

To Serve and Protect: Sure Fit Stakes Out New Territory as Saboteur of Stains; Sure Fit Adds Scotchgard Protector to Slipcovers for Low-Maintenance Living

If slipcovers have slipped off your radar as a staple of hearth and home, it's time to tune back in. Sure Fit, the company that wrote the book on ready-made slipcovers, has launched a whole new generation of designs treated with Scotchgard protector for truly fuss-free, low-maintenance living.

Scotchgard protector, the leader in stain protection, now renders Sure Fit Inc. slipcovers both dog's and man's best friend. The peace of mind that Scotchgard protector affords makes Sure Fit's already easy-care slipcovers even more welcoming to canines, kittens, kids and couples who have better things to do than fret over sangria stains on the sofa.

But stain-resistance is only half the story. Sure Fit's stylish new products give the proverbial pink slip to slipcovers' reputation as the "sensible shoes" of the industry. The luxe looks and fabulous feel of silk, suede and tweed turn Sure Fit's new slipcovers into head-turning fashion statements whose prettiness rivals their practicality. And while Sure Fit has a variety of styles for traditional, contemporary and country interiors, their common denominator is their role in the home as decidedly modern multitaskers.

Indeed, multitasking products are what Americans want and need, regardless of age, income and whether they rent or own. According to Roper Reports, people with lower incomes, renters and young adults are just as likely as upper- and middle-class homeowners to view their home as a social hub and entertainment center.(a) The ultimate multitaskers, slipcovers make well-loved furniture look new, instantly change the design of a room and protect upholstery from spills. And the versatile nature of Sure Fit slipcovers - which fit 85 percent of all furniture manufactured today - extends to apartments, dorm rooms, living rooms, great rooms, patios, parties and any place where people want to go about the business of enjoying life worry-free.

The other worries that Sure Fit has all but eradicated are slipcovers' fit and fashionability. Its newest patented product, a sleek, semicustom fitted slipcover with a separate zip-on seat cover and tailored wrap-front, forsakes frumpy for fabulous. New fabrics include good-looking performance twills with marvelous durability, tailored tweeds, sexy suedes and Dupioni silk look-alikes. Patented stretch fabrics deliver an amazing seeing-is-believing fit for even the most hard-to-fit furniture. All are offered as chair, loveseat, sofa, recliner, sectional and dining room chair covers.

"We're out to turn America's collective perception of slipcovers on its head," says Kathleen Cwirko Spero, vice president of marketing for Sure Fit, who joined the company eight months ago. "Our new products are a great mix of the timeless and the trendy, and the Scotchgard protector eliminates that fear we all have when we buy something new - the fear that we are going to ruin it. We want to give consumers immediate confidence that their beautiful, invincible, surprisingly stylish new slipcover is going to bring them joy over the long haul."

That confidence will no doubt be boosted by the generations of consumers already familiar with Scotchgard protector's stain release and dual action repellency. Not only do liquid spills bead up for easy wiping; most stains that do penetrate come out in the wash. Best of all, the protection lasts through multiple launderings and does not affect the look or feel of the fabric on which it's used.

"Our two companies are a perfect fit, having both set the standard in our respective fields," said Ben Marcovitch, business manager for the Scotchgard brand. "We love to collaborate with companies like Sure Fit, which is determined to make life even easier for consumers by protecting their slipcovers with the No. 1 one

brand of fabric protector."

Sure Fit slipcovers with Scotchgard protector are available through the Sure Fit mail order catalog at (800) 305-5857, online at www.surefit.com, and at select retailers such as Bed Bath & Beyond, Macy's, Carson Pirie Scott & Co., Linens 'N Things, JC Penney, 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 are available instore, 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.

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