

Microfiber:

The inside Track on the revolutionary fabric that is changing the very concept of “clean”.

Microfiber is causing a stir in the cleaning industry. It is quickly becoming the cleaning and polishing fabric of choice in all facets of auto detailing, but this versatile and highly absorbent material is also replacing traditional cleaning methods in hospitals and universities around the world!

A unique combination of two basic fibers: Polyester and Polyamide (a nylon by-product) are the backbone of Microfiber. These are densely constructed fibers 1/166th the size of a human hair. This network of fibers is then woven and manufactured in distinct ways, producing different varieties for a myriad of uses.

Get the scoop on the “LOOP”

Some Microfiber is processed into a “flat” weave. This weave actually repels water and is used in the textile industry to manufacture water resistant items, such as cloth and watchbands. This variety of Microfiber is not of a quality beneficial to cleaning or polishing applications.

In order to be effective for cleaning and polishing usage, the Microfiber must be “split” during processing. This is a costly method of actually splitting the polyester (the scrubbing fiber) from the polyamide (the absorbing and quick drying fiber). Remember, if this costly method of “splitting” the fiber is eliminated the resulting product loses over half of its absorbing and cleaning ability!

Once the Microfiber is split the fibers are woven into a fabric, often consisting of 70% to 80% polyester and 20% to 30% polyamide, depending on the desired style of fabric construction. The polyester and polyamide are combined during weaving to create thousands of microscopic “loops”.

These “loops” form a web of hook-like claws that can reach into the tiniest nooks and crannies scrubbing away dirt and grime while trapping it within the weave. This amazing “loop” is what makes Microfiber the ideal choice for gently buffing dirt particles off delicate glass and painted surfaces, without fear of abrasion.

What is Denier?

Denier is the unit used for measuring the fineness of fabric. Microfiber is incredibly fine with a denier of approximately 0.01 to 0.02. Compare that against the denier of a single strand of silk at 8 or a human hair at 20! Now imagine buffing your treasured car with a fabric that is softer than the finest silk!

How durable is Microfiber?

While it is true that Microfiber is among the softest materials ever created by man, it is also incredibly strong. That’s because “split” microfibers contain thousands of “loops” per square inch, and high quality Microfiber cloths have upward of 200,000 strands of fiber per square inch of material. These high densities of fibers result in a fabric that is durable enough to withstand over 500 washings! Making Microfiber extremely cost effective, since it is highly reusable.

Hypoallergenic and Safe for the Environment!

Microfiber actually traps dust and dirt, and can be used with or without chemicals. That is because the filaments are positively charged, while dust and dirt carry a negative charge. A quality Microfiber will quite literally pick up all foreign materials! That is great news for allergy sufferers! Used dry, the fibers act like a dust magnet. Used wet, with simply water or a tiny amount of detergent, the fibers become formidable scrubbers, easily tackling the toughest grime.

News from the Scientific Community:

Recent Scientific research studies have revealed some interesting facts about Microfiber. One such study conducted by the Environmental Protection Agency of the United States was recently released. The EPA found Microfibers reduced chemical use and disposal since they are designed to clean any surface using just plain water, are less labor intensive, more cost efficient, and clean far more effectively than conventional cleaners.

A study conducted by the prestigious Royal Roads University, in Victoria, British Columbia, was impressive. Michael Archibald, Director of the study concluded, *“This system is simple, efficient, effective, and represents the next generation in cleaning systems. Lastly, this system is as effective as cleaning with chemicals.”* Strong words from a university that states its goal *“is to become a global leader in environmental sustainability through innovative strategies, which foster the protection and preservation of the environment.”*

There are Differences:

Many of the Microfiber products being offered on the market, especially some types designated for “automobile use” are made from “non-split” (non-absorbent and ineffective) yarn. The manufacturer forgoes the expensive “splitting” procedure to save money, and the result is a failing product. Not only does the blend lose over half of its absorbing and cleaning ability but it weakens with use, greatly reducing the life of the product. Some Microfiber products coming out of China and Korea have less density and denier (length of measure) of 0.5 or higher, which is 50x’s larger than the preferred quality denier of 0.02 or smaller.

Quality of construction and density of fibers is important:

When looking for a Microfiber cloth or towel bear in mind that less density of fiber, translate into less cleaning power and far less durability. The less dense cloths are also more abrasive to delicate surfaces. Look for at least 200,000 fibers per square inch of fabric. At over 200,000 fibers per square inch of fabric, boasting the maximum density commercially available, you’ll get all the cleaning power you need with the BRIWAX Ultra-Magic Polishing & Detailing Ultra-Microfiber Cloth; an amazing cleaner that is lint free and safe to use on all surfaces. An outstanding 70/30-polyester/polyamide blend makes BRIWAX Ultra-Magic Polishing & Detailing Ultra-Microfiber Cloth the finest Microfiber towel available!

Superior Microfiber cloths and towels rely on this dense weave to achieve greater cleaning results. Cheaper versions of Microfiber can use a weave that is too wide or a pile that is too long, which causes the fibers to break off during use, leaving a lint trail. This is not uncommon practice among manufacturers looking to make a tidy profit while leaving the consumer with a shoddy product.

Wet, Wring, Wipe:

Remember this tip when using your new BRIWAX Ultra-Magic Polishing & Detailing Ultra-Microfiber cloth wet! These state of the art fabrics are designed to use as dry as possible, reducing cleaning times and waste. So go ahead and use the cleaner of your choice sparingly. For best results on glass and high shine surfaces, spray the cleaning surface to dampen, then buff dry with your new microfiber cloth or towel. Watch as streaks, water spots (even old ones), and swirl residue disappear before your eyes!

A Great Polisher!

When used dry your new Microfiber towel can’t be beat for removing dust, dirt particles, polish, and wax residues. You won’t believe how well they polish chrome and gently buff paint to that “see through” shine! Remember these are super Microfiber!

Not Just For Cars!

Do not forget your motorcycle, boat or R.V.! Plus, there are thousands of household uses for these incredible cloths as well!

Care Tips:

The BRIWAX Ultra-Magic Polishing & Detailing cloth is designed for ease of use and durability. These fantastic cloths can be washed and re-used over and over again – at least 500 times! They are so easy to care for; simply wash in warm soapy water by hand or in the washing machine. We strongly recommend you always wash these cloths separately from your other laundry, as they will attract all the lint in your washer due to their powerful positive static charge.

Never expose them to fabric softener!! It can weaken the static charge of the filaments and reduce their effectiveness.



Microfiber Towels Are Great For Removing Wax & Sealants