

# HEALTHY, WEALTHY & WISE

JUNE 2015

Published exclusively for clients of The Clean Force Company

"The trouble with most of us is that we would rather be ruined by praise than saved by criticism." - Norman Vincent Peale

## In This Issue

- Beware the High Cost of a Cheap Price
- Pet Dental Health
- Get Your Car in Shape for Summer
- Laugh Your Way to Lower Blood Pressure
- Recipe: Spicy Chipotle Turkey Burgers
- Client Testimonials and Quick Tips

## JUNE IS GREAT OUTDOORS MONTH



864.271.3168

[www.cleanforcecompany.com](http://www.cleanforcecompany.com)

- Residential Carpet Cleaning
- Commercial Carpet Cleaning
- Upholstery Steam Cleaning
- Apartment Complex Service
- Odor Control
- Carpet Protection Application

*Prefer to receive your newsletter via email?*

*Visit our website,*

*[www.cleanforcecompany.com](http://www.cleanforcecompany.com) to sign up.*



## Beware the High Co\$T of a Cheap Priçe

Sometimes bargain hunting nets you a great deal, but other times the gamble is simply not worth the risk. The 19th century social commentator John Ruskin probably said it best, "It's unwise to pay too much, but it is worse to pay too little. When you pay too much, you lose a little money – that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better." This is often the case when we are hiring the services of another person or company. While it is true that we want to get the lowest possible price, we still expect quality and performance.

There is a saying that when you hire the services of another you can have two of the following three things: You can have it on time, on budget, or done right. You can never, the saying goes, achieve all three of these at one time. Cheap carpet cleaning requires cheap equipment, cheap chemicals, and cheap labor. Even

one of these would cause a problem, but specifically, how does each of these budget cutting measures affect you?

### Cheap Equipment

To be effective, a cleaning machine must remove maximum soil and allow the carpet to dry in a reasonable amount of time. In addition, the equipment must not damage the carpet. The best machines do a superior job of removing soil and recovering cleaning agents and waste water. Naturally, these machines are more expensive. A carpet cleaner who uses cheap equipment simply cannot get the carpet nearly as clean as you really need it to be.

### Cheap Chemicals

The best cleaning agents are formulated to remove soils and leave behind little or no residue. Sticky detergent residues will cause rapid re-soiling. Cheap chemicals are often harsh, and can damage your carpet fibers and dyes. In addition, the carpet's soil and stain resistance will be compromised by harsh chemicals. So, although the carpet looks clean, your carpet will re-soil faster and become

*Continued on next page ▶*



## Spicy Chipotle Turkey Burgers

### Ingredients:

- 1 pound ground turkey
- 1/2 cup finely chopped onion
- 2 tablespoons chopped fresh cilantro
- 1 chipotle chile in adobo sauce, finely chopped
- 1 teaspoon garlic powder
- 1 teaspoon onion powder
- 1 teaspoon seasoned salt
- 1/4 teaspoon black pepper
- 4 slices mozzarella cheese
- 4 hamburger buns, split and toasted

### Directions:

1. Preheat an outdoor grill for medium-high heat, and lightly oil grate. Place the ground turkey, onion, cilantro, chipotle chile pepper, garlic powder, onion powder, seasoned salt, and black pepper in a mixing bowl; mix well. Form into 4 patties.
2. Cook the hamburgers on the preheated grill until the turkey is no longer pink in the center, about 4 minutes per side. Place the mozzarella slices on the patties 2 minutes before they are ready. Serve on the toasted buns.

recipe courtesy allrecipes.com

► Continued from cover

susceptible to permanent stains from common food and drink spills.

### Cheap Labor

Unethical operators hire inexperienced workers and pay them extremely low wages or commissions. The only way that the worker can make a decent living is by “upselling” additional services. In many cases these additional services such as “deep scrubbing”, “traffic lane preconditioning” or “sanitizing” are steps that reputable companies include at no charge in every cleaning.

Additionally, the underpaid “technician” must often resort to high-pressure selling to get you to spend more money. In the end, you don’t get the cheap price that you were promised.

Finally, these companies are like a revolving door, hiring and losing employees every week. They never take the time or spend the money to train and educate workers to become competent certified professionals.

### Protecting Your Carpet

When all is said and done, cheap carpet cleaning can cost you plenty. After all, what can you expect when an inexperienced worker using harsh, ineffective chemicals, and inferior equipment rushes through the job? You really do get what you pay for. That’s why The Clean Force Company, while perhaps not the cheapest, provides the best value for your carpet cleaning dollar. You get dedicated, certified technicians, using superior equipment and the best cleaning agents every time. Isn’t that what you really want?

## Pet Dental Health

Dogs and cats can benefit from good oral care. You should plan on examining your pet’s mouth regularly. Your dental routine should include teeth brushing and regular visits to your vet. To make sure your pet has a life of good oral health, keep these tips in mind.

**1** If you smell bad breath, your dog or cat may have tooth-related trouble. While dogs and cats do not have perfectly smelling breath all the time, if you notice a particularly strong odor or the sudden onset of a different odor, something may be amiss.

**2** Once a week, examine your pet’s teeth and gums. If you notice any discoloration, inflammation, swelling or bleeding of the gums, you should be concerned. You should also look for any discolored, chipped, loose, or missing teeth. If you see any of these conditions, it’s time for your pet to see a vet.

**3** You can get toothbrushes and toothpaste made especially for your dog or cat. Human toothpaste should not be used on your pet’s teeth. It may be difficult to brush your pet’s teeth at first, but after some regular practice, he or she will get more used to it, and it will be easier for both of you. Plan on brushing your pet’s teeth at least once a week.

**4** Let them chew safe and healthy products. Chew toys and chew treats are good for your pet, satisfying their urge to chew and providing good stimulation to the teeth and gums. They also help scrape plaque from teeth and massage their gums.



## Get Your Car in Shape for Summer

As the weather gets warmer, there are some steps you can take to protect your car and keep it running its best. Take time to give your vehicle a summertime checkup before things really heat up!

- ▶ A poorly tuned engine can increase fuel consumption by up to 50 percent. With gas prices rising, you can save more than a few bucks by giving your car a full tune-up, including an oil and oil filter change. You will also save on engine wear and tear.
- ▶ Check your tire pressure. Be sure to wait until your tires have cooled down (at least three hours or after it has been driven less than 1.5 miles). If you test your tires when they are warm, you will get a false reading. Fill your tires to the recommended pressure. Underinflated tires wear faster, waste fuel, and are unsafe. Having just one tire underinflated by eight pounds per square inch can reduce the life of that tire by over 6,000 miles and increase fuel consumption by five percent.



- ▶ Give your air conditioner a check up. Check for leaks and other needed repairs. Remember that using an air conditioner in stop-and-go traffic can increase fuel consumption by as much as 20 percent.
- ▶ Don't top off your fuel tank when filling up, especially during the summer months. Fuel naturally expands as it heats, causing excess fuel to spill out. Save money and protect the environment by only filling your tank until the pump handle stops automatically.

## Laugh Your Way to Lower Blood Pressure

The findings of a study presented at the American Heart Association meeting in Atlanta in March revealed that listening to your favorite tunes or hearing a good joke could have as much effect on your blood pressure as cutting salt in your diet or losing ten pounds.

In the study, a group of people participated in bimonthly sessions that focused on music and laughter. Their systolic blood pressure dropped by an average of five to six points after three months. A control group showed no change in that time period.

Even a small drop in blood pressure can make a significant difference. A drop of just five points is linked to a ten percent lower risk of death from heart attack or stroke.



Of course, music and laughter alone are not sufficient to treat high blood pressure. But for anyone looking for a way to increase their overall health, it is important to remember this mind-heart connection. It is a natural way to improve health and could eventually lead to a reduction in medication.

## Clean Force Community Involvement

*The Clean Force Company was a proud sponsor of the Powdersville Middle School Patriot Color Run!*



## Quick Tips

### Food Tip

Although mushrooms often are packaged in plastic wrap in grocery stores, this is not the best way to store them. Mushrooms need some ventilation to keep from decaying. Do not wash them before storing. Place them in a paper bag and keep in the refrigerator.

### Home Tip

When remodeling, it is tempting to pick out the latest styles, but consider that many of these types of materials need to be special ordered. This can take extra time and sometimes special order fees. Take a look at all the available in-stock materials before jumping straight to the special order section.



864.271.3168

www.cleanforcecompany.com

Residential Carpet Cleaning  
Commercial Carpet Cleaning  
Upholstery Steam Cleaning  
Apartment Complex Service  
Odor Control  
Carpet Protection Application



The Jordans

Treating your family like our own since 2001

# JUNE SPECIAL

## 4 Areas and Hallway for only \$125

May not be combined with other offers, coupons or discounts.  
Offer expires 6/30/15.



*"A good name is rather to be chosen than great riches." - Proverbs 22:1a*

The Clean Force Company  
P.O. Box 31006  
Greenville SC 29608

## Win a \$10 Cracker Barrel Gift Card

Read this edition of Healthy, Wealthy & Wise to find the answer to the following trivia question:

**To be effective, a carpet cleaning machine must:**

- a. remove maximum soil
- b. have at least one cup holder
- c. allow the carpet to dry in a reasonable time
- d. both a. and c. above

Email your answer to cleanforcecompany@gmail.com or call our office at 864-271-3168. We will draw from the correct answers and someone will win a \$10 Cracker Barrel Gift Card!

Contest Expires 6/30/2015.



## INTRODUCING OUR NEW CUSTOMER REFERRAL REWARD PROGRAM

Refer any new customer to The Clean Force Company and receive a \$10 Referral Reward Certificate. These certificates can be applied towards your next carpet cleaning or redeemed for cash. There is no limit to the number of referral certificates you can earn!

