

**GUARDSMAN FURNITURE CARE
STOP CLEANING. START CARING.™ CAMPAIGN
“Furnish Your Nest” Online Survey with TheNest.com**

Guardsman Furniture Care partnered with online home authority, TheNest.com, to conduct a member survey in February, 2012 to glean insights into their furniture care knowledge. Key findings include:

Mom Is The Cleaning Authority, But She May Not Know Best

- Nearly 20 percent (18.3%) of respondents admit they inherited their current furniture care habits from mom, simply following what they watched their mother do when they were young.
- More than half (56.6%) of surveyed women credit the best cleaning advice to Mom. However, nine out of 10 women admit they either have a basic or no understanding of how to care for their furniture.

Hand-Me-Down Furniture Is Popular, But Proper Furniture Care Advice Isn't Passed Along

- While 40 percent of respondents furnish their home with pieces that were handed down from family members, only seven percent of them know how to properly care for these pieces.

Cleaning Is For Company

- Nearly half (44.7%) of all respondents consider cleaning only when it's time to entertain, which means the majority of furnishings are not properly cared for on a more regular basis.

Lifestyle Impacts Furniture Care Confidence

- The majority of women are wary of the longevity of their furnishings because of the furniture quality (56.6%) or children and pets (23%).
- Not surprisingly, fear prevents 81 percent of TheNest.com members from purchasing a light-colored upholstered furnishing, while nearly 60 percent (58.9%) of these women don't realize that there are specialty products to remove stains, marks and even rings caused by water, alcohol, heat and even latex paint.

Furniture Care, Huh?

- Almost half of all respondents reveal they do not take care of stains on leather furniture (43.2%) nor know how to repair scratched wood furniture (45.5%).

Furniture Care Is An Important Daily Beauty Step

- Interestingly enough, all surveyed TheNest.com members use a personal daily beauty routine to ensure they protect their skin and hide minor blemishes, however, only 28 percent of respondents practice a weekly regimen to keep their furniture looking as good as new.

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