**Vectra Love Story**

My name is Robert O. Barnette. I was born in Biloxi, Mississippi. I moved to Atlanta in 1968 after getting out of the Air Force. I consider myself a Mississippi transplant.

I started a carpet cleaning business in 1977 here in Atlanta and I was finding it difficult to get good results from the existing fabric protection that the fabric carpet industry was offering, so I took a few products that were on the market to a chemist to evaluate them and asked him if he could come up with something that would work on natural fibers, not just man-made fibers. He put something together for me to take to the market place so I started a fabric protection concept on Feb. 21, 1977 with Interior Designers spraying furniture and carpet for stain protection for their clients.

The product name at this time was “NO-STAINE”. My first month in business was $167.50, but I kept on trucking and after 18 months I began to sell to Service Centers around the country. This did well for awhile, but it was not until that fate filled day August 17, 1979 that turned my life around. I was asked to go the home of Shirley Orkin by a design firm here in Atlanta. Yes “Orkin”, she used to spray for bugs, now she sprays for stains.

We met and three (3) months later we married. She told me stories about her spraying cases of Scotchgard just to get her through a party. I knew that she represented how desperate people were just to protect something for one night.

Soon after we were married she talked to my chemist about spraying her fine clothing. He said that it would be fine, however to spray a fine mist not a trigger sprayer type, but a pump system to deliver a fine mist. She sprayed her clothes for almost 2 years before we began to package for the consumer. Word had gotten around the city that she was spraying her clothes and her friends started to bring blouses to our showroom in a Design Center and I told her that this had to stop and we had to get this packaged quickly.

We did not have a name for the product at this time, however shortly after this we were in a drama class. She was asked by her instructor to come up with an ancient type name for a play in a drama class. The following day she was riding down the road and the name Vectra flashed in her mind. When she told me the name I liked it immediately and asked to name her product “Vectra”. She called an acting studio and they helped her with the design and literature for marketing. They really created a futuristic look.

She went to the court and legally changed her name from Shirley to Vectra in September 1982. She formed her company on July 30, 1982. Soon we found ourselves watching T.V. and paper labeling bottles at night and selling them to small boutiques in the Atlanta Area. She advertised full page color ads in “House and Gardens, Vogue, Leather Today and Harper’s Bazaar”, but flat ads did not work for us, because the product had to be demonstrated and it was not until QVC discovered us in Georgia on the Quest for the Best – ’95 on February 12, 1995, did we take off.

QVC has retailed over $1,000,000 in sales 1995-1996. QVC was the first producer of 1 million dollar in sales in less than 4 hours of air time, which is a long way from $167.50 in my first month in business.

I owe everything to my lovely wife for her believing in me and the product and putting her love and energy in creating a lovely image that has been enhanced by QVC. This is what I call 20 years of “Instant Success”.

Robert O. Barnette