



## Chem-Dry On The Shore

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**FOR IMMEDIATE RELEASE**

### Chem-Dry On The Shore Earns Platinum Level Distinction From The Carpet and Rug Institute

**Cambridge, MD – 2/25/10 – Chem-Dry On The Shore** has been designated a Platinum Level Service Provider by the Carpet and Rug Institute (CRI). The Platinum Level Seal is the highest certification from the CRI and identifies cleaning companies that distinguish themselves by committing to a high standard of service and customer satisfaction.

"The Platinum Seal of Approval Service Provider status is a signal to our customers that we care to use only the best cleaning products. Matching the right cleaning method with the right product helps retain the life and beauty of a carpet," said **Vance Morris, Chem-Dry On The Shore's Owner & President**.

The Platinum level is reserved for the equipment or equipment plus cleaning solution combinations that remove ninety percent or more of available soil. Carey Mitchell, chairman of CRI's Cleaning and Maintenance Issues Management Team and director of Technical Services for **Shaw Industries**, said the platinum level was added to recognize superlative performance.

The CRI Seal of Approval program tests and certifies superior performing carpet cleaning solutions, vacuums, deep cleaning extractors and deep cleaning systems. Companies certified as Seal of Approval Service Providers agree to use only Seal of Approval products and equipment and comply with a customer-focused "code of conduct."

"Customer can feel confident about doing business with companies that have earned the Platinum Seal of Approval," said Werner Braun, CRI president. "CRI is proud to recognize cleaning firms that use superior products and recognize the need for quality service."

Braun noted that independent testing has shown that not all carpet cleaning products clean equally well and that some even harm carpet fibers or result in faster resoiling of cleaned areas.

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The Seal of Approval Service Provider code of conduct requires certified service providers to uphold a high standard of accountability, responsibility and customer-oriented service. It also has provisions for carpet manufacturers and product manufacturers that include honoring warranties and providing product usage and cleaning and maintenance information for consumers.

CRI recommends that consumers have their carpets professionally deep cleaned every one to two years, depending on foot traffic. Additionally, some major carpet manufactures have specified use of Seal of Approval cleaning products in their warranties.

**About Chem-Dry On The Shore:**

Chem-Dry On The Shore has been operating on the Eastern Shore of Maryland since the Fall of 2007. Morris' first and foremost goal is to change the attitude of the public towards carpet cleaning due to many of the problems associated with other cleaning methods. Customers are often discouraged by the poor results and damaging effects that steam, shampoo, and foam cleaning methods may cause. People are looking for—and very much deserve—a viable alternative that is fast, efficient, and economical. This is where Chem-Dry comes in.

Chem-Dry uses a highly carbonated solution. The patented carbonation process allows the solution to penetrate each fiber and emulsify the dirt and stains. As the solution turns dirt and stains into a liquid (emulsification), the CO<sub>2</sub> actually lifts them to the surface for easy extraction. As a result of using the CO<sub>2</sub>, excess amounts of water are eliminated, thus preventing damage from over-wetting.

**Chem-Dry TDC is also certified as an IICRC Water Damage Restoration company.**

**About the Carpet and Rug Institute:**

The CRI is the leading industry source for science-based information and insight on how carpet and rugs create a better environment—for living, working, learning and healing. The Institute's mission is to serve the carpet industry and public by providing facts that help people make informed choices. Its best practices promote a balance between social, economic and environmental responsibility for the long term. CRI does this for its industry, yet it strives to be a model corporate citizen for all industries. Learn more at [carpet-rug.org](http://carpet-rug.org).

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