

Atlas Carpetcare

Paul Wiseman's wife, Pauline, occupies a senior management position within the UK Motor Industry. When their children came along, Paul took on the 'lions share' of the day care role to ensure that both professional and family needs could be fulfilled.

As the children reached school age, Paul considered home working options which would allow continued support for his wife and family. As a former scene of crime officer with the Metropolitan Police he looked for work which would continue to demand attention to detail as well as providing the opportunity to meet people within his own community. Managing and operating his own carpet cleaning business satisfied these requirements as well as providing a change from his work with the police – cleaning up the dust as opposed to spreading it around.

I was surprised to see how scientific carpet cleaning actually is. An appropriate cleaning process cannot be identified until the type of pile, backing and underlay has been established. The use of an incorrect product or process could cause adverse texture change, leave dyes unstable or lead to shrinkage. When dealing with stains, it is necessary to know whether they are water or solvent based. A rigorous training course with product supplier, ProChem , (as well as many hours of experimental testing with off-cuts) helped Paul to familiarise himself with the golden rules of his trade.

Paul will always provide a free survey in order to establish carpet construction, dimensions and condition – before providing a firm quote for the job. Each job begins with a thorough vacuuming, which despite all of the science is an extremely important part of the clean. As you might imagine this can cause offence to house proud customers– it is only when he shows them the additional dirt he has picked up that they appreciate why it is necessary. Equally important is the need to ensure that all cleaning product is removed on completion. If this is not done effectively the carpet may soon re-soil. For more information see atlascarpetcare.co.uk.

Now that Oliver (4) has followed his sister Madison (7) to Juniper School, Paul is looking to further develop his business through a combination of increased local advertising and, most effective of all, through the recommendations of satisfied clients.

Tim Kendell