

Here's a breakdown of the benefits and shortfalls of a wet program:

Pros

- Application of protectant *does* make the furniture more resistant to stains
- Consumer may feel more confident in a purchase when they receive application of protectant to their furniture

Cons

- Not all items can be sprayed
- Retailers may be held responsible for improper storage and application of the chemicals,
- 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 to the retailer is higher for labor and chemical

Here are the benefits and shortfalls of a dry program without kit:

Pros

- Dry programs are generally fully licensed and compliant, satisfying regulatory requirements
- Lower cost. No labor and chemicals
- 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

- Perceived lower value by the consumer because of no application of product 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.