

# MATTRESS PROTECTOR INTRODUCTION

Guardian Protection Products is proud to introduce our new Micro Fleece Mattress Protector.

## **Guardian Micro Fleece Mattress Protector Features:**

- Soft Comfortable, Fleece Top Fabric.
- Designed for all mattresses including latex, memory foam and pillow-top.
- Whisper Quiet Breathable Moisture Barrier that protects against dust mites, dust and dander.
- Excellent Liquid Repellency and Stain Release
- Fits Mattresses up to 15" deep or 22" deep
- 10 Year Stain Protection Warranty for the Mattress Protector
- 10 Year Stain Protection Warranty for the Mattress when purchased with a Mattress Protector.
- 10 Year Warranty for manufacture construction defects.
- Made in the USA

## **Why Do Your Bedding Customers Need a Guardian Mattress Protector?**

1. Guardian realizes that buying a new premium set of bedding is an important decision your customers don't take lightly and have probably been thinking about for quite some time.
2. The average person spends approximately a third of their day in bed.
3. Based on customer feedback Guardian knows they are concerned with keeping their new mattress clean and fresh for many years to come.
4. Bodily fluids and dead skin cells we loose while sleeping can infiltrate the mattress top creating an unhealthy sleep environment.
5. It is the best way to ensure their new sleep set stays fresh and stain-free, which helps maintain the valuable manufacturer's warranty.
6. Investment Protection. Guardian's 10-year full-replacement warranty protects the investment the customer has made in a premium set of bedding.
7. You can't wash a stained or soiled mattress. You can a Guardian Mattress Protector.

8. They are easy to care for. Normal laundry procedures is all that's needed to keep the Guardian Mattress Protector clean and stain free, eliminating the breeding ground for dust mites bacteria and allergens.

### **Quality Mattress Protectors Made In The USA:**

The Guardian Mattress Protectors are manufactured by Perfect Fit Industries right here in the USA. Perfect Fit has been an industry leader in manufacturing and delivering top quality mattress protectors for over 75 years which is why Guardian is able to provide a 10 year warranty on construction defects. Through aggressive research and development and advanced product innovation Perfect Fit builds a quality product that ensures your customers a comfortable nights sleep and a healthy night's sleep.

**How important is Quality?** Try this idea. Ask a customer how many mattress pads they believe they would have to purchase in just a 5 year period. The answer will be minimally 1 to 2 pads.

That's at least 2 to 4 pads over the same amount of time for just one Guardian Mattress Protector. Which one do you think the customer believes is a better value now??

### **What makes the Guardian Micro Fleece Mattress Protector different from a regular mattress pad? Plenty!**

While this mattress protector is suitable for all mattress types, one of the most exciting differences is that it has been designed especially for your memory foam sleep sets. Finally, a mattress protector that offers protection and allows your customers to truly enjoy the comfort of their new memory foam mattress.

Also, the new Micro Fleece will be available in both a 15" skirt and a 22" skirt meaning it will fit every size mattress you have in stock today.

And last but not least the new Micro Fleece offers Waterproof protection meaning your customers will enjoy a cleaner and healthier sleep environment as well as ensuring the valuable manufacturers warranty.

Unlike a typical mattress pad, the feature rich Guardian Micro Fleece Mattress Protector provides *Warranted Stain Protection* for the Mattress as well as Mattress Protector for 10-years (When purchased together).

Also each Guardian Micro Fleece Mattress Protector comes with a Quiet Breathable Moisture Barrier which protects the surface of your mattress from dust mites and the dust and dander that can trigger allergens. This waterproof barrier also keeps accidental food or beverage spills and human or pet bodily fluids from ever reaching your mattress keeping it fresh and stain-free ensuring complete coverage of your valuable bedding warranty.

- You may ask how a moisture barrier is breathable yet is waterproof. The Moisture Barrier layer has billions of microscopic pores per square inch. These pores are large enough to allow water vapor to pass through and disperse but too small to allow water in liquid form to pass through. Thus the barrier layer “breathes” while staying waterproof. This is going to be a key feature and benefit for your customers.

**What Does The 10-Year Warranty Cover?** One of the best features of the Guardian Micro-Fleece Mattress Protectors is the Ten Year Full Replacement Warranty Certificate that comes inside each Mattress Protector bag. The 10-year warranty covers:

**Mattress Protector:**

- Any accidental stains caused from food or beverages normally consumed by humans
- Human or pet bodily fluid stains
- Mold or mildew stains caused from food or beverages normally consumed by humans
- Manufacture construction defects.

**Mattress** (When purchased together with a Mattress Protector):

- Any accidental stains caused from food or beverages normally consumed by humans
- Human or pet bodily fluid stains
- Mold or mildew stains caused from food or beverages.

### **What should A Customer Do If an Accident Occurs?**

**Mattress Protector:** Should the customer be unable to remove an accidental covered stain after normal laundry procedures or the protector fails due to construction defects simply use the toll free number to call a *Guardian Customer Service* representative within 5 days. They will advise you to return the stained or defective *Mattress Protector* (at the customer's expense) and *Guardian* will mail a replacement protector to the customer at their expense.

Full Replacement is limited to two (2) *Mattress Protectors* during the 10 year warranty period. See *Warranty Certificate* for full details.

**Mattress:** If the new mattress becomes stained due to one of the covered accidents *Guardian* will have the mattress cleaned by a professional technician at no cost to the customer. If the stain persists *Guardian* will replace the mattress once (1) during the 10-year warranty period. See *Warranty Certificate* for complete details.