



The SmartCare<sup>®</sup> Carpet System



**whittaker**

*Healthy Carpets, Healthy Buildings.<sup>®</sup>*

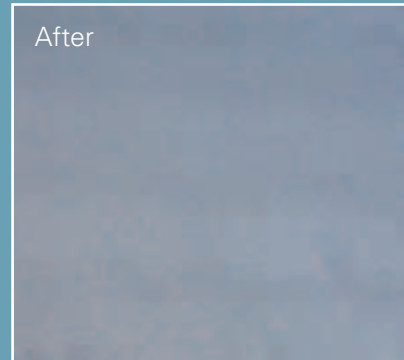
# Is Your Carpet Truly Clean?



Before



After



Most high-traffic carpet areas are cleaned only when soil remains visible after vacuuming. The problem with this “restorative cleaning” is that layers upon layers of dirt must build up before it is noticeable, and cleaning at this point can leave up to 85% of the layered grime and pollutants trapped in the carpet fibers.

The situation is compounded by the fact that much of the remaining soil is sticky and oily, and the harsh chemicals typical of restorative cleaning systems can themselves leave a sticky residue. The result is increased soil adherence, so that subsequent cleanings become less and less effective and more and more frequent. This leads to substantial degradation of the carpet’s appearance long before its time and shortens its overall lifecycle.

# The Whittaker SmartCare® Solution

Founder Dick Whittaker pioneered the development of low-moisture "Encapsulation" cleaning methods as a revolutionary alternative to disruptive, inefficient restorative cleaning systems. Whittaker's Low-Moisture Agitation and Crystallization (LOMAC®) process traps embedded soils in clear polymer crystals that are removed along with the dirt during the next vacuuming cycle. It is far-and-away the best interim method available.

With LOMAC®, effective interim maintenance may be performed more quickly than vacuuming and as often as needed at the lowest possible cost. Productivity rates are 1,500-2,500 square feet/hour for obstructed areas, and 6,000-10,000 square feet/hour for unobstructed areas such as hallways and lobbies. Sticky chemical buildup is eliminated and routine vacuuming becomes much more effective for a consistently clean appearance.

Whittaker's system has the added benefits of quicker drying time, improved indoor air quality, and mill-recommended pile lifting for enhanced appearance. Deep wet cleaning is utilized on an annual basis, carpet life is significantly lengthened, and overall costs are among the lowest available.

"Encapsulation may prove to be one of the greatest advances in carpet maintenance during my 30-year tenure with the industry."

- Bob Wittkamp, Certified Master Cleaning Technician by the IICRC  
(Institute of Inspection, Cleaning and Restoration Certification)  
*ICS Cleaning Specialist* magazine

# The Whittaker Comprehensive "Planned" Approach

The Whittaker Comprehensive "Planned" Approach identifies the total program of maintenance for the proper care of any facility's most abused asset - its carpet. Our integrated four-step process prevents the buildup of sticky chemical residues and soil, protecting the color and appearance of expensive, carefully chosen carpets.

## Preventative Maintenance

Preventative maintenance is the least costly yet most important and effective means to protect carpet appearance. Since 80% of soil is tracked-in on the feet of building visitors and occupants, the goal at this level is to reduce the amount of soil that actually contacts the carpet to limit its accumulation.

### COMPONENTS INCLUDE:

- Walk-off mats at all entrances and hard-to-soft transition points to remove dirt, grease, and oil from shoes prior to tracking.
- Protective mats in areas where excessive matter is tracked onto carpeted areas, such as underneath a water fountain, coffee bar, or print station.

## Daily Maintenance

Frequent vacuuming of high-traffic areas will remove 80-90% of dry soil accumulation. Choose a commercial-grade backpack, canister, or upright vacuum meeting the certification criteria of the Carpet & Rug Institute. High-filtration vacuum systems have been proven to have longer life cycles and increased effectiveness, while containing dust better during daily vacuuming cycles. Check your filter bag daily.

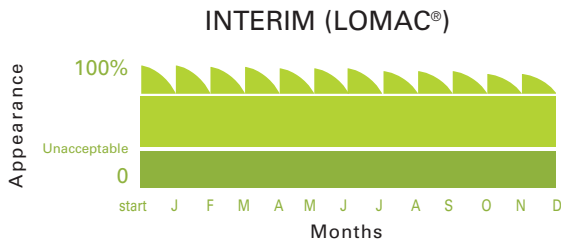
Assemble a spotting and stain-removal kit for the immediate cleaning of spills and tracked-on discoloration resulting from oil, grease, wax, beverages, and other foreign substances. It's best to reach potential staining spots before they have time to dry, so daily visual inspection by members of the vacuum crew is recommended. Ideal solutions for daily stain-removal needs are the Carpet Roamer® Spotting Tool and Crystal spot cleaning agents from Whittaker.

## Interim Maintenance

The goal of Interim Maintenance is to keep the carpet clean and maintain a consistent appearance level at the lowest possible cost without sacrificing safety. The primary focus is frequent low-moisture pile lifting and the removal of sticky residues that would otherwise hold soil in the carpet and lead to over-cleaning.

The Whittaker LOMAC® process is the next-generation approach to effective Interim Maintenance involving three simple steps:

- 1. Apply** Crystal Dry® solution to carpeting with either a manual sprayer or a machine-mounted electric applicator. Crystal Dry® is non-hazardous, contains no VOCs, and is approved for use on wool as well as stain-resistant fibers.
- 2. Agitate** Crystal Dry® immediately into the carpet fibers with the Whittaker LOMAC® Machine, with its twin-cylindrical brushes. The LOMAC® Machine carries the solution deep into the fibers, scrubbing each tuft in multiple directions while lifting and opening the pile at the same time.
- 3. Vacuum** in as little as 20 minutes or at the next vacuum cycle. Crystal Dry® will completely encapsulate sticky soils in clear polymer crystals that are brittle enough to be easily vacuumed away.



Interim maintenance maintains carpet appearance at a consistently high level.



Restorative cleaning takes a carpet in poor condition and attempts to restore it to an acceptable appearance level. This approach leads to erratic appearance levels that degrade significantly over time.

## Restorative Cleaning

This level of cleaning should only be performed on an annual basis, except in special cases such as poor scheduling of interim maintenance, flooding, or otherwise extraordinary conditions.

Only pure water should be used unless other types of chemicals have been allowed to accumulate. In this case, we recommend the application of Crystal Extract® as a pre-spray prior to hot-water extraction. For best results, agitate the Crystal Extract® with the Whittaker LOMAC® Machine to increase cleaning effectiveness by agitating and lifting/opening the pile.

# Whittaker SmartCare® Carpet Systems



## Whittaker SmartCare® 15" Standard System

The Whittaker SmartCare® 15" Standard System is an economical option for small to medium-sized facilities with obstructed areas. It combines the effectiveness of the Whittaker SmartCare® Carpet System with the economy of a manual sprayer. It includes a 15" LOMAC® Machine, five cases of Crystal Dry® Extra, a two-gallon manual sprayer, a Carpet Roamer® Spotting Tool, and one case of Crystal Spotter®. Clean unobstructed areas at a rate of up to 5,000 sq. ft./hr, with enough Crystal Dry® Extra to clean up to 240,000 sq. ft. of carpet.

## Whittaker SmartCare® 20" Standard System

The Whittaker SmartCare® 20" Standard System is an economical option for medium to large-sized facilities with fewer obstructed areas. It combines the effectiveness of the Whittaker SmartCare® Carpet System with the economy of a manual sprayer. It includes a 20" LOMAC® Machine, five cases of Crystal Dry® Extra, a two-gallon manual sprayer, a Carpet Roamer® Spotting Tool, and one case of Crystal Spotter®. Clean unobstructed areas at a rate of up to 7,500 sq. ft./hr, with enough Crystal Dry® Extra to clean up to 240,000 sq. ft. of carpet.

## Whittaker SmartCare® 15" Professional System

The Whittaker SmartCare® 15" Professional System is the productive way to clean small to medium-sized facilities with obstructed areas. It combines the effectiveness of the Whittaker SmartCare® Carpet System with a highly productive machine-mounted electric applicator. It includes a 15" LOMAC® Machine, five cases of Crystal Dry® Extra, two extra brushes, a two-gallon electric applicator, storage tray for machine, a Carpet Roamer® Spotting Tool, and one case of Crystal Spotter®. Clean unobstructed areas at a rate of up to 7,500 sq. ft./hr, with enough Crystal Dry® Extra to clean up to 240,000 sq. ft. of carpet.

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# Complete Solutions for Outstanding Interim Maintenance



EASY-TO-CHANGE BRUSHES (NO TOOLS)



HEAVY-DUTY CORD STRAIN RELIEF



QUICK CHANGE HANDLE (NO TOOLS)



STAINLESS STEEL MOTOR COVER



REMOVABLE PROTECTIVE FLAP NON-MARKING BUMPERS

## The Whittaker LOMAC® Machines

Each Whittaker LOMAC® Machine utilizes twin-cylindrical brushes rotating at 480 rpm to agitate the Crystal™ chemistry and lift pile, all in one pass. It requires no more training or operator effort than a commercial upright vacuum.

A variety of brushes may be placed on the machine in less than 30 seconds, without any tools. The stainless steel motor cover provides years of durable use. The handle can be removed easily and quickly (without tools) for transport or storage. A removable protective flap on the front prevents splashing during use. Non-marking bumpers protect building furnishings. The premium-grade power cord is UL Listed.

LOMAC-15 Whittaker LOMAC® 15" Agitator - Provides 15" of cleaning and pile-lifting width

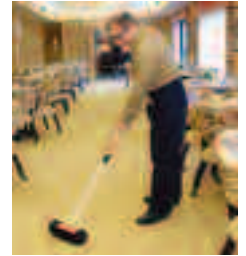
LOMAC-20 Whittaker LOMAC® 20" Agitator - Provides 20" of cleaning and pile-lifting width

# SmartCare® System

ACCESSORIES - ENHANCE EFFECTIVENESS AND PRODUCTIVITY

## WHITTAKER CARPET ROAMER® SPOTTING TOOL

The ultimate carpet spotting tool. Its patented design features two distinct bristle settings - FIRM for maximum agitation and SOFT for light agitation. Wheels at the end of the brush prevent digging deeper than necessary, which only adds to fatigue. Easily maintain constant pressure without the skip-and-jump of ordinary brushing tools. Handle is adjustable from 32" to 54".



## LOMAC® MANUAL 2-GALLON SPRAYER

This professional duty, two-gallon manual sprayer has a pressure-relief valve for safety. The translucent white tank is poly-molded for lightweight strength, and easy viewing of liquid level. Base of the tank is designed to prevent annoying tipping and potential spills. The hose is 36" long, with a brass extension wand and tip to provide years of reliable service. A fatigue-reducing shoulder strap is included.



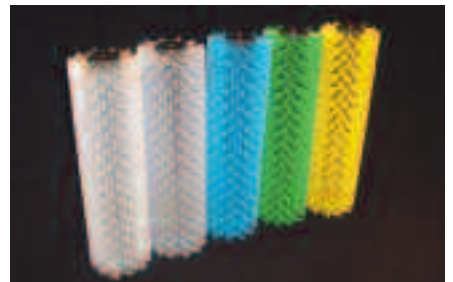
## SIDE EDGE CLEANING TOOL

The side brush may be added to clean otherwise hard-to-reach areas, extending 4" on the outside of the machine. Clean right up to wall baseboards, around furniture, and under cabinets. Includes an axle and 4" brush, available with either GRAY or BLUE bristles.



## LOMAC® BRUSHES

The LOMAC® Machine's brushes start with a die-cast polypropylene core for true dimensional stability and balance as well as strength. Bristles are 100% polypropylene which, unlike nylon, will not soften when exposed to moisture and also has a lower melting point to prevent damage to nylon carpet fibers. Bristles are color-coded for specific applications, ordered from delicate to aggressive as WHITE, GRAY, BLUE, GREEN, and YELLOW.



## LOMAC® ELECTRIC 2-GALLON APPLICATOR

Evenly spray Crystal Dry® solution directly in front of the LOMAC® Machine as it moves, saving time spent spraying and increasing productivity by up to 100%. This promotes even distribution and minimizes waste of solution. The pump unit fits on the front of the machine without tools, and a control handle ensures precise application. The two-gallon Ergo™ Tank is positioned to keep the solution weight as low and "light in the hand" as possible. Translucent construction with large marine-grade lid allows for easy filling and viewing of liquid level.





# SmartCare® Crystal® Chemistry



CRYSTAL DRY®  
HAS BEEN PROVEN GLOBALLY  
FOR THE PAST 20 YEARS

## DAILY

### CRYSTAL SPOTTER®



Crystal Spotter® is based on the Crystal Dry® and Crystal Dry® Extra formula in a convenient, ready-to-use package, with 22 oz trigger bottles for simple and safe use on general spot cleaning. Simply spray on a spot and agitate with the Whittaker Carpet Roamer® Spotting Tool. After it dries and encapsulates the soil material, it may be vacuumed immediately or at the next scheduled vacuum cycle.

### CRYSTAL RED STAIN® PLUS

Crystal Red Stain® Plus is an effective, easy-to-use product for removing stubborn coffee or red food-dye stains from carpet. It is conveniently packaged in a ready-to-use bottle, with a one-part application so there are no complicated instructions. It may be used without heat with great results, but in some situations heat may be added to remove old, unsuccessfully treated stains. Follow up with Crystal Spotter® to encapsulate any remaining residue to prevent re-soiling. Neutral pH.

### CRYSTAL ODOR PRO®



Crystal Odor Pro® is an effective, easy-to-use product for removing organic stains and odors from carpet, conveniently packaged in a ready-to-use bottle. Crystal Odor Pro® is specifically designed for urine and vomit. It has a masking feature, which functions while the digestive enzymes eliminate the odor-causing contaminants. Simply add 1 bottle of Crystal Odor Pro® to 1 gallon of Crystal Dry® solution for areas requiring odor control. It has a neutral pH and is fragrance-free.

### CRYSTAL® OIL & GREASE

Crystal® Oil & Grease is a safe, easy-to-use product for removing oil-based stains from carpet. Formulated with a natural soy oil base, Crystal® Oil & Grease is effective on paint, oil, and grease without the dangers associated with citrus-based solvents. It is conveniently packaged in a ready-to-use bottle with snap-closure cap. Follow up with Crystal Spotter® to encapsulate any remaining residue to prevent re-soiling. No VOCs.

## INTERIM

### CRYSTAL DRY® EXTRA



Crystal Dry® Extra combines unique crystallizing polymers with effective detergent components, creating a perfect blend to emulsify embedded soils (both dry and oily) and encapsulate them for vacuum recovery. It will not cause re-soiling and will extend time between wet extractions to annually or longer in most situations. Crystal Dry® Extra is Green Seal certified. It has no volatile organic compounds (VOCs), neutral pH, and is non-butyl. Crystal Dry® is portion-controlled to provide consistent dilution for consistent cleaning as well as cost savings through waste elimination. Simple dilution, 1 bottle per 2 gallons of water.

### CRYSTAL® STAIN BLOCK



Crystal® Stain Block is an effective product for stain protection from food dyes. It helps prevent carpet fibers from being stained by wine, coffee, red soft drinks, fruit juices, and more. Simply add on bottle of Crystal® Stain Block to one gallon of Crystal Dry® solution for conference rooms, food service areas, lobbies, and any areas requiring extra stain protection. No VOCs and neutral pH.

## RESTORATIVE

### CRYSTAL EXTRACT®

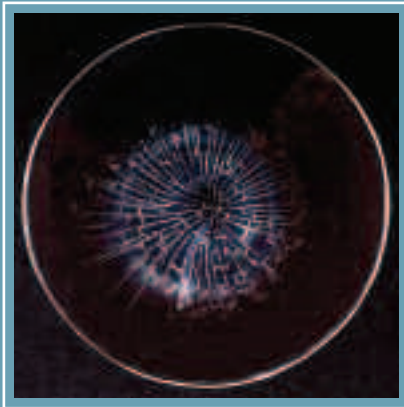


Crystal Extract® combines unique crystallizing polymers with more powerful detergent components, creating a perfect blend to manage difficult-to-clean carpets with embedded soils (both dry and oily). It can be incorporated in both LOMAC™ maintenance for dry vacuum recovery, as well as wet extraction. Simply add 1 bottle of Crystal Extract® to 1 gallon of Crystal Dry® solution for an excellent cleaning boost. It has a neutral pH, no VOCs, and is phosphate-free and non-butyl. Crystal Extract® is portion-controlled to provide consistent dilution for consistent cleaning as well as cost savings through waste elimination. CRI™ Seal of Approval Certified.

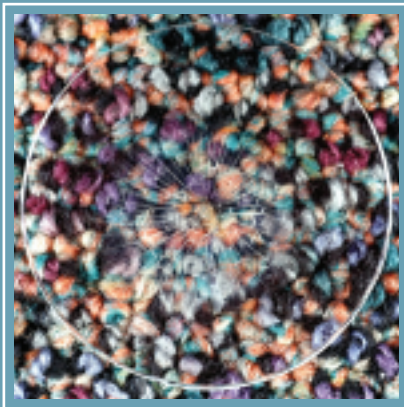
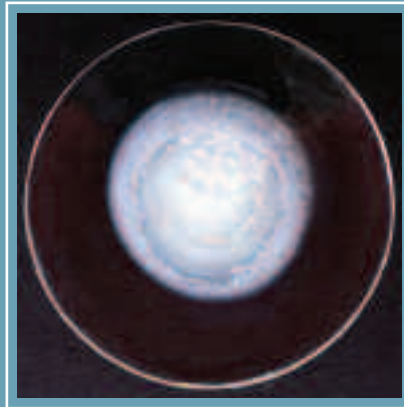
## Where Does the Dirt Go?

These photos are of dried, undiluted chemistry.

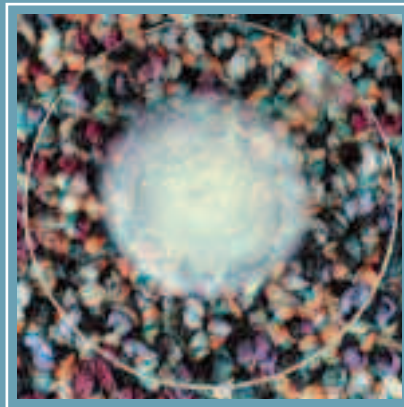
CRYSTAL DRY®



Product Claiming to Crystallize



Crystal Dry® dries clear to promote fiber color retention.



Improper chemistry can adversely impact the colors of any carpet fiber.

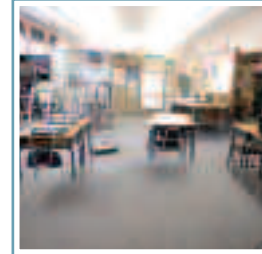
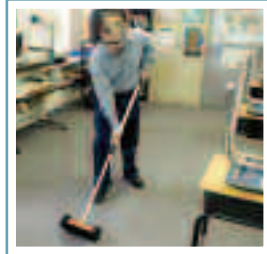
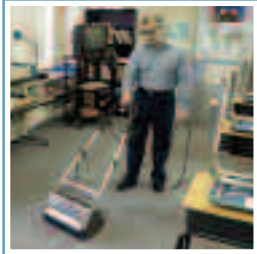
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Since carpet fibers look cleaner immediately, before extraction takes place, people often ask us, "where did the dirt go?"

We answer by comparing Crystal Dry® and its encapsulated soil particles with a diamond. Diamonds always have flaws from embedded foreign particles, but these flaws are not seen except under high magnification. Similarly, Crystal Dry® entirely encapsulates foreign soils in a clear polymer that still looks perfect to the naked eye or even under low magnification. The soil is there, but all that can be seen is bright and clean carpet. The soil-laden crystals are removed easily by vacuuming, which may occur at any time without adverse effect.

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## Top Ten Reasons to Implement The Whittaker Comprehensive "Planned" Approach



1. **Environmentally Preferred** - Improved cleaning means better indoor air quality and lower microbial activity. Uses 30 times less water than many wet cleaning methods to exceed water conservation standards outlined by the US Green Building Council.
2. **Fast Dry Time** - Unlike water extraction cleaning methods, our low-moisture LOMAC® system allows carpets to be walked on in just 20 minutes.
3. **Manufacturer Approved** - All Whittaker products are approved for stain-resistant fibers, and select products are safe on wool (Woolsafe™).
4. **Ease of Operation** - Intuitive system design means anyone can achieve error-free results without special skills or training, with no more time or effort than operating a vacuum. All chemicals are numbered and color-coded.
5. **No Chemical Residue** - Special "green" formulations use no hazardous chemicals, which means no residues or special handling. Formulations are also phosphate and butyl free.
6. **Cost Savings** - LOMAC® is the most cost-effective interim maintenance system on the market, reducing labor by more than 50% and significantly extending carpet life.
7. **Pile Lifting** - The LOMAC® process lifts pile while it cleans, for optimal scheduled vacuuming and improved appearance. Conversely, bonnets flatten the pile and create additional chemical and water usage during laundry cycles.
8. **Convenient Packaging** - All Crystal Dry® solutions are pre-measured for easy mixing, portion control, and consistent results.
9. **No Reappearing Spots** - By eliminating sticky soils and residue, dirt has nothing to cling to so spots will not reappear. Stop wasting time, energy, and money on over-cleaning.
10. **Brighter & Cleaner Carpets** - Our revolutionary LOMAC® crystal encapsulation technology absorbs soil as it dries to recover a "true clean."



Whittaker's mission is to provide its customers with systems of the highest quality and expert, personalized service and support for the long term. The Company sells its products only factory direct to maximize cost-effectiveness and personal service. We are your interim maintenance experts.

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#### INDUSTRY ASSOCIATIONS



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