

Scotchgard™ Protector

Features & Benefits



Exceptional Stain Release

- Scotchgard™ Protector offers stain resistance against most common household spills; and added protection against acid-based dye stains such as Kool Aid® and red wine.
- Stains clean up easier and helps keep carpet looking good longer.

Provides an Invisible Shield

- Dirt doesn't readily adhere to carpet fibers with Scotchgard™ Protector, so dirt vacuums up easier.
- Plus, it reduces fiber wear from soil abrasion.

Durable Protection

- Scotchgard™ Protector is heat bonded to each fiber for more durable, long lasting protection.
- Treated carpet remains cleaner two to three times longer than untreated carpet.

Direct Access to Stain Experts

- Scotchgard™ has a 24/7 dedicated Service Center available at 800/433-3296.
- 80% of calls are answered in an average of 30 seconds or less.

Peace of Mind

- Our performance is backed by a FREE 7-year warranty.
- Coverage includes most food and beverage stains.



Scotchgard™ Protector

Branded Performance



96% Consumer Awareness

- Scotchgard™ is the brand consumers think of first when they think of carpet protection.
- Consumers have confidence in brand name products they recognize.

Original Name in Carpet Protection

- Scotchgard™ has over 50 years of experience delivering performance and quality.
- It's one of the highest quality, most dependable brands of protectors.

One of the World's Most Trusted Brands

- Scotchgard™ Protector is a leader in the carpet protector category.
- Consumers trust Scotchgard™ Protector to get the job done.
- They feel its a brand worth spending money on to help keep their carpets looking good longer.

Source: Scotchgard Strategic Brand Health Study, Burke Research, July 2006

3M

**Protective Materials and
Consumer Health Care**

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98-0212-4069-6