

## Tupperware's Fiber-riffic Party!

How many of you have ever heard this, 'I have more Tupperware than you could imagine and would need to build a Kitchen Addition if I bought any more!' OR 'I hate cooking, so we eat out a lot and don't store leftovers, so I don't need any Tupperware.' Or even, 'I am bowled-to-death!'

What if instead of trying to argue why they need more bowls & traditional TW, we offer them a fun alternative. We all know that Tupperware offers a lot more than 'just bowls'. And one of our most exciting new lines is the TupperLiving and our Microfiber products.

Here is a dating bid you can use to create interest:

*Are you a Tupper-Holic? Do you just love our products so much that you have a kitchen full? Then you HAVE to hear about the newest craze in Tupperware parties . . . it's a bowl-less party! Can you believe it?*

*Tons of women are having fun and trying out our newest product line at a different kind of party. It's called the Fiber-Riffic Party! You and your friends can learn all about our amazing, reusable, renewable and sustainable line of Microfiber Cleaning Products! I just know that you will FLIP for our FIBERS!!*

*What If:*

- *You could save hundreds of dollars every year by eliminating the need for disposable cleaning products?*
- *You could clean easily & effectively – so that you could spend your time on what matters most?*
- *You could improve your family's health by drastically reducing the amount of cleaning chemicals you need in your home?*
- *You could reduce your footprint on the environment, and do your part to preserve our future for generations to come?*

*Well you can do all of this and more, by investing in Tupperware's Microfiber cleaning products! And I cannot wait to explain more and tell you all about this line at your Fiber-Riffic Tupperware party!!*

Once you get these parties dated in, you are going to want to brush up on your Microfiber information so that you can be well prepared:

So ... What is Microfiber?

Microfiber is an incredibly thin fiber made from blending polyester & polyamide. This combination is woven into an incredibly soft, absorbent and durable product which is perfect for cleaning and polishing. Unlike the rounded fibers of ordinary cloths like cotton, our microfibers are split 16 times, creating wedges all around that draw dirt, oil and liquid into the core of the fiber. But not all microfiber is created equal! When you choose Tupperware, you can be sure that our extensive research and proven commitment to quality means that our blend of microfiber is superior in both quality and efficiency.

Our Microfiber is:

Extremely absorbent . . . making it perfect for multiple applications like cleaning up spills, drying dishes, and more.

Unbelievably durable . . . so that you can tackle the toughest cleaning jobs with confidence.

Incredibly Soft . . . which means even while it has remarkable cleaning abilities, it still won't scratch surfaces!

Ok, so today I am excited to share with you the newest addition to our Cleaning line – The Microfiber Sponge Cloth Set!

These sponges are extremely versatile and can be used for a wide range of cleaning uses. From the most sensitive and delicate need to the toughest, heavy duty task, our Sponges can tackle it all! The addition of a super durable sponge core to our revolutionary fabric is the secret to their success. It allows for extra thickness for extreme cleaning and super absorbency. They are easy to hold and

grip which makes them great for dishes and for getting into those tough to clean places with ease! Best of all, they can be easily cleaned and reused over and over again! Just place them in the wash or even in the dishwasher when it's time to clean them.

With this set, you get two different types of cleaning power:

The Grime Buster combines the cleaning power of microfiber with special scrub-ability to cut through the toughest dirt, grease, and grime with less effort and in less time. All this using just water! So you can reduce the chemicals you need and still get a superior clean.

The Terry sponge was a soft textured microfiber which is great for quick clean-up of everyday messes! It is designed to be super absorbent so it soaks up spills fast. Or use it as a finishing cloth for a sparkling, streakfree shine.

Our sponges can be used ....

- In the kitchen –
  - \*\*dishes, pots & pans, countertops, sinks, and appliances
- In the bathroom –
  - \*\*countertops, faucets, fixtures, bathtubs, showers, mirrors & tile.
- For outdoor cleaning, where you can tackle things like –
  - \*\*patio furniture, vinyl siding, pool liners and toys.
- For automotive cleaning, our sponges are indispensable! Use them to clean
  - \*\*car interior, wheels, windows, headlamps, and trim!

How do these sponges do all of this? It's the unique weave that gives them their extra scrub-ability. Their wedge-shaped filaments follow surfaces, lift up dirt and trap particles inside the fiber, eliminating the need for harmful cleaners. And their durable, shred-resistant sponge increases their absorbency and makes them even easier to use.

Once you see these sponges in action, I know that you will agree. Tupperware's new Microfiber Sponges are unmatched in their cleaning ability. I happen to have the perfect way to SHOW you what I mean.

## Mirror Demo

*Take a stick of margarine or butter and smear it all over a piece of glass (a window or glass table works best) and be sure to get it in the corners and tight areas. Then wipe it with a paper towel and try to clean out the corners. It just smears around and picks up about 15-20% of the butter and packs it even tighter into the corners and ridges, what's worse is the butter is just on the surface of the paper towel.*

*Now take a cotton or poly/cotton washcloth and wipe up the butter. It will pick up another 30-40% but it also is just on the surface of the cloth. The corners and ridges will still be greasy.*

*Now take your stick of butter and smear it on the glass again. Using one of your terry Tupperware Microfiber Sponge Cloths, wipe up the butter and show how the sponge allows you to get into the corners and ridges much easier. It will work so well that you can clean the glass so it is dry to the touch and the corners will be as clean as the surface glass. No smearing, no grease just squeaky clean glass.*

*The reason you can do this has to do with the amazing technology of the tiny split fibers of the microfiber towel that actually draw and hold the butter in them. They won't release it until you wash the sponge. You can use this same sponge over and over again before you have to clean it and it won't leave a greasy mess, just a squeaky clean surface....WOW!!!*

Are you impressed? Well your customers will be too!!!! Microfiber can have a huge impact on your business.

By offering a fun alternative to the typical party, you can increase your datings and open up a whole new market for your business! Just think of all the new people you can reach and teach! Your customers will be so impressed with this demo, increasing future parties as word of mouth spreads about the Incredible Tupperware Fiber-Riffic Party by YOU!

(by Mary Esau)