



## Microfibre magic – no need to hide it

**What do you get when you take a textile, dubbed the miracle cloth, and add decades of expertise in creating cleaning equipment for professionals? You get a mopping system so effective and enjoyable to use that it has now been brought to the consumer market due to popular demand.**

By Linnea Dunne | Photos: Nordic Stream

Two completely unrelated coincidences are behind the much-loved 'Scandinavian flat-mopping system' produced by Nordic Stream. First, a German gentleman by the name of Rolf Altgenug, who fled the war and came to Sweden, started working as a window cleaner and was convinced that cleaning products could be far better than those he was given. Then, years later, one of the textile producers working with Nordic Stream, the company eventually founded by Altgenug, had an epiphany when visiting the hair salon run by an acquaintance: the microfibre towels used to wrap around customers' hair soaked up all the dye – so their absorption qualities must be out of this world.

The microfibre cleaning cloth that was the result of the hair salon revelation quickly became known as the 'miracle cloth', and for good reason. "You didn't need any chemicals, ingrained dirt came off with just some water, and tests showed that the result was far better when cleaning with just the miracle cloth and water than with traditional detergents," says Per-Ove Rosenqvist, Nordic Stream's marketing manager. "When added to floor mops, the microfibre cloths created endless possibilities."

### Professionals first

From day one, in 1969, Nordic Stream produced private-label customised professional ranges for big industrial com-

panies, in the form of mop handles and other manual cleaning tools. But from the late '80s onwards, the microfibre textiles were added as a trump card. The result of the miracle cloth not being available to consumers in shops was a wave of home parties courtesy of big brands such as Yves Rocher in France, and with time the cloth reached an almost iconic status.

Nordic Stream grew stronger by the day, among other things being the main supplier of private-label cleaning products for Lilleborg in Norway and Migros in Switzerland. Eventually the company could not ignore the questions any longer: why not produce an own-brand Nordic Stream range of customer products? A few years later, the Nordic Stream – Enjoy Cleaning brand was launched.

### Light Weight System – for consumers

The first consumer range launched by Nordic Stream has an exclusive design

and is available at big wholesalers in Germany and Holland. A second, more affordable range, the Light Weight System, is now on its way and will be launched in February. Common for all Nordic Stream – Enjoy Cleaning products is that they are easy to use and have a well-designed look with handles of brushed stainless steel and a number of highly efficient textiles. "The cleaning itself might not be that much fun, but that doesn't mean that the product can't look nice," says Rosenqvist. "You shouldn't have to be embarrassed if you leave the mop out when a neighbour pops over for a cup of coffee. Moreover, the fact that it's lightweight obviously makes the whole thing so much easier, and not needing chemicals means that you don't have to drag a big bucket around either."

Another of the big benefits of the flat-mopping method with microfibre is its environmentally friendly qualities, primarily as no chemicals are required but also because it uses less water too, reducing the use of natural resources. In hospital settings this is particularly important due to allergies, which is why such institutions tend to almost exclusively use microfibre cleaning products. Add to this the fact that the cleaning systems are incredibly durable, and you may well save both a bit of the environment and your finances over time.

### Go-to system from Småland

Nordic Stream's 'Scandinavian flat-mopping system' is now more or less standard in the professional cleaning industry throughout the world and is quickly becoming widely accepted as the go-to system for domestic cleaning as well. Developed by an entrepreneur inspired by Småland, dubbed Sweden's creative county, it is perhaps no surprise. "Everyone has to clean – we try to make it that bit more fun," says Rosenqvist. "If our products stand out on the shelves in the shops, it'll help more people buy them and discover how good they are. People buy design dish brushes because they look nicer – why not cleaning products?"



Nordic Stream was founded in and inspired by Småland, the creative part of Sweden.



### Benefits of the Nordic Stream – Enjoy Cleaning system:

- Lightweight
- Environmentally friendly
- Sleek design with brushed stainless steel
- No chemicals needed
- Uses less water
- Cleaner results than with traditional cleaning methods

### How to use your flat-mopping system

Dusting? Leave the microfibre mop dry and its electrostatic force will work like a magnet to attract the dust.

Wet cleaning? Add a little bit of water and the microfibre's capillary force will create friction to the surface of the floor, removing the dirt effectively.

For more information, please visit: [nordicstream.se](http://nordicstream.se)

### Nordic Stream will be presenting their products at the following fairs in the spring:

Ambiente, Frankfurt, 12-16 February – one of the largest consumer fairs in the world.

[ambiente.messefrankfurt.com](http://ambiente.messefrankfurt.com)

PLMA, Amsterdam, 24-25 May – Europe's largest private-label retail fair.

[www.plmainternational.com](http://www.plmainternational.com)

IHHS (International Home and Houseware Show), Chicago, 5-8 March – one of the largest American consumer fairs.

[www.housewares.org/show](http://www.housewares.org/show)