

RESHOEVN8

CLEANING TRAINING GUIDE

When it comes to cleaning sneakers the task may sound quick and easy; but in fact it can be very tricky and sometimes risky if we are uneducated about the process/products. In our Cleaning Training Guide, we're going to cover everything you need to know about how to properly Reshoevn8r any sneaker. We'll start with some basic information on materials. Most sneaker companies in the world use similar materials for the shoes they produce, but that doesn't mean they are all using the exact same ingredients. These include leather, suede, mesh, rubber, etc. For example, the suede and leather used on Nike shoes are inexpensive materials that can typically be easier to clean compared to other companies such as Balenciaga, which use top of the line suedes and leathers that require a little more care during the cleaning process. However, it doesn't end there. While Nike may use cheaper materials on most of their shoes, they do have certain sneakers that carry high-end materials like the "Off-White" line. There are different methods for cleaning specific shoes and it all depends on the materials. Throughout this guide, we'll touch on each material you need to know and how to properly approach it.

The 3 Main Types of Cleanings:

1. Quick Cleaning with only Reshoevn8r Brushes & Solution
2. Deep Cleaning with Reshoevn8r Brushes, Solution & Washing Machine
3. Dry Cleaning with Reshoevn8r Brushes & Suede Eraser

How To Determine The Type of Cleaning Required:

To figure out the best way to clean a certain pair of shoes, it all comes down to the types of materials. Certain materials simply get better results than others depending on the type of cleaning performed. For example, when cleaning dirty white mesh, it will never return to that brand-new white without doing a deep cleaning using the washing machine. Why, you may ask? When using only Reshoevn8r solution and brushes for white mesh, the results are minimal. Some of that grime and dirt will come out, but what you're really doing is scrubbing the dirt into the mesh where it gets trapped inside all of the layers. During the wash cycle, the washing machine goes in and flushes all of that trapped dirt from the mesh, giving you a true deep clean. As great as the deep cleaning process with the washing machine is, it's not always the cleaning method you want to use on shoes with suede or shoes that contain delicate materials. However, keep in mind that since sneaker companies don't use the exact same materials on their shoes, the materials vary drastically from shoe to shoe, so there is no way to give perfect directions. Each shoe is different and you need to be careful when cleaning new shoes that you haven't cleaned previously. Below is a general idea of what cleaning methods to use on specific materials.

STEP 1: INSPECTION OF THE SHOES

Before you pick up the brush and start cleaning, you must carefully inspect the shoe thoroughly inside and out. This helps you to know exactly what types of materials you are dealing with and what type of cleaning method you will choose. This means inspecting the insides of the shoe to see if there's any lingering odor or stubborn stains in the sock liner or insoles. Look at the uppers and determine if the shoe has materials that are safe to use in the washing machine. In addition, pay close attention to materials on the shoe that are delicate and/or require special care. Decide what kind of stain is on the shoe. Is it light surface dust or are there deep stains all around the shoe? After the shoe has been inspected and those questions have been answered, then you can determine what cleaning method suits the shoe(s) best.

STEP 2: DETERMINE TYPE OF CLEANING

- Quick Cleaning
- Deep Cleaning
- Dry Cleaning

REPELLENT:

Our repellent is designed to create a barrier on materials to avoid stains when dirt or liquids come in contact with them, there is a misconception that shoes won't get dirty with repellent applied, this is inaccurate. Shoes will still get dirty; they will just be harder to stain due to the barrier of protection from the repellent.

Step 1: We recommend applying repellent outside to avoid breathing in the fumes from the overspray. Hold can 6-8 inches from the shoes you are protecting, and apply smooth even strokes similar to painting with a can of spray paint. You quickly press down and release the nozzle as you spray back and forth on the desired area. You only need 2 light coats to be protected so there is no need to over do it. This will make sure you only use what is needed and you don't waste any of the repellent. If used properly you should be able to protect 8-12 pairs of shoes.

(NOTE: For shoes with patent leather or shiny plastic/rubber material, be sure to wipe the material clean after application to avoid dulling the finish, as we do not recommend applying Repellent directly to patent leather.)

QUICK CLEAN/DEEP CLEAN:

Reshoevn8r Products Suggested: Reshoevn8r Advanced Sneaker Solution, Soft, Medium, and Stiff Bristle Brushes, Microfiber Towel, Adjustable Shoe Trees, Cleaning Bowl - If doing a deep clean using the washing machine you would also use sneaker laundry detergent and sneaker laundry bag.

Step 1: After the shoe has been carefully inspected, determine whether you need to do a dry suede cleaning, quick clean, or deep clean using Reshoevn8r's laundry system.

Step 2: When doing a quick clean or a deep clean, pour 2 small squirts of Reshoevn8r Advanced Solution into the Cleaning Bowl, mixed with approximately 4-6 oz of water. The collapsible bowl has an indented score line in the middle to use as a base line. (You should be able to clean up to 6 pairs with this one bowl of water, but ultimately it depends on how dirty the shoes are.) Remove the shoe laces and insert the Reshoevn8r Adjustable Shoe Tree before starting the cleaning process.

Step 3: Next proceed by dipping soft brush into the solution and shake off any excess solution from the brush. Use this brush to loosen the dirt on the uppers of the shoes you are cleaning. For best results, when using the Soft Bristle Brush, scrub in a circular motion, applying light pressure, and letting the brush do all the work. Be sure to clean the entire “upper” section of the shoes evenly. Then clean sock liner and insoles if applicable (do not apply much pressure to the brush or you will damage the bristles).

(Cleaning Suede using solution and brushes)

If cleaning suede using our cleaning solution, water, and brushes, please make sure to test inconspicuous areas and make sure not over saturate the material to test for color bleed. Dyed suede materials are known to bleed when wet and can ruin other materials by bleeding into them when wet, affecting the material. You want to be extremely careful cleaning suede and always try to use our dry suede eraser first especially on light colored suede. But, if you decide to clean a pair of suede shoes using the quick clean method, sometimes you can get away with simply cleaning a single panel of the shoe to avoid cleaning the entire shoe if applicable, this is also helpful to avoid transferring color bleed from one colored panel to another. For suede shoes that are not multi colored we recommend cleaning the entire shoe evenly to avoid water stains and discoloration. If you try to spot clean suede with water and a brush you can create discoloration that can be extremely difficult to fix.

Step 4: Next, begin using the Medium Bristle Brush to clean the leather, plastic, painted midsoles or any other material on the uppers that still have some deep stains after the initial soft brush cleaning. If cleaning delicate materials, then gently test material and make sure the bristles don't snag or damage the material. For more delicate materials brushing in a single direction may be recommended if you notice the bristles snagging the material. Again, applying light pressure and allowing the brush to do the work. applying too much pressure won't help clean the shoes better.

Step 5: In order to clean rubber **unpainted** mid-soles and **outer-soles** effectively, use the Stiff Bristle Brush. For best results, scrub back and forth while applying slight pressure while using the Stiff Bristle Brush. In severe cases, the Stiff Bristle Brush may not be enough for some tough stains. In those situations, try using the Brass Bristle Brush. You can also buff out scuff marks and stubborn stains by using the microfiber towel, just place the towel over the tip of your finger and applying a good amount of pressure while buffing the stains with the tip of your finger.

***Tip* We recommend cleaning the outsoles last, so that the uppers can be cleaned with fresh water and solution.**

Step 6: To dry, pat down the shoe using the Reshoevn8r Microfiber Towel. Carefully inspect the shoe as you are doing so to make sure no stain or dirt is left on the shoe.

Step 7: If you don't see any other spots that need more attention on the shoe and don't think a second cleaning is required, then the next step is to let the shoes air dry. (Keep shoe trees inserted while drying shoes to help maintain the shoes form and minimize creasing). Now that the shoes are drying you can clean laces. If the leftover solution and water in the bowl is still somewhat clean you can use the same water, if the water is really dirty then replace it with clean water and a small amount of cleaning solution. Then put the laces in the bowl, and let them soak for a few minutes before rubbing the laces together in your hands, like you are warming your hands in cold weather. After rubbing laces together, rinse them in the sink and remove excess water then allow to dry.

If you decide after doing the quick clean method on continuing with the deep clean method, now is when you would place the shoes in the sneaker laundry bag and wash in the washing machine.

DEEP CLEAN ONLY

- After pretreatment (quick clean) is fully done, put the shoes inside the Sneaker Laundry Bag. Either 1 single shoe per laundry bag, or for sizes 12 and under low tops you can place both shoes in one bag **soles together** with them facing opposite directions and then put them in the washer machine. You can wash up to 4 pairs of shoes in the washing machine with a single laundry pod.
- Machine wash, using COLD water only and 1 Sneaker Laundry Detergent pod. Settings for the washing machine must be normal setting (**not delicate setting**), and full spin cycle.
- After the wash, remove shoes from the Sneaker Laundry Bag and let the shoes air dry. NEVER use the clothes dryer to dry shoes. Make sure to dry in a well ventilated area with a nice breeze, such as your porch or you can use a fan to help speed up the drying process if kept inside. **NOTE: Do not let shoes dry in a musty or damp space like a basement, bathroom etc.**

Step 8 (Suede Only): If the shoe includes suede and is thoroughly dry, the next step is to reset the nap on this material. The brass brush is mainly used for resetting the nap on suede, but you may also use the soft and medium bristle brush, depending on the quality of the material. Test by brushing in one direction carefully until the soft texture of the material is restored.

***Tip* Make sure you are cleaning the shoe evenly all around and not just one spot, especially on suede shoes. If there is a dirt mark on the toe box of the shoe and that is the only dirty spot try using a suede eraser if the shoes are suede or a cleaning wipe if the shoes are leather, etc. (Do not spot clean suede material with water). This will create watermarks after the shoe fully dries. The correct way to do it is by focusing the cleaning on the dirty area then lightly going around the rest of the shoe with the brush and solution, so that the shoe can dry evenly.**

***Shoes we do not recommend to clean using water are the Jordan 4 "Travis Scott", Fear of God Vans 95 Era "Marshmallow", Jordan 5 "Oreo", and the LeBron X "Mint". Water will damage the material.**

DRY CLEANING:

Reshoevn8r Products Recommended: Dry Suede Kit and Adjustable Shoe Trees - Additional products that can be used are Sneaker Wipes and Microfiber Towel.

Step 1: After the shoe has been carefully inspected, remove the shoe laces if needed and insert the Reshoevn8r Adjustable Shoe Tree.

Step 2: If cleaning premium suede all you will need is the Suede Eraser and Dry Suede Brush. Begin by brushing off any surface dirt from the shoe with a Dry Suede Brush. Then, carefully rub on any scuff marks with the eraser in to loosen up the mark. Use the Dry Suede Brush to remove the eraser shavings. Repeat this process until scuffs and marks are gone.

Step 3: Use the Sneaker Wipes or Microfiber Towel and gently buff midsoles with your fingertips until midsoles, leather, rubber, or plastic is fully clean.

Material Index:

Suede:

There are 2 methods we recommend: the Dry Cleaning method and the Quick Cleaning method. The Dry Cleaning method works best on premium suedes or any suede that you're concerned about getting wet, typically light colored suede. The Quick Cleaning method is efficient and works great on Nubuck like materials. The only time we wouldn't recommend it is on soft delicate suedes and materials that tend to have color bleed. Sometimes after getting certain materials wet the texture is likely to change and you will never get that butter soft texture back. The only time we would recommend using the Deep Clean process on suede is if you or someone at Reshoevn8r has experience cleaning that specific shoe or suede and know that the material will be fine. We always recommend the Dry Cleaning or Quick Cleaning methods first. Due to the textured nature and various grades of suedes, these can often make for unpredictable results when cleaning. Also, be aware that dyed suede materials are known to bleed when wet.

Leather/Nubuck: There are different types of leather on different types of sneakers, but they all for the most part can be clean safely, using all 3 cleaning methods. The type of cleaning you decide to do depends on the dirtiness of the shoe. If the shoe barely has any dirt or scuffs, then a simple wipe down is all you need. However, if the shoes are trashed inside and out with strong odor, then the approach you will need to take will be completely different. When shoes feature delicate materials next to leather you want to be careful of color bleed as well. You may want to use a Sneaker Wipe to carefully work around the delicate materials. We recommend using the Quick Cleaning Method with solution and brushes for most materials on shoes. The Quick Cleaning Method typically works great on suede, mesh, primeknit, and nylon using the Soft Bristle Brush. The All

Purpose / Medium Brush works great on leather, suede, mesh, primeknit, and nylon. Lastly, the Stiff Bristle Brush works wonders when it comes to the rubber unpainted soles. The last cleaning option you can do on leather sneakers is the Deep Clean Method using the Washing Machine. The main times you want to use this option is for when the sneaker has deep stains and odors. Leather, for the most part is safe to put in the washing machine. There are a few exceptions, such as premium leather and leather containing dyes. For those cases, stick with the Quick Clean techniques.

Primeknit, Flyknit, Mesh, Nylon, Battle Knit: Materials such as these can be challenging to clean without using our deep clean laundry system. Materials like primeknit, mesh, nylon and battle knit, which contain no dye, can be mostly washed in the washing machine. You can get away with giving these materials a Quick Cleaning using just brushes and solution, but the results won't be nearly as great as using the washing machine. When using only Reshoevn8r solution and brushes for light color materials listed above the results are minimal, some of that grime and dirt will come out but what you're really doing is scrubbing the dirt into the mesh where it gets trapped inside all those layers of mesh. During the wash cycle, the washing machine flushes all of that trapped dirt from the mesh, giving you a true deep cleaning effect. The times you don't want to use this cleaning method is if the shoe contains other delicate materials, located next to the materials listed above.

Denim / Corduroy / Canvas: These materials can be tricky to clean as well. The 2 methods to use on those materials are the Quick Cleaning and Deep Cleaning. Simply clean with the Soft Bristle Brush until stains are gone. If stains still show, then you can move on to using the washing machine to give the shoes a deep cleaning. Those materials are 100% safe to use in the washer but some fading to the material may occur. Be careful of color bleed if the shoes you are cleaning have multiple colors featured in the design.

Reshoevn8r Product Guide:



Suede Brush: The Premium Hog Bristle Soft/Suede Brush has soft bristles to provide a deep clean on delicate materials without causing snags or other accidental damage. For best results when using the Soft Bristle Brush, use light pressure and scrub in a circular motion. If cleaning dyed suede make sure to not over saturate the material. DO NOT apply much pressure when using this brush during a cleaning. It will cause permanent damage to the hog bristles. When cleaning suede, due to the textured nature and various grades of suedes, these can often make for unpredictable results when cleaning. Also dyed suede materials are known to bleed when wet.

Materials Approved: Suede, Flyknit, Nubuck, Mesh, Premium Leather, Leather, Primeknit, Shoe Laces, Denim, Corduroy, Canvas, Nylon, Fleece, Elephant Print, Battle Knit

Directions:

Step 1. Dip Soft Bristle Brush into Collapsible Bowl with Reshoevn8r Solution mixed with water

Step 2. Shake off any excess Solution off the Soft Brush

Step 3. Start scrubbing in a circular motion on the dirty uppers to create a foaming action

Step 4. Tip* If cleaning dyed suede, DO NOT drench the brush in solution. Try to use a minimal amount of solution to avoid over saturation and fading the material or damaging it.



Medium Brush: The Medium Brush is the perfect mix between our Stiff and our Soft Bristle Brush making it easier to clean those tough stains on certain delicate materials without causing any damage. For best results when using the All Medium Brush, scrub in a circular motion. DO NOT apply too much pressure, use light pressure when using this brush during a cleaning. It will cause permanent damage to the bristles. Let the brush do the work, there is no reason to scrub really hard that is why we provide you with multiple brushes so you have the correct tools for the job.

Materials Approved: Leather, Nubuck, Plastic, Rubber, Suede, Flyknit, Nubuck, Mesh, Leather, Primeknit, Denim, Corduroy, Canvas, Nylon, Fleece, Elephant Print, Battle Knit

Directions:

Step 1. Dip All Purpose / Medium Bristle Brush into Collapsible Bowl with Reshoevn8r Solution mixed with water

Step 2. Shake off any excess Solution off the Brush

Step 3. Start scrubbing in a circular motion on the dirty uppers to create a foaming action



Stiff Bristle Brush: The Stiff Bristle Sole Brush has extremely stiff bristles to provide just the right friction to clean the soles. This Stiff Bristle Brush was made specifically for soles so please do not use it for any other part of the shoe. This is the only brush we recommend applying pressure to when using during the cleaning process if needed.

Materials Approved: Unpainted rubber

Materials Not Approved: Suede, Flyknit, Nubuck, Mesh, Premium Leather, Leather, Primeknit, Shoe Laces, Denim, Corduroy, Canvas, Nylon, Fleece, Elephant Print, Battle Knit, Painted Midsoles, Leather, Nubuck, Plastic

Directions:

Step 1. Dip Stiff Bristle Brush into Collapsible Bowl with Reshoevn8r Solution mixed with water

Step 2. Shake off any excess Solution off the brush

Step 3. Start scrubbing in a circular motion on the rubber soles to create a foaming action



Brass Bristle Brush: This Brush is meant to be used as a post-cleaning treatment for suede. What happens to suede after it's been cleaned or wet, it turns very rough and loses its original soft texture. To reset the nap of the suede, you can use the Brass Bristle Brush and gently comb out the nap. After it's been carefully brushed, the suede should be un-matted and soft once again. Another use for the Brass Brush is to clean unpainted rubber soles. The fine bristles work great on some soles that have an uneven surface to them.

Materials Approved: Dry suede, rubber, or non painted soles

Materials Not Approved: Flyknit, Nubuck, Mesh, Premium Leather, Leather, Primeknit, Shoe Laces, Denim, Corduroy, Canvas, Nylon, Fleece, Elephant Print, Battle Knit, Painted Midsoles, Leather, Nubuck, Plastic

Directions: When resetting the nap on suede using the Brass Bristle Brush make sure to carefully brush in one direction only to avoid damaging the suede. DO NOT apply too much pressure to the brush.



Advanced Sneaker Solution: Reshoevn8r's Advanced Shoe Cleaner/Conditioner, is a 100% all-natural solution, which cleans and conditions all materials. The Solution is highly concentrated and needs to be mixed with water inside our Collapsible Bowl, 2 small squirts of solution is all you need for a cleaning on a pair of shoes.



Cleaning Bowl: Fill the bowl with approximately 3-4 oz of water then add 2 small squirts of Reshoevn8r Advanced Sneaker Solution.



Microfiber Towel: The Microfiber Towels are premium extra soft, absorbent, and lint-free cleaning towels. This super absorbent towel can be used to wipe down wet shoes or to clean off some scuffs and dirt on delicate materials.



Sneaker Laundry Bag: The Laundry Bag is an absolute must for the Deep Cleaning laundry process. What the bag does is, it offers a great deal of protection by keeping the shoes safely tight together during the washing cycle. It is designed to fit 1 pair of shoes up to a mens size 12, or can otherwise fit 1 individual shoe from a men's size 12-15. Insoles can be left inside the shoes during the wash (Optional). Machine wash using COLD water only, and 1 Sneaker Laundry Detergent Pod. Settings for the washing machine must be normal settings (not delicate), and full spin cycle. Afterwards we recommend placing wet/damp shoes in a well-ventilated room or in front of a fan and allowing them to completely dry overnight. NEVER put in the dryer.

Directions:

Place shoes soles together facing opposite directions and insert into Sneaker Laundry Bag



Sneaker Wipes: Sometimes scuffs or other tough marks after a full cleaning don't fully come out. Using a sneaker wipe and pressure from your fingertips wipe back and forth until scuff is no longer visible. Do not scrub too hard as that can possibly create permanent damage.

Materials Approved: Leather, Plastic, Vinyl, Rubber

Materials Not Approved: NOT intended for suede or light colored nubuck



Dry Suede Kit: Our Suede Kit is made to clean small spots on suede and light colored nubuck. The eraser is an important tool for the Dry Cleaning method because not all suedes require full cleaning and some suedes will automatically get ruined if any water touches it. The best way to go about cleaning small marks on suede or premium delicate suede is to use the Eraser and dry suede brush.

Directions: When using the Suede Eraser it's all about patience. First step, identify the stain/mark you want to clean then simply rub on it using the eraser DO NOT apply too much pressure because that can cause damage to the suede. Then brush off the eraser shavings using the Dry Suede Brush that comes with the kit. Depending on the type of mark on the suede, you may need to redo these steps several times to achieve the results desired.



Sneaker Laundry Detergent: Our detergent cleans, conditions, and removes locked in odors. We recommend using our Detergent because it contains zero dyes. Always use cold water, never warm or hot water. Afterwards we recommend placing wet/damp shoes in a well-ventilated room or in front of a fan and allowing them to completely dry overnight. NEVER put in the dryer.



Adjustable Shoe Trees: Shoe Trees are highly recommended to keep inside of the shoe during the cleaning and drying process in order to maintain the overall shape and form, all while helping prevent/eliminate creasing. Having the shoe

tree inside the shoe during the cleaning process also helps so you can apply pressure on the toe box area when you're scrubbing helping clean that area more effectively. Make sure the shoe tree is adjusted to a length that is snug in the shoe, but not too tight. The shoe tree should be easy to slide in without a lot of pressure or being forced in. If the shoe tree is too tight, it could cause stretching in the toe box and/or cause damage to the shoe tree or even shoe.

Directions:

- 1.) Remove the adjustable heel support by squeezing the stainless steel extender bar together so it is easily removed from the holes along the heel piece. Then lay the Shoe Tree alongside the sneaker, estimate what hole the shoe tree will need to be adjusted to. Our shoe trees fit up to a men's size 13.
- 2.) Then squeeze the extender bar together again and insert the bar into the desired hole and then insert the shoe tree, making adjustments by going up or down a hole if needed for proper usage.
- 3.) Press down on the back lever until you hear a click.