

### Keeping surfaces clean is more important now than ever.

We've put together this simple guide to help you make an informed decision when selecting materials for your projects. First, let's answer a few common questions that will give you and your clients peace of mind.

#### **What does antimicrobial mean and is it important?**

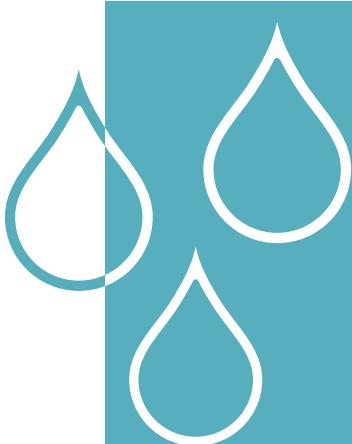
Antimicrobial is a generic term that may not mean what you think it does. Antimicrobials are chemical agents added to materials to target bacteria and fungi for anti-odor, anti-stain, and anti-mildew purposes only. Antimicrobial does not mean anti-viral and there is currently no evidence that incorporating antimicrobial additives into materials will reduce human infection or make people healthy.

#### **What IS important to consider when selecting a material moving forward?**

We encourage everyone to focus less on what can be added to a material and more on what can be removed from the surface to help minimize the spread of germs and bacteria. Selecting materials that can stand up to regular cleaning and disinfection is the most important factor to consider.

#### **What is the difference between cleaning and disinfecting?**

Cleaning is the physical removal of dirt, germs and impurities from the surface of a material. While cleaning with soap or detergent helps reduce the number of germs, it does not necessarily kill any germs. Disinfection is the elimination/killing of microorganisms that can survive in the presence of moisture and food sources that are not visible to the human eye. It is possible for a surface to appear clean but not disinfected.



### **Clean is good, but disinfected is better.**

The most effective way to prevent the spread of germs and bacteria in interior environments is regular cleaning and disinfection. Burch is proud to offer an extensive offering of materials that can be properly cleaned and disinfected.

**Follow the links below for complete guides by product category:**

[Cleaning and Disinfecting Crypton Fabrics](#)

[Cleaning and Disinfecting Coated Fabrics \(Vinyl, PU, Silicone\)](#)