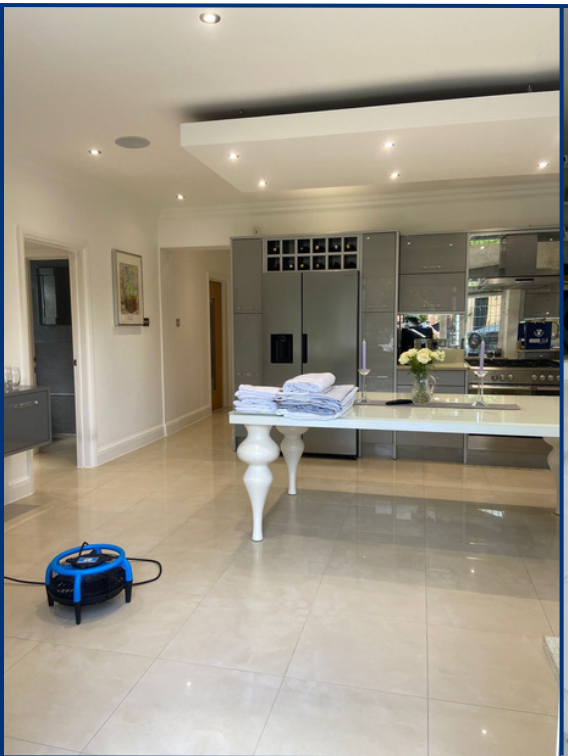
PURE
FLOOR SOLUTIONS

FREE GUIDE REVEALS HOW WE CARE FOR YOUR HARD FLOORS AND HOW TO AVOID EARLY REPLACEMENT.








READ THIS GUIDE AND YOU'LL DISCOVER:

- Professional Cleaning vs Everyday Cleaning Methods
- Our Services
- How Do Seals Work And Does Your Floor Need Sealing?
- How To Tell If Your Floor Needs Professional Cleaning/Restoration
- The Bacteria, Dirt And Grime That Lives In Your Floors
- Big Mistakes To Avoid When Choosing A Company To Professionally Clean Or Restore Your Floors.
- 100% No-Risk Guarantee
- 4 Steps To Prolong The Lifespan Of Your Floors.
- Reviews

Provided by **Pure Floor Solutions** to educate consumers about hard floor care.

Pure Floor Solutions

Specialists In Hard Floor Cleaning and Restoration

By Sonny Newbury

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DEAR HOMEOWNER,

Keeping your Tile & Grout, Vinyl, and Natural Stone floors clean and pristine isn't easy.

Why? Because everyday cleaning methods, steam mops and so on, simply aren't good enough to remove ingrained dirt from your floors - not to mention it's hard work!

How do you keep your beloved hard floors clean and healthy to not only wow your guests but for piece of mind that you and your children are not breathing in some of the nasty dust, grime and bacteria that thrive in the small pores and grout lines of your hard floors?

In this fact filled guide, **you'll discover** - How professional cleaning compares to everyday cleaning, the benefits of having your hard floors professionally cleaned/restored, how seals work and how to know if your floor needs sealing, how to tell if your floor needs professional cleaning/restoration, a guide to the nasty grime and bacteria that thrives in your floors, mistakes to avoid when choosing a company, our process to make your floors as good as new and our 100% money-back guarantee, plus 4 tips to prolong the lifespan of your floor.

We wrote this guide to help you better understand hard floor cleaning and restoration. Now with this information, you can make an informed, intelligent decision.

And if you have any questions about hard floor care, you're invited to call us **07730098413**. We've dedicated our business to educating consumers. We'll be happy to help you in every way.

Best Regards

Sonny Newbury, Owner

Pure Floor Solutions

Specialists in hard floor cleaning and restoration.

PURE FLOOR SOLUTIONS

PROFESSIONAL CLEANING VS EVERYDAY CLEANING

My names Sonny, here at Pure Floor Solutions, we specialise in cleaning, restoring, protecting, and maintaining a range of hard floors. We know hard floors can be a big investment so it is our aim to prolong your floors lifespan to avoid early replacement, which would be costly. While keeping your floors looking pristine free of the dirt and bacteria that gets trapped in them, so you can show them off with a clear mind that your floors are not causing health issues for you and your children.

Every day, weekly and bi-weekly cleaning is great, it helps removes dust that settles on your floors and yours or your cleaner's maintenance is very important to help your floor last as long as possible.

However, regular cleaning methods, usually a mop and bucket system and some sort of floor cleaner is simply not powerful enough to remove the ingrained dirt, bacteria, grime, and other nasty pests that gets embedded into the small pores, pits, and grout lines in your floors. And let's face it your floors will become dirty again…

This is where we come in… To remove this embedded, stubborn dirt from your floors, professional equipment, techniques, and premium products are needed.

We have been trained to tackle your hard floor cleaning and restoration problems, our advanced machinery, expertise, and attention to detail is the most thorough you will ever see!

More about that on the **next page**…

OUR SERVICES

At Pure Floor Solutions we are passionate about floor care. Here's some of the services we offer:

WHAT WE DO...

Professional Tile & Grout Cleaning, Sealing

Vinyl Floor Cleaning, Stripping, Protection

Safety Floor Cleaning

Natural Stone Cleaning, Restoration, Polishing, Sealing

& More

Whether your floor has just been laid and is suffering from grout haze, your LVT floor has ingrained dirt that your cleaning methods cannot remove, or your natural stone has become scratched and stained so you would like it restored to look like new again! **YOUR FLOOR NEEDS YOUR HELP!**

Here are some of the different floor types we specialise in cleaning and restoring:

- Ceramic
- Porcelain
- Limestone
- Marble
- Travertine
- Slate
- Terracotta
- Quarry
- Sandstone
- Granite
- Safety Flooring
- Karndean
- Amtico & More

See next page...

BENEFITS TO OUR HARD FLOOR CARE

Our Floor Care Company is dedicated to helping you, homeowners and workplaces, prolong the lifespan of your floors to save you money on early replacement.

THERE ARE ALSO MANY OTHER BENEFITS INCLUDING:



Brighter and Shinier Floors



Reduced Bacterial Build Up for a Healthier Environment



Lessen the Day-To-Day Maintenance of your Floors.



Maximise the Lifespan of your Floors.



Our Professional Sealant process protects your floors from oil/water-based stains and everyday wear and tear.

If you're someone who cares about your home or workplaces health, while being able to show off your immaculate floors and create a lasting impression, you're invited to call us **07730098413**. We'd be more than happy to help you in every way!

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HOW DO SEALS WORK AND DOES YOUR FLOOR NEED SEALING?

Porous floors such as Limestone, Marble and other tiles and grout will benefit from being sealed.

Seals acts as a defence against water and oil-based stains and help with every-day wear and tear. It is therefore applied to protect the tile/grout and prolong its lifespan.

DIFFERENT TYPES OF SEALS

There are different types of seals that work in different ways, the most common we use and recommend are impregnating seals, and surface seals.



IMPREGNATING SEALS

Impregnating sealers work by penetrating porous tiles and grout and filling its pores. This process helps to repel liquids, preventing them from being absorbed into the material. The impregnating sealer does not alter the appearance of the surface but provides an invisible barrier that allows the material to breathe. This makes impregnating sealers effective in safeguarding the natural look of stone or porous tiles while enhancing their resistance to stains and moisture damage. Regular reapplication may be necessary over time, depending on factors like usage and exposure to wear.



SURFACE SEALS

Surface sealers, also known as topical sealers, create a protective layer on the outer surface of Tiles or Natural Stone. These sealers work by forming a coating that acts as a barrier, guarding the surface against stains, water penetration, and other potential damage. Surface sealers are particularly useful for enhancing the appearance of tiles, providing a glossy or matte finish, and making them easier to clean. While surface sealers offer visible protection, they may require periodic reapplication to maintain their effectiveness, especially in high-traffic or exposed areas.

So... If your tiles or grout are porous (depending on your floor type) and how you would like your floor to look, both seals have great benefits.

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We always test the tile and grout for its porosity to recommend if it needs sealing or not. Once we have completed this we then discuss with our clients their wants and recommend the seal that suits each person individually.

DID YOU KNOW!

There are also many other waxes and dressings that can enhance your floors natural colours for that wow factor!

HOW TO TELL IF YOUR FLOORS NEED PROFESSIONAL CLEANING/RESTORATION

- Does your floor look dull and lifeless?
- Has your floor been recently laid and left with a residue or haze making it look unsightly?
- Have you recently had building works done leaving your floor dusty or patchy?
- Are you fed up with mopping your floor just for it to quickly lose its shine after it dries?
- Are there scratches or stains on your natural stone tiles?

If this sounds like you, you're invited to call me, I have dedicated my business to educating homeowners and workplaces about hard floor care.

Pure Floor Solutions offer a FREE demonstration of a clean/restore to your floor. We test the tile and grout to discover floor type and its porosity. We then complete a free demonstration showcasing the results we can achieve followed by discussing seal options if the floor is porous. We provide a free no obligation written quotation. If we are your chosen company to look after your floors, on completion with every job we give a complimentary bottle of our premium cleaner with our top tips on how to avoid scratching, damaging and the best maintenance methods to keep your floor looking pristine all year round.

THE BACTERIA, DIRT AND GRIME THAT LIVES IN YOUR FLOORS.

Bacteria, Chemicals, Dirt, Dust Mites, Food Particles, Fungus, Germs, Gravel, Grime, Grit, Hair, Pet Stains, Pollens, Sand, and Urine. To name a few.

Plus, don't forget Dust Mites, Fleas and other living creatures that hide and breed in your floors.

These nasty pests that live in your floors can have a serious effect on you and your children's health!

Including:



RESPIRATORY ISSUES

In the UK around 8 million people suffer from asthma, one of the biggest reasons for asthma symptoms is the dust mite. That lives in your floors. Removing ingrained dirt and dust will significantly improve your homes indoor air quality. Cleaner air can lead to a healthier respiratory system.



INFECTIONS

Bacteria and viruses can thrive on your hard floors, if the floor is not thoroughly cleaned, there may be an increased risk of infections, especially in households with young children.



HYGIENE

Professional cleaning not only addresses visible dirt but also eliminates hidden germs and contaminants. This contributes to a more hygienic living or working environment.

WHY WE ALWAYS TEST AND DEMO YOUR FLOOR... AVOID THESE PROBLEMS!

Your floors are a significant investment and should be treated as such. It is vital that we test your floors, so we ensure the right chemicals, equipment and technique is used to not only to provide the best results but to avoid any damage to your floor!

This is why we complete our free demo to not only showcase our results but to complete our vital tests.

Unfortunately, not every company offers this, and it can have catastrophic effects on your floors if the wrong chemical or equipment is used, so much so it may need replacing! Here is what to avoid when choosing a company to clean/restore your floors.

MISTAKE NUMBER 1:

Choosing the company with the lowest price.

Low price can be a problem in three ways **(1)** Low price can be the 'bait' that attracts your phone call. Once the cleaner gets into your home, they pressure you into 'switching' to a much more expensive job. **(2)** Low prices will usually mean poor products and machinery being used and therefore will result in poor results. **(3)** The wrong chemicals used on your floor could have catastrophic effects and could result in having to replace the floor... **choose wisely.**

MISTAKE NUMBER 2:

Choosing a company based on a single telephone call.

Instead, invite the person to your home and ask for a specific written quotation and demo. Then you'll know exactly what the company recommends – and you won't be the victim of high-pressure tactics when the technician steps into your living room. If they refuse to come out I wouldn't trust them... ***Would you?***

MISTAKE NUMBER 3:

Choosing a company that doesn't offer a Full Money-Back Guarantee.

In my view, every professional floor cleaning company should be fully accountable for their work. If you are not pleased with the job in every way, you should not have to pay for it. Not all companies will offer a guarantee. Or, if they do, the guarantee may be limited. Ask the company if they offer a money-back guarantee and then make sure they include this in the quotation.

MISTAKE NUMBER 4:

Choosing a company without getting comments from their other clients.

Any person can say anything about their past jobs. And sadly, some of what they say may not be true. Make sure you ask for references, photos or read comments from customers so you can depend on their work.

If all you want is a cheap, rinse-the-dirt-off-the-top cleaning with cheap products and out of date machinery – then I respectfully ask that you call another company.

But if you want to protect your health, prolong the lifespan of your floors, and protect your investment in your floors – while protecting your family from the countless bacteria, dust mites and ingrained dirt that resides in your hard floors, then you're invited to call me.

Our orbital and oscillating machinery combined with premium cleaning chemicals and seals produce the most thorough hard floor cleaning. Our Orbital machine provides both rotary and oscillating scrubbing allowing a more aggressive scrubbing motion. This is proven to be the most up to date advanced machinery to remove stubborn dirt from even the filthiest of floors. We also provide full restoration including grinding and polishing of natural stone removing scratches and etch marks to bring your beautiful stone back to life.

Our oscillating technology machines provide close edge cleaning – Whether it's your small bathroom, under your staircase or just small areas our orbital machine can't get to, we have our amazing close edge machine… Our oscillating machines provide a deep thorough clean removing stubborn dirt from your tiles, grout, vinyl, and natural stone. So, you can be sure every area of your hard floors are squeaky clean.

We have invested in the best, most advanced floor care machinery and training to tackle all your hard floor care problems.

So, if you want a thorough clean or want to restore your floor back to its original beauty – if you're willing to invest in your family's good health – you're invited to call me. You'll receive a free demonstration of a clean/restore to your floor and a free quote at no cost or obligation. And if you give us the go-ahead, you're further protected with our…

100% NO-RISK GUARANTEE

This is not a 'satisfaction' guarantee! I don't want you to feel 'satisfied' I want you to feel super pleased – In fact, absolutely delighted with our hard floor cleaning results. So, every cleaning job comes with our **100% risk free guarantee**. What does this mean? Simply this: if you aren't pleased, we'll re-clean for **FREE**! If you're still not happy you pay **nothing**! Not one penny.

Many companies don't guarantee their work – but we feel nothing is more important than you're delighted with our work.
We stand behind every job 100%.

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4 STEPS TO PROLONG THE LIFESPAN OF YOUR HARD FLOOR'S THAT AVOIDS EARLY REPLACEMENT WHICH MAY COST YOU THOUSANDS.

There are many ways you can care for your floors and maximise their lifespan to avoid premature replacement, which will be costly!

Here are a few of our top tips that even some retailers don't want you to know...

1. **Use area rugs or mats** – High-traffic areas, for example, entrances into your home will become worn and scratched a lot quicker than other areas in your home. Rugs or mats acts as the first line of defence, trapping dirt, mud, and debris from shoes before they're worn further into the home.
2. **Protective pads and furniture protectors** – To help avoid scratching your floors, use felt pads under furniture legs! This not only helps prevent scratching your floor, but also allows the weight of your furniture to spread more evenly across the surface. This helps prevent concentrated pressure points which could result in indentations or damage to your floor.
3. **Trim Pet Nails** – Keeping your pets nails at a suitable length can save some serious damage to your hard floors. Pet's nails can be one of the main reasons your hard floors become scratched, and this can be hard to rectify.
4. **Control Sunlight Exposure** – Prolonged exposure to sunlight can fade and damage flooring including hard wood, engineered wood, LVT, vinyl and carpets if not UV-resistant. Use curtains/blinds or UV-protective films on windows to limit direct sunlight exposure. Also consider using area rugs in areas with exposed sunlight as this can act as an extra layer of protection.

If you want your floors to be completely and healthily cleaned/restored – removing the bacteria, ingrained dirt and grime living in your hard floors – then we invite you to call us. We'll be happy to answer your questions – although we can't give you a quote over the phone, we'd be delighted to come into your home and provide a **FREE DEMONSTRATION** of a clean/restore to your floor and no obligation quotation. We'll give you advice on how to keep your floors healthy and maximise their lifespan to avoid early replacement.

THANKS AGAIN!... for reviewing our new **CONSUMER'S GUIDE TO HARD FLOOR CARE**, I hope you found this information helpful. If you have any questions or comments – or if you'd like us to give you an exact written quotation to professionally clean/restore your hard floors – **please call us 07730098413.**

We've dedicated our business to consumer education and service. We'll be pleased to help you in every way. We look forward to hearing from you.

Thanks!!

Sonny Newbury

PURE FLOOR SOLUTIONS

PURE FLOOR SOLUTIONS
SPECIALISTS IN HARD FLOOR CLEANING AND RESTORATION.

THIS IS WHAT SOME OF OUR CLIENTS HAVE SAID ABOUT US...

Very professional from the moment we arranged a site visit to completion of the work. Floor looks great and looking forward to having them back.
-Mark Hopkins
(Limestone clean & sealed)

★★★★★

Despite being regularly cleaned, my 20-year-old porcelain kitchen floor was permanently grimy... Sonny did an amazing job, and it looks like a brand-new floor. So pleased with it!
-Penny Woods

★★★★★

Cleaned & protected my Amtico flooring, after 3 years of the dog wandering in & out of the garden into the kitchen, it was time to get it cleaned professionally. The floor has come up great, just like new. Thanks Sonny, who arrived on time and charged as was quoted. Great service.
-Craig Marshall Flooring
(Amtico clean & protected)

★★★★★

Sonny came to clean and seal our polished porcelain floor. Fantastic service and extremely happy with the results. Would definitely recommend.
-Mr Berrington

★★★★★

Pure Floor Solutions completed a brilliant job cleaning and sealing our limestone tiles. They arrived promptly and was very friendly and knowledgeable. We are thrilled with the results and have recommended them. High quality work and excellent service.
-Alex Inns

★★★★★

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