

RESIDENTIAL & COMMERCIAL CARPET SALES & INSTALLATION

Important Reasons to Choose Ernie's Carpet Care When Purchasing New Carpet

A Golden Reputation

90% of our business comes from repeat business and referrals. Our services come highly recommended by many of the area's top real estate agents and interior designers.

Benefit from our knowledge & experience with all types of textiles.

We know what cleans well and wears longest. We will be happy to bring carpet samples to your home or office or accompany you through the showroom to help you choose the best product for your needs. Once you make your selection, we will provide you with a written estimate including professional installation.

Guaranteed Installation

You can expect expert carpet installation results. We take special care of your home, office, and furnishings. Your carpets will be vacuumed before we leave, allowing you to replace your furnishings as soon as desired after installation.



HOW TO CHOOSE A NEW CARPET

Buying new carpet is a major investment for most people. Yet, for a "big ticket" item that is such a key decorative element in the home, many people don't have enough information to make the best choice during the selection process. If the carpet is unsuitable for their lifestyle there may be disappointment with the performance of the carpeting. This is one of the major reasons people often choose alternative floor coverings. Consider the following when choosing new carpeting:

► **USE** - How is the room going to be used?

- Heavy or light foot traffic?
- Is the room the center of activity for family and entertaining?
- Is there direct access from outside or away from entrances?
- Will the carpet be in direct sunlight?

► **COST** - Your budget and your needs are key elements in selecting a new carpet.

- How long do you plan on staying in the home?
- How long would you like the carpet to last before replacing it?
- Medium grade will last about 5 years, while a better grade will give you a longer length of service.
- Buy the best quality you can afford for high traffic areas like a family room, dining room, hallways, and stairs.
- Medium grade is fine for lower traffic bedrooms and guest rooms.
- When getting an estimate, make sure it includes carpet, pad, professional installation, pull up and disposal of the existing carpet and pad and moving furniture if needed.

► **COLORS** - Personal choice is a big factor, but also consider the following:

- Lighter colors make the room seem larger.
- Darker colors provide coziness.
- Medium and darker colors, tweeds and textures help disguise common soil in high traffic areas.
- Selling your home soon? Studies show homes with lighter neutral colors sell faster than darker colors.

► **FIBER CONTENT** - Four major types of carpet fibers:

NYLON:

- Highly recommended for wear resistance Nylon
- is easy to clean.
- It holds up well in heavy traffic areas.
- Nylon has the ability to hide soil and stains.
- Negative: Prone to fading in rooms that receive an abundance of direct sunlight.

OLEFIN (POLYPROPYLENE):

- Many Berber styles are made from this fiber
- Olefin is moisture and fade resistant.
- It is cheaper to manufacture than Nylon.
- Negative: Olefin melts easily at lower temperatures, sometimes just from the friction of moving furniture or a vacuum cleaner over it.
- This fiber is more difficult to clean as it absorbs oily stains and repels water based cleaners.
- Olefin tends to show wear in traffic areas sooner.

POLYESTER:

- Noted for its luxurious, soft feel when used in thick, cut pile textures
- This fiber is more difficult to clean.
- Negative: Prone to premature wear in traffic areas.

WOOL:

- The longest wearing of all carpet fibers
- Wool is the most expensive carpet fiber.
- Consider a blend of Nylon & Wool Fibers to combine Wool's durability with Nylon's "clean ability".

► **QUALITY:** Density and fiber twist are the two most important factors in carpet performance.

- The denser (more fiber per square yard) the better.
- Density is measured in "face-weight" - the higher the face weight, the better the quality.
- Carpets with a tighter twist are more durable.

► **CARPET CUSHION:** Never cut costs on carpet pad.

- Good quality pad extends the life of your carpet and makes it feel more luxurious. Make sure that the pad you select is recommended for your style of carpet. Installing the wrong pad may void your carpet warranty.