

The  
"ABCs"

## Of Microfiber Cleaning Products

A Detailed Guide to the Benefits of Microfiber Products



*Innovative Textile Cleaning Products Since 1923*

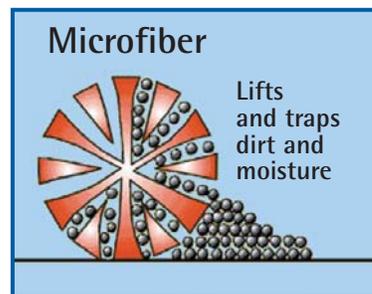
**M**icrofiber products have recently been thrust into the consumer marketplace, but have actually been widely used in the textile cleaning industry for many years. Here at Tuway, we've been developing and producing successful microfiber cleaning products since 1997. Those who have tried the products are sold on the many benefits of this advanced cleaning material, and its advantages. But for those of you who might not be as familiar with the benefits of this material, we hope this simple introduction to microfiber will help you better understand this amazing material.

## What is Microfiber?

As its name implies, microfiber is a microscopic-synthetic, yarn-like fiber that is woven into a cloth. From there, the cloth is used to produce wiping cloths (towels), wet-mops, dust-mops, bonnets and floor pads.

## How does it work?

At the heart of every microfiber strand is a blend of polyester and polyamide that, after being extruded, is split in a manner that creates thousands of microscopic "hooks" no thicker than one hundredth that of a human hair, which grab and hold dirt and grime until the product is laundered. The polyester core within the microfiber forms tiny cutting edges that break up surface dirt and easily absorb and remove oils and clean grimy surfaces.



Cross-section of a microfiber thread showing its many cleaning surfaces.

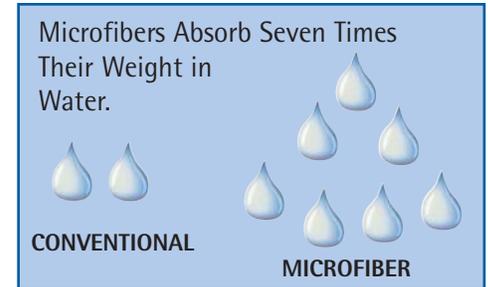
Surface is cleaner. . . faster.



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## How is Microfiber better than conventional materials?

Unlike cotton blended, or other synthetic yarns that have basically one cleaning surface per fiber, microfiber's thousands of cleaning surfaces remove four times more dirt and bacteria than conventional cotton products that basically "push" the dirt and soil on the surface. Because there are 200,000 fibers per square inch, microfibers can absorb SEVEN times their weight in water. At the same time, they don't drip, eliminating the need to constantly rinse and wring, as with a conventional mop. Another benefit, microfiber products are much lighter and easier to handle than their cotton counterparts. Microfiber products are also lint free, and have no shredding or fraying, resulting in performance losses, as cotton, or other fibers do. They are also non-abrasive, and are highly launderable. Microfibers positive charge also helps hold dust so it does not get redistributed back into the air.

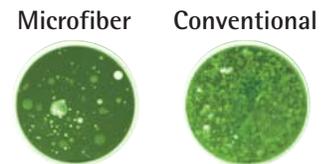


## What are the benefits to the cleaning industry?

Cleaning products produced using microfiber materials realize these many benefits.

### Cleaning Benefits include:

- **Highly efficient** – removes four times more dirt and bacteria with less time and effort than conventional cotton products.
- **Super absorbent** – 200,000 fibers per square inches that hold over seven times their weight in water.
- **Effective cleaning** – removes over 99% of all bacteria with only tap water compared to 30% with conventional wet mops.
- **Versatile** – effective wet or dry, on porous or non-porous surfaces.
- **Highly launderable** – withstands numerous launderings, and can always be clean and ready to go.
- **Lightweight and ergonomic** – compact, easy to use, reduces heavy lifting and awkward positioning.
- **Resists Cross Contamination** - Virtual elimination of cross contamination – no messy buckets and contaminated solutions to be dealt with.
- **Less bulk** – can be easily stored compared to conventional cotton/blended products.



## Cost Benefits include:

- **Economical** – super results are gained with reductions in hazardous chemical cleaners and water usage up to 95%.
- **Reduced cleaning times** – lower labor costs due to less wringing and cleaning during use.
- **Reduced drying time** – microfiber dries in 1/3 the time of ordinary textile products.
- **Durable** – withstands up to 200\* launderings for a 60% life-cycle cost savings over conventional textile cleaning products.

\*When laundered in time and temperature controlled operations, individual products will vary.

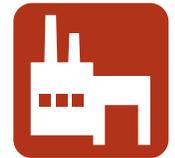


Microfiber Mops Last 3 Times Longer Than Conventional Blended Wet Mops.

## Environmental Benefits include:

- **Safe and Easy to use** – far lighter than equivalent cleaning products, resulting in less strain, fatigue, and awkward positioning on custodial staff.
- **Reduced Chemical use** – helps eliminate harsh cleaning agents.
- **Non-Abrasive, lint free** – won't harm delicate surfaces.
- **Hypoallergenic** – won't trigger allergic reactions.
- **EPA recognized and American Hospital Association recommended**
- **Meets JCAHO Environment of Care Standards 1.3, 2.3, and 4.0**

Please refer to our [Advanced Microfiber Catalog](#), or our [Full Product Catalog](#) For detailed information on Tuway's Complete line of Cleaning Products



**Ask about the Tuway Value Proposition!**



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