

Dallas Entrepreneur Invents Liquid Rug Anchor to Prevent Slipping and Accidents from Unsecured Area Rugs

Product Creates Dallas Goodwill Industries Job Opportunities for People with Special Needs

DALLAS - August 19, 2008 - Slips, trips and falls on unruly rugs have always been a leading cause of irritation, fright, injury and even death. But after nearly two years of research and development by Dallas-area entrepreneur Donna Hartley, the annoyance and dangers of unruly rugs, runners, carpets and mats have been virtually eliminated by liquid Rug Anchor (www.RugAnchor.com), a sophisticated and easy-to-use brush-on formula. (In addition to locking down floor coverings, Rug Anchor is also ideal for use on lots of other items – for example, it can even stop bric-a-brac from tumbling off shelves in tremor-prone areas.)

“We’d unsuccessfully searched worldwide for an effective, non-damaging brush-on product – one that wasn’t flammable, explosive or asphyxiating – to make rugs’ edges and corners securely grip multiple surfaces and prevent injuries,” Hartley explained. “We just couldn’t find anything that was truly safe and effective – so using outstanding chemists, chemical engineers, testing companies and chemical manufacturers, we created it ourselves.”

The trade-secret Rug Anchor liquid formula doesn’t simply *dry* – instead, it *coalesces* to become a clear, flexible, non-transferring (meaning that its molecules won’t mix with any others once the Rug Anchor is cured and the rug is set in place), permanent and powerful tackifier film. Best of the all, rugs can – time and time again – be lifted to clean or to redecorate, without leaving marks or causing damage.

“When a two-inch-wide strip of Rug Anchor is painted and dried on the borders of the undersides of rugs, they firmly grip all types of floors and carpeting. It’s like adding billions of microscopic suction cups. Even your vacuum cleaner won’t pull your rugs out of position!” Hartley added. “And washing or dry cleaning is no problem either.”

Hartley drew on her background and social conscience to finally put an end to the problems of slipping floor coverings, and is helping her community at the same time: Rug Anchor is packaged at and shipped from the local Goodwill Industries facility in Dallas that employs people with special needs.

“Having been raised in an orphanage that was run by the Roman Catholic Sisters of Saint Felix, I was strengthened and blessed to be able to create Rug Anchor. As a result of the sisters’ tireless dedication to educate me and instill true morality in my character, from the very beginning I knew that I had to structure Rug Anchor to help people in a meaningful way.”

Rug Anchor’s ready-to-use Convenience Kit treats up to four two-foot by three-foot rugs, and is affordably priced at \$16.95. It can be purchased online at www.RugAnchor.com. Retailers can also buy Rug Anchor at wholesale prices through the website.

More information on Rug Anchor is available at www.RugAnchor.com.

Media Contact:

Donna Hartley
Founder and President, Rug Anchor, Inc.
(972) 380-6468