

Short Chain, Long Chain? Don't let them pull your chain. Bridgepoint has the carpet or fabric protector you need.

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What really has changed about protectors?

Let's clear the air and do what we can do to put your mind at ease about protectors. Previously fabric protectors almost always contained an ingredient called a fluorochemical. The technology traditionally used in these fluorochemicals has been called C-8 or “long chain” fluorochemicals. Concerns about a lasting environmental footprint with C-8 fluorochemical technology led to changes and improvements in the way these fluorochemicals were manufactured. This new fluorochemical technology has led to a greatly reduced environmental footprint and is called “short-chain” fluorochemical technology. You might also see them called “C-4” or “C-6”. Now keep in mind, there are still long chain or C-8 fluorochemicals in use in many industries and in many applications. They are not illegal to manufacture or use in any application. You will still find some carpet protectors in our industry that use C-8 fluorochemical technology. However, due to the fact that the newer technology has greatly reduced the environmental footprint, the United States Environmental Protection Agency has mandated that all long chain fluorochemical technology be switched over to short chain by 2015. If you would like to know more about the EPA phase out of “long chain” fluorochemicals, visit www.epa.gov/opptintr/pfoa/index.html. As manufacturers of fluorochemicals have changed over their own manufacturing operations, occasionally shortages of material have occurred. Don't let them pull your chain though; Bridgepoint was way ahead of the curve on this. Read on.

What about solvent carried fluorochemical protectors on carpeting and upholstery? New CARB regulations went into effect January 1, 2011 that could virtually eliminate the use of solvent protectors in California. There is more solvent in some actual fluorochemicals themselves (even water carried) than the tougher California Air Resources Board (CARB) regulations will allow. (For a complete review of CARB regulations on chemical solutions, visit www.arb.ca.gov/consprod/regs/gencregs.htm. Admittedly, there are low VOC solvents that are CARB exempt and can still be used in a solvent based carried protector, if the fluorochemical only has 1% VOC in the end formula. The problem is that these low VOC solvents do not volatilize (evaporate) rapidly. Some would take over a week or more to dry. Since the whole purpose of a solvent carried fluorochemical is fast drying, this obviously makes a solvent carried protector impractical to use and apply in California. If you need some clarification on whether carpet cleaning solutions used by professionals are covered under this regulation, visit www.arb.ca.gov/enf/advs/advs307.pdf. You could also just read this clarification we received back from CARB on a question we asked: “Cleaning products used by professional carpet cleaners in machines or otherwise, are included under the purview of the Consumer Products Regulation, even if the products are never sold to or are otherwise not available at retail stores etc.” If history is any indicator, this regulation will expand to other states. So are you out of luck if you want to apply a protector to a sensitive upholstery fabric that is a potential bleeder? Don't let them pull your chain. Bridgepoint was way ahead of the curve on this too.

Let us simplify your life and help you to continue making money.

Bridgepoint worked side by side with two different manufacturers of fluorochemical technology to anticipate and lead this transition. [Bridgepoint Maxim Advanced®](#) uses the new short chain fluorochemical technology and has for two years. This means that Bridgepoint Maxim Advanced led the way in reducing environmental footprint, and as always, remains safer for your customer's children and pets.



In anticipation of potential manufacturing fluctuations as the switchover became mandated by the EPA, Bridgepoint worked to guarantee a supply of the fluorochemical technologies we use in our formulations.

We anticipate no shortages of any kind for Maxim Advanced® Carpet Protector or any other chemical product we manufacture that might use fluorochemical or fluorinated surfactant technology. Not only were we on the cutting edge, we worked to ensure a steady stream of product to our customers when other protectors might be subject to shortages.

That leads us to tell you about some even better news. Bridgepoint Maxim Advanced® utilizing this new short chain technology has the exact same great performance you have come to expect. It provides vastly superior performance in stain resistance to other long-chain and short chain fluorochemical protectors due to the fact that it also employs the latest generation of dyeblocking technology with acid dye resistors. While fluorochemicals provide primarily soil resistance and water repellency to a protector,

dyeblockers provide an additional level of protection that keeps spilled material from penetrating the carpet fiber itself to prevent staining. If you want water repellency, water and oil based soil resistance, and stain prevention, Maxim Advanced® remains your best choice in carpet protectors. You can rest assured it uses the latest and safest fluorochemical technology with a greatly reduced environmental footprint without compromising performance in any way.

Is there a water based protector that can safely be used on delicate upholstery fabrics and “bleeders?”

[Bridgepoint Maxim Advanced® for Upholstery with Dye-Loc®](#) fabric protector provides the absolute latest and most advanced technology in fluorochemical and polymer protection and soil resistance designed specifically for upholstery fabrics and the soils and spills most common to them. Maxim Advanced for Upholstery uses exclusive and proprietary flexible polymers and fluorochemicals. Unlike conventional carpet fluorochemicals, whose surface tension breaks down when someone sits on upholstery, the polymers stretch with the fabric, maintaining the highest level of protection. No longer do you have to spray dangerous solvents in the breathing zone of your customer’s home or business when you want to protect natural fabrics and potential bleeders. Maxim Advanced for Upholstery contains special dye locking and color stabilization additives, making it safe to use on even the most delicate, natural upholstery fabrics. It also contains a special additive that helps it spread consistently and evenly across the entire fabric. It protects against soil and spills that are more typical to upholstery, such as body oils, airborne oils, and beverage spills. A special drying additive allows the moisture to evaporate away quickly for rapid drying. Maxim Advanced for Upholstery will provide your customer with easier and painless spot and spill clean-up. Their upholstery will last longer, as the protection reduces wear from abrasive soiling. Subsequent vacuuming will be easier, faster, and more efficient. Maxim Advanced for Upholstery will leave their fine fabrics cleaner, brighter, and fresher and is safe for children and pets.



Make sure your protector has an effective demonstration system.

Picking a “favorite” protector should include one that has a system or demonstration kit that makes it easier to sell. Maxim Advanced has the industry’s most comprehensive and proven demonstration kit that allows you to demonstrate its effectiveness right on carpet or upholstery samples. You want to equip your technicians with all kinds of selling tools. That is why we have actual treated and untreated carpet squares and fabric swatches in demonstration kits for Maxim Advanced. That provides an additional tool in addition to blotter cards, brochures, sales videos and more. For a free training video on how to use these demonstration kits to close the highest level of protector sales you ever have, visit [here for Maxim Advanced video](#) or to view [Maxim Advanced for Upholstery video click here.](#)



Looking for a Certified Green Protector?

There is a new generation of protectors that do not contain fluorochemicals at all. They are generally formulated with polymers and acid dye resisters. They can be made with “green” approved ingredients and therefore can be considered green. In fact, [Encapuguard Green Carpet Protector](#) is certified by the United States Environmental Protection Agency Design for Environment (DfE) program. Bridgepoint Encapuguard Green is much less expensive than traditional protectors (about \$27 per gallon) and can cover a wider area per mixed gallon (up to 6000 square feet per gallon). Being highly concentrated there is also less packaging material. These protectors do a really good job of resisting particulate and water based soiling (they should since they contain polymers). They do an even better job of resisting stains (The dyeblockers prevent the staining material from penetrating the carpet fiber). They are not as effective as traditional fluorochemical protectors at resisting oil based soiling. And for those of you who primarily demonstrate the application of a protector by the liquid beading up on the blotter card or protected carpet, these new types of protectors do not bead up liquids as effectively as protectors that contain fluorochemicals.



Whatever protector you choose, just sell it!