

## A new observation from Yeatts Inc.

**Yeatts Inc.** has always informed customers, networking partners, and other companies in the fabric industry about the latest trends, new cleaning solutions or products, and our own observations. As a leader in the industry, tests and just repetitive cleaning of all fabrics, our technicians and Master Cleaners notice expected patterns of the fabrics being cleaned. Thus, it is quite obvious when a particular fabric begins to clean either in a manner we expect, or in a less than normal manner. For instance, regardless of manufacturer, the process used, installation, or finishing process, we know wool and synthetic fibers dry much quicker than cotton, rayon, or silk fibers. We know olefin fibers attract or show oil-based stains more so than nylon fibers and that another synthetic fiber, polyester, cleans very well but attracts hair and lint readily. *This enewsletter will be the first time that we announce a significant drop in the cleaning pattern among a style of machine made rugs.* It has come to our observations that many of the machine made wool rugs, regardless of manufacturer, may not be properly treated with fabric protector. In the past year, **Yeatts Inc.** has observed that recent made machine made wool rugs brought into **Yeatts Rug Plant** for a first time cleaning do not clean as well as the machine made wool rugs brought in for a first cleaning years or even decades prior. This takes into account, through repetitive interactions with thousands of customers, that almost no rug is brought in for a first time cleaning until a year or two after purchase. Again this includes many of the manufacturers, not one in particular. Wool is one of the most superior if not the most superior cleaning fabric one could purchase. However, no carpet, rug, or sofa can inhibit stains and spills for a year or more and clean as well as the duplicate item properly treated with fabric protector after production. There is no way for our company to know how the manufacturers are finalizing the finish of mass produced machine made wool rugs. Have manufacturers switched from a solvent based protector to a water based protector? Have some reduced the amount of protector applied to new



Applying protector on wool.

machine made wool rugs? Have some manufacturers simply stopped applying protector on new machine made wool rugs? Those are questions **Yeatts Inc.** wouldn't know. However, based on our observations, this includes a year of cleaning hundreds of recently purchased machine made wool rugs two or three years old, something is not up to traditional standards in the finishing process. These are our findings. Ask a **Yeatts Inc.** technician about applying protector to your new wool rugs.



Superb fabric protectors.

## New enhancements to our popular products!

We have great news for the thousands of fans using **Y.E.S. spotters** to remove stains and spills from new or recently cleaned fabrics. Within the last year and by the time this enewsletter is made public, **Yeatts Inc.** will have finalized the enhancements of all **Y.E.S. spotters**. Since the spring of 2012, any customer who purchased **Y.E.S. spotter 1**, was buying the enhanced solution. We have not altered our **Y.E.S. spotters** in over a decade. Although more effective, you perform the same procedures of removing stains or spills as you have in the past. *Nothing has changed with the application process.* Be sure to purchase **Fabrimint**, our super strong deodorizer. Common odors such as cooking odors, laundry basket odors, odors from dog beds, odors from trashcans, and nicotine smoke are all terminated by **Fabrimint**. Safe to use on all fabrics.



Improved Y.E.S. spotters.