Kleawip™

Precision in Every Fiber.



KLEAWIP

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THE BRAND

At Kleawip, excellence in microfiber is not just our business — it is our standard. We have grown to become one of India's largest importers of premium microfiber cloths, trusted by professionals, retailers, and households alike.

With over a decade of industry expertise, we are driven by a single commitment: delivering uncompromised quality. Every Kleawip product is crafted from high-grade materials, maintaining superior GSM standards ranging from 300 to 1200 GSM to ensure exceptional absorbency, durability, and performance.

Our carefully curated range extends beyond microfiber cloths to include premium bath towels, door mats, and microfiber cleaning gloves — offering a complete line of high-performance textile cleaning solutions. Whether for everyday household care or professional automotive detailing, Kleawip products are designed to provide a lint-free finish, long-lasting softness, and reliable results every time.

At Kleawip, we don't just supply cleaning products — we deliver performance you can trust.

Since 2013.



WHY CHOOSE KLEAWIP?

Kleawip represents quality, reliability, and complete transparency. We clearly define GSM standards, maintain strict quality control measures, and ensure a consistent supply for both retail and bulk buyers. Backed by years of industry expertise and scalable operations, we deliver premium-performance products that offer long-term value — making Kleawip a dependable partner in the microfiber industry.

HOW GSM IS CALCULATED IN MICROFIBER?

GSM stands for Grams per Square Meter. It represents the weight of fabric in one square meter of area. In simple terms, GSM indicates the thickness, density, and overall feel of a microfiber cloth. A higher GSM means the fabric contains more material per square meter, making it thicker and heavier, while a lower GSM indicates a lighter and thinner cloth.

Understanding GSM helps in selecting the right microfiber cloth based on its intended use — whether for light dusting, regular cleaning, or heavy-duty drying.

GSM Calculation:

Area = Length × Width

= 2meters × 1meter

= 2 square meters

$$\text{GSM} = \frac{2400 \text{ grams}}{2 \text{ square meters}}$$

= 1200 GSM

This means the fabric density is 1200 grams per square meter, indicating a thick, heavy-duty microfiber cloth designed for maximum absorbency and durability.

Why GSM Matters

300–400 GSM → Lightweight, multipurpose cleaning
400–600 GSM → Standard premium cleaning cloth
800 GSM → High absorbency detailing towel
1200 GSM → Ultra-thick, heavy-duty drying towel

OUR COLLECTION



WEFT



Available in
350, 400, 420, 460 GSM

WARP



Available in
300, 350, 400 GSM

CORAL



Available in
400, 500, 550, 600 GSM

TWISTED LOOP



Available in
600, 800, 1200, 1600 GSM

GLOVES



Available in
Single-sided & Double-sided

BATH TOWELS



HAIR WRAP TOWELS



BABY TOWELS





VISUAL EXPERIENCE



WEFT

350 GSM

40 × 40 cm

80% Polyester | 20% Polyamide

Shades: *Dark Blue | Grey | Brown | Red | Violet | Moss Green*

Features:

- *Soft*
- *Scratch-Free*
- *Lint-Free*
- *High Absorbency*
- *Quick Drying*

Ideal For : *Automotive Care • Gym • Kitchen • Everyday Use*


Kleawp™



WEFT

400 GSM

40 × 60 cm

80% Polyester | 20% Polyamide

Shades: Purple | Black | Dark Blue | Grey | Brown | Red | Wine | Grape | Golden Orange | Pink

Features:

- Soft
- Scratch-Free
- Lint-Free
- High Absorbency
- Quick Drying

Ideal For: Automotive Care • Kitchen • Everyday Use


Kleawip™



WEFT

420 GSM

40 × 60 cm

80% Polyester | 20% Polyamide

Shades: *Dark Blue | Grey | Brown | Red | Grape*

Features:

- *Soft*
- *Comfortable*
- *Scratch-Free*
- *Lint-Free*
- *Strong Absorbency*
- *Quick Drying*
- *Anti-Bacterial*
- *Eco-Friendly*

Ideal For: *Automotive Care • Gym • Kitchen • Everyday Use*


Kleawip™



WEFT

460 GSM

40 × 60 cm

80% Polyester | 20% Polyamide

Shades: *Navy Blue | Black | Brown | Purple | Grey*

Features:

- *Soft*
- *Comfortable*
- *Scratch-Free*
- *Lint-Free*
- *Strong Absorbency*
- *Quick Drying*
- *Anti-Bacterial*
- *Eco-Friendly*
- *Dense Weft Construction*

Ideal For: *Automotive Care • Gym • Kitchen • Everyday Use*


Kleawip™



WARP

300 GSM

40 × 60 cm

80% Polyester | 20% Polyamide

Shades: *Grey | Green | Light Blue | Yellow | Dark Blue*

Features:

- *Lint-Free*
- *High Water Absorbency*
- *Eco-Friendly*

Ideal For: *Automotive Interior & Exterior Cleaning • Coating Application & Removal*


Kleawip™



WARP

350 GSM

40 × 60 cm

80% Polyester | 20% Polyamide

Shades: *Grey | Green | Light Blue | Yellow | Dark Blue*

Features:

- *Lint-Free*
- *High Water Absorbency*
- *Eco-Friendly*

Ideal For: *Automotive Interior & Exterior Cleaning • Coating Application & Removal*


Kleawp™



WARP

400 GSM

40 × 40 cm
80% Polyester | 20% Polyamide
Shades: *Grey | Orange | Light Blue | Yellow*
Features:

- *Lint-Free*
- *High Water Absorbency*
- *Eco-Friendly*

Ideal For: *Automotive Interior & Exterior Cleaning • Coating Application & Removal*


Kleawip™



CORAL

400 GSM

40 × 40 cm

80% Polyester | 20% Polyamide

Shades: *Baby Blue | Baby Pink | Grey | Black*

Features:

- *Edgeless Design*
- *Soft Coral Microfiber*
- *Scratch-Free*
- *Lint-Free*
- *High Absorbency*
- *Quick Drying*

Ideal For: *Automotive Detailing • Polishing • Interior Cleaning*


Kleawip™
SMART
CLEANING CLOTH
Kleawip®
Exclusive
Quality



CORAL

400 GSM

40 × 40 cm

80% Polyester | 20% Polyamide

Shades: *Dual-Tone Variants*

Features:

- *Double-Color Design*
- *Soft Coral Microfiber*
- *Scratch-Free*
- *Lint-Free*
- *Strong Absorbency*
- *Quick Drying*

Ideal For: *Automotive Care • Polishing • Daily Cleaning*


Kleawip
SMART
CLEANING CLOTH
Kleawip
Exclusive
Quality



CORAL

500 GSM

40 × 40 cm

80% Polyester | 20% Polyamide

Shades: *Grey & Black | Green & Black | Yellow & Black | Purple & Black | Pink & Black*

Features:

- *Double-Color Construction*
- *Thick & Plush Texture*
- *Scratch-Free*
- *High Absorbency*
- *Quick Drying*

Ideal For: *Automotive Detailing • Buffing • Finishing*


Kleawip
SMART
CLEANING CLOTH
Kleawip
Exclusive
Quality



CORAL

550 GSM

40 × 60 cm

80% Polyester | 20% Polyamide

Shades: *Grey & Black | Green & Black | Yellow & Black | Purple & Black | Pink & Black*

Features:

- *Double-Color Construction*
- *Extra Thick & Dense*
- *Ultra-Soft Texture*
- *High Absorbency*
- *Quick Drying*

Ideal For: *Car Washing • Drying • Detailing • Finishing*


Kleawip
SMART
CLEANING CLOTH
Kleawip
Exclusive
Quality



CORAL

600 GSM

80% Polyester | 20% Polyamide

Shades: *Yellow | Black | Red | Pink | Blue | Purple*

Features:

- *Premium Coral Fleece*
- *Single-Color Design*
- *Ultra-Soft & Plush*
- *Scratch-Free*
- *High Absorbency*
- *Durable & Reusable*

Ideal For: *Automotive Detailing • Polishing • Interior & Exterior Care*


Kleawp™



TWISTED

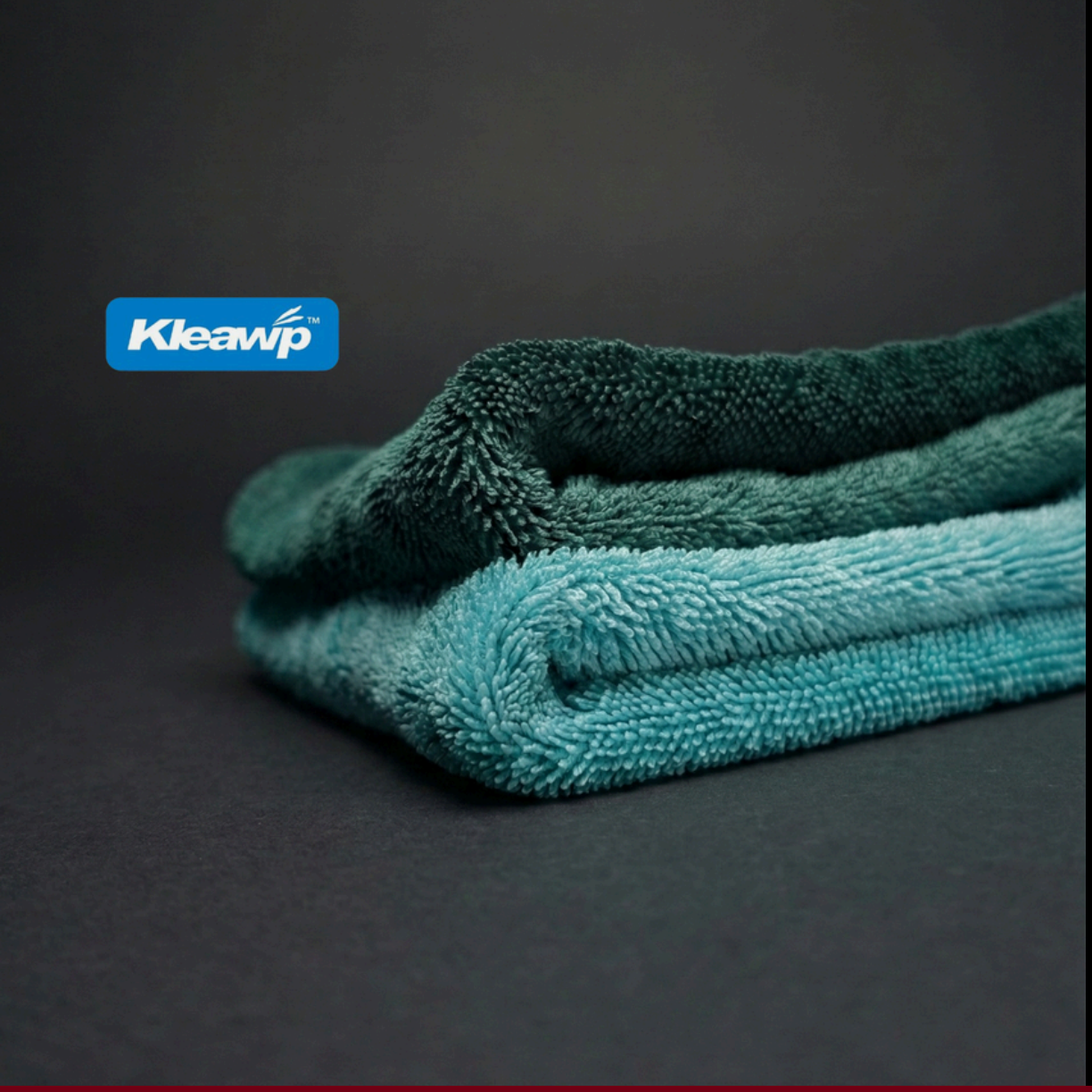
800 GSM

50 × 60 cm
80% Polyester | 20% Polyamide
Shades: Red | Green
Features:

- Single-Side Twisted Loop Microfiber
- Suede Edging for Faster Drying
- Dense, Premium-Quality Fibers
- Thick & Highly Absorbent (Up to 8× Its Weight)
- 100% AA-Grade Microfiber

Ideal For: Car Washing • Drying • Polishing • Detailing • Finishing


Kleawp™



TWISTED

1200 GSM

40 × 40 cm | 40 × 60 cm
80% Polyester | 20% Polyamide
Shades: Grey | Grey & Blue
Features:

- Double-Layered Construction
- Soft, Premium-Quality Microfiber
- Dense & Extra Thick
- High Absorbency (Up to 8× Its Weight)

Ideal For: Car Washing • Drying • Polishing • Detailing • Finishing


Kleawip™



TWISTED

1600 GSM

40 × 60 cm
80% Polyester | 20% Polyamide
Shade: Grey
Features:

- Double-Layered Construction
- Soft, Premium-Quality Microfiber
- Dense & Extra Thick
- High Absorbency (Up to 8× Its Weight)

Ideal For: Car Washing • Drying • Polishing • Detailing • Finishing


Kleawip™



GLOVES

11 Inch
80% Polyester | 20% Polyamide
Shades: Assorted Colors
Features:

- Double-Sided Chenille Microfiber
- Soft & Scratch-Free
- Premium Quality
- Washable & Reusable
- Strong Absorption
- Elastic Cuffs for Secure Fit

Ideal For: Automotive Dusting & Cleaning Gloves


Kleawip™



HAIR WRAP

25 × 64 cm
80% Polyester | 20% Polyamide
Shades: Assorted Colors
Features:

- Super Absorbent
- Soft & Skin-Friendly
- Anti-Bacterial
- Fast Drying
- Lightweight & Gentle on Hair

Ideal For: Quick & Efficient Hair Drying


Kleawip™



BABY TOWELS

Knitting: Waffle
80% Polyester | 20% Polyamide
Shades: Beige | Red | Green | Blue | Pink
Features:

- Lint & Streak-Free
- Strong Water Absorbency
- Soft Texture
- Effective Decontamination

Ideal For: Cleaning Steel • Ceramic • Glassware • Dishes • Cutlery


Kleawip™



BEST SELLING ESSENTIALS



WEFT
400 GSM



WARP
350 GSM



TWISTED
1200 GSM

APPLICATION INSIGHTS











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