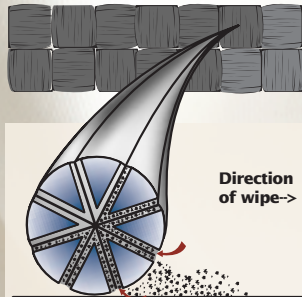


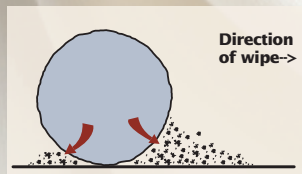
What exactly is Microfiber?

Dirt-fighting ability of split microfiber.



Cross-section of split microfiber

Microfiber cuts through debris and residue, trapping even the finest particles in its many fibers.



Cross-section of cotton fiber

Cotton fibers roll over dust and other fine debris, leaving behind streaks and residue.

Absorbency comparison by fiber type*.

Percentage of water absorbed relative to the weight of the fabric.

468%

Ordinary Cotton Towel
2.89lbs/dozen

495%

Egyptian Cotton Towel
3.13lbs/dozen

742%

100% Microfiber
2lbs/dozen

Heavier weight towels made with ordinary cotton or Egyptian cotton absorb one-third less than lighter weight microfiber towels.

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What is microfiber?

Microfiber is a revolutionary breakthrough in textile technology. It is the result of extruding micro-denier polyester that can then be used unsplit or made highly absorbent by blending it with nylon. The blend is then split into tinyer spokes surrounded by millions of tinier wedge-shaped fibers that are 100 times thinner than human hair. These tinier split fibers increase surface area contact and the spokes create capillary action, resulting in superior cleaning properties and absorption. These tiny split fibers work together to channel and trap liquids inside – rather than simply pushing them along the surface, as conventional fabrics do – and leave surfaces completely dry.

Whether weaving the unsplit or the split microfiber, the resulting fabric will have a soft and luxurious hand. Unsplit fibers are generally used in applications where high-absorbency is not desired, whereas split fibers are best suited for ultra-absorbent towels and cleaning products.

How does cleaning cloth made with split microfiber differ from conventional cloth?

Traditional cotton fibers are big, fat and round. They roll over microscopic dirt and absorb what they can directly. They usually leave behind streaks and plenty of dirt. Microfiber's non-abrasive wedge-shaped "cutting edges" are so fine, they cut through dirt and grease and trap the waste within the fibers leaving a clean, streak-free and scratch-free surface.

With conventional cloths, chemical cleaning agents are needed to break up the surface tension holding dirt to the surface. By comparison, wedge-shaped split microfibers form tiny "cutting edges" that penetrate the dirt films to remove even microscopic dust and eliminate the need for chemicals. They even cut through grease and grime.

Does split microfiber absorb better than cotton?

Research has shown that heavier weight towels made with ordinary cotton or Egyptian cotton absorb one third less than lighter weight microfiber towels.*

Fabric created with split microfiber has two key features that create its high-absorbency: the structure of the ultra-fine fibers themselves and the natural static charge inherent to synthetic products. These features enable microfiber to attract and trap liquids and dirt more efficiently than cotton.

Depending on the weave style, weight and manufacturing process, microfiber can absorb five to seven times its weight in water.

What can unsplit microfiber be used for?

Microfiber that hasn't been further split into ultra-fine wedge-shaped fibers has its own set of applications. Unsplit microfiber has a soft, graceful drape and less absorbency, which makes it perfect for tablecloths, when spills need to be easily cleaned up. Additional stain-resistant treatments can then provide a superior barrier to food spills while not affecting the soft hand of the tablecloth itself.

Microfiber facts at a glance:

Microfiber now plays a roll in the entire home. It can be found in the kitchen and utility room, at the table as silky and strong table linens and in the bath in the form of spa-quality towels, cloths, and turbans. Its versatility comes from these key attributes:

- **Excellent cleaning performance** – used dry or wet; split microfiber works without chemical cleaners
- **Super absorbent** – microfiber absorbs up to seven times the cloth's weight in water
- **Won't harm delicate surfaces** – microfiber is scratch-free and lint-free
- **High durability** – microfiber is machine-washer and dryer safe
- **Incredible softness** – microfiber provides excellent draping ability

*Independent testing by MTL/Bureau Veritas Consumer Products Services, Inc., Brockton, MA