



Innovation Within Cleaning

Since 1995 Smart Microfiber System has invested in the continuous development of microfiber-based products. The invaluable experience collected over these 20 years in creating highly innovative products designed to meet consumer needs, has enabled us to build a unique product portfolio.

Today, our customers can choose from a wide range of microfiber products in the following categories: Cleaning, Home and Spa. All our products are of premium quality and we always consider the environment at every stage of the production process.

We are proud holders of many patented solutions and patent applications. Smart products are sold in around 30 countries. Our head office is based in Stockholm.



Contents

Smart Innovations	4
New products	12
Cleaning Products	16
Kitchen Products	22
Smart and the environment	26
Private Label Products	28



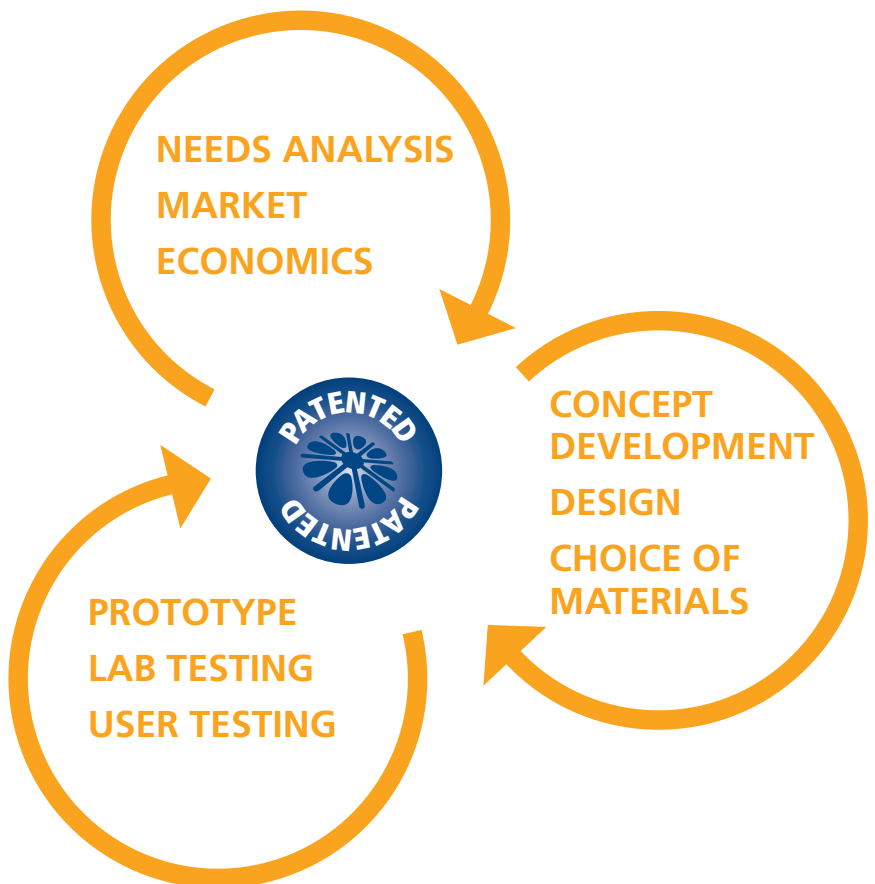


Smart & Innovations We continuously strive to be able to offer consumers better and more practical solutions. All with the aim of making cleaning simpler and easier for our customers. As such, we continue both to further develop and improve our existing products and to create new solutions. Many of our products are patent-protected today.

Our unique 3-in-1 Mop, a best seller whose sales have topped 1,5 million, is a prime example of our user friendly innovations much appreciated by consumers. Our new bathroom mop and handtool with unique functions is the perfect mop that reaches everywhere. Our premium quality Smart Spray mop is designed for fast and effective cleaning. We feel we successfully supply the market with cleaning tools with the focus on innovative user friendliness.

FOCUS ON FUNCTION

Mops and cleaning tools from Smart are designed to clean all floor surfaces in the home quickly and easily. We combine microfiber technology with innovative thinking to create user friendly and ergonomic products that deliver perfect results – entirely chemical free. All our mop systems are very popular and have been named Best in Test in numerous reports.





BATHROOM MOP A multi purpose mop and handtool that reaches everywhere and cleans floor and wall tiles, shower cabinets and baths very effectively. With a microfiber mop, scrubber and squeegee. All in one for a shining bathroom.



SPONGE MOP This smart self-wringing mop absorbs dirt for fast and deep cleaning. Replaceable microfiber sponge suitable for all types of floor.



WINDOW SQUEEGEE DUO Combined and removable window cleaner and squeegee. Easy to use and highly effective on all windows and glass surfaces. Use together or as separate tools



Mattias Mikaelsson,
Designer at Smart Microfiber System AB

Mattias philosophy:

"Function is incredibly important for me. Products should feel natural to use and make everyday life simpler and easier. I strive to harmonise form with function in a playful design that both looks right and feels right. My aim is to move away from old patterns and expected forms. I hope to communicate a wow factor."

BATH-ROOM



BATHROOM MOP A multi purpose mop that reaches everywhere and cleans floor and wall tiles, shower cabinets and baths very effectively.



MULTI SCRUBBER Specially designed for cleaning stubborn stains and hard to reach areas such as baths, patio furniture etc.



WINDOW CLOTH Cleans and polishes without chemicals. Leaves windows, mirrors, stainless steel hobs etc. streak free.



BATHROOM CLOTH Double sided, one side for cleaning tiles, stainless steel, baths and a soft microfiber side for polishing.



FLOOR CLOTH XL Floor cloth in highly absorbent microfiber for deep cleaning of all floor surfaces. Effective cleaning in entrances, garages etc.



FLOOR SQUEEGEE Pliable squeegee that removes excess water and leaves floors dry. Long-lasting and perfect for the bathroom, sauna, wet rooms etc.

One handle for everything



Attach Smart telescopic pole for hard to reach areas, one pole fits all our tools. Length 85–150 cm.



A beautiful bathroom. Having the right tools makes keeping fine bathroom surfaces clean and shining easier. Innovative and user friendly Smart products ensure environment friendly and effective cleaning of every possible surface such as wall and floor tiles, sanitaryware and glass. A complete range for everyone who wants to look after and extend the lifespan of fixtures and fittings.



Clear vision. Windows and glass areas play an important role in the overall impression of a home. Clean glass and good light ingress make a home feel much brighter. Smart's ergonomically designed window cleaning tools and squeegees deliver excellent results without making life complicated. They clean all glass surfaces easily leaving a shining and streak free surface. Our window cloths are highly absorbent and perfect for that finishing touch to edge strips etc. You will find everything you need for clean windows – products that are also the clearest choice for a better environment.

Clean with just water

Tests show that cleaning with micro-fiber and just water delivers very effective results.

WINDOW CLEANER

A light and easy to use tool for cleaning dirty windows with brilliant results. Equipped with a squeegee, microfiber cloth and angled arm to reach especially inaccessible areas.



WINDOWS

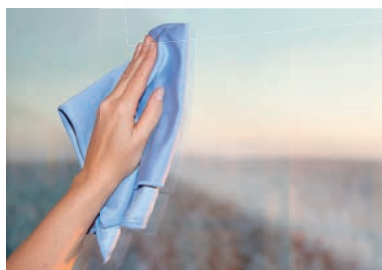
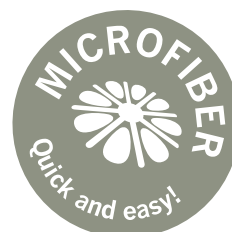


WINDOW CLEANER

Our washable and replaceable microfiber sleeve effectively remove stains, dirt with just water. Ergonomically designed handle.

WINDOW SQUEEGEE

Pliable, premium quality rubber window squeegee with ergonomically designed handle. Dries the windows quickly without leaving streaks.



WINDOW CLOTH Cleans and polishes without chemicals with brilliant results on windows, mirrors, stainless steel etc.



WINDOW SQUEEGEE DUO

Combined window cleaner and squeegee with ergonomic handle. Easy to use and highly effective on all windows and glass surfaces.

Everything for floors. Caring for your flooring is a wise investment. Smart has developed a number of innovative products that gently and effectively clean all types of flooring, from fragile parquet to tiles in a wet room. They are ergonomically designed and user friendly. Many of them can be washed and used time and time again, while refills are available for other products when the microfiber finally wears out. Smart and sustainable – in many ways.



VISCOSE MOP The unique properties of microfiber smoothly and effectively remove dirt and stains from all floor surfaces.



SMART MOP Our best seller that cleans and polishes all floor surfaces to a brilliant shine. Highly absorbent and washable microfiber.



3-IN-1 MOP Multi purpose mop that performs well on all surfaces, both wet and dry. With a microfiber mop, scrubber and squeegee.



ECO-LIGHT MOP Light and ergonomically designed mop for brilliant floors. Also ideal for dusting walls and ceilings.



SPONGE MOP This smart self-wringing mop absorbs dirt for fast and deep cleaning. Replaceable mop suitable for all types of floor.

SPRAY MOP All you need for fine, clean floors – quickly and easily. Has a detachable liquid holder that is easy to fill and a microfiber pad for maximum absorption.

REFILL PHILOSOPHY Part of our long-term thinking is to design products that can be washed and used time and time again. When the mop or microfiber sleeve finally wears out, it can simply be replaced. See page 20 for a selection of our refill products.



LAB TESTED Smart microfiber products are lab tested to guarantee our cleaning products live up to the high quality our name stands for. They clean and polish without scratching or leaving streaks. They are also machine washable at 60–90 °C.



FLOORS



CLEANING





DUSTCLOTH Soft and gentle cloth with a static effect that attracts dust effectively. Recommended for anyone with allergies.



CLEANING CLOTH Dampen before polishing and cleaning, works without chemicals. Excellent for grease stains and dried on dirt on worktops and tiles etc.



CLEANING CLOTH WITH SCRUBBER-LABEL Cleaning cloth with patented scrubber label for stubborn stains.



DUSTER XL Microfiber with static effect that quickly and easily attracts dust particles. Ergonomic design and flexible wand makes it very user friendly.



FOLDABLE DUSTPAN Patented dust pan and brush set with foldable dust-pan and telescopic handle. Dense bristles dust and sweep effectively.



Spotless home. When we furnish our homes, we are increasingly choosing expensive materials. Which makes it even more important to look after such fine floors, worktops, tiles and stainless steel hobs etc. We believe it should be easy to clean well. Which is why we design and develop smart tools with the features that make the difference. For instance, we combine the excellent properties of microfiber with properly thought out design – to make cleaning gentle, smart and effective.



KITCHEN

The kitchen is the heart of a home. It is where we gather and spend a large part of our time. Happiness and hygiene go hand in hand. With the Smart Nature kitchen range, you can clean, wash up and dry with confidence. Our microfiber products clean deep and leave surfaces brilliantly clean and shining.

Full range of Towels, Dish Cloths and Dish Mats – in soft, highly absorbent microfiber all in trendy and matching colors of the season. New patented Smart Nature range of colorful dish brushes in a new appealing design. The Smart Nature FSC® dish brush line proves the perfect match of past time knowledge on material and actual requirements for good performance and quality. We can now present an exciting and trendy collection with a mix of materials with nature in focus all united into a beautiful and ergonomic dish brush.



KITCHEN TEA TOWEL Lint free tea towel for sparkling plates, glasses and tablewear. No streaks.



DISHMAT Dries quickly without leaving dishes foggy. Highly absorbent microfiber. With a practical hanger.

Trendy colors and performance in focus



KITCHEN NATURE LINE

DISH CLOTH For streak free shining kitchen surfaces. Soft and gentle with ribbed surface to scrub stubborn stains.



**SWEDISH
DESIGN**
by Mattias Mikaelsson

EU Des PATENT



Washing up brush – Soft

Comfortable silicone handle and FSC® beech wood brush head with horsehair mix bristles. For gentle washing of silver, glass and crystal, yet also effective on pots and pans. Replaceable brush head.

Washing up brush – Strict

Washing-up brush with comfortable FSC® wooden handle and natural horsehair mix bristles. The horsehair mix is soft enough for silver, glass and crystal, yet still effective when washing pots and pans.

Kitchen towel

Lint free tea towel for sparkling plates, glasses and tablewear.

Dishcloth 2 pack

Soft and gentle with ribbed surface to scrub stubborn stains.

Dishmat

Absorbent microfiber. Dries quickly without leaving dishes foggy. With a practical hanger.



Smart Nature-STRIC- Full range of brushes in new design with nature in focus.

- Design, quality and performance
- A mix of certified wood/plastic
- Trendy, colorful collection

KITCHEN NATURE LINE



The mark of
responsible forestry

Smart Nature-SOFT – Design, quality and performance in focus

- Design, quality and performance
- A mix of certified wood/steel/silicone
- Trendy, colorful collection



EU Des PATENT

MICROFIBER CLOTHS



Cleaning cloths 3-pack

Universal cloths for all cleaning applications Best in Test x 3.



Cleaning cloth

Universal cloths for all cleaning applications. Best in Test. Soft and gentle cloth that cleans effectively.



Window cloth

Cleans windows, mirrors and glass table tops leaving a sparkling finish. Leaves no streaks.



Dustcloth

Dusts effectively, the perfect choice for anyone with allergies.



Bathroom cloth

Removes grease, dirt and dust quickly and effectively. Double sided, one for scrubbing, one for polishing.



Polishing cloth

Cleans and polishes fridges, cookers, taps etc., effectively. Removes fingerprints and grease.



Floor cloth XL

Highly absorbent microfiber for effective cleaning of all floor, entrance, garage areas etc.



3-pack sponges

Double sided. One side for scrubbing, the other for polishing/cleaning.



Household cloth 5-pack

A smart cleaning cloth that dries thoroughly without leaving water streaks.



Optical cloth

Thin & gentle cloth for cleaning sensitive surfaces effectively.



Cleaning/screen cloth

Specially developed for sensitive surfaces. Removes fingerprints and dust.



Screen cleaning cloth

Soft and gentle cloth that remove fingerprints, marks and grease.

"Our eco-label microfiber cloths are highly absorbent and leave no streaks"



TOOLS



3-in-1 Mop

Over 1,500,000 sold. Patented scrubbing system for stubborn stains. A mop for all floors.



Smart mop

Cleans all floor surfaces effectively. Easy to wring. Super absorbent, leaves no streaks. Best in Test.



Viscose mop

A soft viscose mop now with the unique properties of microfiber.



Bathroom mop

A multi purpose mop and handtool that reaches everywhere and cleans all floor surfaces, walls and tiles.



Duster XL

With static effect, ergonomic design and flexible wand for best results.



Dustpan & brush set foldable

User friendly with telescopic handle and foldable dustpan. Takes little space and versatile



Dustpan and brush set

Sustainable dustpan and brush set in metal. With practical brush cleaner and rotatable hanger. Dense bristles and soft rubber strip.



Cleaning package

Package contains: Wet mop, Dust mop, Cleaning cloth and Bathroom cloth for effective cleaning of all your specific needs.



Multi-scrubber

Specially designed for cleaning stubborn stains and inaccessible areas such as baths, patio furniture etc.



Bucket

With wringer. Stable and innovative design.



Spray mop

Refill, Spray & Clean! All you need for a fine, clean floor quickly and easily. With detachable liquid holder that is easy to fill.



Sponge mop

A self-wringing mop, absorbs dirt for fast and deep cleaning. Replaceable microfiber sponge suitable for all types of floor.



Eco-Light mop

A light and ergonomically designed mop for brilliant floors.



Floor squeegee

Pliable rubber squeegee that leaves floors dry. Long-lasting and perfect for the bathroom, sauna, wet rooms etc.



Window squeegee

Rotatable rubber squeegee and angled joint that enables you to clean hard to reach areas easily.



Window squeegee

Pliable, premium quality rubber window squeegee with ergonomically designed handle.



Window washer.

Our washable and replaceable microfiber sleeve effectively remove stains, dirt and soot with just water.



Window Squeegee DUO

Two in one window cleaner and detachable squeegee with an ergonomic handle.



Cleaning Kit

Campaign pack – All in one. Window washer, Window squeegee, Window cloth and Spray bottle.



REFILLS



Wet mop Refill

For more effective cleaning.
Works perfect for all floors.



Dust mop Refill

For floors, walls and ceilings.
Attracts dust. The perfect
choice for people with allergies.



Combi mop Refill

Cleans and polishes surfaces.
Dusts when dry, cleans when
damp.



Wooden Floor Mop Refill

A low-friction ultra microfiber
mop for oiled wood and par-
quet floors.



Smart mop Refill

Easy to wring and leaves mini-
mum moisture.



Bathroom mop Refill

For quick and effective cleaning
of floors, walls, shower and
bath.



Viscose mop Refill

For sparkling floors. Easy to
wring. Perfect for all floors.



Window washer refill

Microfiber window sleeve for
cleaning and polishing with just
water.

"Our deep
cleaning mops
leave no streaks"



KITCHEN



Kitchen towel 2 pack

Lint free tea towel for sparkling plates, glasses and tablewear.



Dishcloth

Soft and gentle with ribbed surface to scrub stubborn stains.



Cleaning sponge

For all washing up and cleaning needs. Double sided; for scrubbing and wiping.



Dishmat

Absorbent microfiber. Dries quickly without leaving dishes foggy. With a practical hanger.



Washing up brush Nylon

For slightly more stubborn stains. Ergonomic and very hardwearing.



Washing up soft bristle

For gentle cleaning of fine glass and china. Ergonomic.



Washing up brush

Nylon brush that cleans stubborn stains and designed to reach into tight areas.

“ For a sparkling
clean kitchen ”



BRUSHES



Patio brush – 40 cm

Effective for cleaning impregnated wood and decking. Excellent for scrubbing before oiling. Durable brush that withstands chemicals.



Universal brush – 40 cm

Outdoor brush for all year round. A universal brush for even the toughest jobs. Perfect for all surfaces, both smooth and rough. Excellent for clearing gravel, sand, leaves, pollen, snow etc.



Garage brush – 40 cm

Every garage should have one. Even sweeps uneven surfaces effectively. Can tackle the toughest jobs, including sawdust, shavings, sand and dirt etc.



Floor brush – 40 cm

Soft bristles that sweep clean all sorts of surfaces. Flexible and easy to use.



Floor brush – 60 cm

Soft bristles that work on all surfaces. Flexible and easy to use.



Car brush

Soft and pliable brush that doesn't leave scratches. For removing snow, pollen, dirt, needles and leaves.



Professional rubber squeegee – 40 and 60 cm



Lightweight handle – 140 cm

Hardwearing handle, made of fibre-reinforced plastic. Patented thread, connects to brush without screws or nails. Fits all products in this range.

“High quality
brushes that last”



Smart & the Environment At Smart, we always want our products to also be environmentally sustainable. All our items in the Cleaning category clean quickly and effectively – entirely chemical free. Which is why they are especially appreciated by allergy and asthma sufferers. In line with our environment care approach, we are proud to be able to offer the widest range of Swan labelled* microfiber cleaning products on the Nordic market. We view this as confirmation that we are heading in the right direction when it comes to creating the most effective cleaning tools, without compromising on environmental concerns.



*The Swan is the official Nordic Environment Label. Swan labelled microfiber cleaning products must be able to have a proven effective yet gentle cleaning effect while continuing to maintain the same high quality wash after wash. Environment and health requirements also apply to production.



**Save the
world a
little bit,
every day.**

**Thank you for
choosing Swan
labelled cleaning
products**



Smart Microfiber is proud to partner the Swan campaign **Save the world a little bit every day**. Smart Microfiber has the widest range of Swan labelled microfiber cleaning products on the Nordic market., for gentle and effective cleaning without chemicals.

The Swan sets high standard environmental, health and quality standards for its products and services. The campaign message is that we should all do our part. All of us, Swan license holders like us and consumers can all help the environment by choosing wisely.



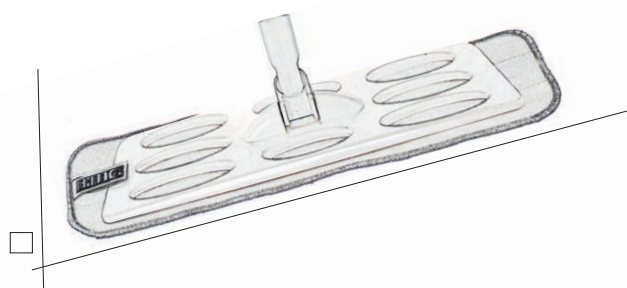
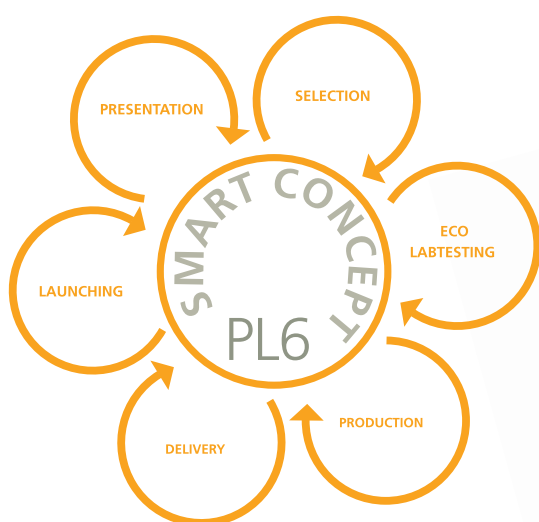
**SMART PL6 CONCEPT
6 MONTHS FROM START TO LAUNCH OF AN
INNOVATIVE, HIGH QUALITY, ECO-LABELLED
CLEANING PRODUCT LINE.**

Private label – based on your specifications. Our expertise allows us to progress from concept to market ready solutions for customers who need innovative products. We have our own design team that can offer both product and packaging solutions. Our patented products are unique and stand out from the crowd.

The products are manufactured in Sweden and Asia where we have our own design tools and facilities for assembly and packaging – all to satisfy your demands on quality.

SMART produces a number of well-known branded products in Scandinavia and Europe, today.

With over 20 years of experience in the industry, we can offer a strong partnership to help your own brands satisfy the demands of consumers in the future.



PRESENTATION We present a unique range proposal based on the customer's specification.

SELECTION Selection of product design, fiber, colour and packaging.

ECO LAB TESTING The colour and fibers of products are now tested in accordance with the Swan criteria to be awarded a Swan licence.

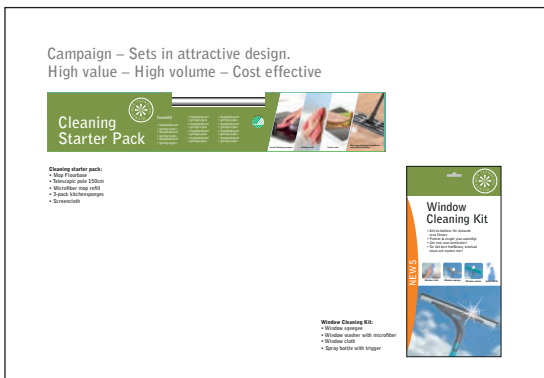
PRODUCTION Start of production and standard for QC-test. Samples to customer for approval

DELIVERY Products ready for delivery from our production/logistics centre in Sweden or Asia.

LAUNCH A unique product line is ready for launch.



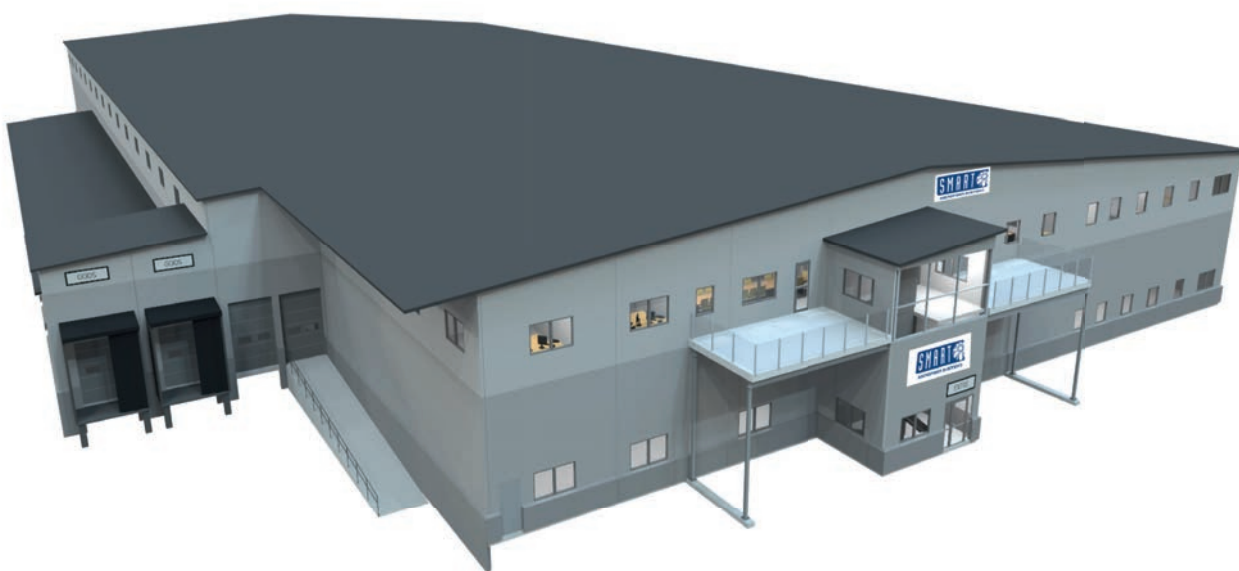
Mattias Mikaelsson,
Designer at Smart Microfiber System AB



“SMART MICROFIBER IS PROUD TO SUPPLY PRIVATE LABEL PRODUCTS TO NUMEROUS WELL-KNOWN BRANDS.”



"To meet the great demand for our Smart Private Label concept, we are now building a new 4,000 sq. m. state of the art logistics centre."



Our new facility is located in Albyberg, the new "green city", 15 minutes from Stockholm city centre. Many of our customers have expressed a wish for fast and more frequent deliveries and we are confident our new facility is ideally located to meet this customer demand efficiently. We will hold more Private Label products in stock and dispatch these on a weekly basis.

Opening of our new logisticcenter will be March 2015.



Please contact us today for more information and product samples.

Smart Microfiber System AB-Sweden HQ
Tel: +46 (0)8 449 24 70, Fax: +46 (0)8 449 24 79
info@smartmicrofiber.se | www.smartmicrofiber.se