



Premium Protection, Coverage, Durability and Cost Effectiveness

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Fabric Shield

Problem:

Stains and moisture ruin the most expensive items you buy. Clothing, including children's clothing and uniforms, leather goods, furniture rugs, shoes and silk ties can be protected. IF IT'S FABRIC, WE CAN PROTECT IT, the possibilities are endless. It will look better, last longer and need to be replaced far less often.

Concept:

We set out to protect all fabrics so that replacement was due to style or personal taste changes and not due to embarrassment due to spotting. Durable fabric protection for rugged denim, fine leather, cotton, cotton/poly blends and even the most delicate silk against red wine, body and cooking oils and just about anything else thrown at them.

Treated items resist fading, even if subject to direct sunlight and resist abrasion damage when treated with a protectant that doesn't wear off or degrade over time.

Technology:

Environmentally friendly and hypoallergenic. It won't change the look, feel, color, texture, breathability or any other property of your fabric (save stain repellency) without noxious odor. Product molecularly bonds with and individually coats fibers forming a flexible film that, unlike Teflon, does not crack under pushups or pushdowns, stands up to twice the number of washings and cleanings that Teflon does and does not contain C-8, PFOA or PFOS which have posed environmental issues for Teflon and ScotchGard.

Benefits by Application:

Clothing. All clothing items including pants (jeans, casual and dress), shirts, coats, hats, school uniforms and children's clothing can be treated and will repel oil and water based stains. The protectant will withstand multiple washings or cleanings and keep clothing looking cleaner and newer longer.

Leather. Leather items including furniture, purses, gloves and briefcases will repel oil and water based contaminants including body oils that tend to darken the leather. The protectant can be specially formulated to avoid spotting fine leathers and helps them maintain the luxurious look and feel they had when you bought them.

Furniture. Can be cleaned quickly with a damp cloth as needed and will be dry to the touch in just minutes.

Dramatically reduces the need to steam clean. Allows even bright fabrics to be exposed to direct sunlight by providing industry leading fade resistance in addition to resistance to stains.

Rugs. Stains are removed by simply wiping off stain and blotting with water. There is no other step generally required. Periodic reapplication in high traffic areas as an anti-abrasion chemical will give your rug extra durability before it looks worn.

Shoes. Keep your dress and athletic shoes looking new longer. Leather, canvas and nylon shoe surfaces repel water and oils to maintain their new appearance longer.

Silk Ties. Ties will repel almost anything you can throw at them. Water and oil based contaminants will be repelled. Oil based contaminants may take longer to completely disappear. They can leave a tinge that will evaporate out.

Patio Furniture. Patio furniture will repel moisture and will be resistant to mildew. Simply spray with a garden hose to clean and it will dry in minutes as opposed to hours.

Tents. Protect tents and camping gear from absorbing moisture. Treated fabric will resist penetration by rain and other contaminants.

Children's Plush Toys. Protect against staining and body fluid absorption into child's toys. Even white toys will be easier to clean and will look clean longer.

Results:

- 2.5 times more coverage per gallon compared to ScotchGard.
- Industry leading protection provides 67% Greater Water Repellancy¹ and 50% Greater Oil Repellancy² than ScotchGard.
- Seals fibers individually to "lock out" smoke odors, which are not absorbed into the fiber.
- Dramatically outperforms TEFLON³ in industry test for oil repellency, water repellency, resistance after washing and abrasion resistance.
- Protection that can last as long as your fabric because, unlike Teflon, it can be reapplied if necessary.
- Withstands up to 20 wash cycles or 2-3 dry cleanings without product degradation.
- Can be formulated to avoid water spotting or changing the color of fine silk and leathers.
- Best of Class Abrasion and Fade Resistance.

¹ AATCC 188 Testing Protocol ² Ibid. ³ National Testing Laboratory Comprehensive Test

IF IT'S FABRIC, WE CAN PROTECT IT!



Durability Comparison:

Cleaning	Up to 20 Washings depending on fabric and detergent or 2 - 3 dry cleanings.	Leading competitors withstand 10 washings and can not withstand a single dry cleaning.
Leather	2 years on leather upholstery. Up to 1 year on leather products such as handbags, briefcases and coats. Obviously, extreme conditions such as a briefcase being regularly subjected to air cargo will result in more frequent treatment.	ScotchGard - Apply at beginning and end of each season, 8 times per year. Cannot be used on leather upholstery. Cannot be used on leather that has grain or texture.
Furniture	Once every 2 years and withstands multiple steam cleanings. Do not use alkaline chemical solutions as there is no need for anything but steam to clean.	ScotchGard - Annual application and after each cleaning.
Carpeting and Rugs	Up to 3 years on lightly traveled surfaces. Heavy traffic areas need reapplication every year.	ScotchGard - Annual application and after each cleaning.
Shoes	When New and when surface is abraded.	No competitor information available.
Silk Ties	Every 2 years or multiple dry cleanings.	
Patio Furniture/Tents	Every 2 years.	No competitor information available. Each dry cleaning requires reapplication of ScotchGard.
Children's Toys	No competitor information available.	No competitor recommendation was made.

Coverage:

Coverage on upholstery ranges from 500-750 square feet per gallon of Stain Shield fabric protectant. For plush upholstery coverage ranges from 500-600 square feet.

ScotchGard coverage for upholstery and carpeting is 200 square feet per gallon.

Instructions for Use:

Spray on and allow to dry. May be used on all fabrics and, depending on formulation, may be used on silk and leather.

While product dries to touch quickly, full orientation and curing of the product takes up to eight hours. Will not wash off during this curing time.

Testing:

1. Treat 1/2 of a swatch of white cotton t-shirt material with fabric protectant and allow to fully cure. Place drops of water, red wine, Coca-Cola and Olive Oil on each side. Look at the dramatic result.

2. Treat a coffee filter with aerosol based fabric protectant. 10 minutes later run the filter under a faucet to "fill it up" without water seepage.

3. Take one treated swatch of cotton cloth and one untreated swatch of cotton cloth and dunk them into a bowl of Coca-Cola. The untreated swatch will be soggy and stained. The treated swatch will remain white and can be blotted dry to the touch with a paper towel.

