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Re: [We Don't Just Clean Your Carpet – We KILL Bacteria and Microscopic Organisms that are Hurting your Bottom Line!](#)

Dear Alex,

With this letter, we hope to clear up once and for all three tragic misconceptions about carpets and their cleaning.

These myths not only cause unsuspecting businesses to make poor choices when it comes to choosing an office carpet cleaning company, but also have a measurably negative effect on their bottom line.

Myth #1 – All Carpet Cleaners Are The Same

As you thumb your way through [The Yellow Pages](#) looking for a deal you are probably thinking ‘all carpet cleaners are the same.’

Carpet cleaners are NOT all the same - there is a profound difference.

Many budget carpet cleaners using outdated, poorly serviced equipment with watered-down, substandard chemicals do little more than clean superficial dirt.

Sure, after they are done your carpet ‘looks’ cleaner, but if you had a microscope you would think differently.

Your office carpets are like a magnet trapping dust, dirt, and other debris. More importantly, however, they are home to numerous germs, bacterium, and microscopic organisms like dust mites.

Most discount carpet cleaners only clean what you can see, and what you CANNOT see is what truly counts. This leads us to the second myth...

Myth #2 – Carpet Cleaning is Only About Aesthetics

Clean office carpets are not merely an issue of aesthetics, but an important health concern that has broad consequences on the welfare and productivity of your employees.

At a microscopic level, your office carpets are a jungle. This miniature wilderness under your feet is filled with not only dust, dirt and other debris, but germs, bacterium, and microscopic organisms like dust mites.

These microscopic organisms are too small to be seen without a microscope and about seven million can fit on the surface of a one penny coin.

Your busy staff pounding their feet on your carpets all day aggravates the germs and organisms beneath. They are raised into the air and into the airway of your employees.

The presence of these microscopic organisms causes an allergic reaction from your immune system, leading to inflammation in the eyes and nose (rhinitis), lungs (asthma) and skin (eczema). Scientific studies have shown that this leads to increased incidences of illness in the workplace, resulting in higher health costs and lower productivity.

These germs are by no means life threatening or a serious health risk, but they WILL cause colds, the flu, allergic reactions, or similar sick symptoms that will impair your employees' performance, if not imprisoning them to their bed.

Neglected carpets are not just an eyesore; they hurt your bottom line by increasing the number of sick days and other health cost, as well as reducing the productivity and performance of your team.

BUT DON'T PANIC! There is no need to quarantine your office or replace all your office carpets with ceramic tiles. This leads us to the third myth...

Myth #3 – There Is No Cost Effective Solution To Carpet Caused Illness

Just call in the cleaning professionals at 'The One Service' – Great Britain's first and foremost cleaning experts. Unlike many of our rivals, we do not just clean your carpet – we KILL bacteria and microscopic organisms that are making your employees sick and hurting your productivity and profits.

At 'The One Service' we use state of the art equipment and only the finest cleaning chemicals guaranteed to not only capture all the dust, dirt and other debris – but more importantly – kill all those troublemaking bacterium and microscopic organisms.

Sure, we charge a little more than that guy in The Yellow Pages who water-downs his cleaning chemicals and uses hopelessly out-of-date equipment. Just remember, the cost of professionally cleaned carpets is insubstantial compared to the money saved from improved performance and reduced sick day.

So never settle for second-rate. Always go with the pros at 'The One Service'. You're just one phone call away from the cleanest, healthiest office in town. So don't delay. Call 'The One Service' today for your free, no-pressure, no-obligation estimate!

Yours sincerely

Jessie Grewal
Office Manager
The One Service Ltd.