worthless rug is restored to a new life of great value. A great money making product for those customers who bring in dye bled rugs. A real life saver for those rugs that bleed while in your care.



Low Odor Dye Stripper

Other Strippers Stink - This One Does Not

Just as effective in destroying unwanted colors as our time-tested dye stripper, but with low odor. Great for stain removal too!

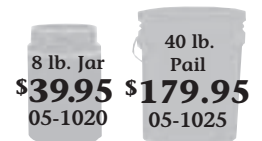


Dye Stripper

Strip Away Unwanted Colors

Don't buy color damaged rugs - SAVE THEM!

Dye Stripper will remove most colors. Great for use as a stain remover and as a fringe cleaner booster. A real rug-saver for those problem rugs. A life saver if you cause the bleeding. Always keep some on-hand.



Stand Up Fringe Brush

9" x 1-1/2" Fringe/Carpet comb. Scaled down version of the professional BB-R12 carpet comb to easily manage rug fringes.

Handle not included, use any standard threaded handle.

BB-R11\$13.50

BB-D 5 ft Hardwood Handle\$7.95

BB-SS 5 ft Stainless Steel Handle.....\$49.95

Triple Deodorizing Rug Shampoo

Finally a simple and easy way to remove odors from rugs. Just wash those nasty smelling rugs with Triple Deodorizing Rug Shampoo – it cleans and deodorizes at the same time. No extra work, just extra profit. Three separate deodorizing ingredients synergistically work together to remove all types of odor. Make your customers happy and make your work easier. Use Triple Deodorizing Rug Shampoo – a very good cleaner and a great deodorizer.

| One Gallon | 5 Gallon Pail | 55 Gallon Drum |
|---------------------------|----------------------------|------------------------------|
| \$39.95 05-0018 | \$179.95 05-0008 | \$1,779.95 05-0028 |

CHEM MAX[®]

Urine PreTreatment

A BREED APART FROM OTHER URINE TREATMENTS



- Destroys Urine Deposits
- Effectively Reduces Odors
- Solubilizes Urine Salt
- Stops Reactivation of Odors
- Penetrates Old Deposits
- Neutralizes Nitrogenous Residue

Urine PreTreatment

A Deodorizer that is a Breed Apart

Chem Max[®] Urine Pretreatment effectively penetrates and destroys urine deposits. Neutralizes nitrogenous residue to stop reactivation of odors once and for all so odors do not come back.

Urine PreTreatment is the first step used to remove old urine residues. Finish by washing with Triple Deodorizing Rug Shampoo. Urine PreTreatment works more effectively than ordinary acid treatments because we have added two special ingredients to boost its deodorizing power.

| One Gallon | 5 Gallon Pail | 55 Gallon Drum |
|---------------------------|---------------------------|----------------------------|
| \$21.95 07-2145 | \$98.95 07-2146 | \$979.95 07-2147 |

Ancient Secret Formula

Keeps Old Rugs from Smelling OLD.

Special non-residue formula allows you to post-spray rugs without adding residue. Will not change hand of even fine silks (with proper grooming). Sticky residues and rapid resoiling can be a problem with most deodorizers, but not Ancient Secret Formula plus it works great at neutralizing odors. Designed for urine odors but works on many different types including: smoke, skunk, decay, feces, vomit and musty odors.

| One Gallon | 5 Gallon Pail |
|---------------------------|----------------------------|
| \$31.50 05-1040 | \$139.95 05-1045 |



Chem Max[®]

Solvent Deodorizer

With Essential Oils

- Professional Odor Counteractant
- Refreshing Citrus Aroma

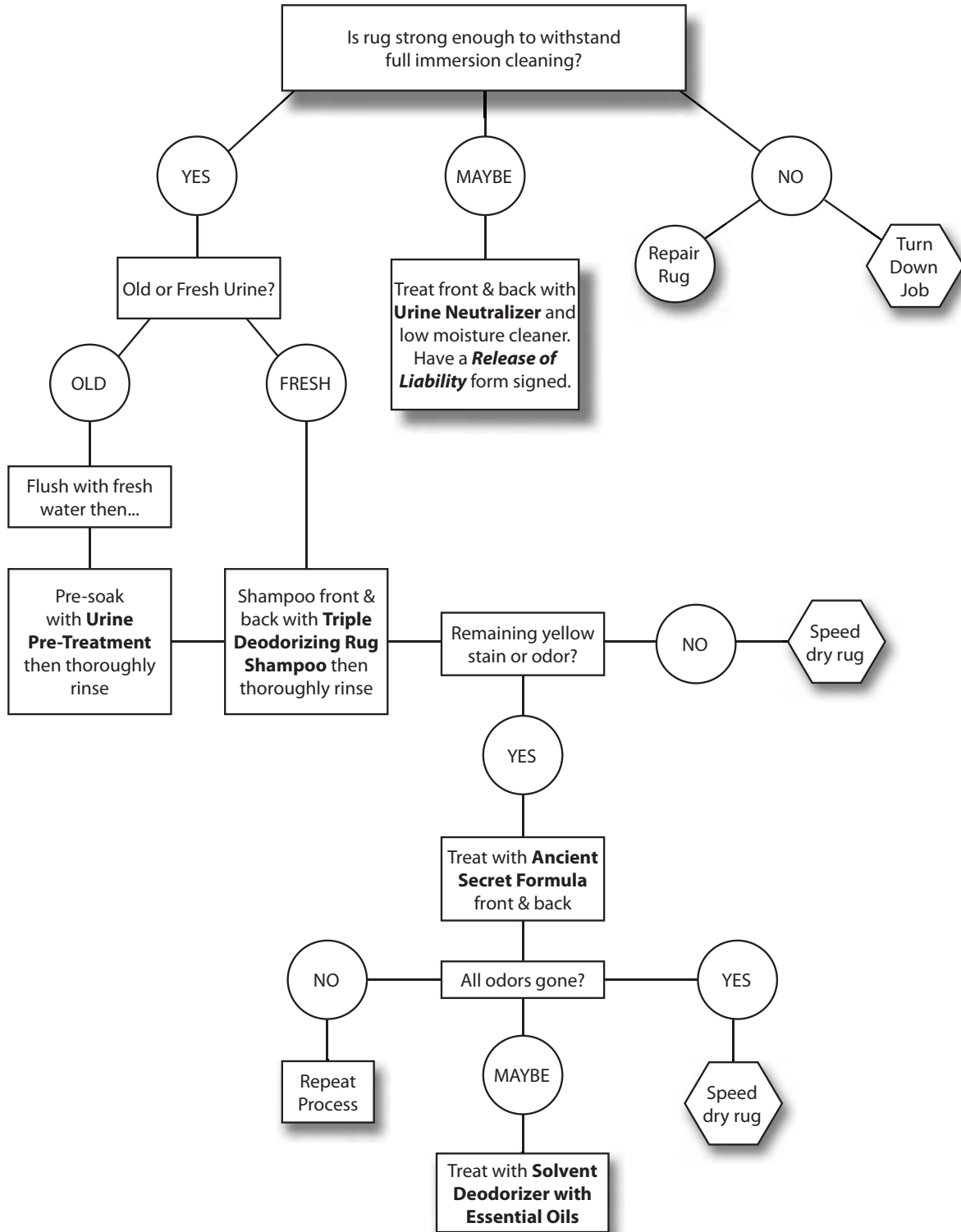
Solvent Deodorizer

Made with Essential Oils

For "DRY CLEAN ONLY" rugs and fabrics. This solvent-based deodorizer can be used on bleeders or other rugs which could be affected by water. Nice and refreshing citrus aroma made with essential oils. Sticky residues and rapid resoiling is not a problem with Solvent Deodorizer, it does not leave any residues behind.

| One Gallon | 5 Gallon Pail |
|---------------------------|----------------------------|
| \$69.95 07-4000 | \$324.95 07-4010 |

URINE CONTAMINATED RUGS



© 2010 FCSA. All rights reserved. Duplication of any portion of these instructions is prohibited without written permission of FCSA.

Fringe Pre-Treatment

("First Do No Harm" – NO BLEACH)

Fringes need all the help they can get!

Even when the rug cleans up well, fringes can still be a problem. With Fringe PreTreatment, the battle is done before the fight begins. Simply spray-apply to the fringe and kilim strip, then proceed with normal rug cleaning. Also helps prevent color bleeding from the rug fibers to the fringe. Helps prevent browning and saves on post-treatment. Safe for all types of fringe materials.



Fringe Cleaner ("First Do No Harm" – NO BLEACH)

Safe Cleaner/Brightener for Cotton Fringes

At last, a cleaner designed to clean cotton fringes without using damaging bleaches or oxidizers. Fringes are often the most difficult part of the rug to clean. Customers may judge your cleaning by looking at the fringes. Make your customers smile, use Chem Max Fringe Cleaner. Dilutes at 4-to-1 (32 oz per gallon).



Fringe Whitener ("First Do No Harm" – NO BLEACH)

Coverup for Old Discolored Cotton Fringes

Even with the best cleaning, some fringes just continue to look bad. Fringe Whitener makes them look better and whiter. Covers over discolorations like browning, graying, bleeding, yellowing and old age. Will not damage cotton as many bleaching and oxidizing treatments can. Sure . . . its a cover-up, but who wouldn't want you to? Dilutes at 8 oz per gallon. Spray on and brush in.



Fringe Brush

You'll love this unique fringe brush for combing out fringes. Use with Rug Soure to correct browning or use with Fringe Whitener to work in solution. Best tool for hanging rug fringes. Comfortable handle. Nylon face brush bristles. 5¼" X 1½" face.

BB-R9 Hand Fringe Brush \$18.00





Wool Rug Revitalizer

Revitalizes stiff, dull, dry wool rugs

Brings new life to severely dried-out antique wool rugs or those damaged by high pH cleaners, dye stripping, urine or other contaminants. Developed in conjunction with the nation's leading oriental rug experts. Does not turn rancid or cause resoiling like lanolin-based products. **Wool Rug Revitalizer** can rebuild the full value of old or damaged rugs. A great money maker for those cleaning antique rugs.

One Quart
\$27.95
05-6000

One Gallon
\$98.95
05-6010



Silk Rug Revitalizer

Revitalizes stiff, dull, dry silk rugs

Similar to Wool Rug Revitalizer above but with silk-based amino acids, **Silk Rug Revitalizer** brings new life to severely dried-out antique silk rugs or those damaged by previous cleanings, dye stripping, urine or other contaminants. Does not turn rancid or cause resoiling like lanolin-based products. **Silk Rug Revitalizer** can rebuild the full value of old or damaged silk rugs. A great money maker for those cleaning antique silk rugs.

One Quart
\$29.95
05-1380

One Gallon
\$107.95
05-1381



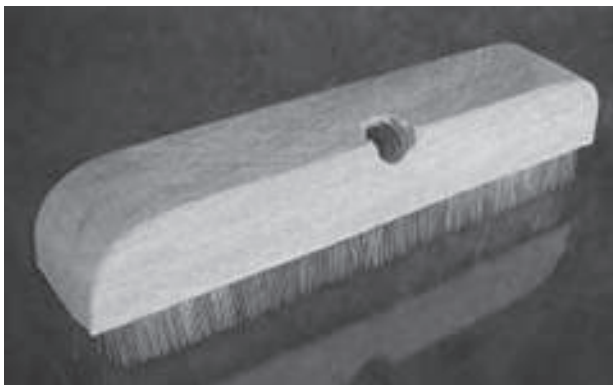
Silky Soft

Returns the soft hand of silk rugs.

Many a cleaner has had trouble with silk rugs after cleaning. Silk rugs often lose their soft hand. The appearance of the rug may also change from cleaning if the rug's pile texture is changed. **Silky Soft** can often restore the soft texture of silk rugs. Do not disappoint your customer; Have **Silky Soft** on hand to restore the hand of the next silk rug you clean.

One Gallon
\$18.95
05-1302

5 Gallon Pail
\$84.95
05-1312



Silk Carding Brush

Use with Silky Soft to restore the texture of silk rugs. A must for anyone who cleans silk rugs. Features cadmium plated wire secured to a hardwood block. Attach to standard threaded handle for stand up use. 9½" X 1¼" face.

| | |
|---|---------------------|
| BB-R88 Silk Carding Brush |\$64.95 |
| BB-D 5' Hardwood Handle |\$7.95 |
| BB-SS2 3' Stainless Steel Handle |\$39.00 |
| BB-SS3 4' Stainless Steel Handle |\$40.00 |
| BB-SS5 5' Stainless Steel Handle |\$45.95 |
| BB-SS6 6' Stainless Steel Handle |\$50.00 |

RESIST Wool Preservative

Protects Valuable Rugs & Carpets.

Stop infestation of valuable rugs & carpets. Prevents repeat infestations. This formula safely preserves valuable investment fibers. Keep some on hand to solve your customers' worst nightmare. **A great profit-making solution – low cost to you; great value to your customer.** Use as directed paying attention to precautions on the label. Can be your best add-on profit service!

6 lb. Jar
\$42.95
05-1340

Case of
4 Jars
\$162.95
05-1345

RESIST PreTreatment



One Gallon
\$34.95
05-1360

5 Gallon
Pail
\$159.95
05-1365



Tea Dye

Returns the antique look to cleaned rugs

Many customers want that antique look. You can help and make money too! First Rule – DO NOT USE TEA! Tea is a misnomer. Tea is not colorfast and even coloration may be difficult to obtain. Fading will also occur. Chem Max Tea Dye is colorfast and fade resistant. Tea dying can be a good money maker for you and can save you big money if you wash out the fake tea dye in your customer's rug while cleaning.

One Gallon
\$32.95
05-1008



Rug Soure "Helps Get the Brown Out"

Rug Soure is a post-treatment to prevent browning and stabilize colors. By neutralizing alkaline residues you can restore fibers and dyes to their natural state, improving color brightness and giving a softer hand for a more luxurious feel. Also effective as browning and yellowing remover. Also can be used to prevent water marking on all types of materials. Use as a final rinse when cleaning cotton fringes for better results. Contains Mordants. Dilute at 20:1 (6.4 oz. per gallon).

One Gallon
\$17.95
05-1013

5 Gallon
Pail
\$79.95
05-1003

55 Gallon
Drum
\$795.95
05-1023



Blue Ribbon
Chem Max®
Leather Conditioner

Moisturizes and Protects
Extends Useful Life of Leather
Safe for Use on Top Coated and Protected Leathers

Revitalizes Leather
Reduces Damage from Sunlight Fading
Innovative Polymer Emulsion

Improves Hand and Increases Resiliency
Prevents Brittleness, Cracking, Flaking, and Splitting
Don't Clean Leather without it!

Chem Max Leather Conditioner

Don't clean leather without it!

Most leather cleaners dry out leather causing permanent damage. *Leather Conditioner saves its life!*
Reduces sunlight fading too.

One Quart
\$29.95
07-0405

Case of
12 Quarts
\$323.40
07-0415



URINE NEUTRALIZER Bacterial Enzyme Digester

- Effective Stain Remover
- Completely Neutralizes Odors
- Refreshing Scent

Chem Max Urine Neutralizer

Bacterial Enzyme Digester

Live bacterial agents naturally breakdown organic materials that cause odors. Can be applied directly to problem areas. Great for urine "accidents." Nice resale item (\$16.95/qt. *suggested retail price.*) Also effective on other organic stains and odors including: feces, vomit, blood, coffee, tea, spoiled food, some food stains and body oils.

One Quart
\$6.95
07-2003

One Gallon
\$26.95
07-2013

Sure Color Stabilizer

"For When You're Not Sure"

Sure Color Stabilizer is so easy to use. Just add to your favorite cleaner to help stabilize most colors. Low cost so you can use it on every rug cleaning. Lowers pH to help correct all kinds of color and dye problems left behind by customers, their pets and past cleaning efforts. Buffers all solutions to be "correct" for cleaning wool and acid dye colors. Dilute at about 1 oz per gallon.

8 lb Jar
\$49.95
05-1014

50 Pound Pail
\$279.95
05-1004

Deluxe Nap Brush for Fine Oriental Rugs

3-1/2"x14" with crimped nylon bristles for a neat finished appearance to cleaned rugs.

BB-R213 \$30.00



Flokati Comb

Designed for Flokatis and other long pile rugs. 2"x15" with 1-1/4" rounded teeth.

BB-R17 \$16.00

Heavyweight Nap Brush for Fine Oriental Rugs

3"x14" with 7 rows of 2-1/2" nylon bristles to remove streaking and set nap.

BB-9475 \$39.00



Shag Comb

Designed for extra deep shag and long pile rugs. 2"x15" with 1-7/8" long teeth.

BB-R14 \$17.00

NOTE: Handles NOT included – see page 2.

**Perhaps one of
the most
technologically
advanced
cleaning products
of our time!**

Uses extremely low surface tension and thixotropic polymer technology

LST is unique in that it out-cleans many aggressive chemicals but it is gentle, safe, and does not leave any soil-attracting residues. LST cleans by means of low surface tension and physical entrapment of soil particles. Both so gentle that LST will not harm anything that water itself will not damage.

LST

Non-Soil Attracting
Residue Formula —
Stays Cleaner Longer

SAFE! Will not damage anything
that water itself will
not damage.

Manufactured by Chem Max Corp.,
6479 Norton Center Dr.,
Norton Shores, MI 49441
800.858.7237

**A GREAT RETURN ON
INVESTMENT!**

LST may be considered expensive when comparing per gallon cost but, it's a great value when evaluated on its return on investment.

Keith Williams, LST's inventor was well known and well respected in the cleaning industry. In fact, IICRC's highest achievement award for technical advancement is known as the Keith Williams Award. One of Keith's most outstanding achievements is his creation of LST.



Keith Williams
12/6/36 – 5/1/91

LST A "Trade Secret" used by many of the "Old Timers" for cleaning their most profitable accounts:

- Oriental Rugs • Wool Carpet • Silks • Antiques • Leathers
- Wallcoverings • Tapestries • Upholstery
- Articles with Unstable Colors
- Encapsulant Cleaner for Regular Maintenance Contracts

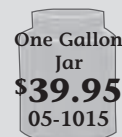
LST has multiple uses including:

- Spot and Stain Remover
- Gentle Cleaner • Pre-Conditioner
- Non Soil-Attracting Cleaner/Encapsulant
- Neutral Cleaner • Bonnet Cleaner
- Shampoo Cleaner • Dry Foam Solution
- Wall Cleaner • Filtration Soil Cleaner
- Smoke and Soot Cleaner
- Leather Cleaner

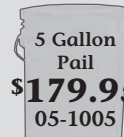
SPECIFICATIONS

| | |
|-----------------|-------------------|
| Appearance: | Thick gray liquid |
| Odor: | Slightly Sour |
| Weight/Gallon: | 8.2 lbs. |
| Flash Point: | None |
| Std. Dilution: | 5 oz. per Gallon |
| pH Concentrate: | 5.8 |
| pH R.T.U.: | 6.5 |

Ask for our FREE "How to Clean with LST" Booklet!



\$39.95
05-1015



\$179.95
05-1005



Rug Bath Pro™

Deep Cleaning Stain and Odor Removal

For those customers who require “green” cleaning, Rug Bath Pro™ provides the cleaning and odor control using 100% natural ingredients in a colloidal micelle chemistry. Nano technology allows you to put billions of organic particles to work in your cleaning process. Destroying carbon bonds at the source of protein stains so they can be lifted from surfaces using water extraction. Safe for all washable fabrics, hypo-allergenic and leaves no soil-attracting residue. Effectively removes stains and pet odors caused by urine, feces, vomit or blood leaving clean odor free rugs.

One Gallon
\$99.95
AA-1021



UrinePro Plus™

Fast-acting Odor and Stain Remover

100% natural “green” cleaner for discerning customers. UrinePro Plus™ provides powerful microemulsion cleaning agents free from toxic and flammable VOCs. Penetrates deeply into surfaces and instantly breaks down hydrocarbon bonds. Specifically formulated to remove stains and odors produced by urine, feces, vomit and blood. Contains plant-based alkanolamines, fatty acids and esters. Certified Nonionic Surfactant.

One Gallon
\$99.95
AA-1011

Carpet Finishing Brush

Better than a Dandy Groomer

- 1.) No streaks – more than three times the number of nylon bristles.
- 2.) More bristles – greater wear life.
- 3.) Longer trim – greater pile penetration.
- 4.) Takes a standard threaded handle.
- 5.) Handle easily unscrews for efficient storage.
- 6.) Hardwood block – prevents scratching baseboards.



BB-R25 \$22.50

Napping Brush

For That Finishing Touch

Remove swirl marks, footprints and wheel tracks after cleaning. Shade the nap in one direction to give the carpet a neat finished appearance. 19” wide with 3 rows of 1-1/2” long nylon bristles. It has been designed so as not to streak. The BB-R21 is very strong yet light weight which eliminates job fatigue and helps the job go faster.



BB-R21 \$30.00



WoolRight

The Right Solution for Wool

The perfect solution for wool rugs. Designed for surface washing wool rugs. Often rugs cannot be immersion washed for various reasons. Don't use the wrong chemicals — use the right stuff! Designed for extraction cleaning of wool rugs. pH correct. Fluorocarbon surfactants for higher performance and non-resoiling residue. It is the right stuff for wool.



WoolRinse

The Right Rinse Solution for Wool

Designed to work with WoolRight, this is the perfect rinse solution for wool rugs. Use when extraction cleaning wool rugs. pH correct. Fluorocarbon surfactants for higher performance and non-resoiling residue. It is the right stuff for wool.



Silk Test Kit

Simple Way to Identify Silk Material

Art Silk? Faux Silk? Real Silk? No test fabric? Both burn tests leave a bad smell. Now there's a simple testing kit to positively identify silk. Simply apply the Silk Reagent to the fabric. If it turns dark, it's not silk. If it stays light, it's real silk. Remove dark spot with a drop or two of stain remover.

00-Silk Test Kit..... \$25.00

Big Bertha Fringe Brush

The Big Gun for Pounding Out Heavy Soils

Stiff nylon bristles packed into a 2-3/4" x 7-3/4" area allow for heavy pounding action without matting the carpet. A solid hi-density polyethylene block is durable and adds weight to get the job done quickly.



BB-R7..... \$45.00

Tamping Brush

For Spot & Stain Removal

A spotting brush to help penetrate fibers and allow the solution to work. To cover the range of different types of stains and spots. This pure bristle brush retains the most solution. Has a chisel shaped handle for extremely tough spots.



BB-8020 \$9.00

FLUOROSOLVE®

A UNIQUE FIBER PROTECTION FORMULA

Chem Max Corp., 6479 Norton Center Drive, Norton Shores, MI 49441 • ChemMax.com

FLUOROSOLVE® When you require the best fiber protection product, Fluorosolve is it. Carpet & Textile mills use the same fluorochemical resins, known for their ability to resist all types of soils including water-based, oil-based and dry soil. Fluorosolve uses a solvent-based carrier to ensure quick and even bonding to all fibers. Fluorosolve's solvent carrier makes complete and even application easy. Contains no water so it's safe for all fibers and fabrics. Use on any new or freshly cleaned fiber. One gallon protects 600 to 1,200 square feet of carpet or approximately 5 to 8 average rugs for low-end use cost. Fast drying (2-4 hrs.), max. curing for oil protection requires 24 hrs. Not intended for use with heat – Do not use in heated dry rooms.

One Gallon
\$44.95
03-1033

5 Gallon
Pail
\$199.95
03-1333

55 Gallon
Drum
\$1,979.95
03-1303

FLUOROSOLVE®

PLUS ESSENTIAL OILS

A Unique Fiber Protection Formula
For Professional Use Only

FLUOROSOLVE® with Essential Oils

Grandma always knew what the best natural remedies were and here is one of her favorite essential oils to keep pests away. *Fluorosolve Plus Essential Oils* works just like *Fluorosolve* to protect your textiles from soils, spots & stains, plus also keep pests like bugs, spiders, carpet beetles, moths and other little pests off your carpets and rugs. Extra protection without any extra work.

One Gallon
\$49.95
03-2033

5 Gallon
Pail
\$224.95
03-2333

55 Gallon
Drum
\$2,225.95
03-2303



Rug Soure "Helps Get the Brown Out"

Rug Soure is a post-treatment to prevent browning and stabilize colors. By neutralizing alkaline residues you can restore fibers and dyes to their natural state, improving color brightness and giving a softer hand for a more luxurious feel. Also effective as browning and yellowing remover. Also can be used to prevent water marking on all types of materials. Use as a final rinse when cleaning cotton fringes for better results. Contains Mordants. Dilute at 20:1 (6.4 oz. per gallon).

One Gallon
\$17.95
05-1013

5 Gallon
Pail
\$79.95
05-1003

55 Gallon
Drum
\$795.95
05-1023



Color Restore Colorfast Pens

The simplest way to repair fabric spots that have lost their color. No mixing. Just choose the matching color from the selection box and with a few dabs of the pen discolorations disappear. Great for white knots. Colors are permanent and won't wash out.

Single Pen (AM-Repair-Pens1) . . . \$5.00

156 pen kit (AM-Repair-Pens) . . \$653.64





Ultra Dry® Cleaning Systems

First & Foremost Spotter

- Fast Drying • Non Residue
- Non Flammable • Anhydrous
- Effective on Solvent Soluble Stains

For Professional Use Only

DANGER: Harmful or Fatal if Swallowed
(see Safety Precautions)

Chem Max Corp., 6479 Norton Center Drive, Norton Shores, MI 49441
800-858-7237 • www.chemmax.com

First & Foremost Spotter

This should be the very first spotter to test an unknown stain. Why? First, it often works to remove the stain – it's a powerful solvent. Second, it dries fast and does not leave a residue. Third, it tells you if the stain is solvent or water soluble. Good information to know!. Fourth, it will not change the pH or set the stain, in case you need to use other cleaning solutions afterwards. It is so effective, it will soon become your *First & Foremost Spot & Stain Remover!*




One Gallon
\$74.95
07-1010

WOOLZYME

Perfect for Wool

- People & Planet Friendly
- Neutralizes Odors
- Completely Safe for Wool
- All Natural Enzymes



- Effective Stain Remover
- Neutralizes Urine
- Refreshing Scent
- Nature's Nano-technology

For Professional Use Only

Chem Max Corp., 6479 Norton Center Drive, Norton Shores, MI 49441
800-858-7237 • www.chemmax.com

Woolzyrne

Perfect for Wool

Are all bacteria and enzyme cleaners safe for wool? Woolzyrne is! It completely eliminates urine and its odor from wool. Also effective on blood, vomit, feces and other organic soils & stains. Woolzyrne is nature's nano-technology for removing urine and other stains. Completely safe for wool.





One Quart **\$7.25** 07-7007
One Gallon **\$27.95** 07-7017
5 Gallon Pail **\$125.95** 07-7027



Ultra Dry® Cleaning Systems

Klingon Miracle Spotter

"It's Out of this World!"

- Fast & Effective • Biodegradable • Odorless
- Neutral pH • Non-Ionic
- Safe – will not harm any fibers or dyes
water will not harm
- Great for Vertical Surfaces and Gun & Cuff Procedures

For Professional Use Only

Chem Max Corp., 6479 Norton Center Drive, Norton Shores, MI 49441
800-858-7237 • www.chemmax.com

Klingon Miracle Spotter

It's Out Of This World!

Klingon Miracle Spotter is unique. It is effective on both solvent-side spots & stains **AND** water-based spots & stains, yet is very gentle. Great for fringes! Simply apply full strength, allow some dwell time, then rinse with water. Often the stain is gone with one treatment. Great for all gun and cuff procedures. 100% water soluble. Works great with *First & Foremost Spotter*.



One Gallon
\$74.95
07-1200



Klingon Miracle Brush

Round 1-1/4" nylon bristle spotting brush. Works spotting chemicals into stained fibers without damage.

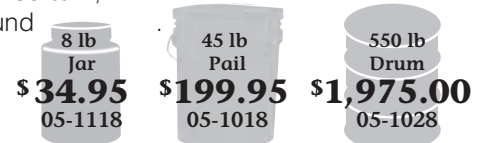
BB-B7A \$19.00



Rug Wash Powder

In-plant Rug Washing Detergent

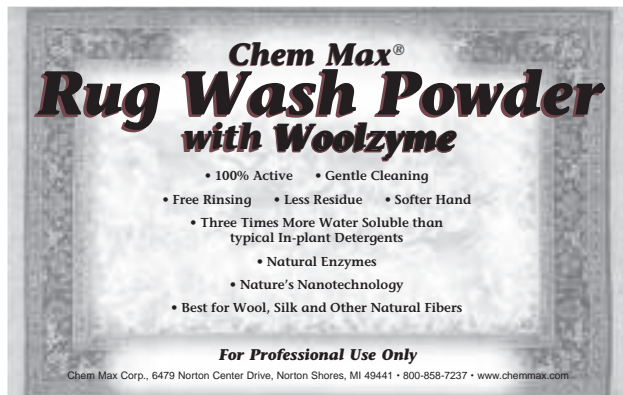
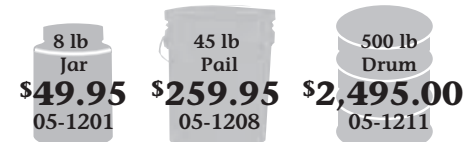
In-plant rug washing detergent for those wanting the lowest residue products. 100% active with no fillers to remove stubborn, embedded soils. Three times more water soluble than typical in-plant detergent for better rinsing, less soil, less residue, less browning and less problems. Use with Chem Max Rug Wash Liquid. Dilute entire 50 lbs into carburetor and meter at approximately 30-to-1, or use approximately one (1) pound per 100 gallons of water.



Rug Wash Powder with Dye Release

In-plant Rug Washing Detergent

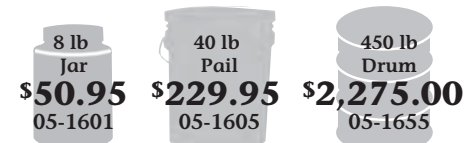
Our same superior rug washing powder plus *Dye Release* to improve washing results without the worry of dye transfer. Prevents colors from bonding to other fibers during the wash process. It makes rug cleaning so much easier and makes for fearless rug washing.



Rug Wash Powder with Woolzyme

In-plant Rug Washing Detergent

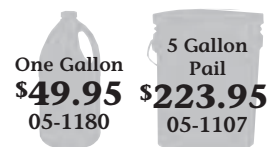
Our same superior rug washing powder plus *Woolzyme* to improve washing results. Especially when dealing with urine, blood, vomit, feces and other organic stains. *Woolzyme* is nature's nano-technology for deep cleaning and organic stain removal. Add *Woolzyme* into your rug washing reputation.



Rug Wash Liquid

In-plant Rug Washing Detergent Booster

In-plant rug washing detergent booster. Free rinsing formula boosts cleaning performance by increasing soil penetration and soil suspension. Anti-deposition agents keep soils from redepositing onto fibers during cleaning operations. Use with Chem Max Rug Wash Powder. Dilute one gallon into carburetor and meter at approximately 30-to-1, or use approximately three (3) ounces per 100 gallons of water.



NATURAL FIBER KIT

| Product | Size | Price |
|------------------|---------------------|---------------|
| LST | 1 pail | 179.95 |

Low Surface Tension cleaner proven safe for natural dyes found in hand made rugs and antique upholstery. Soil entrapment technology leaves no soil-attracting residues.

| | | |
|-------------------------------|---------------------|--------------|
| Wool Rug Shampoo | 1 case | 75.80 |
|-------------------------------|---------------------|--------------|

Formulated specifically for natural fibers. Won't damage fibers like synthetic cleaners. For heavily soiled rugs that need a more aggressive approach than LST.

| | | |
|-------------------------------|---------------------|---------------|
| Silk Rug Shampoo | 1 case | 143.80 |
|-------------------------------|---------------------|---------------|

The proper chemistry for silk. There is nothing more lucrative, nor more tricky than natural silk & oriental rugs. Made with essential oils to boost cleaning performance yet has the proper pH to release soils without damage to fibers. More gentle than LST to protect rugs and prevent cleaning disasters.

| | | |
|---------------------------------|---------------------|---------------|
| Navajo Rug Cleaner | 1 case | 171.80 |
|---------------------------------|---------------------|---------------|

Designed to keep colors from releasing. Designed specifically for tricky bleeders like Bokharas, Turkmens & Belgians. Mordant fortified to save difficult to clean, expensive rugs.

| | | |
|---------------------------------|---------------------|--------------|
| Cotton Rug Shampoo | 1 case | 87.80 |
|---------------------------------|---------------------|--------------|

Cotton rugs manufactured with the wrong dyes can bleed or fade when washed. Formulated specifically for pre-1956 cellulosic rugs that typically have color issues.

| | | |
|-------------------------------|---------------------|--------------|
| Cotton Rug Rinse | 1 case | 79.80 |
|-------------------------------|---------------------|--------------|

Cellulosic fiber rugs cleaned with the best cleaning products still need help in the rinse and drying phases. The perfect compliment to Cotton Rug Shampoo for difficult cellulosic rugs.

| | | |
|-----------------------------------|----------------------|--------------|
| Wool Rug Revitalizer | 1 quart | *FREE |
|-----------------------------------|----------------------|--------------|

Formulated similar to hair care products with keratin & essential amino acids, Will bring back the hand and lustre of damaged wool. Increases the useful life of wool fibers without an increase in re-soiling.

| | | |
|-------------------------------------|--|--------------|
| Rug Cleaning Guidebook | | *FREE |
|-------------------------------------|--|--------------|

Takes the guesswork out of cleaning natural fibers. You'll be confident you can handle tricky jobs and not have to turn down this high-profit specialty cleaning work.

| | |
|------------------------|-----------------|
| TOTAL | \$738.95 |
| KIT DISCOUNT - | 139.95 |
| FINAL KIT PRICE | \$599.00 |

Special
Kit Pricing

You Save \$167⁹⁰

**Free GUIDE BOOK with
every Cleaning Kit.**

Like having a carpet cleaning trainer at your side. You get this manual with every Special Kit purchase. This guide will take the guess work out of your rug & carpet conundrums.



**Free WOOL RUG REVITALIZER
with Kit Specials.**

Developed in conjunction with several authorities on oriental rugs. This product will amaze you in its ability to salvage dried up, antique rug fibers.

toll free: 800-858-7237
fax: 231-798-8080

CHEM MAX®

email: ultradry@chemmax.com
web: www.ultradry.com

Chem Max Corporation, 6479 Norton Center Drive, Norton Shores, MI 49441

URINE DECONTAMINATION KIT

| Product | Size | Price |
|---|----------------------|---------------|
| Urine PreTreatment..... | 1 pail..... | 98.95 |
| Effectively penetrates and destroys urine deposits. Neutralizes nitrogenous residue to stop reactivation so odors do not come back. | | |
| Triple Deodorizing Rug Shampoo.... | 1 pail..... | 179.95 |
| Three separate deodorizing ingredients remove all types of odor. | | |
| AntiDye..... | 1 pails | 129.95 |
| A must have in those emergency situations when rugs or upholstery begin to bleed during cleaning and it's too late to set colors. For use in those situations when rugs crock colors due to old age, improper dyeing or previous improper cleaning. | | |
| Ancient Secret Formula | 1 pail | 139.95 |
| Special non-residue formula allows post-spraying of rugs to keep them from smelling old. With proper grooming, will not change the hand of even fine silks. Deodorizes urine, smoke, skunk, feces, vomit, decay and musty odors. | | |
| Woolzyme | 1 case..... | 111.80 |
| Are all bacteria and enzyme cleaners safe for wool? Woolzyme is! It completely eliminates urine and its odor from wool. Also effective on blood, vomit, feces and other organic soils & stains. Woolzyme is nature's nano-technology for removing urine and other stains. Completely safe for wool. | | |
| Wool Rug Revitalizer..... | 1 quart | *FREE |
| Formulated similar to hair care products with keratin & essential amino acids, Will bring back the hand and lustre of damaged wool. Increases the useful life of wool fibers without an increase in re-soiling. | | |
| Rug Cleaning Guidebook..... | | *FREE |
| You'll be confident you can handle tricky jobs and not have to turn down this high-profit specialty cleaning work. | | |

TOTAL \$660.60

KIT DISCOUNT – 100.60

FINAL KIT PRICE \$560.00

Special
Kit Pricing

You Save \$128⁵⁵

**Free GUIDE BOOK with
every Cleaning Kit.**

Like having a carpet cleaning trainer at your side. You get this manual with every Special Kit purchase. This guide will take the guess work out of your rug & carpet conundrums.



**Free WOOL RUG REVITALIZER
with Kit Specials.**

Developed in conjunction with several authorities on oriental rugs. This product will amaze you in its ability to salvage dried up, antique rug fibers.

toll free: 800-858-7237
fax: 231-798-8080

CHEM MAX®

email: ultradry@chemmax.com
web: www.ultradry.com

Chem Max Corporation, 6479 Norton Center Drive, Norton Shores, MI 49441

COLOR CORRECTION KIT

| Product | Size | Price |
|---------------------|---------------------|---------------|
| AntiDye..... | 1 pail | 129.95 |

A must have in those emergency situations when rugs or upholstery begin to bleed during cleaning and it's too late to set colors. For use in those situations when rugs crock colors due to old age, improper dyeing or previous improper cleaning.

| | | |
|-------------------------------|---------------------|---------------|
| Rug Resurrection | 1 pail | 159.95 |
|-------------------------------|---------------------|---------------|

Possibly the only hope for rugs with color bleeding. A life saver for those rugs that bleed in your care, A relief for your customers that bring in bled rugs.

| | | |
|-----------------------------------|--------------------|---------------|
| Low Odor Dye Stripper..... | 1 case..... | 179.80 |
|-----------------------------------|--------------------|---------------|

Don't buy customer's rugs that you've color damaged – save them. Removes most colors. Stain remover & fringe cleaner booster. Finally a dye stripper that doesn't stink — always keep on hand.

| | | |
|----------------------|----------------------|--------------|
| Tea Dye | 1 gallon..... | 32.95 |
|----------------------|----------------------|--------------|

Colorfast and fade resistant dye that will bring back that antique look to cleaned rugs. Provides even shading that will not fade.

| | | |
|-----------------------|----------------------|--------------|
| Rug Soure..... | 3 gallon..... | 53.85 |
|-----------------------|----------------------|--------------|

Post-treatment solution to prevent browning & stabilize colors. Leaves rug fibers in their natural state, improves color brightness and leaves rug with a softer hand for a luxurious fee.

| | | |
|-----------------------------|--------------------|--------------|
| Fringe Cleaner | 1 case..... | 99.80 |
|-----------------------------|--------------------|--------------|

A cleaner designed for cotton fringes without damaging bleaches or oxidizers. Fringes are the most difficult parts of a rug to clean. Customers judge your work by how the fringes look, so make them smile.

| | | |
|----------------------------------|----------------------|--------------|
| Wool Rug Revitalizer..... | 1 quart | *FREE |
|----------------------------------|----------------------|--------------|

Formulated similar to hair care products with keratin & essential amino acids, Will bring back the hand and lustre of damaged wool. Increases the useful life of wool fibers without an increase in re-soiling.

| | |
|------------------------------------|--------------|
| Rug Cleaning Guidebook..... | *FREE |
|------------------------------------|--------------|

Takes the guesswork out of cleaning natural fibers. You'll be confident you can handle tricky jobs and not have to turn down this high-profit specialty cleaning work.

TOTAL \$656.30

KIT DISCOUNT – 101.30

FINAL KIT PRICE \$555.00

Special
Kit Pricing

You Save \$129²⁵

**Free GUIDE BOOK with
every Cleaning Kit.**

Like having a carpet cleaning trainer at your side. You get this manual with every Special Kit purchase. This guide will take the guess work out of your rug & carpet conundrums.



**Free WOOL RUG REVITALIZER
with Kit Specials.**

Developed in conjunction with several authorities on oriental rugs. This product will amaze you in its ability to salvage dried up, antique rug fibers.

toll free: 800-858-7237
fax: 231-798-8080

CHEM MAX®

email: ultradry@chemmax.com
web: www.ultradry.com

Chem Max Corporation, 6479 Norton Center Drive, Norton Shores, MI 49441

COLOR CONTROL KIT

| Product | Size | Price |
|---------------------|--------------------|---------------|
| AntiDye..... | 1 pail..... | 129.95 |

A must have in those emergency situations when rugs or upholstery begin to bleed during cleaning and it's too late to set colors. For use in those situations when rugs crock colors due to old age, improper dyeing or previous improper cleaning.

| | | |
|-------------------------------|----------------------|--------------|
| Dye Fix for Wool | 2 gallon..... | 55.90 |
|-------------------------------|----------------------|--------------|

Specifically formulated for wool, DyeFix completes the dying process of improperly dyed rug fibers. Test for color fastness in case of improper dyes. Sets the dye to the surface of wool fibers. May be used on upholstery & rugs.

| | | |
|---------------------------------|----------------------|--------------|
| Dye Fix for Cotton | 2 gallon..... | 59.90 |
|---------------------------------|----------------------|--------------|

Specifically formulated for cotton, DyeFix completes the dying process of improperly dyed rug fibers. Test for color fastness in case of improper dyes. Sets the dye to the surface of cotton fibers. May be used on upholstery & rugs.

| | | |
|-----------------------|--------------------|--------------|
| Rug Soure..... | 1 pail..... | 79.95 |
|-----------------------|--------------------|--------------|

Post-treatment solution to prevent browning & stabilize colors. Leaves rug fibers in their natural state, improves color brightness and leaves rug with a softer hand for a luxurious fee.

| | | |
|------------------------------------|--------------------|---------------|
| Sure Color Stabilizer | 1 case..... | 199.80 |
|------------------------------------|--------------------|---------------|

Easy to use stabilizer for most colors. Buffers all solutions for wool and acid dye colors. Corrects all kinds of problems left behind by customers, pets and previous cleaners.

| | | |
|--------------------------------|--------------------|---------------|
| Navajo Rug Shampoo..... | 1 case..... | 171.80 |
|--------------------------------|--------------------|---------------|

Designed to keep colors from releasing. Designed specifically for tricky bleeders like Bokharas, Turkmens & Belgians. Mordant fortified to save difficult to clean, expensive rugs.

| | | |
|----------------------------------|----------------------|--------------|
| Wool Rug Revitalizer..... | 1 quart | *FREE |
|----------------------------------|----------------------|--------------|

Formulated similar to hair care products with keratin & essential amino acids, Will bring back the hand and lustre of damaged wool. Increases the useful life of wool fibers without an increase in re-soiling.

| | |
|------------------------------------|--------------|
| Rug Cleaning Guidebook..... | *FREE |
|------------------------------------|--------------|

Takes the guesswork out of cleaning natural fibers. You'll be confident you can handle tricky jobs and not have to turn down this high-profit specialty cleaning work.

TOTAL \$697.30

KIT DISCOUNT – 102.30

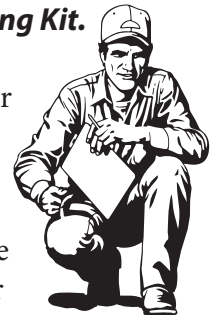
FINAL KIT PRICE \$595.00

Special
Kit Pricing

You Save \$130²⁵

**Free GUIDE BOOK with
every Cleaning Kit.**

Like having a carpet cleaning trainer at your side. You get this manual with every Special Kit purchase. This guide will take the guess work out of your rug & carpet conundrums.



**Free WOOL RUG REVITALIZER
with Kit Specials.**

Developed in conjunction with several authorities on oriental rugs. This product will amaze you in its ability to salvage dried up, antique rug fibers.

toll free: 800-858-7237
fax: 231-798-8080

CHEM MAX®

email: ultradry@chemmax.com
web: www.ultradry.com

Chem Max Corporation, 6479 Norton Center Drive, Norton Shores, MI 49441

FRINGE CLEANING KIT

| Product | Size | Price |
|----------------------------------|-----------------------|---------------|
| Fringe PreTreatment | 4 gallon | 215.80 |

Fringes are the most obvious and most difficult part of the rug to clean. Pretreat to improve cleaning and prevent problems before they start. Prevents colors from bleeding into fringe, helps prevent browning and reduces need for post-treatment or recleaning.

| | | |
|-----------------------------|-----------------------|---------------|
| Fringe Cleaner | 8 gallon | 199.60 |
|-----------------------------|-----------------------|---------------|

A cleaner designed for cotton fringes without damaging bleaches or oxidizers. Fringes are one of the most difficult parts of a rug to clean. Customers judge your work by how the fringes look, so make them smile.

| | | |
|------------------------------|-----------------------|--------------|
| Fringe Whitener | 1 gallon | 36.95 |
|------------------------------|-----------------------|--------------|

Some fringes defy even the best cleaner or cleaning solutions. Instead of complete replacement, use Fringe Whitener to cover discolorations like bleeding, browning, yellowing, graying or just plain old age. Will not damage cotton fibers like bleaching or oxidizing treatments.

| | | |
|------------------------|-----------------------|--------------|
| Rug Soure | 4 gallon | 71.80 |
|------------------------|-----------------------|--------------|

Post-treatment solution to prevent browning & stabilize colors. Leaves rug fibers in their natural state, improves color brightness and leaves rug with a softer hand for a luxurious fee.

| | | |
|----------------------|-----------------------|--------------|
| Tea Dye | 1 gallon | 32.95 |
|----------------------|-----------------------|--------------|

Colorfast and fade resistant dye that will bring back that antique look to cleaned rugs. Provides even shading that will not fade.

| | | |
|------------------------------------|---------------------|--------------|
| Low Odor Dye Stripper | 2 jars | 89.90 |
|------------------------------------|---------------------|--------------|

Don't buy customer's rugs that you've color damaged – save them. Removes most colors. Stain remover & fringe cleaner booster. Finally a dye stripper that doesn't stink — always keep on hand.

| | | |
|---------------------------|---------------------|--------------|
| Fringe Brush | 1 each | *FREE |
|---------------------------|---------------------|--------------|

Use to work in cleaners & whiteners or to correct browning with Rug Soure.

| | | |
|-------------------------------------|--|--------------|
| Rug Cleaning Guidebook | | *FREE |
|-------------------------------------|--|--------------|

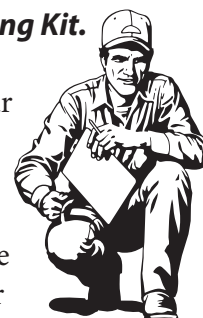
You'll be confident you can handle tricky jobs and not have to turn down this high-profit specialty cleaning work.

Special
Kit Pricing

You Save \$116⁰⁰

**Free GUIDE BOOK with
every Cleaning Kit.**

Like having a carpet cleaning trainer at your side. You get this manual with every Special Kit purchase. This guide will take the guess work out of your rug & carpet conundrums.



**Free FRINGE BRUSH with
this Kit Special**

The best tool for hanging rug fringes. 5 1/4" x 1 1/4" face with nylon bristles. You'll love this unique brush specifically designed for combing out fringes or working in solution. Use with Rug Soure to correct browning or Fringe Whitener to work in solution.

TOTAL \$647.00

KIT DISCOUNT – 98.00

FINAL KIT PRICE \$549.00

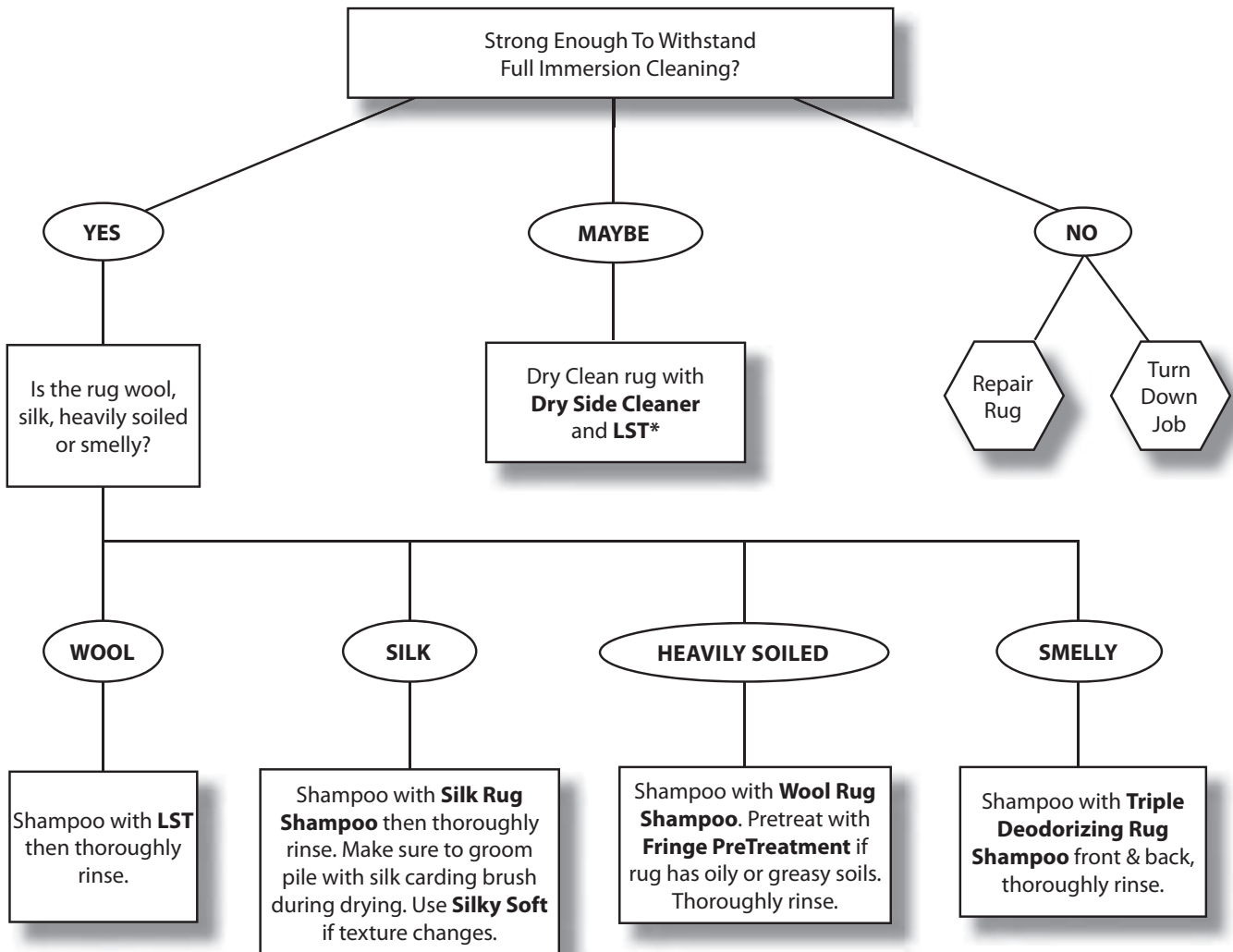
toll free: 800-858-7237
fax: 231-798-8080

CHEM MAX®

email: ultradry@chemmax.com
web: www.ultradry.com

Chem Max Corporation, 6479 Norton Center Drive, Norton Shores, MI 49441

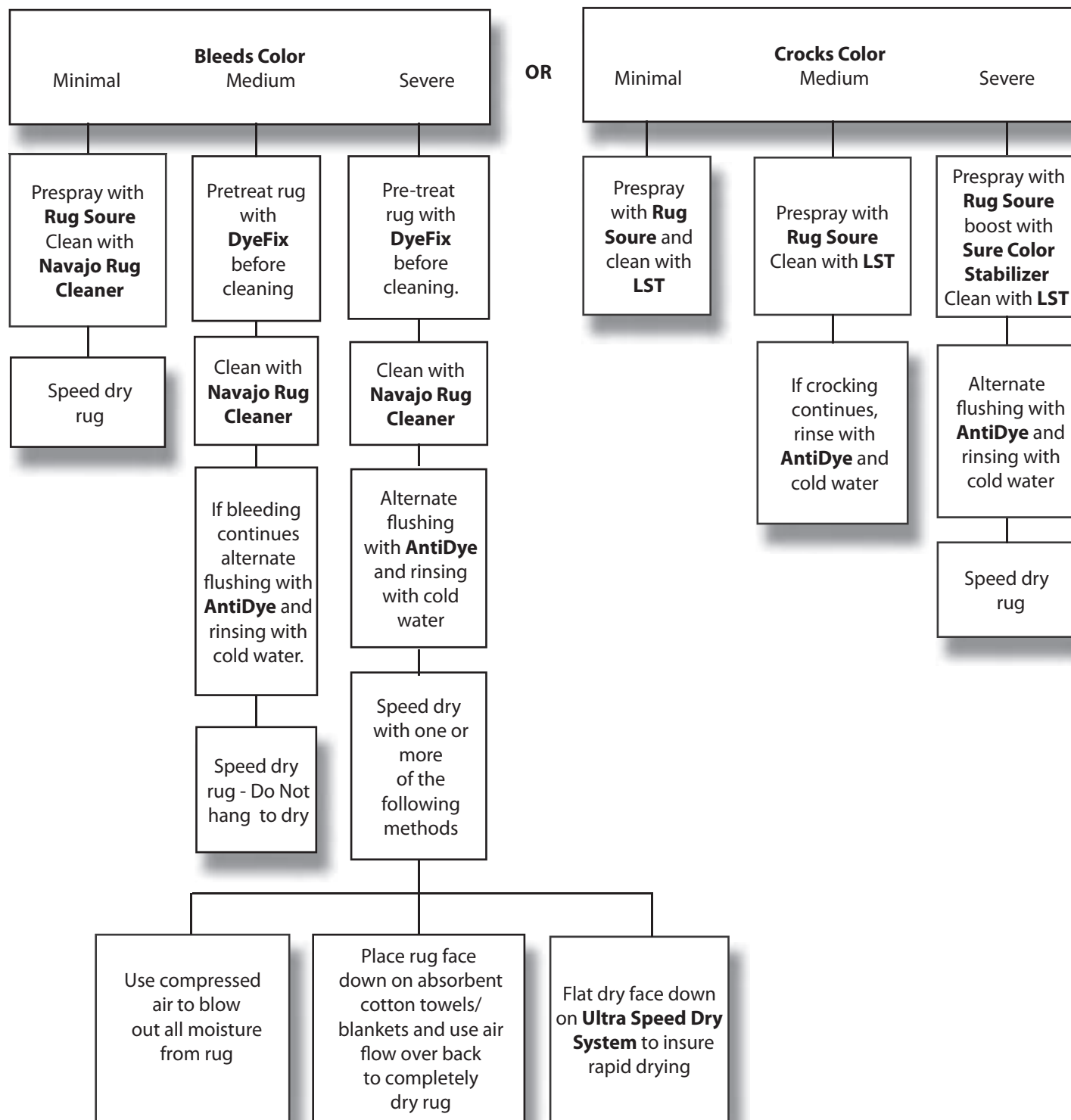
CLEANING COLORFAST RUGS



© 2010-2017 FCSA. All rights reserved. Duplication of any portion of these instructions is prohibited without written permission of FCSA.

WOOL OR SILK BLEEDERS

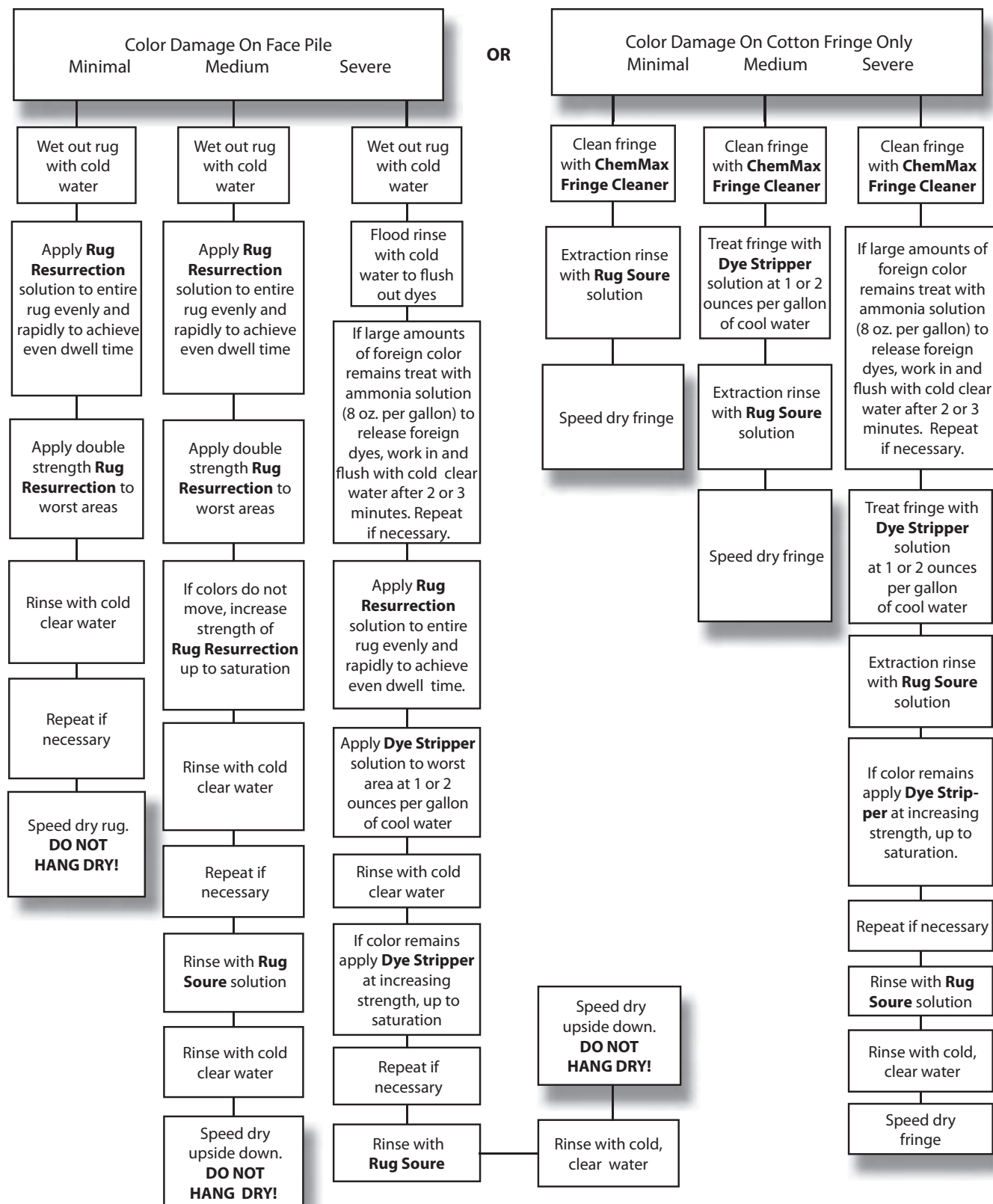
COLOR MIGRATION WITH NO COLOR DAMAGE BEFORE CLEANING



© 2010–2017 FCSA. All rights reserved. Duplication of any portion of these instructions is prohibited without written permission of FCSA.

WOOL OR SILK BLEEDERS

COLOR MIGRATION WITH COLOR DAMAGE BEFORE CLEANING



© 2010-2017 FCSA. All rights reserved. Duplication of any portion of these instructions is prohibited without written permission of FCSA.

The ChemMax® Blue Ribbon products dovetail perfectly for a cleaning system

Blue Ribbon

Chem Max® MaxOut

Preconditioner

Maximum
Cleaning Results


Minimum
Residue

Non-Butyl
Cellosolve Formula

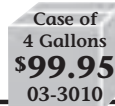
pH 9.5 to 9.9
Diluted

For Professional Use Only


TECHNICALLY SPEAKING . . . MaxOut is made with deionized water, anionic and nonionic surfactants, a unique blend of solvents and soil suspending agents. MaxOut uses potassium-based builders which give better performance and less residue than the cheaper and more common sodium-based builders common in the industry. In addition, we've added our unique blend of fluorochemical copolymers to make carpets stay cleaner longer.



One Gallon
\$27.95
03-0310



Case of
4 Gallons
\$99.95
03-3010



5 Gallon
Pail
\$119.95
03-3000

ADVANCED GENERATION FORMULA

Meets or exceeds specifications for
Acid Dye Resistant Carpets.

PREMIUM QUALITY SOIL PRECONDITIONER AND TRAFFIC LANE CLEANER

**Make your jobs go faster, easier,
with better results!**

CONCENTRATED – Four to eight ounces per gallon is all you need for great cleaning results. MaxOut is a great money maker. For extremely soiled commercial carpets, add AllOut Enzyme Booster as needed.

STRONG – Penetrates and suspends heavy soils, grease and spots with powerful solvent action without butyl cellosolve.

FAST – Begins working the second it hits the carpet. Allow a 5 to 15 minute dwell time for best results then extract with Chem Max® RinseOut Solution.

SAFE – With a pH under 10, MaxOut is safe for all 5th Generation nylon carpets.

MINIMUM RESIDUES – Free rinsing formula will not contribute to resoiling when extracted with Chem Max® RinseOut Solution. In fact, carpets will stay cleaner up to 1/3 longer than ordinary cleaners!

Blue Ribbon

Chem Max® AllOut

Enzyme Booster

Maximum
effectiveness
with built-in:

- Soil Eating Enzymes
- Oil & Protein Dispersants
- Sequestrants
- Deflocculants

- Emulsifiers
- pH Builders
- pH Buffers
- Oxidizers
- Sanitizers
- Heavy-duty Cleaners

For Professional Use Only

TECHNICALLY SPEAKING . . . AllOut is a complete product and can simply be mixed with water for very low cost cleaning; however AllOut is designed to work with MaxOut for a truly full spectrum cleaning system. AllOut combines soil eating enzymes with pH builders, emulsifiers, and oxidizers which help to remove stains. Eliminates the need for extra soil extraction passes and much of the other stuff that makes cleaning difficult.



8 lb. Jar
\$26.50
03-3110



Case of
4 Jars
\$103.50
03-3101



50 lb.
Pail
\$145.95
03-3100

MAXIMUM STRENGTH FORMULA

HEAVY SOIL, ABUSED TRAFFIC LANES AND CAKED-ON GREASE REQUIRE AN **ALLOUT** CLEANING EFFORT!

MAXIMUM STRENGTH – Enzyme action cuts through tough jobs like restaurants, factories, and dirty apartments. **CAUTION: DO NOT USE** on wool, silk, acid dye resistant nylons or other delicate materials.

CONCENTRATED – Only two to three ounces per gallon is all that is required for maximum performance, and a really great value!

EASY – Can be applied with pressure sprayer, rotary scrubber or equivalent. **Do Not Overwet.** Do not allow area to dry before rinsing. Redampen if necessary.

which can help you outperform your competitors and make your customers smile!

ADVANCED GENERATION FORMULA

Meets or exceeds specifications for
Acid Dye Resistant Carpets.

**RINSEOUT COMPLETES CLEANING BY
RINSING AWAY BOTH SOILS AND
CHEMICAL RESIDUES.**

*Carpets end up "squeaky" clean without the
soil attracting residues left behind with so
many other cleaners.*

CONCENTRATED – Four ounces makes five gallons of
RinseOut solution or one-half gallon diluted into four
and a half gallons of water makes five gallons of stock
solution for truckmounts. Very little cost for all of the
benefits.

MINIMUM RESIDUES – Low pH neutralizes alkalinity and
rinses away cleaning chemicals.

ADDED BENEFITS – Includes cleaning and deodorizing
functions along with stabilizing dyes and brightening
colors. Use reduces resoiling rate and inhibits browning
yellowing, crocking and color bleeding.

**Cost as low as
\$9.51 gal
with discounts**

| Blue | Ribbon |
|---|---|
| Removes Soil & Residue | Gentle Cleaning |
| Stabilizes Dyes & Brightens Colors | Low pH |
| Deodorizes Leaving Pleasant Lemon Scent | Inhibits Browning, Yellowing & Color Bleeding |
| Minimum Residue | Neutralizes Alkalinity |
| | Anti-Resoiling |



**Chem Max®
RinseOut
Extraction Rinse**

For Professional Use Only

TECHNICALLY SPEAKING . . . RinseOut is made with deionized water, penetrating agents, solvents, wetting agents, deodorizers, sulfamic, and hydroxyacetic acids to help you finish the job right and prevent many of the cleaning problems which develop during and after the carpet dries.

| | | |
|---|--|--|
| One Gallon \$13.95 03-3201 | Case of 4 Gallons \$49.95 03-3210 | 5 Gallon Pail \$55.95 03-3200 |
|---|--|--|

Looking for a MIRACLE cleaner?

**SUBLIME MAY BE AS CLOSE TO A
MIRACLE CLEANER AS ANY
PRODUCT CAN GET!**

SOLVENT PRESPRAY – Apply undiluted to upholstery to
both release oily soils and to provide a moisture barrier
for water based cleaning, or use as a prespray when dry
cleaning to improve results.

SOLVENT BOOSTER – Add six ounces per gallon to water
based solutions to boost cleaning performance in
almost all cleaning situations. Add 12 ounces per gallon
to most dry cleaning formulas to boost cleaning results.

SPOT REMOVER – Dissolves grease, tar, gum, body and
hair oils, cosmetics, and other spots and stains.

NATURAL DEODORIZER – Pleasant lemon-lime fragrance
is 100% natural, derived from citrus fruits.

SAFE & GENTLE – Bio-degradable, contains no chlorinated
solvents. 100% free of alkalies, strong acids or water.

**DANGER: Combustible liquid and vapor when used
undiluted.**

| Blue | Ribbon |
|--|---|
| Excellent Prespray | Dissolves Grease, Body & Hair Oils, Tar, and other Spots & Stains |
| Effective Spot & Stain Remover | Provides Moisture Barrier for Safer Wet Cleaning Procedures |
| Increases the Effectiveness of most Cleaning Solutions | No Acids or Alkalies |
| Pleasant Lemon Fragrance | |
| Non-Butyl Anhydrous Mixture | |



**Chem Max®
SubLime
Solvent Booster**

For Professional Use Only

TECHNICALLY SPEAKING . . . This non-butyl formula has a unique blend of solvents and surfactants which will increase cleaning results on most anything from delicate antique fabrics to smoke damaged olefins — *don't overlook this product!*

| | |
|---|---|
| One Gallon \$53.95 03-3301 | 5 Gallon Pail \$224.95 03-3300 |
|---|---|

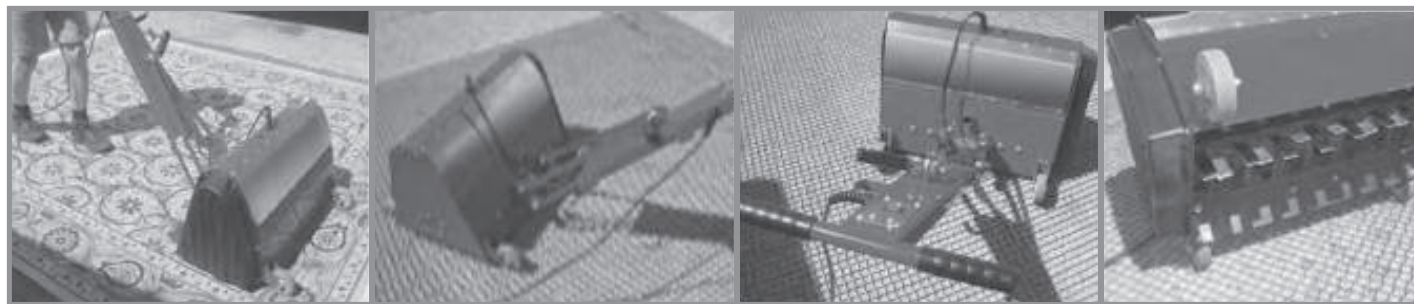


RUG DUSTER PRO

The Rug Duster Pro removes the damaging dry soils & sediments from area rugs. Cleaners are saying the cleaning of rugs is now faster, easier and much more efficient. Harnessing over 40,000 harmonic vibrations per minute it will vibrate out stubborn dry soil and sediment caught deep in the fibers of any rug. Often the Rug Duster Pro proves to be more effective than full plant-sized dusting machines. Some rug cleaners have even "retired" their old rug duster to switch to the Rug Duster Pro.

Features: 1 hp motor, 50 vibro straps, vacuum port, heavy duty steel construction, foot print 27"x12," adjustable handle, weight 90 lbs, 20 ft. heavy duty power cord.

Rug Duster Pro — \$4,995.00



RUG DUSTER GRID

Make your Rug Duster more efficient and your work easier. The Rug Duster Grid is the perfect companion to the Rug Duster by solving two of the industry's biggest problems; one, keeping the newly extracted soils away from the rug fibers, and two, trapping the dust, dirt and sediments to keep it from reaching the air you breathe in your workspace. The Rug Duster Grid is galvanized steel grid. Once your rug is laying upside down on the Rug Duster Grid, the fibers are able to hang freely away from the floor. As you use the Rug Duster, all the bugs, dirt, sand and grit are shaken loose from the rug and fall easily on the floor, away from your rug. The Rug Duster Grid also helps grip the rug to keep it from sliding around as you use your Rug Duster.

Construction: galvanized, rust-resistant steel, grid heights 1/3 inch, cell size one inch.

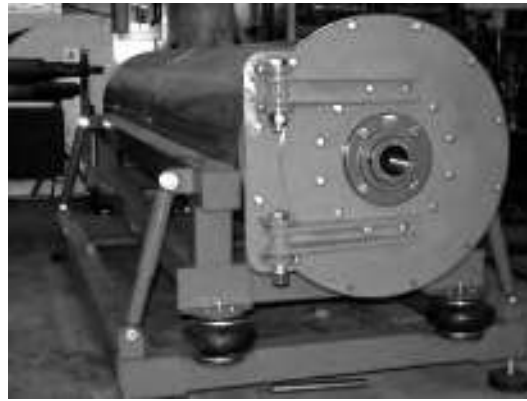
Storage: easy roll up, each section is 6 x10 foot (two sections are recommended).

Rug Rack Grid (one section) — \$595.00





**Rug Duster
Cub**
\$3,595 ⁰⁰



Rug Drying Centrifuges
\$32,795 ⁰⁰ to \$47,500 ⁰⁰



Drying Towers from
\$3,795 ⁰⁰
to
\$12,434 ⁰⁰

How to perform premium rug washing
in less than 500 sq.ft.



12 x 24 area for
rug inspection and dusting.



E-Z drying stands
are stored in the wash pit.



Dusting grid rolled up against
the wall and drying stands are
set in the same space.



12 x 16 wash pit with centri-
fuge at one end. Rug storage
shelves above centrifuge



From the pit to the
centrifuge, to the poles.



Rugs are finished and rolled
for delivery in a clean pit.



Mini Towers
\$3,795 ⁰⁰

Rug Wand
\$795 ⁰⁰



**Rug Duster
PRO**
\$4,995 ⁰⁰



Enclosed Tumble Dusting System
\$8,865 ⁰⁰



Rug Roller
\$825 ⁰⁰

TUTORIAL: BLEEDERS – Friend or Foe?

Some cleaners are afraid of taking oriental rug jobs because the colors may run. Sometimes it's good to be afraid, but can bleeders be your friend? **YES THEY CAN!**

Think about it from your customer's point of view, they fear that their colors will run too! They are hoping to find someone who knows how to deal with it. By helping them



solve color bleed issues, you can become their rug expert and make some extra profit too.

DYE BLEEDING — WHY?

Unfortunately there are several causes of color failures. Let's take a look at a few and see how we can all profit from them.



DYES & MORDANTS

Dyes by definition are water-soluble. Originally dyes were leached from plant materials and used to colorize fibers. Most will wash out unless the dye has been "fixed" or "set" with a mordant. Mordants are compounds, which provide a bridge between the dyes and the fiber. (Some dyes do not need mordants, for example vat dyes, like indigo, require oxidation to be colorfast.) The term 'mordant' comes from the Latin word, "morders," to bite. It was thought that a mordant helped the dye bite onto the fiber so that it would hold fast during washing. More accurately, the soluble dye molecule becomes an insoluble molecule when the mordant bonds to both the fiber and the dye. The new

larger molecule is called a dye lac or dye lake. The dye is now colorfast.



BECOME THE EXPERT

The good news is that most yarn dyers use the correct mordant and their rugs are colorfast. You can clean without fear of color bleeding. The other good news is that some dyers use the incorrect mordant or do not use them at all – YOU can now "come to the rescue" and make some extra money too. Simply apply the correct mordants, and make their colors fast as they should have been when the rug was made. You increase the long-term value of your client's rugs and make it much easier to clean. Of course, you will want to charge extra for this value added service, adding extra profit but more importantly, **YOU** are now their expert rug cleaner.

USE THE RIGHT MORDANT

Volumes have been written about the plethora of mordants available for dyeing. Keep it simple by applying an *anionic* mordant like **Dye Fix for Wool** or **Dye Fix for Silk** on protein fibers before cleaning. Use a *cationic* blend like **Dye Fix for Cotton** on cotton, linen and other cellulosic fibers. Post-mordanting is quite effective on protein fibers (silk & wool), and less effective on cellulosic (cotton, linen, etc.) fibers. **Navajo Rug Cleaner** contains mordants to help stabilize colors during cleaning. It can be help-



ful on problem bleeders (i.e. Navajos, Bukharas, Turkomans, etc.). On cellulosic bleeders, which require all the help they can get, using both **Cotton Rug Shampoo** and **Cotton Rug Rinse** is almost a requirement. Many cleaners simply turn down all cellulosic bleeders – sometimes it is wise to be afraid, but if you want to clean them, you need to use every trick in the book.

HELP THE CUSTOMER HELP YOU

How can you satisfy your customer's expectations and convince them to pay for it? By educating them.

During your pre-inspection, always crock test each color with your cleaning solution and a white cotton towel. If you find color transfer, or you see signs of bleeding on the rug, point it out to your customer. Explain how this pre-existing problem can be remedied by the application of a mordant like **DyeFix**. Quote this corrective service around \$1.00 to \$2.00 per square foot or more. If you get the go ahead, you both gain. A true WIN-WIN!



If you are turned down, explain that you can still clean the rug but the customer will need to sign a *Release of Liability* form, which states that you are not responsible for any pre-existing problems or additional color damage. Some cleaners apply **Dye-Fix** mordant whether or not the customer pays for it. Others use **AntiDye** to prevent dyes from redepositing on adjacent fibers, protecting the rug from bleeding colors. If the rug is already damaged from bleeding, you can use **Rug Resurrection** and/or **Dye Stripper** to remove unwanted colors.



© 2012 Chem Max Corp.
All rights reserved.