

WHY MIMA TOWEL & SUPPLY?



RICHCO
PRODUCTS

INCORPORATED | BRYAN HAUSCHILD SR | SPRINGFIELD, MA



"Our sales force feels they have an advantage with a microfiber product that is better than what they've sold in the past."

MIMA microfiber products are made with cutting-edge manufacturing to provide the most advanced microfiber product on the market. One technology breakthrough is MIMA's extremely fine fiber diameter, which means higher absorbency, greater ability to trap and hold dirt, and longer life.



"We have an advantage with MIMA because of the reasonable cost to Richco, and where we can place the list price in an overcrowded microfiber market."

MIMA is competitively priced because it continually resources the most advanced textile technology and manufacturing processes. MIMA knows microfiber, because microfiber is all MIMA does!



"Maybe the most important advantage is the anti-microbial microfiber wipe ...this product has such a great story that sales people are using it as a lead-in or new call door-opener."

MIMA's anti-microbial wipe delivers a 99.99% kill on bacteria, algae, and fungus without chemicals. The technology is proven physical reaction that's unique to MIMA. You won't find it anywhere else!



"MIMA's key personnel are involved with the sales process, and that makes all the difference."

From initial kick-off meetings that educate and excite the sales force to ongoing sales tips, MIMA provides personal involvement that leads to increased sales.

CUSTOM ORDERS AVAILABLE

Different weaves or patterns • Available in custom sizes • Imprinting of your company logo • Various sizes and weights

VARIETY AND CHOICE

Microfiber Towels • Mop Heads • Looped Dust Mop • Wet/Dry Mop Pads • Spray Mop • Scissor Mop • Mop Buckets • String Mops • Dusters • Dusting Mitts

another

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