

CASE STUDY

Reviving misfit cream carpets in a prestigious law firm

*How we revived and brought the 'wow' back to light, plush, high pile
carpets at an iconic Melbourne firm.*



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Overview

When a distinguished law firm in Melbourne approached us about their carpets, they were in disarray.

As a renowned firm servicing prominent clients, creating a space of sophistication was non-negotiable. But their plush, high pile, light coloured carpets were letting them down.

Part of a stunning renovation that had elevated the space to reflect the firm's premium positioning, the carpets initially brought elegance to the heritage building with their soft cream tones. But very quickly, they struggled to withstand the demands of a high traffic environment. Stains, spills, dirt, and a dull appearance started to undermine the firm's polished image.

Adding to the challenge was the staged nature of the renovation. With the new kitchen not yet complete, a temporary food and coffee station had been set up in one of the main carpeted thoroughfares, causing frequent spills and contributing to rapid wear in an already demanding area.

Though the carpets were a premium product, the colour and pile demanded a specialised approach; especially in a space with constant foot traffic and narrow passageways where people frequently bump into one another.

After reaching out to the carpet manufacturer, Interface, for advice, the firm was referred to us. As Interface's trusted national cleaning partner, we were called in not just to fix the issue, but to implement a long-term solution.

Now, their office doesn't just reflect the excellence they're known for, but their carpets do too.



The carpet clash

From the building's heritage charm to the curated interior design, every detail in the office was meticulously chosen to exude class and distinction. But the carpets started to tell a different story.

Installed throughout high traffic areas like corridors, meeting rooms, and even near kitchen spaces, the light colour and dense pile accentuated every stain, turning even the smallest imperfections into a glaring issue.

It didn't take long for the carpets to go from bad to worse. Despite multiple steam cleaning attempts, stains had become embedded deep into the backing of the carpet, eventually looking more tired and worn than before.

While the meeting rooms, personal offices, and boardrooms were generally in good condition, the heavily used areas were much worse for wear, enduring the brunt of daily use, with food and coffee spills, along with scuffs from dirty shoes, becoming increasingly noticeable.

One contributing factor was the early use of the corridor as a temporary kitchen space, before the actual kitchen had opened – adding to the complexity in an existing high-use zone.

Recommended by Interface as a trusted cleaning provider with a track record for maintaining carpets of all types, our role was clear: restore the carpets and create a long-term maintenance plan that balances aesthetic appeal with the practical demands of a busy environment.



Finding the perfect fit

Choosing the right ongoing cleaning method meant that we needed to understand both the carpet's characteristics and the building's day-to-day demands.

The carpets were plush, high pile, and cream coloured – beautiful, but unforgiving in a high traffic workspace. This combination presented a unique set of challenges:

X High-pile traps dirt and moisture

The dense, soft fibres were excellent underfoot, but also had the tendency to retain dirt, debris, and moisture deep within the pile if it wasn't cleaned by a specialist.

X Prone to rapid resoiling

Because of how easily stains would show, any cleaning method that left residues behind would only accelerate the issue.

X Light colour highlights everything

Unlike darker flooring, the pale tone made every scuff, spill, and mark instantly visible, which meant that even minor soiling impacted the overall presentation of the space far more dramatically.

X Cleaning without disruption was crucial

As the firm operated daily at full capacity with meetings, client visits, and high staff occupancy, any cleaning approach had to work seamlessly within tight timeframes and avoid extended downtime or office closures.



A streamlined solution with no downtime

While there are a number of ways to clean carpets, backed by the success of similar portfolios, we recommended that low moisture encapsulation would deliver the sustained maintenance and durability of their carpets, for the following reasons:

✓ **Proactive maintenance**

Low moisture encapsulation works through the agitation of a chemical solution to break down dirt and grime before it embeds deep into the fibres. Because the equipment is lightweight and easy to use, cleaning can be performed more frequently – shifting from a reactive to a preventative approach. This method also preserves the carpet's integrity, avoiding the aggressive extraction of steam cleaning, which can damage the pile, void warranties, and leave behind residues that accelerate resoiling.

✓ **Efficient turnaround**

Because low moisture encapsulation uses minimal water, carpets are usually dry within 45–90 minutes and can be walked on almost immediately. Like many of the facilities we work with, this allowed for cleaning after hours with minimal disruption or loud noise emissions, enabling staff and general cleaners to move freely through the space without any down time. By contrast, steam cleaning, which can take up to 2–3 days to dry, would have caused significant disruption, something the firm simply couldn't afford.

✓ **Enhanced protection**

Our encapsulation cleaning solution includes our protective polymer formula that coats carpet fibres, forming a barrier against rapid resoiling. This is critical for cream carpets in a high traffic setting, providing sustained stain resistance. Steam cleaning, by contrast, often leaves sticky residues that attract dirt, exacerbating the problem over time.

Following our recommendations, we worked with the firm to implement a comprehensive plan, starting with an initial restoration to return the carpets to their original appearance. We then commenced a tailored maintenance schedule designed to keep the carpets in prime condition, seamlessly fitting into the firm's operational needs and respecting the heritage of the building.





The results speak for themselves



**CAN WE
REVIVE
THIS
FLOOR?**

JUST DID!

The carpets now shine, restored to their original cream tone and plush texture.

Through regular low moisture encapsulation cleaning, they resist stains, retain their colour, and stand up to the daily demands of a busy law firm.

This isn't a quick fix, it's a long-term preservation strategy. Much like caring for a heritage building, it takes ongoing, meticulous maintenance to protect both value and character.

Our proactive approach has broken the cycle of recurring stains, while the protective polymer formula we apply forms a barrier that prevents new marks from taking hold, ensuring the carpets stay cleaner for longer.

The result? A workplace where every room, hallway, and meeting space welcomes staff and clients with spotless, well-maintained flooring – without interrupting daily operations.

For the firm, this solution reinforces their reputation for excellence and ensures their office continues to reflect the precision and professionalism they're known for.

Talk to the experts who are floors ahead



This project highlights a common challenge for facility managers: balancing design intent with real-world practicality and maintaining it in a way that ensures both cleanliness and longevity.

The carpet selection was a premium, visually striking choice; well-aligned with the elegance of a heritage office. But as daily foot traffic increased, particularly through key circulation areas, it became clear the upkeep required a more-than-usual level of care. Like all carpets, it needed a specialist's touch – just more frequently and with greater precision.

Instead of pursuing a costly replacement, we worked with the firm to implement a smarter, more sustainable solution. Our tailored cleaning and maintenance program protected their original investment, preserved the presentation of their space, and minimised disruption to daily operations.

This outcome isn't just about clean carpets – it's about aligning the right strategy with the unique demands of a space. If you're facing a similar situation, contact us to design a bespoke cleaning and maintenance plan that works for your flooring, operations and the standards you hold to your space.

Let's chat

