

Naturally bacteria resistant... no more sour dishcloth smells!

Why
retailers
and customers
love this
100% wood fibre
natural cloth

“I love selling 75-100 cloths a day in my store!”

“We have marketed the Mabu Cloth in a busy retail environment. The results have been nothing less than phenomenal. Once the customer uses a Mabu Cloth there is no going back to anything else. The customer becomes the best advertising. After a mention in a local newspaper column sales were averaging 75-100 cloths per day for over a 2-week period. Sales a month later still average 40 and 50 per day, with great margins. We keep a display box by the cash register. These cloths work and these cloths sell – because of all the right reasons. The Mabu Cloth is unique to the market place.

L. Fisher, Happy retailer in B.C., Canada

“I love how my MABU stays fresh”

“My Mabu never holds sour dishcloth smells. I rinse it after every use, and soak it in detergent and water with a few drops of bleach to make it white again. This way it lasts for months.”

P. Duncan, Halifax, N.S., Canada

“I’m excited about a cloth!!!”

“I have located the cloths in Ipswich at the Lakeside store.....SO pleased to be able to ‘stock up’ on them !!!!!..... my husband cannot understand why I get so excited about a cloth!, but they are so unique ...just wouldn’t be without them ..”

M. Wolstenholme, England

“I love my MABU’s wonderful softness”

“Once I’d rinsed out the ‘harmless vegetable starch stiffener’ from my Mabu it was hard to believe it’s made from wood – it’s so absorbent, and soft and thick.”

J. Gorman, Kitchener, Ont., Canada

“I love my MABU’s clever design”

“I find Mabu is strong and durable. And its scrubbing power is impressive. It certainly rinses out fresh each time, so I guess those 8 open-weave layers really do their job.”

C. Monds, Ottawa, Ont., Canada

“Ask your favourite retailer to get them for you.”

“Today I’d like to introduce you to a new cloth which has become my favourite.

It’s called a Mabu Cloth. I’ve been using one for the last two weeks and am now totally sold on its unique qualities. It’s a soft, thick, earth-friendly cloth made from 100% natural wood. They are bacteria and stain-resistant, long-lasting, and wonderful to use, not to mention inexpensive. Ask your favourite retailer to get them for you.”

Lifestyle columnist, Morning Star, B.C., Canada

For more information visit us at:

mabu.com



* Mabu is a proud supporter of
Global ReLeaf and Tree Canada



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CONSUMERS LOVE THE MABU MULTI CLOTH

How many dishcloths get fan mail?

Up to now, people used rags or cotton dishcloths – or throwaway cloths with poor absorbency. (All were prone to hold sour odours.) Now there's Mabu. Ultra absorbent, soft and strong, long lasting and earth-friendly-disposable – when it's finally used up.

Plus there's something about the Mabu Cloth that people love, and never want to give up. How many dishcloths get fan mail? Visit our website for a selection from the letters and emails we get from people who love their Mabu Cloth. Or read below about some of Mabu's unique qualities.

Earth friendly, biodegradable

Mabu is made of biodegradable, 100% wood fiber, which is more absorbent than cotton. Your packaged Mabu Cloth is stiffened for packaging and shipping with tapioca starch. This is a harmless, edible starch which you simply rinse out before using.

Resists bacteria and odours

Mabu Cloth holds bacteria, stains, debris and dirt in suspension. When the cloth is rinsed, the unique, open weave eight layer design allows them to be released.

Easy cleaning, stays fresh

Although Mabu naturally resists retaining odours and stains, all wiping cloths can stain. But one of Mabu's unique qualities is that most stains simply rinse out after a soak in detergent and water. Add a few drops of bleach for the most stubborn stains to return your Mabu to sparkling white.

Machine washable

For convenience, just throw Mabu in with the whites. Putting Mabu in the dryer will not affect any of its unique qualities, it becomes puffy and soft and it may shrink slightly.

Long lasting and economical

Strong and durable, Mabu lasts much longer than disposable cloths. Most Mabu Cloths continue their life with you out in the garage or workshop before they're thrown away.

You'll never love another dishcloth

Once you've used Mabu there is no going back to anything else. Soon you'll be back for more, plus extras to share your discovery with family and friends.

RETAILERS LOVE THE MABU MULTI CLOTH

Box of 24 folds easily into a counter display box. Packages are punched for clip strips.



A new product that's creating a lot of interest

Mabu is the best dishcloth on the market and people are seeking it out. Retailers will want to display Mabu Multi Cloths prominently. Use it yourself and become a convert. If you are carrying Mabu in your store, please contact us at our website so we can direct customers in your area looking for more Mabu Cloths.

Consumers love Mabu's earth-friendly qualities

Mabu is an earth-friendly, environmental product. Through Mabu's association with Global ReLeaf and Tree Canada, a portion of the sales of every Mabu Cloth sold goes towards planting new trees in North America and around the world.

Mabu is multi-talented

Mabu's unique qualities make it the perfect wiping cloth for every room in the house (that's why we've added multi to the logo.) Mabu multi cloth can also be used in hotels, restaurants, schools, offices and institutions. Visit our website to see how Mabu can be used everywhere.

Mabu's high standards

Millions of people in Japan have been using similar cloths for many years.

Mabu Cloth is made with the same strict Japanese standards for using entirely 100% natural wood fiber, with no contaminants such as fluorescers. We've designed a stronger, thicker cloth for the North American market.



Make sure you get the authentic Mabu Multi Cloth



Mabu Multi Cloth packaging includes the words "The Original" to help you make sure you're getting the carefully made cloth you love.

www.mabu.com



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