



Manheim

6205 Peachtree Dunwoody Road

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Microfiber Seat Cleaning

Are dirty seats costing you money in the lanes?

The science of detailing cars is typically focused on the exterior of the vehicle (i.e.; latest and greatest wax or water spot treatment). The interior is just as important. With innovations from the auto manufacturers, the vehicles of today have become a little more complex to clean properly. As a technician working on vehicles in a detail facility, one must have a general idea of what kind of vehicle and its unique (or not) characteristics are.

Within the last few years, a few auto manufacturers use 'microfiber' fabric to upholster the seats in their vehicles. The fabric itself was introduced as an alternative to cotton in 1986, which is a variety of polyester and polyamide. Microfiber consists of very fine threads that combine to form a single thread. One microfiber is 100 times thinner than a single strand of human hair. The surface area (when woven together) is 40 times greater than that of a regular fiber. Due to this expanded surface area, and to the capillary action of the fine threads, microfiber cloth has dramatically enhanced absorbing and stain repellent power. Over time however, the fabric's stain repelling properties break down. Microfiber is defined as a fiber with a 'denier' of less than one. Denier is a measure of thinness of a fiber and is the weight in grams of a continuous fiber of 9,000 meters.¹

Recently several manufacturer representatives voiced concern over the seats and their relative cleanliness after a typical detailing process. The process itself is comprehensive enough to clean the vast majority of fabrics, plastics and leathers. Microfiber seats however, presented a new problem commonly referred to as the stain "halo". This 'halo' is



the result of the original stain returning to the surface after the microfiber fabric dries. Microfiber fabric requires more effort and system to clean than the majority of common fabrics used in automobiles. While the fabric is wet, the stain appears to have been removed. Due to the fabric's super absorbency, the stain lifts back to the surface if not completely removed.

Stains themselves can be classified into three basic categories (organic, inorganic and petroleum). Organic stains include items like coffee, cola, blood, tea, grass, mildew and wine. Inorganic includes items like gum, ink, iodine, nail polish, rust and shoe polish. Lastly, petroleum stains include tar, lipstick, paint, some cosmetics and oil. Identifying the stain type is necessary because not all cleaners will work with removal.

¹ Central trading Agency/Products-What is microfiber?



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Cleaning the fabric requires more time and effort technician. The fabric itself is cleaned using a developed by Manheim that incorporates a process that removes the stains from the fabric. The process is available at all of the Manheim detail reconditioning facilities. The seat cleaning known as "Clean Team Microfiber Seat Cleaning" the seat cushions, seat backs and headrests.



Chevrolet Cobalt Seat (before)

from a detail process specialized completely. Auctions with service is \$90.00 for



Chevrolet Cobalt Seat (after)

How much are the seats worth to you as a buyer or seller in the auction lanes? Are you discouraged to bid due to the additional time and money that may be spent on re-cleaning? Detailing vehicles is and has always been a value-added investment. The new seat cleaning service is a cost effective solution as well.

Microfiber seat cleaning along with many other cost effective products and services are available at all Manheim Auctions that offer Clean Team Detail Services or the Manheim Technical Center. Visit www.manheim.com for a complete list of Manheim's auctions.