

Here's a breakdown of the benefits and shortfalls of a wet vs. dry protection program:

Wet Furniture Protection Program with a Kit

Pros

- Application of protectant **does** make the furniture more resistant to stains
- Kits address minor stains and maintenance without the need to file a claim
- Consumer may feel more confident in a purchase when they receive application of protectant to their furniture and receive a kit (leather kit)

Cons

- Not all items can be sprayed (iclean and some microfibers)
- Retailers may be held responsible for improper storage and application of the chemicals, creating potential legal headaches
- Some sprays can produce an unfavorable effect on fabric and upholstery
- Wet programs speak to the performance of the chemical treatment rather than the performance of the furniture itself
- Cost is higher for labor and chemical

Dry Furniture Protection Program without a Kit

Pros

- Dry programs are generally fully licensed and compliant, satisfying regulatory requirements
- Lower cost. No labor, chemicals, kits
- No chemicals need to be stored, leaving more space for inventory
- Warranties are the same and claims are handled the same way whether upholstery is treated or not

Cons

- There's no kit to provide at point of sale, only a contract and brochure
- Perceived lower value by the consumer because of no product application to the furniture
- Perceived value or "buy-in" from sales staff when going from wet to dry
- Less features to talk about (UV inhibitor, Anti-static properties, increased repellency)

If you go "Dry", the warranty has not changed. The majority of furniture retailers have gone dry. Most consumers don't really care about the chemical, they care about their claim. That we fix it (the stain or damage) when necessary.

