



# CARPET Fabric Protector

## INTRODUCTION

Carpet and upholstery protectors save your client money by extending the life of their furnishings. At the same time they are a great boost for your bottom line.

There are a number of sales aids and techniques that will make it easy for you and your technicians to offer protector to your customers. Be sure to ask your distributor about marketing ideas and demonstration ideas.

To successfully convince your clients of the benefits of carpet and fabric protector, you must be personally sold on the benefits. Consider applying a premium protector to ½ of a heavily traffic area in your office or home. See how much it easier it is to clean.

## PROCEDURE

- **STEP 1:**  
Thoroughly clean carpets or upholstery. An extraction cleaning method is preferred. Fabric protector can also be applied to new carpet or upholstery if it was not sufficiently protected from the manufacture.
- **STEP 2:**  
Decide on the proper protector for the job. Both economy and premium quality protectors are available. Most protectors use water as a carrier but protectors with solvent carriers are available for use on fabrics that might be harmed by water. Fluorochemical protectors are effective against dry soil, water based stains and oil based stains. Silicone protectors are effective only against oil based stains. Protectors that include an acid dye resistor provide an extra level of protection against spills that include food dyes.
- **STEP 3:**  
Test for colorfastness in a small inconspicuous area.
- **STEP 4:**  
Mix and apply according to label directions. It is usually a good idea to use an 8004 spray tip with 35 – 60 PSI. To help assure an even application measure the amount required for the size and style of carpet being treated. Apply half the product in one direction. Turn 90° and apply the remainder.

- **STEP 5:**  
Use a Grandi-Groomer, brush or carpet rake to work the protector into the pile. This step may not be required on some upholstery.
- **STEP 6:**  
Allow sufficient time to dry before using the carpet. Protectors will require 24 hours to cure before they reach maximum effectiveness.

**Note:** Many cleaners fail to inform the consumer that they can provide protector. At the completion of a job or when the client notices how wonderful their carpet and upholstery looks, simply remind them that protector can help their furnishings stay looking good longer.

Simple demonstrations using sales aid from your distributor can help close the sale.

## Chemicals Needed



**Maxim & Maxim HF**  
**Type:** Premium water-based fluorochemical protector  
**Highlights:** Dries quickly; Includes acid dye resistors; Covers up to 2400 sq. ft. per gallon.



**Maxim Fine Fabric**  
**Type:** Solvent based Fluorochemical  
**Highlights:** Spills and stains will bead up rather than damage fine upholstery fabric.



**Precedent**  
**Type:** High level protection for both carpet and upholstery  
**Highlights:** Repels water based, oil based and dry soils.



**Zonyl**  
**Type:** Highly Concentrated Protector  
**Highlights:** Save on shipping; One gallon makes up to 31 gallons of ready to use protector.



**Teflon Advanced & Teflon Advanced for Wool**  
**Type:** Protector for Carpet and Upholstery  
**Highlights:** Name recognition, superior repellency and soil resistance.

## Equipment Needed



**Omni Pro Sprayer**  
**Description:** Electric sprayer  
**Purpose:** Uses electricity to apply chemical quickly, evenly and efficiently.



**Air Movers**  
**Description:** High volume blower  
**Purpose:** Dries carpet, upholstery and structure quickly.



**Grandi Groom**  
**Description:** Grooming tool  
**Purpose:** Aligns and revitalizes fibers after cleaning.



**TWBS Sprayer**  
**Description:** Pump Sprayer  
**Purpose:** Pump Sprayer with heavy-duty parts that are completely rebuildable and are fully viton fitted.

## Accessories Needed



**Maxim Demo Kit**  
**Description:** This can provide the final nudge to helping your client see the benefit of purchasing protector.



**Maxim Marketing System Manual**  
**Description:** Makes it easy for you and your techs to add thousands to the bottom line by selling protector.



#### **Protector Warranty Cards**

**Description:** A warranty is a powerful selling tool. Helps you command top price for providing protector.



#### **Bridgepoint Blotter Cards**

**Description:** One side is protected, the other's not. A quick and dramatic demo of the effectiveness of protector.

## **Quick Guide**



### **PROCEDURE**

- 1 Clean carpets or upholstery
- 2 Select appropriate protector
- 3 Check for colorfastness
- 4 Mix according to label directions
- 5 Apply with OmniPro or Pump-up sprayer
- 6 Work protector into fibers
7. Allow time to dwell and cure

### **PRODUCTS NEEDED**

- Maxim / Maxim HF
- Maxim Fine Fabric
- Precedent
- Zonyl
- Teflon Advanced
- Grandi Groomer
- Nap Brush
- Marketing materials

## **Other Resources**

**Other Resources**

**Bridgepoint Fast Track Manual**

**Bridgepoint Carpet Cleaning Manual**

**Bridgepoint Catalog**

**[www.bridgepoint.com](http://www.bridgepoint.com)**

**Your Local Bridgepoint or Interlink Supply Distributor**