

Static ELIMINATOR

A retail category
that has only one
product...OURS!

Proud supporter of
breast cancer recovery



FACT SHEET

- Only about 50% of households used dryer sheets
- There are growing segments of the population that cannot, for one reason or another, use regular dryer sheets. We hear from these people all the time on the website and on the phone, and they are looking for us.
- Retailers shouldn't think of Static Eliminator as reducing their returning numbers in one customer category, but as opening up an entire other category that they are not reaching at all right now. Brand new consumers that aren't spending that money with them yet, but are looking to buy our product whether they know it exists yet or not.

FABRICS THAT CAN'T BE DRIED WITH CHEMICAL BASED DRYER SHEETS:

Towels and Fine Linens:

The majority of quality towel and linen manufacturers instruct the buyer not to use dryer sheets on their fabrics - the towels become less absorbent and the linens can get spotted and stained. People who spend the money for finer quality house wares should be more likely to spend money on greener living, and on lengthening the life of their fabrics. Cambridge Towel, a Canadian company that manufactures for Sears and many others says on their website:

" SHOULD FABRIC SOFTENERS BE USED ON TOWELS? No, some fabric softeners contain silicones, which coat the terry fibers and make them practically water repellent. It should be recognized that fabric softeners could adversely affect the appearance of colours in dyed and printed towels. Cambridge towels will retain their soft texture without the use of fabric softeners."

Martha Stewart herself says not to use fabric softeners on towels: http://www.marthastewart.com/article/washing-and-folding-towels?Inc=72ba0274647ee010VgnVCM1000003d370a0aRCRD&rsc=taxonomylist_home_doing-laundry

Cloth diapers:

Anyone who is eco-aware enough to use cloth diapers is shopping in the natural product store or section, and they can't use chemical based dryer sheets on their cloth diapers. The chemicals leave a residue which builds up and makes the diapers less absorbent.

Children's sleepwear:

If you read the back of ANY chemical based dryer sheet, it will tell you that it is NOT to be used on children's sleepwear as it will reduce the flame resistance of the clothing. By law all children's sleepwear has to be flame resistant, but regular dryer sheets add that chemical residue that is highly flammable. The box also says to keep away from infants and pets so they don't eat them. The P&G MSDS sheet says *"Ingestion of used or unused sheet by a young child or household pet may lead to impaction of the gastrointestinal tract. A physician or veterinarian should be consulted."*

Technical fabrics:

Used most often in athletic and outdoor clothing, these health conscious consumers are probably also shopping in the natural products store / section to find healthy alternatives. Wicking fabrics (technical fabrics that move sweat away from the skin to the outer surface of the fabric, where it evaporates) can't be used with dryer sheets because of the same chemical residue problem.

HEALTH CONSIDERATIONS:

People with the following conditions usually don't / can't use chemical based dryer sheets:

Contact dermatitis:

Homemakers are one of the largest suffering groups, since some of the most common irritants include household cleaners, dish detergents and soaps. Long time use of these irritants aggravates the condition (caretakers and cleaning staff are another large proportion of sufferers).

Eczema:

Some of the most common triggers for flare ups are soaps, detergents, disinfectants. It is estimated that at least 15 million people in the US suffer from eczema.

Asthma:

One major non-allergic or symptom trigger is chemical fumes and other strong smelling substances like perfumes. It is estimated that 30.2 million people in the US suffer from asthma, and 1 in 13 children.

(Stats from National Institutes of Health)

Vegetarians:

Some of major name chemical based dryer sheets are made with animal tallow, which vegetarians and vegans will not use.

APPLIANCE ISSUES AND WARRANTIES:

"Just as fabric softener dryer sheets leave a residue on your clothing, they also leave residue in your dryer. This residue may clog the screen of the lint filter. If this happens, clean the screen with a fine brush and some detergent.

The electronic moisture sensor may also become coated with residue. The coating will prevent the sensor from working correctly and cause your clothing to over-dry. Periodically, wipe off the sensor with a cotton ball and a little rubbing alcohol. Always check to be sure the sheets come out of dryer with the load of clothes. They can sometimes become stuck in the lint filter or over a vent and prevent proper air flow." — (copied from the web)

All of the above reduce the efficiency of the dryer, and make it work harder and longer to do the same job in a time when we're all trying to conserve both resources and cash.

Below are excerpts from the dryer manuals. They ALL say *"Do not use fabric softeners or products to eliminate static unless recommended by the manufacturer of the fabric softener or product"*.

"Do not use fabric softeners or products to eliminate static unless recommended by the manufacturer of the fabric softener or product. Do not run the dryer with the lint screen loose, damaged, blocked or missing. Doing so can cause overheating and damage to both the dryer and fabrics." —Whirlpool

"Service or performance problems caused by use of these products (fabric softeners) are the responsibility of the manufacturers of those products and are not covered under the warranty of this appliance." —GE

—Compiled by Liana Maddocks