



**ULTRACHEM LABS**

Carpet Care

# POWER BEYOND THE CONVENTIONAL

POSSESS AND SHOWCASE TRUE PRIDE AND  
EMPOWERMENT YOUR FACILITY DESERVES

## Dr. John Shieh

Founder and Director of Technical Services

John Shieh is the Director of Technical Services and attends to the supervision of research and development for Ultra Chem Labs in Pomona, California. He has worked extensively in the field as a forensic scientist, chemical specialist and educator for environmental sustainability.

John Shieh is the founder of Ultra Chem Labs and for over 30 years, John Shieh has worked hand in hand with thousands of individuals and organizations specifically on implementing the Ultra school program on a successful national and international level. John Shieh has also worked with North American environmental regulatory agency, TerraChoice (EcoLogo) in writing the Environmental Chemical Standards set for North American green chemical products. Presently, John Shieh is working closely with Ultra Chem Lab's research and development team to provide the most dynamic, superior technology and education material required for today's most environmentally stringent public school systems.



# CARPET CARE



## What is Carpet Care?

Is carpet care extraction? Is it bonnet cleaning? Is it encapsulation? Or is it the use of highly alkaline chemical burning of soils? We hear these terms constantly on a day to day basis. However, Ultra has Carpet care defined as simply satisfying the overall needs of a carpet. When thinking of any cleaning process, we tend to think of procedure and what kinds of chemical can we use with the procedures we know in order to satisfy the customer. Unfortunately, the conventional technology of today does not address what the needs of a carpet are. As a result, real carpet care cannot be achieved.

We can compare carpet care much to the rearing of a child from infancy to adolescence. A child would need certain things to help him or her be successful and safe. Food, clothing, shelter, schooling, moral education are just a few main components to consider what a child needs. Similarly a carpet has vital needs as well such as vacuuming, maintenance cleaning, deep extraction, the use of Electrolytic Technology and residue removal to name a few. These are necessary components of carpet care.

For over 30 years, Ultra has provided the proper tools necessary in securing key business and in satisfying the customer beyond what is conventional. Ultra Chem Labs is here to help everyone to understand what is necessary in implementing real carpet care that will help your business grow successfully, healthy and prominent for years to come.

## Why is it important?

Choices, choices, choices! We face decisions every day and each decision seems to have larger repercussions than the next, especially when it applies to our livelihood and business. Just as we may neglect certain personal needs such as eating and sleeping properly, applying regular exercise or relieving stress, we can easily neglect the needs of our carpets leading to detrimental circumstances. The same can go in a positive direction. When we are constant of our personal needs and implement in our lives a certain meal plan, or exercise schedule, we are sure to see and experience the benefits.

Therefore, in order for our carpets to exemplify a truly green standard along with safety and ease for ourselves and most importantly the customer, Ultra Carpet Care must be implemented. Imagine reducing your chemical usage by 40%. Imagine cutting your labor costs by 30%. Freely eliminate the use of harmful chemicals and the ineffective procedures that go along with it. Eliminate all of these factors while sustaining beyond the conventional growth and success for your business.

Over three decades we have proven time and time again through our technology and beyond the conventional procedures that we do not fail. Carpet Care is our life and profession which we hold to the highest esteem and importance.



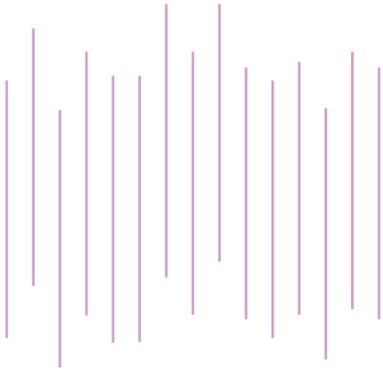
# ARE YOU BURNING YOUR CARPET?



## Conventional Methods

As far as we can remember, methods for cleaning carpets have always included harsh scrubbing (mechanical action by hand or machine), harsh chemicals (high alkaline caustic builders), extremely hot temperatures (water or steam) and a wide range of chemical spotters for stains. We can ask ourselves the question why something as delicate and soft as a wool or nylon carpet requires such harsh methods to clean it? And what does this say on the condition of the carpet after these harsh methods have been applied? We may think that the more we clean our carpets with conventional technology the healthier our carpets will be. Naturally the more we apply a beneficial personal habit such as exercise and healthy eating, the more we would expect positive results.

However, conventional methods of carpet cleaning are clearly not beneficial to the carpet. By using harsh temperatures, chemicals and friction created from lots of mechanical action, the carpets are being severely damaged and burned. Conventional chemicals with high alkaline caustic builders or percentage of bio based materials not only cannot efficiently clean, but they leave chemical residue that further damages the carpet which also requires further extraction. This leads to a vicious cycle of superficial cleaning and carpet damage that becomes very expensive for users and the customer. As a result, conventional methods of carpet cleaning force customers to completely remove their



## The Ultra Chem Labs Difference

The real difference between conventional cleaning methods and Ultra is our unique Electrolytic Cleaning Technology (ECT). ECT acts like a magnet which simply picks up fragments regardless of its negative or positive charge.

ECT does not rely on pH, high caustic builders, temperature or intense mechanical action to clean. This technology cleans by simply neutralizing the ionic charge of the soil no matter what it is. With this method there is no guessing involved. Simply apply and allow the chemical to neutralize the soil for easy removal.

By removing eliminating most of the methods used for conventional carpet cleaning while sustaining beyond conventional performance and cleaning efficiency, Ultra's ECT is automatically becomes truly green.

Truly green encompasses 3 vital components. The first is to be environmentally preferable meaning unharmed to the environment, users and the public while being a biodegradable and non-toxic product. The second component is to sustain incredible cleaning efficiency and performance. And the third component is to provide the user and customer with incredible features and benefits that provide success and profitability for all users. We are without a doubt that our Carpet Care Product line has and can provide a Truly Green solution for you today.



# Clean

**ONE PRODUCT FOR ALL YOUR  
CARPET CLEANING NEEDS**

**Efficient:**

All purpose carpet cleaner  
Traffic lane cleaner  
Portable extraction cleaner  
Truck mount extraction cleaner  
Pad/bonnet cleaning  
Heavy duty spot cleaner  
Spill & gum remover  
Pleasant aroma  
Removes odors

**Environmentally Preferable:**

Certified by EcoLogo

**Economic:**

Low dilution 2-8 oz/gal

**Properties**

**Color:** Clear Light Amber

**Detergency:**

Electrolytic Ionic Type

**Foaming:** Minimum Foaming

**Fragrance:** Fragrance Free

**pH:** 8.5

**Rinsability:** Complete

**Wetting:** Excellent

**Emulsification:** Excellent

**Shelf Life:** 1 Year

**DESCRIPTION**

Our one-stop solution to: stains, spills, pet odor, urine, gum - can increase your business and cut labor costs significantly. In this seminar you will learn how to perfectly and safely clean carpets from using Clean by Ultra Chem Labs. Clean uses Electrolytic Technology, 100% Green, works with cold water.

- Featuring 'Clean' - A one-stop solution to cleaning most types of spills, pet odor, urine, stains, feces and even gum removal.
- Saves time, money and can be used with any carpet cleaning equipment and cleaning method.
- Can be used with Truck-mount and carpet extraction systems (Hot water not needed)

Importantly, 'Clean' can be used as a pre-spray conjunction with white polyester floor buffing pads which "out cleans" the conventional cotton bonnet. This special feature of 'Clean' has proven to significantly reduce labor costs and efforts.

**ULTRA TECHNOLOGY USED:****1. ELECTROLYTIC CLEANING TECHNOLOGY**

Available in 5 gallon pails and 1 gallon bottles

# Neutralizer

## Acidic Rinse/Residue Remover

**Efficient:**

Neutralizes malodors  
Neutralizes chemical residue  
Leaves the surface smooth  
Easy to clean and maintain  
Easy to apply

**Environmentally Preferable:**

Certified by EcoLogo  
Contains food grade acids

**Economic:**

Low dilution 1-4oz per gallon

**Properties**

**Color:** Light Green

**Detergency:**

No Detergency

**Foaming:** Non-foaming

**Fragrance:** Fragrance Free

**pH:** 3.0 +- .05

**Rinsability:** Complete

**Wetting:** Excellent

**Emulsification:** Excellent

**Shelf Life:** 1 Year

**DESCRIPTION**

'Neutralizer' utilizes 3 food grade acids to neutralize the effect of 'Stripper's' Selective Implosion Technology. This unique blend of special food grade acids will outperform various hazardous chemicals such as hydrochloric acids and non-food grade phosphoric acids.

- Used against malodor odors
- does not rely on evaporation of residual acid
- Neutralizes effect of Selective Implosion Technology
- Outperforms various hazardous residue removers

Combined with 'Clean' equipped with 'Electrolytic Cleaning Technology', 'Neutralizer' becomes an extremely effective cleaner and residue remover. As a result of its multiple applications, 'Neutralizer' is an easy to manage, environmentally safer product.

**ULTRA TECHNOLOGY USED:****1. FOOD GRADE ACID TECHNOLOGY**

Available in 5 gallon pails and 1 gallon bottles

# D-Odor

**Odor Eliminator/All Natural Fruit Infused Fragrances/Disinfectant**

**Efficient:**

Easy to use  
Disinfectant  
Encapsulates malodors  
Eliminates malodors  
Pleasant fragrance (black cherry)

**Environmentally Preferable:**

Does not possess high alkaline and caustic builders  
Non toxic and fully biodegradable

**Economic:**

Low dilution ratio (1 oz - 8 oz per gallon)

**Properties**

**Color:** Clear Light Amber

**Detergency:**

No detergency

**Foaming:** Non Foaming

**Fragrance:** Black Cherry

**pH:** 7.5

**Rinsability:** Complete

**Shelf Life:** 1 Year



## DESCRIPTION

The secret behind Ultra Chem Labs' 'D-Odor' is its unique "Odor encapsulation" technology. This provides "D-Odor" with the distinct ability to not just mask an odor like conventional odor fresheners, but encapsulates and eliminates odors completely, classifying 'D-Odor' as an official Malodor eliminator.

- Made with all natural fruit infused fragrances
- Disinfection Ability
- Can be used in carpet extraction, mop water
- Can be used for smoke restoration
- Eliminates wide range of malodor odors: pet odors and cigarette smoke
- CRI certified

Available in 5 gallon pails and 1 gallon bottles

# Liquid Extract

Carpet Cleaner Designed for Truck Mount Liquid Extraction



#### **Efficient:**

All purpose carpet cleaner  
Traffic lane cleaner  
Portable extraction cleaner  
Truck mount extraction cleaner  
Pad/bonnet cleaning  
Heavy duty spot cleaner  
Spill & gum remover  
Pleasant aroma  
Removes odors

#### **Environmentally Preferable:**

Certified by EcoLogo

#### **Economic:**

Low dilution 2-8 oz/gal

#### **Properties**

**Color:** Clear Light Amber

#### **Detergency:**

Electrolytic Ionic Type

**Foaming:** Minimum Foaming

**Fragrance:** Fragrance Free

**pH:** 8.5

**Rinsability:** Complete

**Wetting:** Excellent

**Emulsification:** Excellent

**Shelf Life:** 1 Year

## **DESCRIPTION**

Our one-stop solution to: stains, spills, pet odor, urine, gum - can increase your business and cut labor costs significantly. In this seminar you will learn how to perfectly and safely clean carpets from using Clean by Ultra Chem Labs. Clean uses Electrolytic Technology, 100% Green, works with cold water.

- Featuring 'Liquid Extract' - A one-stop solution to cleaning most types of spills, pet odor, urine, stains, feces and even gum removal.
- Saves time, money and can be used with any carpet cleaning equipment and cleaning method.
- Can be used with Truck-mount and carpet extraction systems (Hot water not needed)

Importantly, 'Liquid Extract' can be used as a pre-spray conjunction with white polyester floor buffing pads which "out cleans" the conventional cotton bonnet. This special feature of 'Clean' has proven to significantly reduce labor costs and efforts.

#### **ULTRA TECHNOLOGY USED:**

#### **1. ELECTROLYTIC CLEANING TECHNOLOGY**

Available in 5 gallon pails and 1 gallon bottles

# Protector

## High Performance Carpet Protector



### Directions

Can be applied using an electric power sprayer at 50 psi (recommended) or conventional pump-up sprayer. Use undiluted (100% concentration) Ensure sprayer is clean and dry. Spray on new or cleaned fibers or fabric. Does not disappear during next cleaning using Ultra 'Clean' Lasts up to 3 cleanings. Unused solution can be stored in sprayer equipment. Keep away from heat, sparks and open flames.

### Efficiente:

Dries fast  
Chemical resistant  
Leaves the surface soft  
Easy to apply  
Easy to maintain

### Economic:

Covers 400 - 600 sq ft/gal

### DESCRIPTION

'Protector' instills a revolutionary soil and stain resistant protective shield around within fabrics and fibers which extends the life of the fabrics and fibers for extended periods of time.

- 'Protector' uniformly coats the three dimensions of the fibers and fabrics which allows fibers to breath
- Provides easy spot blot off management with a conventional damp sponge or cloth.
- 'Protector' does not require specific training or special equipment, and unused solution can be conveniently placed in easy to use spray equipment for repeated use.

### ULTRA TECHNOLOGY USED:

#### 1. TITANIUM CROSSLINKING TECHNOLOGY

Available in 5 gallon pails and 1 gallon bottles



# POWER BEYOND THE CONVENT



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**ULTRACHEM LABS**

Carpet Care

## A Truly Green Cleaning Standard

- creates new found sense of pride in your facility
- environmental consciousness and responsibility,
- reduces carbon footprint
- promotion and exposure for customers in an increasingly green competitive market,
- safety for public,
- demolishes the illusion of safety and returns the reality of safety and well being for the public
- high efficiency and performance

