

The Dirt on Cleaning Cloths

Today, this small accessory has become a high-functioning profit builder

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The humble cleaning cloth now has an elevated status. Today, this simple but essential fabric square comes in designs that offer dual-purpose functionality—cleaning both eyewear and digital devices with one fell swoop. The same properties of anti-static and anti-dust microfiber that work so well on lenses also work like a charm on screens of every sort, including phones, tablets, and monitors.

When it comes to style, the high-functioning cleaning cloth is also stepping into the spotlight. Cleaning cloths now run the gamut from simple and small to stylish and sizable enough to do double duty as pocket squares. Check out our roundup of cloths—all are available for purchase to sell as a useful accessory in your optical shop.

→ Clean Machine (opposite page, top to bottom):

KleerSpex blends clean and green. The company's washable microfiber lens cleaning cloths are available in brushed and plain finishes packaged in recyclable paper sleeves. The cloths can also be customized with practice logos.

The **eyeOs** extra-large cleaning cloths are oversize enough to make cleaning any device a breeze. Measuring 12"x12", the checkerboard of logos in a bright mix of colors adds a fun factor to cleaning.

Declan's "uniquely useful" cleaning cloth style Quinn Light has serged edges to create a pocket square look. Measuring 12"x12", the cloth has enough heft to clean both eyewear and digital devices.

Hilco's Leader microfiber cleaning cloth style Petals 6x7 Pinked brings on the cleaning power and the flower power.

Leader's Ergo Lens Care Kit from **Hilco** bundles large and small sprays with green-patterned and solid green microfiber cleaning cloths (both shown here).

Nanofilm Ultra Clarity cleaning kits feature a simple white cleaning cloth that's part of a complete care system. Also included are disposable lens-cleaning towelettes, spray, and a repair tool.

Schatzii Smart Cloth style Balorama from the company's Midtown Collection brings a little fun and funky style to the scene, along with the practicality of machine washability and anti-static/anti-dust properties.

