



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





A. 1 Stiff Brush

- ✓ For pre-cleaning very dirty shoes!
- ✓ Procedure:
 1. 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 the 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:
 1. 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.
 4. 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:
 1. Remove the dirt with the lateral bristle row.
 2. Brush the shoe with rubber crepe to remove dust.
 3. Use the appropriate care product.
 4. 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 no 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!