

# CLEANLINESS FACTS

TIPS AND TRENDS FROM THE SOAP AND DETERGENT ASSOCIATION

475 Park Avenue South New York, New York 10016

## MILDEW

### Controlling and Removing It

Hot and humid summer days increase the incidence of mildew. As The Soap and Detergent Association points out, the best way to prevent mildew is to keep garments and surfaces clean and dry, thus eliminating the conditions that help it thrive. Pay careful attention to walls, closets, basement areas, clothing and other textiles. In addition, soils on surfaces, such as glass, ceramic tile and glossy paint, can become a mildew breeding ground. Therefore, it's important to keep these surfaces clean. Organic residue from some soaps accounts for mildew growth on shower stalls and bathroom curtains. Soil from smoke and cooking oils also provides food for mildew.

Mildew thrives when the air temperature is between 77° and 86°F. It also requires a high relative humidity. While air conditioning can keep open areas cool and dry, areas where warmer air and humidity are sometimes trapped (behind draperies or inside cabinets and closets) can cause particular problems. Using lightweight window treatments, louvered doors or leaving doors slightly ajar may help prevent mildew growth.

Reducing the amount of moisture inside the house is another way to help. Cover pots when cooking, use a dehumidifier or an air conditioner, take shorter, cooler showers. Desiccants, such as silica gel or alumina, placed in an open container, can be used for small, closed spaces. Commercial fungicidal products can provide some protection. By reducing soil and moisture, water-repellent and soil-resistant spray treatments can inhibit growth.

When mildew appears, remove it immediately. For clothing, brush items and hang them in the sun for several hours. Always brush them outdoors to avoid spreading the mildew indoors. If garments need additional treatment, soak or launder the stained items, using chlorine bleach, provided it is safe for the fabric. Otherwise, soak in oxygen bleach and the hottest water safe for the fabric, then launder.

In basement and laundry areas, scrub the surfaces

## TABLE OF CONTENTS

JULY/AUGUST 1991

MILDEW Controlling and Removing It	1
MICROFIBERS The Newest in Fabric Innovations	2
WOMEN'S FASHIONS Looking Back and Moving Forward	2
MENSWEAR Stepping Out Softly, in Comfort	3
CHILDREN'S FASHIONS From Preppie to Prairie to Polar Bears	3
WOODENWARE GAINING IN POPULARITY The Natural Look Takes Root	4
MISCELLANY Preparing Appliances for Winter	4
What's New in Dishwashers?	4
Pilling on Rayon	5
Cosmetics with a Natural Focus	5
Do-It-Yourself Health Care	5
WHAT'S NEW?	5
"KEEP IT CLEAN" BRIEFS	6

*laundry* with a solution of one quart chlorine bleach, two tablespoons liquid detergent, six tablespoons trisodium phosphate and nine quarts of water. Test this in an inconspicuous area before using. Let dry, then rinse thoroughly. If shower curtains are washable, launder them using chlorine bleach in the wash water with the detergent. Rinse plastic curtains in warm water and hang while they are still warm so wrinkles will fall out. ■

*wear rubber gloves  
ventilate room*

SDA





## MICROFIBERS

### The Newest in Fabric Innovations

After years of taking a back seat to natural fibers, polyester is gaining new respect with the introduction of microfibers. Microfibers can produce fabrics that are softer and more drapable than the finest silk. Brushing intensifies the softness of these fibers. They also have certain performance characteristics that other soft-hand fabrics lack. These include good resistance to wrinkling, soiling and wear, as well as washability. Although microfiber fabrics are slightly more expensive than their cotton, rayon, silk and regular polyester counterparts, The Soap and Detergent Association notes that the more durable microfiber fabric will have a longer fashion life.

The term microfiber describes any fiber that is less than one denier in fineness. A denier is a unit of weight for measuring the fineness of a thread. It is equal to the fineness of a yarn weighing one gram for each 9,000 meters. Some microfibers are as fine as 0.5 denier per filament. By comparison, silk, the finest natural fiber, is one denier.

Most microfibers are made from polyester, although a few are made from rayon or nylon. Microfibers also can be blended with other fibers, particularly cotton. There are no regulations about the percent of micro necessary for using the term microfiber. However, industry experts agree that 35 to 40 percent is the minimum amount required to retain the desired hand and performance.

In addition to hand and performance, there are other benefits to microfibers. Colors are brighter. Due to the many filaments that make up each yarn, micro-denier yarns have more surface area, thus producing a stronger color. Because they are more porous, microfibers breathe better than other polyesters. Air passes easily through the fabric, wicking moisture away from the skin's surface to the outer face of the fabric. This feature makes microfibers particularly desirable for outerwear and bodywear. Microfibers are versatile. They can be knitted or woven into a variety of familiar fabrics, such as twill, satin, crepe and broadcloth. They are showing up in virtually every textile end use, from men's slacks to women's silk-like blouses and dresses, from intimate apparel to sheets and pillow cases. Luxurious upholstery fabrics, including jacquards and rich velvets, are also getting the microfiber touch. ■

## WOMEN'S FASHIONS

### Looking Back and Moving Forward

For Fall '91, fashion is drawing much of its inspiration by looking back to the '60's and '70's. Sixties-revisited looks, spotted by The Soap and Detergent Association, include pantsuits, A-line dresses, shifts, plastic and vinyl. Surfacing from the Seventies are patchworks, batiks, beads, scarf skirts and crochet. But, in true 1990's style, both decades are happily mixed and often garnished with space-age touches. Newest looks include cat suits, spandex leggings and dresses that are nothing but a long jacket over opaque tights and lots of leg. For the young - and daring - there are plenty of Madonna-inspired, pop-icon looks in beaded corsetry that is printed, even feathered, for "outside" dressing.

Other '90's touches include Native American motifs, from fringe to Indian beading, on everything from jackets to cocktail dresses. Popular, too, are quilted motifs in vivid colors based on Amish patchwork patterns. Zippers, functional or strictly for looks, show up on center fronts, adorning wrists, securing pockets, or simply spiraling around the body. The season is full of color. Greens and blues, especially turquoise, are making it big, as is brown, fuschia, purple and all the tartan colors. Trans-seasonal fabrics have spawned trans-seasonal colors, with spring-like pastels, often paired to white, showing up for fall and winter.

For those with a more classic bent, plaids are prominent, whether fashioned into Scottish kilts, or sequin-adorned for evening dresses and suits. Daytime jackets are often punctuated by velvet collars and brass-band buttons. Suits sport unmatched, but tonally related, plaids for jacket and skirt. For the ultimate in plaid mixing, there are plaid-patched coats worn over coordinating plaid suits and plaid-patched jackets worn over just about everything.

Watch for skirts with hemlines that slant to one side and poncho skirts created from large rectangles that fall into handkerchief points. There's renewed interest in dirndls and pleated skirts. They look freshest in short versions, such as a flirty pleated chiffon with a matching wool jacket, or short, full skirts propped up with petticoats for evening dressing. The trench is reinvented over and over again, as a jacket, coat or dress, in fabrics as diverse as sateen, gabardine, crepe and polyurethane. The bomber jacket is interpreted in even more fabrics than the trench. Consider wool, suede, bright vinyl, fur-trimmed, quilted or sequined. ■

## MENSWEAR

### Stepping Out Softly, in Comfort

For Fall '91, menswear is a collection of individual looks whose common denominators are comfort and sophistication. Both silhouette and fabrics are soft and pliant, a trend that is naturally compatible with the increase in global warming. Microfibers are made from polyester, rayon, nylon, or blends of these fibers with cotton. These newest fibers impart a silky hand and drapability to classic silhouettes. Baseball jackets, trench coats, field jackets and even three-button suits are lightening up and losing their bulk.

Suits have world class style, with details that are a mixture of the best in Italian, English and American tailoring. From the U.S. come ideas such as open patch pockets and three-button sack styling. These happily coexist with Seville Row side vents, ticket pockets and high-button vests. And, the Italian-influenced, double-breasted suit shows up in conservative versions or, slightly trendier, with exaggerated peak lapels.

As The Soap and Detergent Association points out, even when suits are conservative, ties don't always follow their lead. Watch for tapestry ties in iridescent woven jacquards, or fun ties, from hand painted silk in vibrant patternings. With prices as high as \$75, these ties are multi-colored for maximum wardrobe coordination. Particularly popular are floral prints, in abstract or watercolor interpretations. The standard width is 4", with a few as wide as 5". For more subdued neckwear, the news is denim ties. In plain denims, printed indigos, patchworks, coin dots or gingham and denim combos, these are the ties to wear with the newest shirts - denim or chambray dress shirts with white collars and cuffs, in tab and long-point styles.

Casual pants have a relaxed fit, with easy pleats and softly constructed waistbands. The dressier fabrics include small patterns, mini checks, houndstooth checks, glen plaids and subtle window pane plaids.

Jeans have not lost their hold on the casual market. However, this season's jeans have a radically relaxed fit, one that's wider at the thigh, then tapers slightly at the ankle. And denim itself, whether used for jackets or jeans, is anything but basic blue. Bright and pastel colors abound in every market, from designer to youth.

Important trends in outerwear include shorter lengths, functional detailing and lots of color. Look for team-logo jackets, stadium coats, anoraks and duffle coats, many with detachable hoods. Favored closures are toggles and firemen's clasps; favored fabrics are suede, oil cloth, deerskin and down-filled cotton/nylon blends. ■

## CHILDREN'S FASHIONS

### From Preppie to Prairie to Polar Bears

Gone are the days when children's clothing was distinctly different from adults' clothing. Today, except for teddy bears, ducks, bunnies and other nursery motifs, factors influencing clothing trends are the same, whether the size is 4T or Misses' 14.

For Fall/Winter '91, Americana themes, favoring the frontier, are receiving a warm welcome, says The Soap and Detergent Association. Native American influences are prevalent as sweater motifs, fringed and beaded trims, blanket stitching, Indian blanket patternings and beaded leather moccasins. Patchwork anoraks, leather bomber jackets, lumberjack plaids and printed flannel shirts have up-country appeal, particularly in boyswear. For the young miss, Little House On the Prairie themes dominate. Gingham, plaids and coffee-ground calicos, in looks that range from smock-style dresses to pinafore jumpers, enhance the prairie appeal. Patchwork prints, pieced quilt motifs and stenciled hearts appear as all-over prints or as decorative accents. They are shown in antique colorations, such as chambray blue, barn red and coffee brown.

The preppie look, dressed up but deliberately nonchalant, continues its popularity. For the young gentleman, popular looks include oxford striped shirts, bow ties, cord jackets and denim workshirts. Slouch jackets, with pleated trousers in a properly subdued glen plaid, are also fashionable. For the young lady, a favorite silhouette is the dropped waist dress, with velvet or corduroy accents. Both sexes sport knickers, cardigan knit sweaters and Royal Clan plaids. Tartans are at the fashion forefront, often combined with rich navy velvet and embroidered crests. Mad-for-plaid looks include kilts, pleated skirts and unmatched tiers of tartan.

The polar bear heads a herd of arctic animals, including penguins, seals, walruses, husky dogs and reindeers, that continue to inspire children's wear designers. Nordic jacquards and fabrics with an icy color palette show up on sweaters, sweatshirts and parkas. Quilting, from channel and diamond patterns to more inventive designs, is everywhere.

Bodywear continues to be a booming trend, as school-age kids adopt it for streetwear and schoolwear. Footless tights, bike pants, capri and stirrup pants are particularly popular with oversized T's and sneakers. Cotton/lycra outfits, leggings and knitted panne are practical winter looks, in both cold weather and temperate climates. ■





## WOODENWARE GAINING IN POPULARITY

### The Natural Look Takes Root

The ecological concerns of our society are reflected in a variety of lifestyle trends. One example is an increased interest in serving ware made from natural wood. As a result, more and more manufacturers are offering plain wood and colorwashed looks that let the natural grain show through.

Teak, oak, beechwood and pine, usually without decorations or prints, are popular choices for items such as serving trays, cheeseboards, napkin holders, salt and pepper sets, towel holders and salad bowls. While teak has long been a standard seller, oak has strong appeal as a warm medium color that is still contemporary. Beechwood is a light wood that imparts an ultra-contemporary, Scandinavian appeal. Pine is perfect for the colonial, country look.

To add color but still keep the natural grain of the wood, several companies are treating their woodenware with a gentle wash. Whitewashed wood is a strong seller. However, consumers also can choose wooden accessories in more dramatic color washes, such as black, navy blue, hunter green, cranberry, gold and purple. Some items, such as salad bowls and salt and pepper shakers, are available in a two-tone, black and white effect.

When woodenware is decorated, themes are usually chosen to coordinate with current trends in glassware and dinnerware. Newest are mixed pieces such as a wood cheeseboard with a decorated ceramic dome. Wood cradles in beechwood mated to glass casseroles are another popular choice.

While woodenware is extremely durable, it does require some special care, cautions The Soap and Detergent Association. For best results, consumers should carefully follow the manufacturer's cleaning instructions. There may be special finishes that make it possible to hand wash some items. Other wood products may require specially formulated cleaners. For wood cutting boards, carefully wash and scour them with cleanser, using a stiff brush. Then, rinse them thoroughly. A periodic application of salad or mineral oil will make the wood cutting board more stain resistant. Regardless of the recommended cleaning method, never soak wood items in water, as soaking will cause splitting or warping. ■

## MISCELLANY

### Preparing Appliances for Winter

When it's time to close that summer home, a few precautions are necessary to keep refrigerators, washing machines and dishwashers from winter damage, advises The Soap and Detergent Association.

Thoroughly clean all appliances and drain washing machines and dishwashers. Then, disconnect the appliance from the electrical supply and leave the lid or door open to allow air to circulate inside.

For washing machines, first clean and freshen by adding a cup of lemon-scented bleach, then run the empty washer through a full cycle. Remove any lint from the lint filter. Turn the water faucets off and disconnect the inlet hoses. Advance the cycle to the final spin of the Regular cycle and run the machine, draining any water that may be in the drain hose.

Follow a similar procedure for the dishwasher, using a fresh or lemon-scented automatic dishwashing detergent. To remove food deposits, carefully clean the door gasket with a baking soda and water solution. Drain the dishwasher according to manufacturer's instructions.

### What's New in Dishwashers?

As a result of technological improvements, the newest dishwashers have an improved capacity and are more energy efficient than ever before, reports The Soap and Detergent Association.

Look for innovations such as larger-capacity racks that hold bulky items, such as pitchers, bowls, cookies sheets and broiler pans. Adjustable upper racks provide greater flexibility when loading. Third-level cutlery trays, small-item baskets, flip-down cup racks and divider bars on the upper shelves mean that the consumer can rearrange the interior of the dishwasher to suit the load.

Wash systems that spray dishes and pots with high pressure from multiple directions eliminate the need for pre-rinsing. Delayed-start cycles mean dishwashers can be programmed to start at off-peak hours when electricity is cheaper and hot water is in less demand. Other improvements include cycles with lower temperatures for heat-sensitive fine china and crystal, and special clean-glass-only short cycles.

### Pilling On Rayon

Rayon fabrics, prized for their soft drapability, also have a tendency to pill easily. Pilling is the result of friction as the fabric rubs against itself or another surface during wear or cleaning. Because rayon is a short staple fiber with a low tensile strength, it is more susceptible to pilling than longer filament fibers. Consumers who purchase rayon garments should expect some pilling to occur, observes The Soap and Detergent Association. They should be aware that excessive dry cleaning may increase the problem.

### Cosmetics with a Natural Focus

Good skin, not good make-up, and environmental responsibility is the focus of today's newest cosmetics, reports The Soap and Detergent Association.

Sheerer coverage and refined pigments that deliver a clean, matte finish are the trend for foundations, eyeshadows, pressed powders and brush-on colors. Many products have additives, such as sunscreens and emollients, that protect and nourish the skin. Companies are also using ecological concerns to appeal to the consumer. Several cosmetic lines are committed to using recycled paper, as well as recyclable packaging and shipping materials. One company even encourages consumers to bring back their empty containers for refills.

### Do-It-Yourself Health Care

Products that monitor the consumer's health are finding a new market in people concerned with maintaining their physical well-being. A cuffless blood pressure kit allows a patient to keep track of his/her blood pressure between doctor's visits. One pedometer features a step counter and an odometer. Another, geared towards serious exercisers, checks the heartbeat and shows the number of calories being burned.

An electronic monitor with an alarm alerts sunbathers when to get out of the sun. The allotted time is based on skin type and protection factor of the suntan lotion being used.

Another monitoring system spotted by The Soap and Detergent Association includes a handheld computer, no bigger than a lady's wallet, that helps consumers regulate their eating habits and create their own personal weight loss program. ■

### WHAT'S NEW?

For shaving legs and underarms, in or out of the shower, the newest Lady Remington shaver is a wet/dry rechargeable version with a non-slip grip. Its stand can be used on a counter or attached to a wall. Travelers will appreciate its dual voltage rechargeability.

(Remington Products, Inc.; 60 Main Street; Bridgeport, CT 06604)

---

The Minute Marinizer reduces marinating time from hours to minutes. When poultry, meat, fish, vegetables or fruit is placed in the bowl, a pump withdraws air from the chamber and the food. When the marinade is forced into the chamber, the food absorbs it like a sponge. Because it tenderizes meats naturally, healthier, lower fat cuts of meat can be used.

(Upscale Products, Inc.; 417 West Fair Way Boulevard; P.O. Box 2535; Big Bear City, CA 92314-2535)

---

Add the pungency of fresh-ground spice to any dish. Spicit, a mini version of the pepper mill, is the perfect grinder for whole spices, including allspice, cloves, anise seed, sea salt crystals and thyme. The unit, about the size of a shot glass, has a clear acrylic center and base and a twist-top cap for easy refills. Each Spicit comes filled with one of 21 spices.

(Dudley Kebow, Inc.; 2603 Industry Street; Oceanside, CA 92054)

---

Micromattique, a new member of the microfiber family, was recently introduced for the higher-end upholstery and home textiles market. The fiber produces fabrics that look and drape like silk, but have the durability of a synthetic. In another configuration, this polyester fiber will provide the look of a true mercerized cotton.

(DuPont Company; 1251 Avenue of the Americas; New York, NY 10020)

---

As laundry appliances move out of the basement and into heavily trafficked areas, appearance is becoming more important. With this in mind, the control panels on GE's newest line of washers and dryers were redesigned with bolder graphics and fresh colors. The result is easy readability and a sleeker, more aesthetically pleasing look.

(General Electric Company; Appliance Park; Louisville, KY 40225-0001) ■





## "KEEP IT CLEAN" BRIEFS

Clean aluminum siding by using a solution of 1/3 cup laundry detergent per gallon of water. Using a soft bristle brush, gently rub the siding. Avoid scrubbing too hard as the friction will cause the siding to lose its shine. Wash from the bottom up to reduce streaking, and rinse the siding as you go. Specialty cleaners may be available from the siding manufacturer to clean stubborn spots and stains.



Spandex or Lycra® fabrics are popular in summertime pants, tops and swimsuits. These fabrics are perfect for summer activities because they stretch and conform to the body and are resistant to body oils and suntan oils/lotions. However, Spandex is susceptible to chlorine. Chlorine in swimming pools, as well as chlorine bleach used for laundering, will cause the fabric to become yellow and deteriorate. When laundering Spandex, use a warm water wash and tumble dry on air dry or low temperature settings, or allow the garment to air dry. Repeated drying in a dryer may cause the fabric to lose its elasticity.



This newsletter is not copyrighted. The content may be used at will, with or without credit to The Soap and Detergent Association. Mention of product names or manufacturers does not constitute an endorsement or a guarantee of performance or safety of such products by the Association and/or its member companies.  
This paper is made from recycled fibers that include post-consumer waste.

Sandwashed silk is a silk fabric that has a worn or faded appearance. The appearance is achieved by abrading the fabric using sand, pebbles or other materials. Such a process can weaken fibers and may cause the fabric to wear rapidly, especially in areas that receive stress or abrasion during use. This wear may show up as holes in a relatively new garment, especially noticeable at elbows and knees as well as around collars and cuffs.



When shopping for garment fabrics and accessories, be sure the zipper tape, lining, interfacing and buttons are compatible for laundering with the fabric selected.



Scrub wicker furniture with thick, warm suds, working into the crevices with a stiff brush. Rinse with a fine spray of water and set in the sun to dry.



Sponge a stain instead of rubbing it. Rubbing only spreads the stain and may even damage the fabric. ■

The Soap and Detergent Association  
475 Park Avenue South  
New York, New York 10016

FIRST CLASS  
U. S. POSTAGE  
**PAID**  
New York, N. Y.  
Permit No. 770

ADDRESS CORRECTION REQUESTED

