

How to Clean Jive

PVC Free Polyurethane with Cleangene

This polyurethane features Cleangene technology. Cleangene is a stain inhibiting polymer inherent to the material make-up. Unlike topical treatments it does not wear off. Cleangene enables the use of strong cleaners such as undiluted Isopropyl Alcohol and high concentrations of bleach, and a variety of other industrial cleaners. With Cleangene, virtually any tough stain can be removed.

Prompt cleaning is always recommended.

Recommended cleaning steps are listed by type of stain. For best results follow cleaning steps in order.

Recommended Care and Cleaning Guide:

STEP 1: Regular Cleaning and Maintenance (*Dirt • Dust • Grime*)

Clean the soiled area with mild soap and water, then rinse with fresh water and wipe dry with a clean cloth.

STEP 2: Food Stains / Oils (*Ketchup • Chocolate • Coffee / Tea • Salad Dressing • Butter • Soy Sauce*)

Wipe the affected area with a soft cloth or soft bristle brush using a non-abrasive cleaner, for example Formula 409™ or Fantastik™. Rinse with fresh water and wipe dry with a clean cloth.

STEP 3: Healthcare (*Blood • Urine • Iodine • Betadine*)

Clean / Disinfect the soiled area with a 25% solution of household bleach and 75% water.

It is important to rinse the cleaned area with fresh water after applying the bleach solution. Wipe dry with a clean cloth.

STEP 4: Difficult Stains (*Eye Shadow / Mascara • Lipstick • Crayon • Grease • Mustard • Motor Oil*)

Clean the soiled area with a 50% solution of Isopropyl Alcohol (Rubbing Alcohol) and water.

It is important to rinse the cleaned area with fresh water after applying the alcohol solution. Wipe dry with a clean cloth.

NOTE: The use of commercial vinyl conditioners and protectants is NOT RECOMMENDED.

The information in this cleaning guide refers to performance in specific tests conducted under laboratory conditions. This information is not a guarantee and does not relieve the user from the responsibility of the proper and safe use of the product and referenced cleaning agents.



Cleaning information is offered for general guidance and is not a guarantee. The use of certain cleaning agents can be harmful to the surface appearance and lifespan of a product. Burch Fabrics assumes no responsibility for damage to a product resulting from lack of cleaning, improper cleaning or the misuse of cleaning agents. Certain clothing and accessory dyes (such as those used on denim jeans) may migrate to materials and cause permanent damage. Burch Fabrics cannot be held responsible for dye transfer caused by external contaminants.
