

# CAC Microsuede FAQ

## What is “microsuede”?

Microsuede is a recent and exceptional man-made fabric with wonderful advantages. Composed of millions of fine [micro-denier] 100% pure polyester fibers, it has the soft hand of natural suede leather but none of leather’s drawbacks. Microsuede is soft-to-touch, wear-resistant, pet-friendly, stain-proof, easy-care, and inexpensive. The napped surface feels like genuine suede.

Sofa owners love microsuede for its advantages over cotton, wool, and leather. Sofa makers prefer microsuede because it is ten times less expensive than leather and much easier to work with. Microsuedes today offer a choice of hundreds of colors and textures.

## What do customers say about microsuede?

Thousands of customers have tested microsuede covers for more than 15 years. And their feedback on microsuede is 110% positive. What do they say? They say they love microsuede because it is kid and pet-friendly. Microsuede is stain-proof: it's the easiest of fabrics to keep clean.

They say microsuede is very comfortable to sit and lounge on. Microsuede breathes like cotton. It feels cozy in the winter, and dry and cool in the summer. They say they like the soft, sensuous feeling of the suede on their skin. Microsuede feels incredibly soft - like brushed, sueded silk.

They say they like the price. Microsuede is luxurious, but now quite affordable.

## What do manufacturers say?

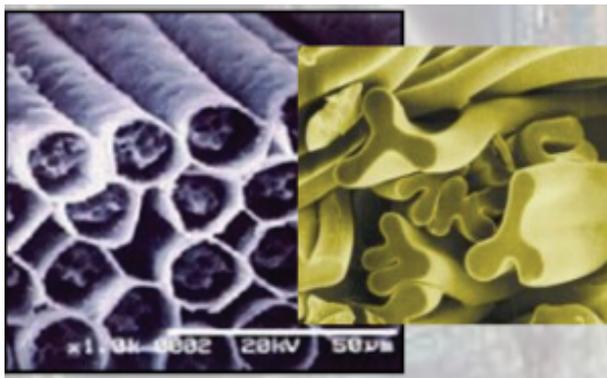
They say, in summary, that microsuede delivers "an unparalleled combination of luxury, appeal, performance and ease of care."

## When was microsuede invented?

Microsuede was invented in 1970. Its creators called it “Ultrasuede.” Ultrasuede is a trademark brand name, like Coca Cola. At first, Ultrasuede was patent-protected, very expensive, and limited to high fashion items like handbags and boots. After 1990, when the patent expired, competitors began offering more affordable microsuedes.

## Why is microsuede pet-friendly?

The non-woven construction of microsuedes makes them inherently pet-friendly. Common sofa fabrics are woven in loops which trigger cats' clawing. It's cats' instinct. These loops become a handy clawing post for any cat. Microsuedes have no loops. Random pet scratches don't leave a mark. Stray pet hairs can't get matted in; a damp sponge wipes them up. In the event of pet "accidents," microsuedes even resist staining and odor absorption. (Of course a determined pet can scratch or chew almost any material. So supervision is advised.)



*Microsuede fabrics lack woven loops.*

## Microsuede Care Instructions:

"Carefree Instructions" is a better way to put it. One of the things futon owners like most, is how easy microsuede covers are to keep looking beautiful—and feeling soft and plush—for years to come.

### 1. Occasional Upkeep:

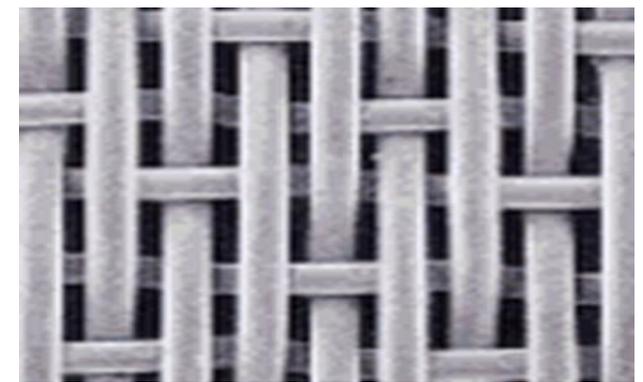
To restore the soft nap and luster of your microsuede cover, give it a quick once-over with a lint brush.

### 2. Dusting?

To pick up dust, softly vacuum the cover. Then pat it gently with a well-wrung damp cloth. Take care not to get your futon mattress wet. When the cover is completely dry, use a lint brush to rejuvenate the fabric's nap.

## How does a microsuede cover feel after you use it?

Microsuede futon covers are machine washable. Each time you wash your cover, you add to its softness. It will begin to feel like a favorite old shirt. To restore the sensuous nap and soft luster of a microsuede cover, buff the surface lightly with a medium bristle brush.



*Woven fabrics trigger scratching impulse.*



# *Enjoy red wine worry free... it's stain-proof! (and grime flies out fast too)*



Spills and stains usually disappear with a gentle dab of a cloth dampened in lukewarm water. For resistant stains, see below.

### **1. Can Microsuede Be Machine-Washed?**

Yes, microsuedes are machine-washable. Don't use bleach. Use cold water, not hot. Line dry, so the cover retains its shape. Don't tumble dry. Microsuede can be dry-cleaned too.

### **2. Current spills?**

Use a paper towel to blot up any liquids like wine or cola that spill on your futon cover. Remove mustard, ballpoint pen, red wine, coke, tea, coffee and grape juice simply by using mild soap and lukewarm water. Rub gently in a circular motion with a sponge or soft brush. Pat the area dry after cleaning.

If the spill soaks through the cover, stand up your futon mattress too, so that its cotton batting can dry quickly. If any stain remains on the cover, a simple laundering should remove it. This procedure resolves most stains.

### **3. Dried stains?**

For stains that have already dried, like coffee cup rings, you can often avoid laundering. Gently brush the stained area. Vacuum up any dried residue. If the stain remains, place a few paper towels inside the cover to protect the futon. Then use a well-wrung, clean cloth dampened in lukewarm water. Wipe the stained area outside. Rub very softly. After you're done, remove the paper towelling. Allow the cover to dry before you sit down again. If the microsuede's nap looks bedraggled, brush it gently to bring it back.

### **4. Oil-based stains not removable with water?**

For oil stains [e.g., street grease, oil, etc.], slip off the cover. Place the outside [stain] face up on the kitchen counter with several paper towels under the stain to protect the counter. Soak and wipe up as much of the oil or grease as possible with paper towels on the outside. Use as many paper towels as necessary. Try not to spread the stain. Next, take two clean rags: a big dry one and a smaller 6" x 6" cloth soaked in ethyl [rubbing] alcohol.

Use the alcohol-soaked cloth to pat the stained area from the outside. Then pat off the loosened dirt & oil onto the dry rag. If the stain is resistant, repeat the process again. After the stain is gone, let your cover air-dry fully before putting it back on. If the stain was extensive, cold-water-wash your cover in the washing machine and then line dry it. [Caveat: Never pour any cleaning product directly onto a microsuede fabric. Use ethyl alcohol in a well-ventilated space and avoid contact with open flame.]

Type of Stain	Mild Detergent	Mild Cleaning Fluid
Ketchup	X	
Milk	X	
Coffee, Tea	X	
Red Wine, Liquor	X	
Coke, Soft Drinks	X	
Steak & Soy Sauce	X	X
Chocolate	X	X
Mayonnaise, Butter	X	X
Salad Oil	X	X
Face Cream	X	X
Lipstick	X	X
Suntan Oil	X	X
Shoe Polish	X	X
Machine Oil		X

### **5. Unknown older stains?**

First wipe the stain with a cloth soaked in lukewarm water, then rinse by blotting it with clean water. If the stain begins to dissolve, repeat the treatment until the stain is gone. Then let the cover dry thoroughly. If the stain persists, try treating it with ethyl alcohol.

### **6. Wax and chewing-gum spots?**

Put several ice cubes in a Ziploc bag & press it firmly on the stain. Once the wax or gum hardens, gently chip it away, and then wipe any residue off on a cloth moistened with ethyl alcohol.

### **7. Stubborn stains?**

Repeat the treatments described above. Oily stains benefit from a final machine-washing with soap & water.

### **8. Summary?**

Microsuedes are wonderfully user-friendly: they look good, feel great, and almost any stain can be removed.