



## **Washco Persian Rug Washing Announces Service Enhancements Across Sydney Operations**

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Washco Persian Rug Washing has announced a series of improvements across its core rug cleaning, washing, and restoration services, marking a significant operational update aimed at meeting growing demand for specialised rug care across Sydney. The enhancements reflect ongoing investment in equipment, processes, and technician training, and are intended to improve outcomes for delicate, oversized, and high-value rugs commonly found in residential and commercial settings.

Founded in Sydney and operating from its Greenacre facility, Washco Persian Rug Washing provides off-site rug cleaning and repair services for customers across metropolitan Sydney. The company specialises in the care of Persian, Oriental, silk, wool, and hand-knotted rugs. The newly announced service updates are the result of internal reviews conducted over the past year, informed by changes in customer needs, material trends, and the condition issues most frequently encountered during assessments.

The improvements include refinements to Washco Persian Rug Washing's multi-stage rug washing process,

expanded capability for handling large and heavy rugs, and enhanced treatment options for stains, odours, and colour instability. The company has also adjusted its assessment and intake procedures to allow for more detailed evaluation of fibre type, dye behaviour, and existing wear before cleaning begins. These updates aim to reduce the risk of damage to sensitive materials while improving consistency in cleaning results.

Ali Bagheri, owner of Washco Persian Rug Washing, said the changes were driven by the increasing complexity of rugs being submitted for professional care. "Many rugs entering the workshop today are not only valuable but also structurally vulnerable due to age, prior cleaning attempts, or environmental exposure," Ali Bagheri said. "The service improvements are about responding to that reality with better preparation, more controlled washing conditions, and clearer decision-making at every stage of the process."

As part of the update, Washco Persian Rug Washing has invested in upgraded washing and drying equipment designed to provide greater control over moisture levels and drying times. This is particularly relevant for rugs made from natural fibres such as wool and silk, which can be affected by prolonged dampness or uneven drying. The company has also expanded its use of fibre-appropriate cleaning agents, selected to suit specific rug constructions and common issues such as pet odours, ground-in dirt, and organic staining.

The service enhancements extend beyond cleaning alone. Washco Persian Rug Washing has strengthened its repair and restoration capabilities, including fringe stabilisation, edge binding, and backing repairs. These services are frequently required when rugs show signs of fraying, thinning, or structural weakness uncovered during cleaning. By integrating repair assessment more closely with the cleaning workflow, the company aims to address functional issues early and help extend the usable life of rugs that might otherwise deteriorate further.

Operational changes have also been introduced to improve logistics for customers across Sydney. Washco Persian Rug Washing continues to offer pick-up and delivery services for eligible rugs, with complimentary pick-up and return available for larger quantities or oversized items, while smaller orders may be subject to different arrangements. Updated handling procedures have been introduced for heavy or bulky rugs, alongside refinements to scheduling and tracking processes designed to provide clearer timeframes and reduce unnecessary handling during transport.

Customer feedback has played a role in shaping the latest updates. Reviews collected through Google Business Profile and direct customer communications have highlighted the importance of careful handling, clear communication, and realistic advice about expected outcomes. Washco Persian Rug Washing has incorporated these insights into staff training, with a stronger emphasis on setting appropriate expectations, particularly for older rugs or those with permanent staining or wear.

According to Ali Bagheri, transparency remains central to the company's approach. "Part of responsible rug care is advising when cleaning or repair may not be worthwhile," he said. "The updated service model supports that honesty by allowing technicians to make informed recommendations based on condition, fibre strength, and long-term durability, rather than focusing solely on appearance."

The service improvements come at a time when interest in professional rug care is increasing, driven in part by higher replacement costs and greater awareness of the environmental impact associated with discarding large household furnishings. By focusing on preservation, Washco Persian Rug Washing aims to support customers who wish to maintain existing rugs rather than replace them prematurely.

Washco Persian Rug Washing services residential clients, businesses, and institutions throughout Sydney, including inner-city suburbs and surrounding areas. All cleaning and repair work is carried out at the company's dedicated facility in Greenacre, allowing for controlled conditions and specialised equipment not typically available through in-home services.

The company expects the enhanced services to be fully integrated across all operations immediately. Existing customers will see the changes reflected in assessment procedures and service timelines, while new clients will benefit from the expanded scope of care options now available.

Washco Persian Rug Washing is a Sydney-based rug cleaning and restoration company specialising in Persian, Oriental, silk, and wool rugs. Established to provide off-site, fibre-specific rug care, the business serves customers across metropolitan Sydney with a focus on careful handling, detailed assessment, and long-term rug preservation.

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## **Washco**

*Washco is a trusted Sydney rug cleaning specialist, delivering professional, gentle, and effective care for all rug types. Serving homes and businesses across Sydney suburbs with expert knowledge, advanced techniques, and outstanding results.*

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