

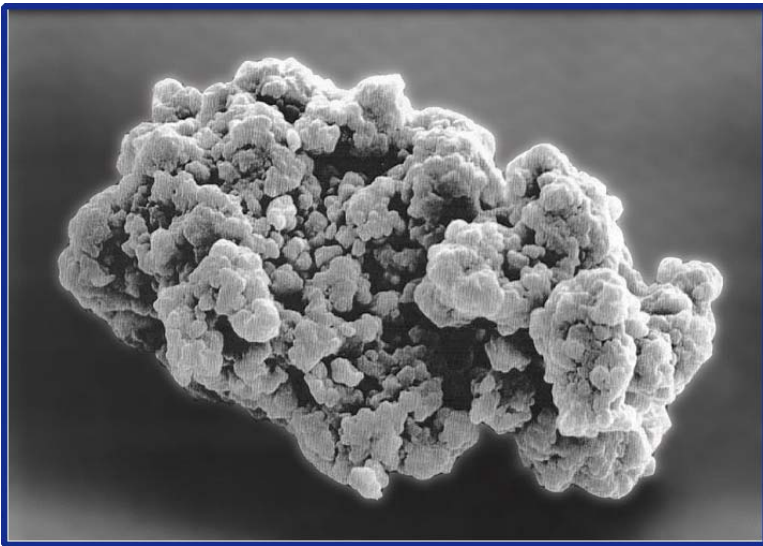


Total Floor Care System

The Definition of Clean

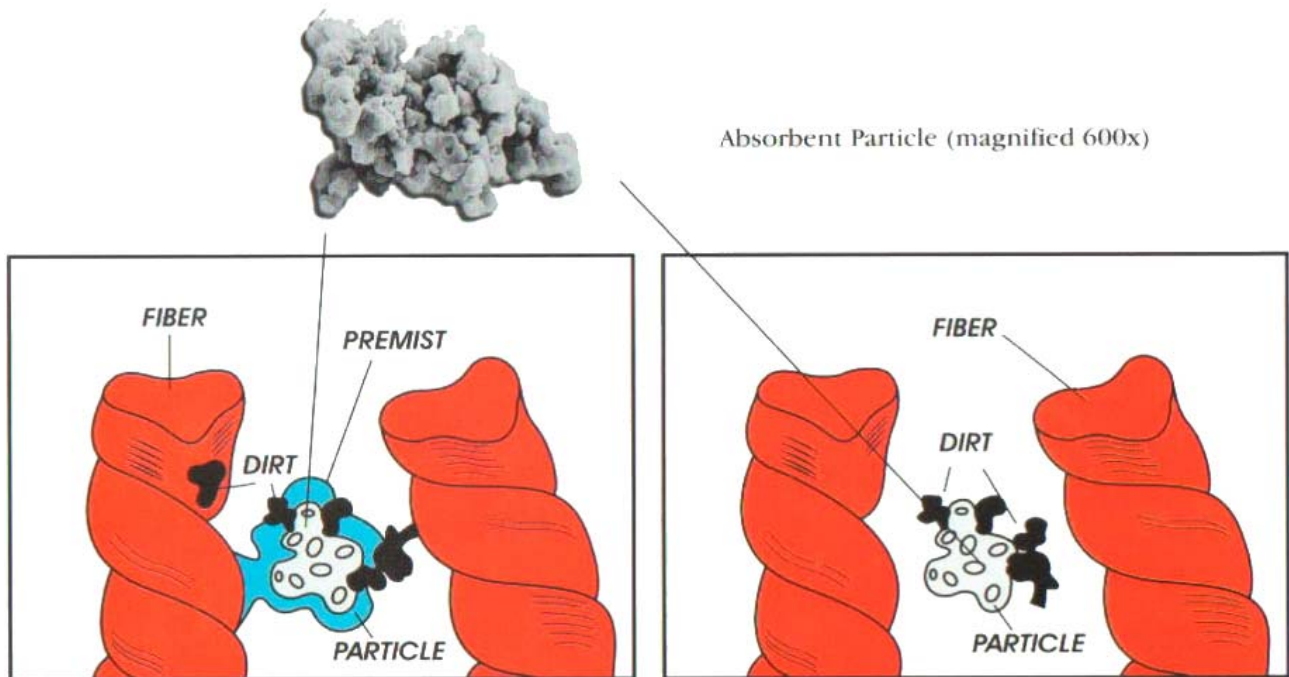
**Capture Dealer
Training Information**

What is Capture?



Capture is made up of thousands of tiny particles that look and act like sponges.

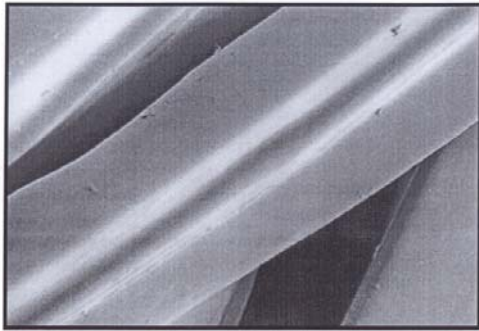
How Does Capture Work?



After the particle contacts the soil and stain, it attacks and absorbs the dirt.
The moisture in the particle is the key in this process.

The little sponges absorb dirt, spills, and spots on contact so that they can be easily retrieved by a vacuum.

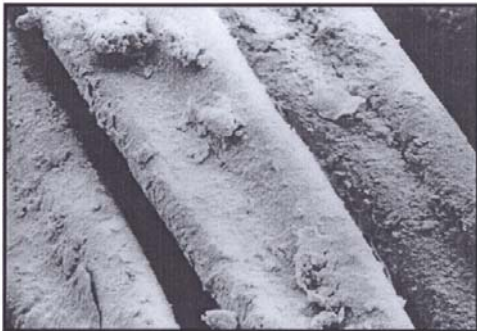
Capture[®] vs. Wet Cleaning on Resoiling



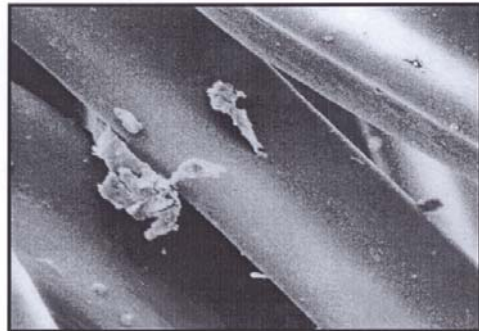
1. New Carpet Fiber (500x)



2. New Carpet Fiber
After Wet Cleaning



3. New Carpet Fiber
After Wet Cleaning & Soiling



4. New Carpet Fiber
*After Wet Cleaning & Soiling
Followed with Capture[®]*

How to Use Capture:

Deep-clean your carpet in **4 EASY STEPS** – *without shampoo or steam*



1 Hold bottle approximately 2' from carpet. Lightly spray the soiled area with PreMist.
Use to loosen tough stains from carpet fibers.



2 Sprinkle just enough Capture Carpet & Rug Dry Cleaner to completely cover the stain.



3 Lightly brush powder into your carpet to activate powder, using a north-south/east-west motion.
No scrubbing required

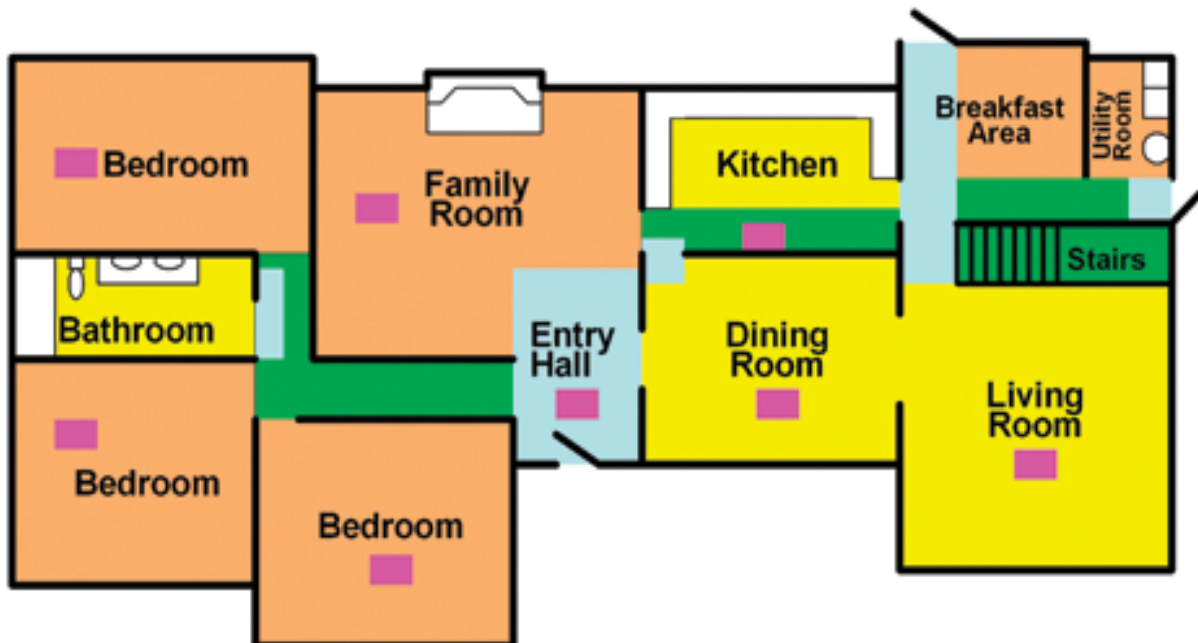


4 Anytime after 30 minutes, vacuum up soil-laden Capture powder – *it's that easy!*






How Often to Use Capture:

- As needed: Clean spots and stains
- Monthly: Clean entrances
- Quarterly: Clean traffic lanes
- Annually: Clean entire rooms
- Allergy patients: Clean family rooms and bedrooms every 8 weeks

Use Capture EVERY 8 WEEKS to keep allergen levels low



Capture Maintenance Schedule

-  **Weekly:** Use Capture to remove all spots as they occur, then vacuum all carpeted areas.
-  **Monthly:** Use Capture on areas leading from outside entranceways, the kitchen and bathrooms.
-  **Every Three Months:** Clean all traffic areas with Capture.
-  **Every Eighteen Months:** Clean all carpeted areas with Capture.
-  **Every Eight Weeks:** Clean areas with Capture to reduce allergen levels.

Capture Carpet Cleaning System – Selling Points:

- Dry Particle Cleaning Method
 - Carpet stays dry and causes no damage
 - No sticky residue to cause carpet re-soiling
- Removes particulate material from fiber including dirt, oil, allergens and bacteria
- Safe for homes with children and pets
-

Capture 4lb Carpet & Rug Dry Cleaning Kit:



- Contains everything you need to clean and maintain carpets
- 4lb Carpet & Rug Dry Cleaner powder works on spots or cleans whole rooms
- Patented dry cleaning technology safe to use on all carpets – even wool
- Reduces allergen levels when used regularly.

Capture Pre-Mist and Pre-Treatment:



- 24 ounce trigger spray bottle
- Use to loosen soil, grease, and spots
- Acts like a lubricant to separate fibers for easy cleaning with Capture Carpet & Rug Dry Cleaner powder
- Can also be used as a pre-treatment for steam cleaners

Capture Pet Stain & Odor Neutralizer:



- Formulated to work on every pet related clean-up
- Controls and eliminates virtually any household odors
- Deep cleans organic substances such as urine, blood, etc.
- Safe on stain resistant carpet
- No solvents or harsh chemicals

Capture Spot Eliminator:



- Excellent on tough spots and oil based stains
- Removes ink, oil, grease, makeup, shoe polish, etc.
- Spray it on and the stain disappears
- Leaves no sticky residue
- Safe on stain resistant carpet

Capture 4lb Carpet & Rug Dry Cleaner Pail:



- 4lbs of Capture Carpet & Rug Dry Cleaner powder
- Cleans 400 sq ft or 140 spots!
- Deep cleans carpet by adsorbing all particulate material from fiber including stains, dirt, and allergens
- Safe on stain resistant carpet
- No solvents or harsh chemicals – Safe for homes with children and pets
- Carpet stays dry and causes no damage
- No sticky residue to cause carpet re-soiling

Capture 1lb Carpet & Rug Dry Cleaner:



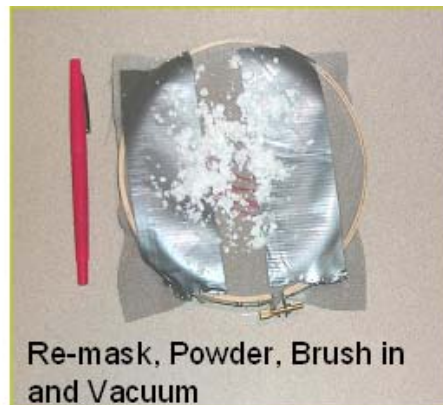
- 1lb of Capture Dry Powder
- Cleans 100 sq ft or 35 spots!
- Deep cleans carpet by absorbing all particulate material from fiber including stains, dirt, and allergens
- Safe on stain resistant carpet
- No solvents or harsh chemicals – safe for homes with children and pets
- Carpet stays dry and causes no damage
- No sticky residue to cause carpet re-soiling

Demonstration Ideas that Work:



- Spot clean an area on a carpet or rug
- Cleaning ½ an entry mat, showing the “before & after” effects
- Use customer photos & testimonials

Capture Carpet & Rug Dry Cleaner on red marker ink:



This demo can also be used on the shaker lids.

1. Apply red marker on plastic Capture pail lids (do not use a ball point pen or permanent marker).
2. Sprinkle Capture powder onto the red mark
3. Show how Capture is absorbing red ink as you rub the powder onto the stain using your fingers
4. Brush the powder (now pink) off of the pail lid. The ink won't bleed or transfer from the Capture!

Creating a Customer for Life:

- Discovery questions to ask your customers -
 - “How many times do you vacuum each week?”
 - If customers vacuums 2 or more times, there might be possible allergens concern in their household
 - Mention that Capture reduces up to 70% *more* allergens than vacuuming alone
 - “How old is your carpeting?”
 - New carpet – they want to protect their investment - what are their maintenance plans?
 - Mention that Capture has been proven to extend carpet warranties when used on the schedule outlined on the room map
 - “How do you currently clean your carpeting?”
 - Dry powder can be used between steam cleanings to help restore carpet texture
 - Mention that Capture can clean their carpet in less than 1 hour
 - Remind customers that they (and their children and pets) can walk on their carpets while Capture is working – unlike wet cleaning methods

Capture Features and Benefits

- **Easy to Use** Effective and simple cleaning process
- **Convenient** Clean where and when you need. Saves \$\$\$
- **Fast** Clean carpet and rugs in 30 minutes
- **Dry** Reduces time because carpet stays dry
- **Effective** Capture works! Professional system
- **Safe** Proven household use. Safe for stain resistant carpet. Environmentally friendly
- **Reduces Allergens** Removes mold, mildew, pollen, pet dander, etc. Capture does not promote mold or bacterial growth.

Understanding the Floor Care Market - *Carpet Care Facts:*

- Carpet fiber is designed to minimize soiling
- Vacuuming only removes dry soils
- Wet and oily based soils sticks to the fibers
- Wet cleaning leaves residues which cause re-soiling and matting
- Stain-resistance finishes are sensitive to wet chemistry
- Excessive moisture can damage carpet construction
- Allergens are found in high levels in wet cleaned carpet
- Consumers often feel cleaning for health is more important than for appearance