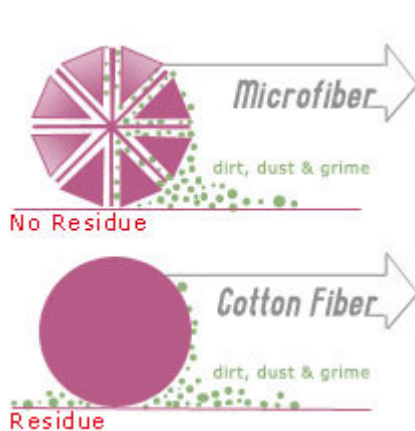


What is Microfiber?



Microfiber consists of very fine threads of polyester and polyamide (nylon) that combine to form a single thread. One Microfiber is 100 times thinner than a single strand of human hair. When they are woven together, the Microfibers create a **surface area 40 times greater than that of a regular fiber**. Due to this expanded surface area, and to the capillary action of the fine threads, Microfiber Cloth has dramatically enhanced absorbing power. Microfiber is traditionally defined as a fiber with a denier of less than one. Denier is a measure of the thinness of a fiber and is the weight in grams of a continuous fiber of 9,000 meters.

Due to its incredibly thin structure, Microfiber is **able to penetrate the finest microscopic particles of dirt and grease on any surface**. Split Microfiber, as it is more specifically described, possesses numerous wedges rather than the rounded threads found in ordinary cloth. This wedge structure is what provides the superior penetration of grease and oil verses that of common fabrics. In addition, the rounded fibers on most cloths only push the dirt along the surface, whereas the wedge-shaped Microfibers grab the particles of grime and pull them into the dense internal structure.



Microfiber has two polymers: polyester and polyamide. Polyester is lyophilic, or has an affinity to oil, so that oil and grease adhere directly to the fibers. Polyamide is hydrophilic, which means it has an affinity to water. As a result, any type of dirt is very quickly and completely removed with Microfiber, leaving a sparkling-clean, streak-free surface. Microfiber cleans any surface without streaking, smearing, or scratching. Ordinary cleaning towels move or push dirt and dust from one place to another. **Microfiber actually lifts or scoops the dirt and stores the dirt particles in the towel, until it is washed. In addition, Microfiber can absorb up to seven times its weight in fluids. Microfiber cloths are also extremely durable.** They can be washed up to 500 times and still maintain their effectiveness: this makes it an extremely cost effective product. Machine wash or hand wash with mild soapy water.

Why CTA's Microfiber?

It is important to note that microfiber material from different sources can vary greatly in quality. It is unfortunate that people sometimes purchase a high performance cleaning product on the basis of price alone. What they sometimes get is a product that does not perform as expected. **Our microfiber products offer low lint, consistency of color and dye, highest absorption, durability and an attractive look.** Some factories might use second- or third-grade yarn to save on costs, however our microfiber cloth is made from first-grade yarn. The look and feel of the microfiber fabric can be misleading when judging quality. Some towels may feel soft and plush, but they may be using second-grade raw material or microfiber that is not split, which can scratch and leave lint, and won't last.