

# STREET



# TALK

*"Just a few things I've picked up along the way and would like to share with you!"*

## ***"What you should know about cleaning DVDs, CDs and Wide-Screens"***



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### **Q Why do DVDs and CDs need to be cleaned?**

A. Dvds and CDs are like polycarbonate sandwiches. The digital information is in the middle, covered by two slices of polycarbonate. Fingerprints and scratches on the disc will obscure the digital information on the disc from the laser pick-up in your player. This will cause "skipping". Not only should DVDs be cleaned more often, but so should the laser pick-up in your player. A disc *whirling* inside of a DVD player creates a vacuum and sucks dust and dirt into the player. Not only will your DVDs get dirty, the laser pick-up on your player will also get dirty and cause skipping.

*NOTE: Dvds stored and played in an automobile, or out side, are more at risk of skipping due to the environment. DVDs and CDs should never be stored in an automobile. According to research, exposure to high acidity, as well as constant change in temperature and humidity, can cause discs to delaminate and lose digital information.*

### **Q Why do the new wide screens need to be cleaned?**

A. For the same reason DVDs and CDs need to be cleaned. They're made of polycarbonate and they get dirty. Over 90% of the wide-screens, as well as notebook computers and touch screens, incorporate polycarbonate. Polycarbonate screens are tough; they won't break easily. However, polycarbonate, like metal, oxidizes if not kept clean. Highly acidic fingerprints, animal nose prints... even dust contains airborne household cleaning chemicals or cigarette smoke that will end up on your screen.

### **Q How can you tell if your screen is oxidizing?**

A. You may think you need your eyes checked but, if your picture appears to be blurry around it's perimeter, it's more

likely in the beginning stages of oxidation. In time, small lines will appear; this is called *crazing*. Oxidation will continue to move across your screen, weakening it, ruining your picture and eventually causing cracking.

### **Q Why can't I just use a Glass Cleaner?**

A. Most household glass cleaners contain a number of nasty chemicals: alcohol, ammonia, and butyl-selusive. These are the enemies of polycarbonate and screens that incorporate anti-glare. They literally eat polycarbonate and they will remove the anti-glare coating. Over 70% of the wide screens incorporate some type of anti-glare. The key to cleaning a wide screen or a computer screen safely is to turn the power off, let the screen cool, and you use a fluid that is pH neutral and an ultra-fine micro fiber cloth that has been tested for low abrasion.

### **Q What do most screen manufacturers recommend?**

A. Samsung and Panasonic recommend Screen Kleen. Some manufacturers, like Pioneer, don't recommend cleaning their Plasma Elites because of Pioneer's unique color filter construction. Pioneer adheres its color filter directly to its plasma glass. Consequently, when the power is turned off, their screen remains warmer longer. Some screen cleaners, which are not pH neutral, or contain polymers or alcohol, may streak when applied to a warm screen. Not Screen Kleen. Simply spray the pH neutral fluid on the proprietary micro fiber cloth and wipe in one direction.

*NOTE: According to a National trainer for Pioneer... "I personally know retailers that sell and use Screen Kleen on our panels without any problems of any kind".*

**Q So, what is micro fiber?**

A. Micro fiber cloths were originally developed for cleaning “clean rooms” in the semi-conductor industry and later for sports apparel because of their ability to absorb perspiration. Micro fibers are constructed of a combination of polyester and polyamide (nylon) fibers. These synthetics are interwoven and put through a special process where each filament is split into 16 sections with 16 interval spaces. A micro fiber is approximately 1/100th the size of a human hair and has approximately 90,000 cut edges per one square inch of micro fiber cloth.

**Q What makes Screen Kleen’s cloth special?**

A. Ultimately, it is the resulting density of a micro fiber cloth that allows micro fiber to trap and lift dirt and oils from DVDs, CDs and wide screen TVs. Screen Kleen’s ultra-fine, double-density composition gives you triple the cleaning surface of any other micro fiber cloth.

No adhesives or binders are used in the fabrication process, so we can actually shrink the micro fiber by 40% of it’s original size. The result is more than triple the filament cleaning surface. This means you don’t have to rub as often or as hard to remove and lift oil, smudges and fingerprints. It is the constant rubbing with inferior micro fiber cloths or paper toweling that removes special coatings. Screen Kleen is Safe!

*NOTE: Screen Kleen’s cloth was tested for abrasion by Colt Labs. They test sensitive optics for manufacturers like Zeiss. According to Colt, Screen Kleen is one of only two cloths ever tested to receive its highest marks and seal of approval. Screen Kleen’s abrasion factor of less than .002 means it’s safe to use on all screen coatings.*

**Q Aren’t all micro fiber cloths the same?**

A. Beware of imitations! Micro fiber has become very popular in the U.S. and we all know from experience, when something becomes popular, it tends to attract “me-too” manufacturers to enter the marketplace with cheaper, lower-quality products. Just as there are different levels of quality in DVD players, there are also different levels of quality in micro fiber cloths.

*NOTE: R-Tech Labs of Land-O-Lakes is currently testing Screen Kleen’s micro fiber cloth for its ability to remove infectious bacteria from touch screens in restaurants and retail establishments.*

**Q How do I clean a CD or DVD?**

A. Hold the CD or DVD by the edges or by one edge and the center hole. Do not touch the data surface. Using Screen Kleen’s pH neutral fluid, lightly spray both sides of the disc. Using the micro fiber cloth, wipe in straight lines, from the middle of the disc to the outer perimeter. Both sides should be cleaned to remove the static charge from the entire disc.

**Q How do I clean a wide-screen?**

A. Begin by turning off your wide-screen, your notebook computer or touch-screen. Allow the screen to cool for a few minutes. Take your micro fiber cloth and spray a liberal amount of Screen Kleen’s pH neutral fluid on the cloth. Begin to clean by lightly wiping the screen in an up and down motion. Never wipe in circles or from side to side. For stubborn spots or fingerprints, spray directly on the spot, then wipe up and down. Due to the double density construction of the Screen Kleen micro fiber cloth, you should never have to rub hard.

**Q How should I clean my micro fiber cloth?**

A. You can either hand-wash your micro fiber cloth in a mild detergent, or liquid dish soap, and warm water. Do not use products containing fabric softener.

Your Screen Kleen micro fiber cloth will last a long time.

If your micro fiber cloth is being used to remove bacteria from a touch screen, simply put it in your dishwasher. The high temperatures created by your dish washer will sanitize your micro fiber cloth and, once it’s dried, it’ll be ready to use again.

*NOTE: Screen Kleen was created at the request of electronic service dealers and is the only screen cleaner that has been tested, approved and sold by its members across the USA.*

**Q Where’s it made?**

A.



**Made in USA**