



Clean Lines

VOLUME I, ISSUE I

SPRING 2009

Welcome!

Welcome to the inaugural edition of *Clean Lines*, the newsletter of All Bright Cleaning.

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The objective of *Clean Lines* is to share information pertaining to our service offerings. Whether it is some interesting tidbits, my hope is that the element that adds value to your relationship with All Bright is the element that

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Whether it is some tips, or just the element that adds value to your relationship with All Bright is the element that

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adds value to your relationship with All Bright is the element that adds value to your relationship with All Bright has always been to make our client relationships more a trusted partnership rather than just another service purchase and I see *Clean Lines* as a tool through which that is accomplished. And while I am on the topic, if your interaction with All Bright ever begins to seem no different than that with any other service provider, please let me know. I depend on your feedback to improve our service.

While I'll try not to do too much selling with *Clean Lines*, in this issue I discuss our services because there may be a few with which you may not be familiar. I also introduce our Referral Rewards program, along with a couple of other money saving offerings, and let you know of some new happenings at All Bright.

Again, please enjoy this very first edition of *Clean Lines*. ~ David Moynihan

What's New at All Bright Cleaning?

At All Bright Cleaning, we are always trying to improve our service performance. In that vein, we have upgraded our carpet and upholstery cleaning service by purchasing both a new van and machine. So far the results have been exactly what we expected. Cleaning performance is better than ever and drying times have decreased significantly; especially on carpets.

In addition to the new van and machine, our carpet and upholstery service now includes a full line of environmentally friendly cleaning products as well as

Anti-Allergen products and an **Allergy Relief Treatment**.

Also new is our Referral Rewards program and our Commercial Vehicle cleaning service.

Our new van used for cleaning carpets, upholstery, and tile.



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Mold inside a bathroom cabinet where condensation

- The key to mold control is moisture control.
- If mold is a problem in your home, you should clean up the mold promptly *and* fix the water problem.
- It is important to dry water-damaged areas and items within 24-48 hours to prevent mold growth.
- To clean a small area of mold, use a simple mixture of water and 5% bleach.

Our services include:

- Residential Cleaning
- Carpet & Upholstery Cleaning
- Tile & Grout Cleaning and Restoration
- Window Cleaning
- Wood Floor Care
- Office & Facility Cleaning

Mold, Moisture and Your Home

Why is mold growing in my home?

Molds are part of the natural environment. Outdoors, molds play a part in nature by breaking down dead organic matter such as fallen leaves and dead trees, but indoors, mold growth should be avoided. Molds reproduce by means of tiny spores; the spores are invisible to the naked eye and float through outdoor and indoor air. Mold may begin growing indoors when mold spores land on surfaces that are wet. There are many types of mold, and none of them will grow without water or moisture.

Can mold cause health problems?

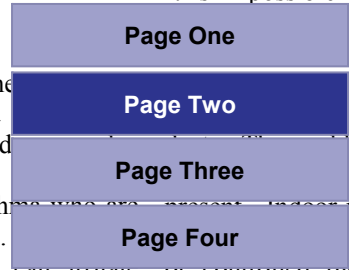
Molds are usually not a problem indoors, unless mold spores land on a wet or damp spot and begin growing. Molds have the potential to cause health problems. Molds produce

allergens (substances that can cause allergic reactions), irritants, and in some cases, potentially toxic substances (mycotoxins). Inhaling or touching mold or mold spores may cause allergic reactions in sensitive individuals. Allergic responses include hay fever-type symptoms, such as sneezing, runny nose, red eyes, and skin rash (dermatitis). Reactions to mold are common. The symptoms are delayed. Mold can cause asthma in people with asthma who are allergic to mold.

mold and health effects is ongoing. This brochure provides a brief overview; it does not describe all potential health effects related to mold exposure. For more detailed information consult a health professional. You may also wish to consult your state or local health department.

How do I get rid of mold?

It is impossible to get rid of mold spores and floating mold spores and in house spores will moisture is not mold growth be prevented or controlled by controlling moisture indoors. If there is mold growth in your home, you must clean up the mold **and** fix the water problem. If you clean up the mold, but don't fix the water problem, then, most likely, the mold problem will come back.



Source: U.S. Environmental Protection Agency. [A Brief Guide to Mold, Moisture, and Your Home.](http://www.epa.gov/mold/moldbasics.html) <http://www.epa.gov/mold/moldbasics.html>.

If you think you may have a problem with mold in your home, contact All Bright Cleaning. Although full mold remediation is not currently provided, I am certified in Water Damage Restoration and familiar with mold remediation guidelines and can provide sound advice to assist in dealing with the issue.

Our Services

Two services offered by All Bright Cleaning with which you may not be familiar are *Tile & Grout Cleaning and Restoration* and *Wood Floor Care*.

Tile & Grout Cleaning and Restoration - Our tile and grout cleaning service is truly unsurpassed. All Bright provides high quality tile and grout cleaning and sealing services for most every tiled surface – kitchens and bathroom floors, counter tops, and more. Our cleaning process restores tile and grout to its original beauty and preserves the grout with a protective sealant to prevent future staining. Our restoration process involves Color Sealing grout that is permanently stained. Color Sealing provides the highest degree of stain protection and greatly reduces the maintenance required to keep tiled areas looking clean and fresh.

Wood Floor Care - All Bright's *Clean & ReCoat* process restores wood floors without having to completely refinish them. Recoating is suitable if a floor has a polyurethane finish, is mildly scratched or worn, and where the finish has not worn through to the wood. It's

Referral Rewards Program

We want to **THANK YOU** for telling others about All Bright Cleaning!

At All Bright Cleaning, we work hard to ensure our performance results in your complete satisfaction. And by making your satisfaction our #1 priority, we hope you will spread the word about All Bright to your family, friends, neighbors and coworkers. When you do, we want to be sure to thank you.

Here is how our Referral Rewards Program works

- For every referral you send our way, you'll receive a 5% discount on your next scheduled service.
- If the person referred becomes an All Bright client, you'll receive an additional 5% discount **and** the person referred also receives a 5% discount off their service purchase.
- There is **NO LIMIT** to the amount of discounts you can receive! Your next service visit by All Bright could be half price!
- There are some restrictions on the total amount that can be discounted during a single visit, but if the limit is reached we simply apply remaining discounts to your next service.

It's that simple. So be sure to tell all your family, friends, neighbors, and coworkers about All Bright Cleaning.

“There is **NO LIMIT** to the amount of discounts you can receive! Your next service visit by All Bright could be half price!”

When you refer others to All Bright, we appreciate it so much that we're going to say "Thanks"... Twice!
Any All Bright client who refers more than \$1000 in business during the current calendar year, will receive \$200 dollars in **FREE** service the following year. This is in addition to the discounts received for individual referrals.

Web Site Update

A redesign of the All Bright web site is almost complete. The changes made reflect our current portfolio of services and increases the ease of navigation by having separate sections for residential and commercial clients. Be sure to check the web site on a regular basis for updates and **Internet Only Specials**.

Client Contact Update

Included with this newsletter is a Client Contact Information form. Ensuring we have up-to-date contact information for every client will help us improve communications. This is especially important with clients whose primary home is off-Cape. Please return this form to All Bright Cleaning.

What is the IICRC?

The Institute of Inspection, Cleaning and Restoration Certification (IICRC) has served as the industry guardian for the cleaning, inspection and restoration service industries for more than 30 years. The IICRC helps ensure that you have access to trusted and trained cleaning professionals by establishing and monitoring certification programs and standards for these industries. Visit www.iicrc.org to learn more.

Same Day Discounts

Carpet & Upholstery

Have your carpets & upholstery cleaned on the same day and receive a 10% multi-service discount.

Neighbor Discount

Schedule, along with one or more of your neighbors, to have your carpets and/or upholstery cleaned on the same day and everybody receives a 10% discount.

Our IICRC Certifications

**Carpet Cleaning ~ Upholstery Cleaning ~ Odor Control
Water Damage Restoration ~ Stone, Masonry, & Ceramic Tile
Journeyman Textile Cleaner**

Cape Cod History

U.S. Life Saving Stations --- In the early days of maritime travel, Cape Cod was known as “The Graveyard of Ships”. There have been approximately three thousand shipwrecks on and around Cape Cod. This prompted the Massachusetts Humane Society to initiate the world’s first organized lifesaving service in 1785.

The Society eventually established outposts on Cape Cod in the early 1800s. In 1872, the first federally constructed and staffed lifesaving stations emerged as part of the Department of Treasury. They eventually became the U.S. Life Saving Service which was the precursor to the current U.S. Coast Guard.



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Clean Lines The official newsletter of All Bright Cleaning, Inc.

Tile and Grout Cleaning Special

***10% off Tile & Grout Cleaning services scheduled
before May 1, 2009***

*Available only to current All Bright Cleaning clients or those referred by current clients
Expires April 30, 2009*



One Call Cleans It All!

Coming Soon!

UnPacking Cape Cod

UnPacking Cape Cod, a division of All Bright Cleaning, Inc., will be the first dedicated unpacking service on the Cape. This unique service allows homeowners to get organized and settled as quickly as possible. No more living with – or out of – boxes for weeks at a time. Launch is set for the Spring of 2009!