



THE EXPERIENCE

• CONVENTION AND TRADE SHOW •

SEPTEMBER 9 – 11
2026 PARIS LAS VEGAS



Mark Exner, Restoration Training Services

Fabric Cleaning:

Confronting the Issues Once and For All...



Print dyed



Chemistry issues



Turns dark wet



Silks

Do **Not** Be Distracted or Intimidated by Surroundings



FABRICS

1. We use fabrics to cover our windows / provide shade
2. We sit on fabrics working or relaxing.
3. We sleep on fabric mattresses, many fabric headboards!
4. We use fabrics for comfort - warmth and clothing
5. Fabrics are used both indoors and outdoors.(umbrellas!)

YET WE CLEAN 10% OF THEM!

Why are we afraid to clean them?



ESSENTIAL CUSTOMER COMMUNICATION

- FIBER IDENTIFICATION – DON'T ASSUME THE CUSTOMER KNOWS THEIR FABRICS FIBER CONTENT. THEY RARELY DO.
- YOUR RESULTS MAY DEPEND ON THAT INFORMATION.
- CUSTOMER SATISFACTION MAY DEPEND ON THAT INFORMATION.
- DO YOUR TESTS - AND TEST WITH YOUR TRAINING.
- YOU MUST BE ABLE TO PERFORM AT THE LEVEL YOU STATE DURING YOUR CUSTOMER CONSULTATION.
- PERFORM A THOROUGH INSPECTION



Decking Label – Very common tech mistake!

Decking labels describe the materials used in cushions and fillings – a government label declaring that the furniture is all new, and not a recovered old piece. Label protects of the consumer. Some of these tags have inks that bleed! Follow the IICRC Standards NOT the cleaning label!

NOT FOR SALE

UNDER PENALTY OF LAW THIS TAG NOT TO BE REMOVED EXCEPT BY THE CONSUMER

THIS ARTICLE IS NOT FOR SALE

OWNER'S MATERIAL

Certification is made that this article contains the same material it did when received from the owner and that added materials are described in accordance with law, and consist of the following:

☐

ALL NEW MATERIAL

☐

SECOND-HAND MATERIAL

The following work has been done

YES

NO

☐

☐

Old covering completely removed

☐

☐

Frame repaired

☐

☐

Spring retied and/or repaired

Other:

Reg. No. UT

RENOVATED OR REPAIRED BY

Pick-up DATE

OWNER

ADDRESS

UNDER PENALTY OF LAW THIS TAG IS NOT TO BE REMOVED EXCEPT BY THE CONSUMER

THIS ARTICLE IS NOT FOR SALE

OWNER'S MATERIAL

Certification is made that this article contains the same material it did when received from the owner and that added materials are described in accordance with law and consist of the following

ALL NEW MATERIAL

RENOVATED OR REPAIRED BY

HANSA UPHOLSTERY

215 SO. MAIN ST. • SANTA ANA, CA 92701

PHONE (714) 543-2973

Reg No. CA-18652

Date

Owner



THE OBVIOUS TO SEE

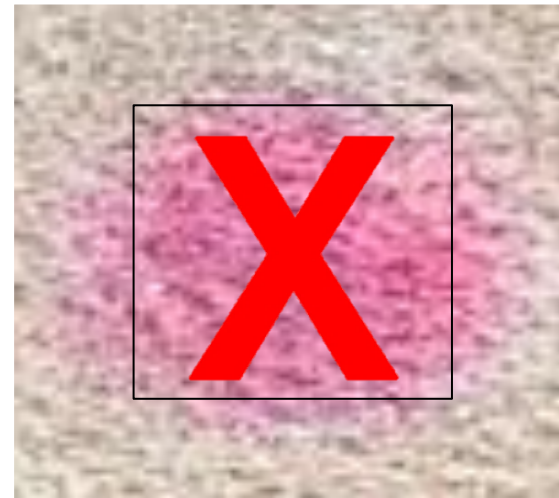


Wash Machine Shrunk

THE HIDDEN-NOT OBVIOUS



Print Dyed



Deep Staining

Fabric Cleaning:

SET YOUR GOALS TO RESTORE *NOT* CLEAN.

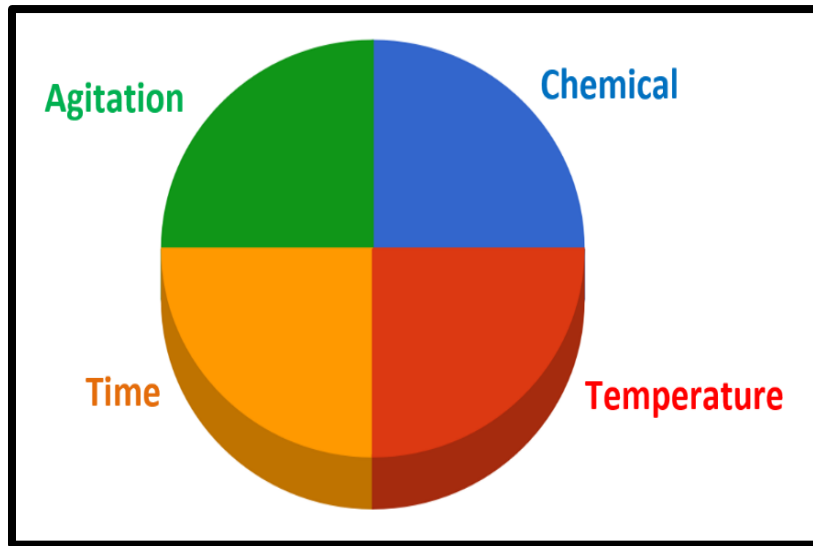
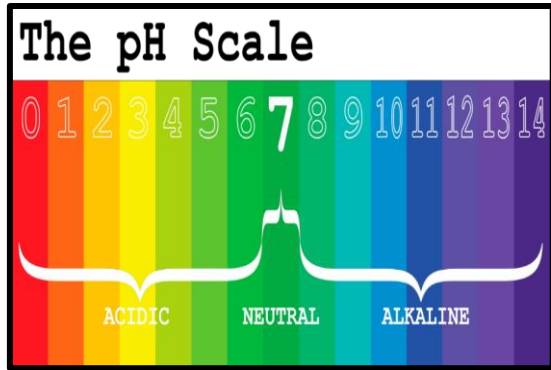
***Anyone can clean.**

***Professionals focus on bringing things back to life = superior level of “clean.”**

***Professionals strive to a higher standard.**



“The “Generally Familiar” to the “Great Unknown”



How Deeply Soiled??
Embrace the Challenges

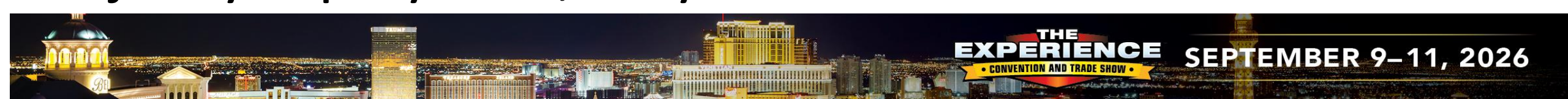
Get a Cleaning / Spot History!!!

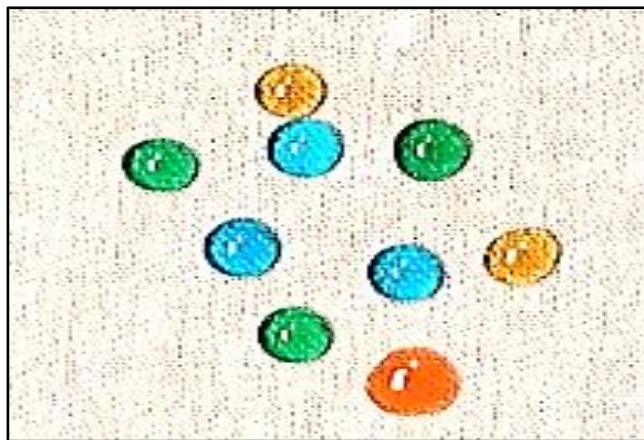


DON'T LIVE YOUR WHOLE CLEANING CAREER JUST ‘Dancing With Wanda’ (your carpet wan-duh)

Consider Fabrics –

Less physical stress! More important for “older” cleaners.
Much higher return! Get paid what your worth.
Vastly less competitive / Competition = less = more \$\$\$\$
Attracts more upscale customers!
higher level of trust from customer = more loyalty!
Tends to attract more work from referrals!
Majority is polyester, acrylic or cotton.





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WORLD CLASS MISSED OPORTUNITIES

Many years lost income not cleaning fabrics

Apple Computer Story





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QUESTIONS?

Thank You!

Mark Exner, Presenter



