

Fashionable Slipcovers Give Furniture A 10-Minute Facelift; Sure Fit and Scotchgard Protector Introduce Revolutionary New Furniture Slipcovers with Improved Fit and Easy Care Enhancement

Your grandmother's loose-fitting slipcovers are making way for a whole new generation of slipcover designs from Sure Fit Inc., the industry leader in ready-made furniture slipcovers. These tailored, easy-care covers now will stay looking new even longer, because they are being offered for the first time with Scotchgard protector, the leader in fabric protection. Sure Fit, the leading U.S. furniture slipcover resource, and 3M, maker of thousands of innovative products for the home, have joined forces to create new stain-resistant products that exemplify the best of fit, fashion and function for traditional, contemporary and country home styles.

Sure Fit slipcovers with Scotchgard protector are a simple, inexpensive way to add style and easy-care maintenance to living rooms, family rooms, apartments, dorm rooms and any place that needs a quick, affordable 10-minute makeover. With an extensive range of styles and fabrics, it is easier to make well-loved furniture look new, change the design of a room, and protect upholstered furniture from stains and spills.

Brand-new patented innovations from Sure Fit include stretch fabrics for hard-to-fit furniture, semicustom fitted slipcovers with separate zip-on seat covers and a tailored wrap-front silhouette that provides a clean, crisp look to a time-honored style. Fabrics include a sturdy performance twill, various upholstery-weight materials and innovative stretch fabrics that fit even the most hard-to-fit furniture. All are available for purchase in a range of chair, loveseat, sofa, recliner, sectional and dining room chair sizes and constructions.

"We're excited about our collaboration with Sure Fit, which will make life easier for consumers who want to keep their furniture looking its best," said Peter Kjome, marketing manager for the Scotchgard brand. "Consumers tell us 3M's Scotchgard technology is the No. 1 brand of fabric protector. Consumers that purchase products featuring Scotchgard protector trust that it will help protect fabric against stains and spills."

Scotchgard Protector offers dual-action protection through repellency - so liquid spills bead up and can be wiped away, and stain release, the property that helps most stains come out in the wash. The Scotchgard protector treatment is built in during fabric production and lasts through multiple home launderings. Scotchgard protector does not affect the look or feel of the material, so the fabric remains soft and breathable.

"Our goal is to create quality products to help consumers make their homes as beautiful, comfortable and easy care as possible," said Kathleen Cwirko Spero, vice president of marketing for Sure Fit. "The new Sure Fit products with Scotchgard protector deliver an additional element of durability and enhance the consumer's level of confidence in purchasing and caring for furniture slipcovers."

Sure Fit slipcovers with Scotchgard protector will be available starting in August 2005 via mail order catalog at (800) 305-5857, online at www.surefit.com and at select retailers throughout the United States, including Bed Bath & Beyond, Macy's, Carson Pirie Scott & Co., Linens 'N Things, JC Penney, Target, and Wal-Mart.

About Sure Fit Inc.

Sure Fit is the leading resource for ready-made furniture slipcovers. An extended line of slipcover sizes in hundreds of upholstery weight fabrics and trend right colors is available in store, on page and online. Coordinating decorative pillows and window treatments also are available for purchase at select retail channels of distribution. Innovators of the 10-minute Makeover, Sure Fit has been covering furniture with quality products

since 1914. Sure Fit's products are available at select retailers or via mail order catalog at (800) 305-5857. To view the entire Sure Fit line of covers and accessories, including window treatments, rugs, and bedding, visit Sure Fit online at www.surefit.com.

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Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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Cohn & Wolfe Jill Wallis, 212-798-9837 jill_wallis@nyc.cohnwolfe.com or 3M Public Relations Colleen Harris, 651-744-1566 www.3M.com/profile/pressbox/media_contacts.jhtml

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