

Why you should use Microfiber

Think for a moment about the towel & mop usage in your business or organization. How much usage do you get out of them? Where do you use the towels & mops? - These are important things to think about. Remember your answers; we will come back to this later.

Now, let's switch gears and talk about microfiber. First of all, what is microfiber? Microfiber is a fabric made of polyester and polyamide fibers that are spun and then split into micro-sized strings that can be 100-200 times thinner than a strand of a human hair. The manufacturing process produces hooks and loops that produce a material that is extremely soft, absorbent, and durable.



Traditional Wet Mop

Microfiber Wet Flat Mops



Microfiber Towels



Microfiber Dust Mops



Microfiber Wet Mop



Benefits of Microfiber:

Here are some of the characteristics & benefits of microfiber:

- **Small, Microfibers:** The small microfibers get into pores & crevices better than cotton which can provide better cleaning results.
- **Light & Easy Maneuverability:** Microfiber is generally lighter & easier to maneuver than traditional materials (ie. cotton mops). Where traditional soaked wet mops can have a great deal of weight to them, microfiber wet flat mops may only weigh 3 lbs or so wet. This can reduce fatigue and possible employee injuries.
- **Attract Dirt & Dust:** The manufacturing process of making microfiber produces a positively charged fabric. This positively charged microfiber attracts the negatively charged dust and dirt. This produces increase cleaning capabilities.
- **Less Water & Cleaning Chemicals:** Traditional fabrics use much more water & chemical to clean the same area that microfiber can clean. Less water and chemical usage produces greater savings for your workplace.
- **Infection Control & Decrease in Cross Contamination:** Many facilities use different color microfiber towels to decrease the chances of cross contamination. How nasty would it be to use the same towel on a toilet and an office desk? Yuck! When mopping, a traditional wet mop must be continuously dunked into the mop bucket to get more cleaning solution. This process contaminates the cleaning solution and you end up mopping dirt, bacteria, & viruses back onto the floor. When using microfiber wet flat mops, you carry a container of solution with multiple microfiber wet flat mops inside. When you are mopping, you pull one microfiber wet flat mop out, wring it with your hand, and throw it down on the ground for easy attachment to your mop head. After mopping an area (ie. bathroom), you can toss the used microfiber wet flat mop in a bag to be laundered. Then, you quickly and easily throw another clean microfiber wet flat mop down on the ground for the next area (ie. hall). Talk about a decrease in cross-contamination!
- **Absorbent:** Did you know that microfiber has about 100 times more surface area than natural textiles of the same size? They also hold about 7-8 times its own weight in water. Furthermore, where cotton can absorb 70% percent of moisture, microfiber can absorb about 98% of moisture. This means a dryer area for a decreased chance of "Slip and fall" accidents.
- **Longer Life:** Microfiber can be laundered many more times than traditional fibers. Many microfiber towels & mops can be laundered hundreds of times! This only means better savings over the long term.
- **Cleaner Fabric:** Bacteria doesn't absorb into the microfiber material like cotton. So, when you pickup a clean mop or towel, you know it is cleaner.

We have seen a great deal of benefits and advantages of using microfiber. Now, let's go back to the questions at the top of the article:

How much usage do you get out of them? Do your towels & mops lint and shed in the wash? Do you only have a limited amount of times you can wash before you toss them?

Where do you currently use your towels and mops? Could you be cross-contaminating objects & areas in your business or organization? Do you use the same mop (and contaminated cleaning solution) in both the bathroom and the kitchen? Are you using a towel to clean the toilet and at a later date (after washing) using it on a desk... is it really clean or could there be hidden bacteria?

Microfiber can save your business or organization time, money, increase safety, and produce an all around cleaner environment for you and your company's employees. After reviewing your current cleaning methods and analyzing the benefits and advantages of using microfiber, you are probably thinking: What kind of microfiber products do I need? What will it cost me to switch? Are all microfiber products the same? Where can I get these microfiber products?

Switching to microfiber is easy. However, there are different quality microfiber products on the market. For example, many microfiber products use a foam layer that can deteriorate over time during laundering. CleanCraft Products, Inc. provides the highest quality microfiber products at incredible pricing. Let us show you how your workplace can become a cleaner, safer, and more cost effective at your cleaning processes.

Check out our Microfiber cleaning products online: www.cleancraft.com

- Bill J. Scheuneman

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