

Taking It To The Sheets

The Original Bed Brush Story

by Dave Myles

"There has to be a better way," I mused, while attempting to sweep the bed sheets using only my hand, "to really get this stuff off the sheets effectively..." I made a mental note to myself, and took a few more swipes at the sheet, watching the sand and crumbs dance up and down and thought about what I had just said.

A Light Bulb Appears Over My Head

A couple of days passed, and it seemed that this sweeping-the-bed-sheets-at-night thing was becoming sort of like a ritual, what with the waving of the hands over and across the sheets, in an attempt to remove the small particles that turned up... well, I did live in Florida, and the sand had this way of getting into all kinds of places, usually onto the bed sheets, too. I knew where the dog hairs came from, and all five of the cats were perfunctory in their ongoing offering of their excess follicles. It all added up to some effort to clear the sheets before depositing my own mortal coil down for some rest.

The Search Begins In Earnest

My search for the perfect brush was now afoot, in my mind I had visualized all the qualities that would be really great to have in this brush for sweeping the bed sheets... and these qualities would not be compromised, however long the search would take. Ah, the curse of the perfectionist! I stood firm as plywood in these factors and wouldn't budge. When someone finally pried me free of that stance, I was able to proceed with my search, and it ended on the day when I found what I was looking for... *the Original Bed Brush was hatched!*



A classic view of Original Bed Brush

Well, after that things just started to roll, some things by themselves – I had to fix the emergency brake on the car so it wouldn't just roll. After that I hit the road to talk to people. I found out that I wasn't alone in the bed, so to speak, when it came to pesky particles on the bed sheets. Ah-ha! and Eureka! My market research verified the thinking that there were others out there who could definitely use this brush!

After really serious deep and diligent market analysis (and a good call on a coin-flip), I decided to take a chance on selling Bed Brushes to everyone.

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Bed Brush Production Begins

After making that decision, I knew what had to be done. Like any romantic folklore business start-up we felt we needed to follow some tried and true concepts, like starting at the kitchen table. We did create a number of prototype Bed Brushes from manufacturer's samples we had been sent at that table, mostly for posterity, and with confidence we could make this work, I wrote "What the heck?" and "Why not?" on the whiteboard, and the very next day optimistically placed an order for a few thousand top-grade, premium quality brushes from the brush manufacturer we liked best, to be made to our picky specifications. We had big ideas for this so we converted most of the garage into a production and shipping area, Pretty soon, the orders started coming in, and the Bed Brushes started going out, and soon enough, the garage was quite empty again. Then, when we thought it couldn't get any better, I received a phone call from a major retail chain

Continued next issue...

Smart Places To Use Your Bed Brush!

by Art Friendly

Sweeping your bed sheets in the house keeps them feeling fresh and comfortable. Here are some other places that people find The Original Bed Brush totally handy and practical to have around:

- On the boat
- In the car
- RV's and Campers
- On the workbench
- On the couch
- In the basement
- At the beach
- Pool tables

Be adventurous! Be creative! Be here now! Oh, and you might want to order a couple of extra brushes so's you don't have to keep moving your original Original Bed Brush around. Moving it around just means you have to remember where you last left it... if you know, you know...

The Bed Brush Journal

"Simpler Living Through Low-Technology"

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Any semblance of relation to anybody or anything living or otherwise is sheer coincidence (believe me!).

Please feel free to borrow, memorize, recite, pen a smash Broadway play about, write a Doctoral Thesis on, etc., any content you fancy. Your comments and suggestions are welcome (most of them).

From Dave's Desk



Dave

Well, it's another Bed Brush Journal, and once again we find ourselves pushing practical journalistic credibility to the limit of reason. For this issue, extensive research into particulars regarding components of the Bed Brush was done, and the results are to be found smattered throughout this issue of the Bed Brush Journal.

Thanks, and a hearty elbow-bump to all of you that responded to our invitation to send in a photo of yourself using the Bed Brush. A couple of real-life case stories will be included in some upcoming issue, and I would like to extend the invitation again.

Historical Snapshot: At the Stamford Boat Show



In the early years of the Bed Brush company, we were trying every opportunity to get the word out about the product. One avenue we found interesting was the Stamford Boat Show. At the time, the annual event drew boating aficionados from all over the entire New England region, and was held at the largest marina in the southeastern Connecticut area.

The first year we went, a good deal of Bed Brushes were bought for their novelty, something not totally unexpected. But the next year, it was incredible... a lot of the previous year's buyers stopped by our booth to say hello, flattering us with their responses, because they were practically gushing (sort of) about how much they used the brush on their boats, and at home as well!

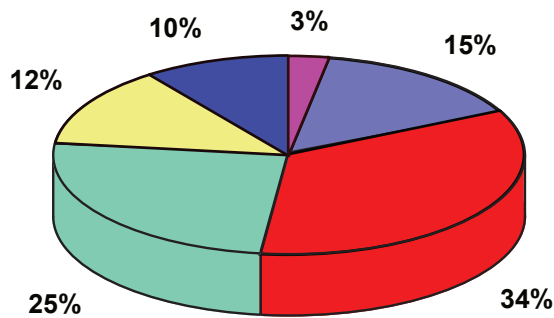


Retailer's Groove On Bed Brush Display

It took some time and thinking, but once we did it, we knew it was right. Since introducing the display unit (shown on the left) to the retail store vendors of the Bed Brush, an upsurge in product placements has occurred. Maybe because of the appropriate design of the piece (it resembles a headboard of a bed, n'est-ce pas?), and possibly because of the materials used (redwood!). Who knows? It works! By the by, if you're in the retail trade, and would like to know more about it - like how it comes free with an order for 4 dozen Bed Brushes - drop me an email at bedbrush@gmail.com

Retail Store Bed Brush Display

Official Bed Brush Owner's Poll



This chart is based on:

- A. True facts sent to us through our vast and expensive marketing surveys conducted by our well-oiled national sales machine. **Or...**
- B. True facts compiled in our own comprehensive test marketing program. **Or...**
- C. Reasonably believable figures we placed alongside a snappy looking pie-chart!

Nutley, New Jersey - According to the sometimes independent and fairly reliable audit firm of Welsh & Rarebit, here are the survey results from the 605 Bed Brush customers who were invited to identify why they bought the brush.

Participants chose from six possible options. All respondents indicated that they were pleased with their decision to purchase the Bed Brush.

- For their own use
- To give as a gift
- Lives on a boat
- For camping
- For their RV
- Other reason

Heard On The Street...

Daytona Beach, Florida - With the rising tide of interest in the Original Bed Brush swelling, this once sleepy seaside town has exploded in a buying frenzy paralleled in proportion to the phenomenal demand for neon T-shirts along the surfside stretch of local souvenir and gift shops.

Muskegon, Michigan - We hear from the Great Lakes area that a certain Mr. Bob Weatherby, age 88, recalls that when he was a boy growing up, his grandmother used to have a similar brush for clearing the bed sheets of the itinerant miniature household flotsam and jetsam. "I'm glad I found out about your Bed Brush," he writes, "it works just like my Gram's did!"

Livealot, Kansas - "You'd be wrong if you thought we wouldn't really need that Bed Brush out here," scribes Dale Morton, "but to tell you the truth, we use it almost every day, all the more so in the summer when it gets real dry and dusty."

Kitty Hawk, N. Carolina - "It seems that the Bed Brush has taken off here with little or no wind factor."

Bed Brush Thoughts #39



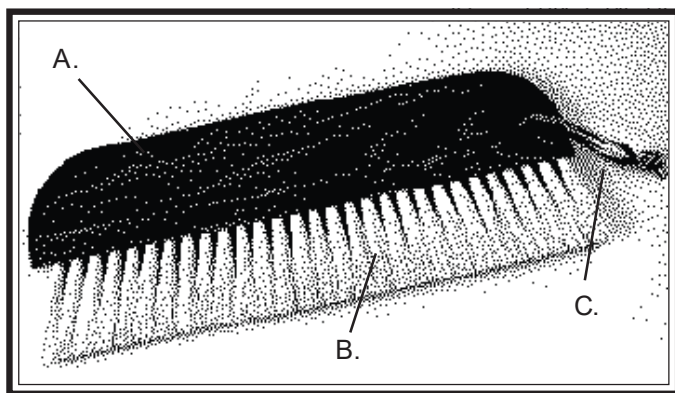
To the untrained eye, the average common bed sheet does not appear to have a proliferate amount of small pesky particles.

If you are an experienced Bed Brush user, these particles pop into sight immediately as soon as the covers are pulled back, and as you reach for the Bed Brush having accepted the sheet's challenge, a grin might play across your face knowing the sheet doesn't stand a chance of holding onto those errant bits. Pet owners know what I'm talking about...

Go forth and use the Bed Brush with cool confidence. Sweeping the sheets with a Bed Brush is so easy and effective that it is simply satisfying. Enjoy!

"Just a wee sweep does it" - Barry Bolger, Killaloe, County Clare, Ireland

Figure 1. Main Components of The Bed Brush™



It's easy and fun to familiarize yourself with this textbook-like depiction of The Original Bed Brush! Never again will you feel left out of valuable conversations due to your lack of technically-oriented buzz words!

Let's begin:

- A. Hardwood Brush Handle
- B. Natural Tampico Fiber Bristles
- C. Genuine Rawhide Leather Loop

I think you've got it! Now, remember that timing is all important in successfully mastering the art of polite conversation, and be sure to name-drop The Bed Brush as often as possible to those influential friends and neighbors of yours. If you detect a spark of interest, you may want to consider bestowing upon them their own Original Bed Brush as a seasonal gift! Start a Tradition!

The Lost Art of Bristle Spiffing

If you're not in the habit of hanging up your Bed Brush, and tend to leave it someplace that the bristles get all smooshed, you'll no doubt notice that their normal shape of being straight is altered! *Not to worry.*

This is a natural occurrence, and won't interfere with the overall performance of your brush. But if you are like me, you may want to have them nice and straight again.

Here's how to bring the bristles back to form:

1. Get the tampico bristles wet (soak for a minute)
2. Straighten them on a table or counter (brushing motion)
3. Let 'em dry (just lay it on its side on a paper towel)

About the Bed Brush Bristles

One of the most important features of The Original Bed Brush are the bristles! After much consideration and deliberation with experts in the bustling business of bristling, we chose to use 100% natural Tampico fiber bristles from the Agave plant.

The resilient fibers offer just the right amount of sweepability for bed sheet fabrics. That is, not too stiff to pass over bits, and not too flexible to be ineffective.

- The Agave plant: usually stays put where planted.



Bristler's Bulletin Board

Readers and Bed Brushers are invited to submit their messages for publication in The Bed Brush Journal

Meet-up Notice

The June 24th get-together of the Sheet Sweepers Society (Northeast Regional Chapter) will be held at the *Brattleboro* bowling alley in Brattleboro, VT this time. We have four alleys reserved, with an 7pm first-roll time. Shoe rentals have gone up, and are now \$3.50. (Attention Foodies - Debbie K. has promised to bring an ample number of her famous cheese dip and nachos platters!)

Fancy Bed Brushes Available

A limited edition collector's Bed Brush with a hand-painted miniature portrait of William Shakespeare is available through Gerry Mansfield. The cost for this beautiful custom Bed Brush is \$35.50 + \$7.50 shipping and handling. This unique bed brush is illustrated with a likeness of Willy and displays the quote, "To brush or not to brush... there is no question!" Inquiries may be directed to the email address below.

Thanks for your time in reading this issue of *The Bed Brush Journal*. We hope you've learned a thing or two, and had a couple of smiles along the way.

If you have any questions or comments and you'd like us to know them, send an email to us at bedbrush@gmail.com