

MAXIM™

Advanced – YOUR ADVANTAGE

Why it is easy to sell and why you will love Maxim™ Advanced!



- ♦ Premium ingredients not available in competing brands
- ♦ Carpets dry quicker. Due to superior wicking and distribution of the protector across the carpet, Maxim™ Advanced is applied using ½ the water (1 to 2 dilution) of conventional protectors. Carpets are dry in ½ the time.
 - Option – can be applied at 1 to 4 dilution as in Teflon® and Scotchgard® and used through a Hydro-Force Sprayer
- ♦ Competitive price with competition, more coverage, less per sq. ft.
 - Doesn't matter whether carpet is wet or dry
 - High carpet density (residential) coverage 1,200 sq. ft. per concentrated gallon, \$39.95 cost = \$.033 per sq. ft. (back to 1990's pricing)
 - Low carpet density (commercial) coverage 2,400 sq. ft. per concentrated gallon, \$39.95 cost = \$.016 per sq. ft.
 - Scotchgard or Teflon Advanced at a coverage of 1,000 sq. ft. per gallon, \$39.95 cost = \$.04
 - Maxim™ Advanced cost 17% less and even less if purchased in Smart Buy quantities
- ♦ Easy to demonstrate the amazing effectiveness of Maxim™ Advanced
 - Customers must be convinced it works
 - Demonstrate stain resistance
 - Show soil resistance
 - Beading (the major feature of competitive products) is only effective if the spill is at carpet level and cleaned up immediately. Maxim™ Advanced can have the spill come from outer space and cleaned up a week later with excellent results.
- ♦ Maxim™ Advanced renews the originally factory applied protector. It includes the most current and “advanced” fluorochemical and dye resistor products available. You and your customer will appreciate having the best.
- ♦ Warranty - Maxim™ Advanced comes with a warranty that is covered by the cleaner – on average less than 5% of your customers will call you to service the warranty, but most will pay extra to have it in place. If they do call you back you have the option of returning to their home to offer additional services and tie the customer to your company for life. The cleaner does not have to pay extra and yet charges up to 30% more when giving a warranty. No risk of a third party having your customer list or referring competition to your customer.
- ♦ Free sales aids
 - Brochures and blotter cards will be free to the professional and available at your Bridgepoint dealer.
- ♦ Your customers will think you're a hero and see you as a true professional:
 - Spots and spills clean up instantly.
 - Carpets last longer and look better all the time.
 - Vacuuming is faster, easier and more efficient.
 - True stain resistance, soil protection, and oil resistance.
 - Carpets dry quicker.
 - Safe for children and pets.