

Washco Announces Expansion of Professional Rug Washing Services Across Additional Sydney Locations

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GREENACRE, NSW - May 22, 2026 -

Washco has announced the broader rollout of its professional rug washing service to additional locations across Sydney, marking a significant development in how households and businesses access specialised textile care. The expansion reflects growing demand for thorough, fibre-conscious cleaning methods that go beyond surface-level treatment and address long-term maintenance of rugs in both residential and commercial settings.

The announcement comes as urban living patterns continue to evolve across Sydney's key residential zones, including the Eastern Suburbs, Inner West, and inner-city areas such as Darlinghurst, Surry Hills, and Elizabeth Bay. Increased population density, apartment living, and higher foot traffic have contributed to a steady accumulation of dust, debris, and airborne particles within household textiles. According to local environmental and housing trends, these conditions can impact indoor air quality and accelerate fibre wear if not properly managed.

Washco, a Sydney-based business specialising in rug care, confirmed that the expanded service offering will focus on providing access to controlled, off-site rug washing for a wider range of customers. The company operates from its facility in Greenacre and supports suburbs across Greater Sydney through collection and return logistics designed to simplify the cleaning process for clients.

The rug washing process introduced across these additional locations involves a multi-stage method designed to remove embedded contaminants while preserving the structural integrity of each piece. Unlike in-home cleaning approaches, the process relies on full immersion washing using carefully measured water flow, fibre-safe detergents, and controlled drying conditions. This approach allows dust, soil, and residues that settle deep within the pile to be released without placing stress on delicate fibres such as wool, silk, or blended materials.

Industry observations indicate that rugs act as filters within indoor environments, capturing fine particles such as pollen, pet dander, and airborne pollutants over time. While routine vacuuming can address surface-level debris, it does not fully extract particles embedded within the base of the rug. Washco's method is designed to address this limitation by targeting the deeper layers of the textile, where compacted material can contribute to odours, discolouration, and gradual fibre deterioration.

Ali Bagheri, owner of Washco, commented on the development, stating, "The expansion of rug washing services across more Sydney locations reflects a shift in how people approach textile care at home. Rugs are often exposed to daily use, and over time they hold far more than what can be seen on the surface. A controlled washing process allows those hidden elements to be removed properly while still protecting the fibres and dyes that give each rug its character."

The service is structured around individual assessment, where each rug is examined prior to cleaning to determine fibre type, weave construction, age, and condition. This step guides the selection of washing techniques, ensuring that materials respond appropriately to moisture levels and cleaning agents. Rugs with natural dyes or hand-knotted construction, such as Persian and Oriental styles, require particular attention due to their sensitivity to incorrect handling.

Washco's expansion also highlights the importance of addressing challenges associated with oversized and heavy rugs, which are common in larger homes, offices, and open-plan living spaces. These rugs often require specialised equipment and adequate space for safe washing and drying, conditions that are difficult to replicate in a domestic setting. By centralising the process within a dedicated facility, the company aims to reduce risks such as shrinkage, distortion, or uneven drying.

The broader availability of rug washing services is expected to benefit a diverse range of Sydney residents, including apartment dwellers with limited space for maintenance, families managing high-traffic living areas, and businesses maintaining shared environments. Areas with strong rental markets and high occupancy turnover, such as inner-city suburbs, may see particular value in services that support hygiene and prolong the usable life of furnishings.

In addition to cleaning, the service integrates optional support for stain treatment, odour removal, and structural repair, allowing rugs to be returned in a condition suitable for continued use. While these elements are not the primary focus of the announcement, they form part of a broader approach to textile care that considers both cleanliness and durability.

Customer experiences collected over time have pointed to increased interest in services that combine technical knowledge with convenience. Feedback has frequently referenced the practicality of collection and delivery, as well as the importance of clear communication throughout the process.

The expansion aligns with broader trends in service-based industries across Sydney, where businesses are adapting to the needs of a growing and diverse population. Infrastructure improvements, increased mobility, and the spread of residential zones beyond traditional city boundaries have contributed to higher expectations around accessibility and reliability in home services.

Washco has indicated that the extended coverage will continue to prioritise a structured, methodical approach to rug washing, with an emphasis on consistency and fibre protection. The company noted that while demand for faster services exists, maintaining controlled processes remains essential to achieving reliable outcomes, particularly for rugs with long-term or sentimental value.

Ali Bagheri added, "Rug washing is not only about appearance. It is about maintaining the condition of something that is often part of daily living. Expanding into more areas allows more people to access a process that supports both cleanliness and preservation over time."

The rollout of rug washing services to additional Sydney locations is now in effect, with bookings available through Washco's existing service channels. The company has confirmed that service availability will continue to evolve in response to demand patterns across different suburbs.

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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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