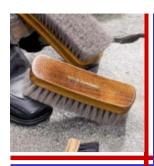


1 x 1 of Shoe Brushes



Agenda

A. Shoe brushes for smooth leather

- A. 1 Stiff brush
- A. 2 Dauber brush
- A. 3 Polishing brush

B. Shoe brushes for suede leather

- B. 1 Suede brush with rubber cap
- B. 2 Nubuck brush with rubber crepe
- B. 3 Big nubuck brush
- B. 4 Abrasive rubber gum

C. Shoe brushes for textile shoes



A. Shoe Brushes for Smooth Leather

• Three kinds of brushes can be used for cleaning and care of smooth leather:

- Stiff brush



Dauber brush



Polishing brush



1 x 1 of Shoe Brushes



A. 1 Stiff Brush

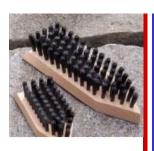
- ✓ For pre-cleaning very dirty shoes!
- ✓ Procedure:
 - The shoe should be dry before cleaning!
 - 2. Removing of the heavy dirt (dried, ground, mud, sand,...) by brushing the complete shoe.
 - 3. Removing of dirt on the welt (between leather and sole) with the back end of the brush.
 - 4. Removing of crustifications from the soles with the peak (front end of the brush).
 - 5. Brushing the shoes again and finishing cleaning by using a damp cotton cloth.
 - 6. Now, the actual shoe-care can begin.



A. 1 Stiff Brush

Frequently asked questions:

- Why can't I use an old rag?
 - The rag just smudges, not remove, the heavy dirt on the shoes.
 - A rag can't reach the rills of sole and welt as the stiff brush can.
- Why can't I use a dishwashing brush under running water?
 - The shoe may not be wet when applying a shoe care product, so the shoe has to dry after cleaning with water and dishwashing brush..
 - Do you really want to clean your shoes and dishes with the same brush?
 - The bristles of the stiff brush are more robust and more effective than the bristles of a dishwashing brush.



A. 1 Stiff Brush

Frequently asked questions:

- Won't I destroy the leather with the robust bristles?
 - The bristles are elastic. When using them under pressure, the bristles bend and will not scratch the leather.



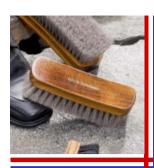
A. 2 Dauber Brush

- ✓ For an ideal application of shoe care products on the leather.
- ✓ Procedure:
 - 1. Bring a bit shoe cream on the brush. Use the light brush for the light shoe cream and dteh dark brush for the dark shoe cream.
 - 2. Rub the shoe cream in with circular movements (to bring the cream into the leather)!
 - 3. The cream has to soak into the leather for a few minutes.
 - 4. Polish the shoe with a polishing brush.



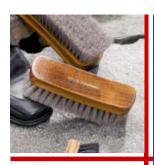
A. 2 Dauber Brush

- Hints for argumentation
 - Why can't I use a simple cloth?
 - The dauber brush applies the cream more thinly and uniformly to the leather.
 - The brush massages the cream into the depth of the leather.
 - Because of the elastic bristles, the brush brings also cream into the rills of the welt.
 - Why can't I apply the shoe cream with the sponge of the tube?
 - You can't reach all the rills and seams by using a sponge, but it is useful for pre-applying of the shoe cream, then rub in with a dauber brush.



A. 3 Polishing Brush

- ✓ For the optimal shine of your shoes!
- ✓ Procedure:
 - 1. Apply the shoe cream with a dauber brush.
 - 2. Leave for a few minute to penetrate and dry.
 - 3. Remove th surplus of shoe cream with a cloth.
 - 4. Polish the shoe with a polishing brush. For light shoes use a light brush, for dark shoes use a dark brush. Polish the leather with quick movements.



A. 3 Polishing Brush

- Hints for argumentation
 - A horse hair brush is too expensive!
 - The effect of using brushes with horsehair is the most efficient. Horsehair has, caused by its natural character, a rough surface which produces warmth during polishing. This makes the care product more fluently and it can fill the pores of the leather. As a result the leather becomes sleeker and you get a shiny shoe.
 - A precious shoe is worth to become cared.
 - With an appropriate care you can prolong the life-time of your shoes. This saves real money!



B. Suede Brush

- For cleaning and care of suede leather, six brushes/products are used:
 - Suede brush with rubber cap and nylon bristles
 - Suede brush with rubber cap and brass wire bristles
 - Suede brush with rubber cap and nylon & brass wire bristles
 - Nubuck brush with rubber crepe and synthetic bristles
 - Nubuck brush with rubber crepe
 - Abrasive rubber gum



B. 1 Suede Brush with Rubber Cap

- ✓ Suitable for rough suede leather
- ✓ Procedure:
 - Remove the heavy dirt with the brass wire and/or nylon bristles.
 - 2. Dirt in the sole and the welt can be removed by the cleaning edge.
 - 3. Use a care product for suede leather.
 - Raise the fibers of the leather with the rubber nipples and comb the leather to achieve a uniform structure in one direction.
- ✓ The brush and the rubber cap can be cleaned with water and soap!



B. 1 Suede Brush with Rubber Cap

- Hints for argumentation
 - Why are there nubuck brushes with brass wire and with nylon?
 - Brushes with nylon bristles clean gentler (useful for velour leather), brushes with brass wire bristles clean rougher (useful for heavy dirt).
 - Destroys brass wire the leather?
 - For fine and soft suede leather, the brushes with nylon or nylon and brass wire are more useful.
 - For insistent dirt the (careful) use of a brush with brass wire bristles is advisable.



B. 2 Nubuck Brush with Rubber Crepe

- ✓ Useful for "fine suede leather", nubuck leather
- ✓ Procedure:
 - Remove the dirt with the lateral bristle row.
 - 2. Brush the shoe with rubber crepe to remove dust.
 - 3. Use the appropriate care product.
 - Brush the shoe again with the rubber crepe to roughen the leather and comb the leather to achieve a uniform structure in one direction.
- ✓ Clean the brush and rubber crepe with water and soap!



B. 2 Nubuck Brush with Rubber Crepe

- Hints for argumentation
 - Why can't I use the normal suede brush for fine suede leather?
 - The rubber crepe cleans gentler and is effective in the same way.
 - I don't buy shoes made of suede leather because they can't be cleaned well!
 - With the nubuck brush with handle a good cleaning effect can be achieved because dust sticks on the surface of the rubber crepe.
 - In addition the leather becomes roughen by the structure of the rubber crepe, so the shoe looks like a new one.
 - If you use an appropriate shoe care product and the brush, the shoes will stay in a good condition for a very long time!



B. 3 Big Nubuck Brush with Rubber Crepe

- Useful for "fine suede leather", nubuck leather, for big areas
- ✓ Procedure:
 - 1. Brush the shoe / the bag with rubber crepe to remove the dust.
 - 2. Use the appropriate leather care product.
 - 3. Brush the shoe / the bag again to roughen up the leather.
- ✓ Clean the brush and crepe with soap and water!



B. 3 Big Nubuck Brush with Rubber Crepe

- Hints for argumentation
 - In my mind this brush is too expensive!
 - Clean and care your precious shoes and bags and they stay in mint condition for a long period. The brush is essentially cheaper than new shoes or bags!



B. 4 Abrasive Rubber Gum

- Procedure for stains and spots (suede and nubuck leather, textiles):
 - Rub forcefully the place in question with a corner of the rubber gum.
 - Remove the rubbed off material with a brush.
- Procedure for bare places (suede and nubuck leather):
 - Rub over the bare places with the surface of the gum until they noe longer differ from the surrounding.



B. 4 Abrasive Rubber Gum

- Hints for argumentation
 - Does this really work for big areas?
 - This product consists of abrasive pieces, similar to sand, and gum. These pieces solve the dirt and the gum absorbs it.
 - The abrasive gum is even more aggressive than brass wire bristles.



C. Shoe Brush for Textile Shoes

- ✓ For cleaning textile shoes.
- ✓ Procedure:
 - 1. Remove the dirt with this brush.
 - 2. Heavy dirt can be removed by brushing the shoe under running water.
 - 3. Massage the care product with the textile brush into the textile.
 - 4. Wash out the cleaning agent and let the shoe dry.
 - 5. Impregnate the shoe to renew the protection from dirt and wetness.
- ✓ Clean the brush with water and soap!



C. Shoe Brush for Textile Shoes

- Hints for argumenation
 - -Why can't I put the textile shoes into the washing machine?
 - This is possible, but it is useful to remove the heavy dirt with a brush before.
 - The protection of impregnation will be nearly canceled by cleaning the shoe in a washing machine.
 - -Doesn't this brush destroy the structure of the textile?
 - The bristles of this brush have a special quality which avoids hitching the textile.

Thanks for your attention!

Have fun and good luck by selling shoe care brushes!