

Clean carpet is like everything else in life, the longer you neglect it, the worse it gets.

Take your mind way back to those days in high school. It's hard to forget them. In year 11 we had a Maths teacher named Mr Darcy. He ruled the class with an iron fist. You didn't want to get on the wrong side of him.

In the final term we were suddenly hit with a Maths Exam. Mr Darcy gave us 4 weeks to study for it.. Ahh that's plenty of time I thought.

All I had on my mind was the summer holidays. I remember singing in my head 'schools out for summer' by Alice Cooper.

Bang it was the night before the exam and I hadn't studied one bit. It was too late. One night of studying wasn't going to cut it. I went on to fail the Maths exam and the only person I could blame was myself.

Carpet is like the Maths exam. If I had taken care of my maths exam from day one I would never have had any problems. Carpet is the same it must be looked after from day one – not just when it starts looking dirty.

Why? Because every time you walk on dirty carpet it is like taking sandpaper and grinding it against your carpet. Imagine how much damage you are causing!