

Microfiber at a Glance

By Valerie Sweeney

The world of microfiber has really expanded over the years. More and more options are now available to the carwash industry, so owners and managers can really pick out the microfiber product that works best for them. Below is a summary of the various microfiber towels that are used by the carwash industry.

Terry-Style Microfiber

Terry-style microfiber is the most popular type of microfiber used in the car care industry. Typically, when someone mentions microfiber, they are referring to the terry style. This style has a high, soft pile, and while it is different than a terry towel, it is the closest style to a traditional towel.

Terry microfiber is extremely versatile, and really can be used anywhere in the carwash. Larger sizes, typically measuring between 15" x 24" and 16" x 27", make great body drying and wax removal towels, while smaller sizes are ideal for detail and windows. Terry-style

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microfiber is available in a variety of sizes, colors and thickness.

Waffle-Weave Microfiber

The waffle-weave microfiber towel is also very popular in the carwash industry. Waffle-weave microfiber has a dimpled “waffle” look, thus the name. Many carwashes swear by waffle weave microfibers on glass, while others feel that they work the same as the terry style. Bottom line, it is all about personal preference.

The waffle weave also sometimes feels more bulky in the hand, which some operators like. This style can trap a lot of water because of the ridges, so it also makes a great general towel. Others believe the waffle weave feel, with the ridged texture, helps to better clean raised, dirty surfaces such as bird droppings.

Microfiber Glass Towels

All types of microfiber work well on glass. Many towel companies market the shiny-style microfiber as glass towels. This cloth has a flat, tight texture. Like the other microfiber, it does not leave streaks when used properly and is lint free, making it ideal for use on windows. While these towels will work well, the terry and waffle styles are most popular.

Suede Microfiber

Suede is the one of the smoothest types (lowest pile) of microfiber, but the least popular in the carwash industry. Suede is typically used to clean the glass on your copier machine, your new Ray-Ban sunglasses, your flat screen television or your iPad. Like other microfiber cloth, they do work really well on windows, glass and dashboards. They are also perfect for cleaning the touch screen on the console.

Economy/Limited Use Non-Woven Microfiber

Many towel vendors also carry a microfiber towel that looks different than other microfibers. This style of microfiber is very thin and can get into tight corners and spaces easily. They are lint free, and work great on glass. At first glance they look like a thick piece of paper, but once you feel them and use them you will see the difference. They have many of the same attributes as regular microfiber, but are not meant to withstand many washings. In fact, most people will dispose of these cloths after use.

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