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For Immediate Release

Chicopee Launches the Market's First 100% Recycled, Disposable Microfibre Wipe

Sustainable and effective cleaning has never been easier thanks to the new rMicrofibre™ from Chicopee – the first and only 100% microfibre and 100% recycled disposable wipe which achieves 99.97% bacteria removal using just water.

Filling a crucial gap in the cleaning market with the ever-increasing demand for sustainable wiping solutions and the surge in touchscreen technology in facilities, rMicrofibre is designed to provide maximum cleaning effectiveness in high-risk and high-traffic areas, while supporting users in their sustainability goals.

Designed for short-term use to reduce the risk of cross contamination, the disposable rMicrofibre eliminates the need for laundering and the hygiene risks associated with reusable wipes, which cannot guarantee the removal of unseen bacteria after they have been washed.

Made with 100% recycled PIR and PCR fibres, rMicrofibre stands out as a pioneer in fully recycled microfibre disposable wipes, reducing the carbon footprint of the wipe and giving a new life to recycled materials. Unlike alternatives in the market, which do not contain 100% recycled materials and lack pure microfibre, including blends with viscose that compromise performance, rMicrofibre remains unrivalled, ensuring sustainable and superior cleaning.

In line with Chicopee's existing Microfibre range, the primary applications for rMicrofibre are in high touch points or in high traffic areas prone to cross-contamination. This includes workspaces, healthcare facilities, airports, hotels, and restaurants, targeting surfaces such as door handles, touchscreens, monitors, glass, and stainless steel.

The fibres in rMicrofibre act as a magnetic force, trapping and removing bacteria in the damp cloth, which is certified to remove 99.97% bacteria with just water, but can also be paired with chemicals depending on the user's preferred cleaning regime, and the requirements for certain tasks.

By splitting the fibres into 'micro' fibres that are >80% finer than reusable microfibre, rMicrofibre achieves superior surface contact to mechanically remove bacteria and dirt that gets trapped in the fibre. The positively charged nature of the fibres attracts bacteria, dirt, and dust, which, being negatively charged, are drawn towards and effectively retained by the cloth.

In support of the EU's Green Deal's 2030 goal to reduce chemical usage and CO2 emissions by 55%, the recycled rMicrofibre maximises cleaning effectiveness using only water, reducing the need for chemicals which can lead to higher costs, complexities, and health risks.

“Chicopee’s rMicrofibre not only offers unparalleled cleaning performance but also contributes to a sustainable future, embracing the ethos of responsible cleaning practices,” says Rhauan Young, Business Director at Chicopee.

“We have worked very hard to develop an effective solution that supports chemical reduction without compromising on sustainability. rMicrofibre strikes the optimum balance between high performance, reliability and environmental responsibility.”

The introduction of rMicrofibre follows Chicopee’s 200th anniversary, underscoring the company’s legacy in safeguarding people and maintaining cleanliness in diverse sectors, including healthcare, hygiene and food markets.

For more information on rMicrofibre, click here: <https://chicopee.com/eu/product/recycled-microfibre-wipes>

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