

Why Choose e-cloth?

Chemical free cleaning is what e-cloths are all about. **E-cloth is featured in the May 2012 issue of *Real Simple* and has been rated Best of the Best in three separate categories!** Chemical Free Cleaning isn't a product as much as a lifestyle change. Choosing to clean differently in order to clean better with less effort, and make your home safer by eliminating toxic chemicals.

Scientifically Better

The best microfiber cloths on the market have between 90,000 and 200,000 fibers per square inch (MOST cloths being sold only have 25,000-75,000). **E-cloths have 1.6 Million fibers per inch.** This is possible because we developed a better manufacturing process – using technology to be better. Why are fibers important? The cloths are made of polyester and nylon, so they don't "absorb" anything. Water, dirt, oil, grease, grime and even bacteria are trapped within the fibers – so the more fibers you have the better the cloth works. Think of it as millions of tiny hands grabbing onto everything on the surface of your countertop or sink.



The cloth is also proven to **remove over 99% of bacteria** from a hard surface. These cloths don't kill bacteria, they collect bacteria from surfaces. This is another benefit of all of those fibers – they literally scrape the surface clean at a microbial level. The best part – when you run this cloth under hot water in your sink, all but .01% of that bacteria, dirt, oil and grease is released from the cloth down the sink. So, there is virtually no transfer back onto clean surfaces.

A Better Clean



E-cloth is not just the best "green cleaning" solution and it's not just the best microfiber cleaning. **It's the best clean you can give your home or office.** Using an e-cloth and just water can give your home the best clean it's ever had with less effort and expense than your current cleaning method.

E-cloth is the best solution for the toughest cleaning challenges: Windows, Stainless Steel Surfaces, Bathrooms, and Kitchens.

Your windows and mirrors get a crystal clear clean and the glass is left lint-free and streak free. Your stainless steel surfaces will be smudge-free and fingerprint-free. Kitchen surfaces from countertops to sinks, stoves, and microwaves all clean up quickly and completely using just an e-cloth and water.

Better for your Family

All the moms out there are saying, "My family barely notices that the house is clean, how can it be better for them?" A surface cleaned with an e-cloth is free of two potentially harmful things: cleaning chemicals and bacteria. One of the scariest things ever written is this excerpt from a Columbia University College of Physicians & Surgeons study: "*Women who work at home have a **54% higher death rate from cancer** than women working away from the home.*" A 15 year study concluded that it is directly linked to the toxic household chemicals in the home.

The National Research Council reports that **“No toxic information is available for more than 80% of the chemicals in everyday use products.”** Not only do you not know what chemicals you’re exposing your family to, there isn’t a way to find out.

These chemicals leave residue on every surface of the home. Eliminating them is good for you and your family. **We all know why it’s important to get rid of bacteria, but the chemicals we’ve been using to kill them might be just as harmful to us.**



Better for the environment

We are often asked, “How can a cloth made of polyester and nylon be *good* for the environment?” That is a question we are happy to answer. **E-cloths come with a 300 Wash Guarantee.** You do daily cleaning with e-cloth and rinse the cloth out in the sink under hot water. Once each week, wash the cloth with your regular wash (do not use bleach or fabric softener) and they are ready for another week of cleaning. If you wash the cloth once each week, the cloths are **guaranteed for about 6 years of cleaning.** In six years, how many paper towels, wipes, spray cans and bottles of chemicals will you go through?

Eliminating or reducing the use of household cleaning chemicals is a major benefit to the environment. Those chemicals go down our drains and remain on surfaces in our homes. The cans and bottles they are sold in end up in our landfills forever. An e-cloth with water avoids all of this mess.



Paper towels are also a huge burden on the environment. According to the EPA, **“every day 3,000 tons of used paper towels are discarded in landfills”.** It takes 51,000 trees per day to replace those used paper towels. By using an e-cloth to wipe up spills and accomplish those quick cleaning tasks, your home gets a more thoroughly cleaned surface, you save the cost of the paper towel and the waste doesn’t end up in our landfill. That is a lot of benefit from one simple change.

E-cloth really is a better cloth and a better clean. Still not convinced? Buy a Kitchen Pack (our #1 best seller worldwide) and try it. We stand behind our products 100% and if you’re not satisfied, we’ll refund your money. If you love our cloths and they disappoint you within 300 washes, we’ll replace it for you. You have nothing to lose and so much to gain.

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