



**No.1 For Customer Satisfaction**

# Why Dry Fusion?

Presented by  
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# Changing the Way Carpets Are Cleaned

- As sole distributor of probably the number one Australian system, Dry Fusion (UK) Ltd brings with it a reputation that has changed the way carpets are cleaned.
- Introduced into the country nearly ten years ago, Dry Fusion has firmly established itself as a major force within both the carpet cleaning and carpet manufacturing industries.

The system has received universal approval from the UK's leading manufacturers of both wool and synthetic carpets.

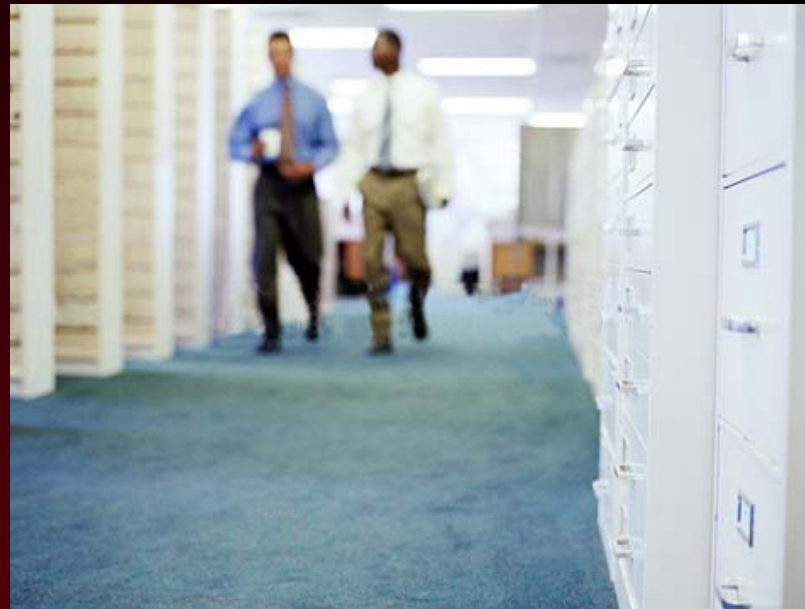
Dry Fusion UK Ltd is ISO 9001 Accredited and the Dry Fusion System is 'Woolsafe' Approved.



Cert 5003/05

# Carpet Cleaning Before Dry Fusion

- One of the biggest questions facing the carpet industry today and tomorrow is not
  - ‘How should carpets be cleaned?’**but**
  - ‘Is my customer satisfied beyond doubt with the results of my cleaning particularly if cleaning is followed by water based protection?’



# How does the Dry Fusion System Work?

- After a thorough dry vacuuming the Dry Fusion machine, with its high temperature and air blower, transmits thermal cleaning energy and drying power, through to the pre-soaked cleaning pads to the carpet.
- This continuously applied heat application (that is thermostatically controlled from 30 to 85° C) allows the ACTIVATOR CLEANER and PROTECTOR to create thermal reaction.
- Heat applied to the cleaner & protector, ACTIVATOR creates a thermal reaction, which dramatically improves cleaning, stain blocking and drying performance – particularly on greasy oily soils.
- The most important function is that moisture is “flashed” from the carpet to create a level of dryness never before experienced in any carpet cleaning process.
- You’ve never seen anything work as well as this before. The chemical reaction floats away greasy soils and remaining dirt so that it can be collected in the pads... They are not placed back in the clean solution.
- Even HWE cleaning with its quick cooled hot water flush cannot match the performance of continuous heat and mechanical action this system provides.

# What is Dry Fusion?

- The Dry Fusion process is pH neutral and does not rely on water flushing to clean; two factors that can be very damaging to both carpet tiles and conventional carpets.
- By using a constant heat and a Dupont based stain protector and blocking resin, carpets are thoroughly cleaned, removing deep-set stains.
- One of the greatest advantages of using the Dry Fusion cleaning system is that it will cause very little disruption to the client.
- Carpets will be dry within half an hour and can be walked on immediately, which is very important to commercial organisations as their carpets can be cleaned during business hours.
- Another key benefit of the Dry Fusion cleaning system is its deodorising effect. Through the use of vanilla and orange extracts, carpets are left smelling fresh and clean.

# Advantages Of The Cleaner Activator

- High energy release when heated by the DRY FUSION machine 85°C continuous heat.
- Cleans all types of soils.
- Neutral pH gives it cleaner power on acidic and alkali – based soils. It removes a wider range of stains.
- Contains both Stain Protector and Stain Blocking agent. Carpet stays cleaner longer and resist stains and spillages.
- All fibres are left brighter and softer. Even synthetic fibres are softer to hand when dry.
- Meets all the criteria of the Wool Safe Organisation and is certified as “Wool Safe Approved”

**It all combines to give you a system  
that no other cleaning method can provide**

# Chemical Reaction - Fusion

- The Concise Oxford Dictionary describes 'Fusion' as:
  1. " Fusing, fused mass; melding of different things into one; coalition.
  2. Union of atomic nuclei to form heavier one, use. With release of energy this process as a source of energy."
- By either pre spraying with our ACTIVATOR solution or applying by soaking the cleaning pads, they are then used to apply the solution to the carpet and chemically dislodge and emulsify the soil combined with the physical action of agitation. It's the energy of the rotating pad and the heat, liberating huge energy.
- Because of the unique surface chemistry of fluorocarbon resin and surfactants, a change starts to take place immediately once the activator is applied. The surface activity wants this solution to cover every square millimetre of fibre, to displace the dirt and grime with a molecular, liquid film.
- Because the dirt loses its binding power to the fibre it wants to fall off, slide off or go into suspension. The physical agitation makes it happen faster and the cleaning pads absorb and hold most of the soil.

# Chemical Reaction – Fusion

- Now the heat comes into play; it drives off the moisture, “curing” the Fluorocarbon and helps it form a clear film on every fibre. Not only does the heat help, it creates a “fusion bonding” of this film to make it more impervious to foot traffic, abrasion and cleaning product removal. It becomes an extremely durable film.
- Combined with the fluorocarbon resin are two stain blocking resins. These take up the sites in and around each fibre where soil and dust may lodge as well as helping to prevent liquid spills penetrating the fibre.
- The terminology to use, when describe, the fusion of the protector and Stain blocker is FUSION BONDING.
- You’ll feel it in the carpet when it dries. THE FIBRES ARE SOFT AND SMOOTH

# Additional Products

## **Restore**

This is a new, high performance pre-spray to be used in conjunction with the 'Restore' brush - a high performance cast aluminum soft nylon carpet brush, especially developed for the Dry Fusion machine.

## **Unbelievable**

This is an amazing innovation in effective stain removal. Unbelievable has a neutral pH, is completely safe on all fibres, kills odours and protects against re-soiling. In essence it is ideal for use on all commercial carpets. By gaining recent 'Woolsafe' approval, Unbelievable has joined the fast growing range of complementary products marketed purely for use with the Dry Fusion System.

## **Bactoshield**

The use of Bactoshield during the cleaning process, leaves carpets with a residual and permanent antimicrobial protection. With its active ingredient of Triclosan, Bactoshield is one of the safest antimicrobial in use within the carpet industry world wide.

# FAQs

## **WILL DRY FUSION CLEAN ALL CARPETS TYPES?**

DRY FUSION will clean equally well or better than any other system on commonly used synthetic or wool carpets. It will clean carpets that are susceptible to browning better than wet methods and it will clean low pile carpet faster and safer than HWE cleaning methods using portable or truck mounted equipment.

## **CAN DRY FUSION DAMAGE CARPET?**

DRY FUSION is safe because there is less chance of wetting, shrinkage and parting of seams, mildew, “wet dog” odours, dye bleeding or other problems associated with wet cleaning. The formula for the ACTIVATOR solution is pH neutral and therefore passes strict, pH requirements when left behind in the carpet. It doesn't need rinsing.

## **WILL DRY FUSION REMOVE STAINS?**

Normally because the pH is neutral, stains of an acid and alkali base are more easily removed than with alkaline products or systems. It tends work on both sides of the pH scale, for extra heavy soilage we do recommend pre spraying a 1 to 4 diluting of ACTIVATOR about five minutes ahead of padding – this helps loosen deep-seated soils. It is not required on all carpets.

# FAQs

## **WHAT ABOUT CARPET ODOURS?**

You don't get carpet odours with DRY FUSION because in the first case it doesn't wet out the carpet and secondly it contains two natural aromatherapy essential oils that even neutralise "oil beer" smells in the pub carpet. Because they are natural essences, there is a slim chance of creating allergy problems in any building.

## **WHEN CAN DRY FUSION BE USED?**

The great advantage of DRY FUSION is that it is super quiet and because it is dry it can be used to clean any 24 hour opening building whether staff are working or not. The potential is limitless.

# Contact Information

If you have any further questions or would like  
a free demonstration of the Dry Fusion System contact

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