Claims:

1. An apparatus for applying a cleaning material, the apparatus comprising:

a length of cleaning material attached to a moving cleaner device that moves and places a portion of the cleaning material against a portion of a moving flexible electronics roll to clean debris from that portion of the moving flexible electronics roll using the portion of the cleaning material;

a length of second cleaning material attached to a moving device that places a portion of the second cleaning material against a portion of the moving cleaning material to clean debris from that portion of the moving cleaning material using the portion of the second cleaning material; and

wherein the moving flexible electronics roll has a plurality of portions and each portion moves over a cleaning point over time and the cleaning material length has a plurality of portions and each portion is adjacent the cleaning point over time and the cleaning material moves at a same speed as the moving flexible electronics roll so that the moving flexible electronics roll is cleaned and wherein the second cleaning material length has a plurality of portions and each portion passes a second cleaning point over time and the moving cleaning material length has the plurality of portions and each portion is adjacent the second cleaning point over time and the second cleaning material moves at a same speed as the moving cleaning material so that the moving cleaning material is cleaned at the second cleaning point.

2. The apparatus of claim 1, wherein the moving cleaner device further comprises a source cylinder and a take-up cylinder wherein the cleaning material is rolled off of the source cylinder and rolled onto the take-up cylinder after the cleaning material has cleaned the moving flexible electronics roll.

3. The apparatus of claim 2, wherein the source cylinder and the take-up cylinder each have a motor that drives a motion of the cleaning material past the cleaning point and wherein the cleaning material has a width equal to a width of the moving flexible electronics.

4. The apparatus of claim 2, wherein the source cylinder further comprises a sensor that determines an amount of cleaning material remaining on the source cylinder.

5. The apparatus of claim 2, wherein the moving cleaner device further comprises a roller that generates a contact patch between the cleaning material and the moving flexible electronics web surface at the cleaning point.

6. The apparatus of claim 5 further comprising a roller underneath the moving flexible electronics web surface that presses the portion of the moving flexible electronics at the cleaning point against the portion of the cleaning material.

7. The apparatus of claim 5, wherein the moving cleaner device further comprises a bracket connected to the roller, the source cylinder and the take-up cylinder that reverses a direction of the cleaning material wherein the cleaning material rolls off the take-up cylinder is taken up by the source cylinder so that that the cleaning material is reused.

8. The apparatus of claim 7, wherein the bracket rotates 180 degrees to reverse the direction of the cleaning material and wherein the moving cleaner device further comprises an integrated control system that controls the operation of the two cylinders, the sensor and the bracket.

9. The apparatus of claim 1, wherein the cleaning material moves in a direction that is the same as a direction of the moving flexible electronics rolls.

10. The apparatus of claim 1, wherein the moving device further comprises a source cylinder and a take-up cylinder wherein the second cleaning material is rolled off of the source cylinder and rolled onto the take-up cylinder after the second cleaning material has cleaned the moving cleaning material.

11. The apparatus of claim 10, wherein the source cylinder and the take-up cylinder each have a motor that drives a motion of the second cleaning material and wherein the second cleaning material has a width equal to a width of the cleaning material.

12. The apparatus of claim 10, wherein the source cylinder further comprises a sensor that determines an amount of second cleaning material remaining on the source cylinder.

13. The apparatus of claim 10, wherein the moving device further comprises a roller that generates a contact patch between the second cleaning material and the moving cleaning material at the second cleaning point.

14. The apparatus of claim 13, wherein the moving device further comprises a bracket connected to the roller, the source cylinder and the take-up cylinder that reverses a direction of the second cleaning material wherein the second cleaning material rolls off the take-up cylinder is taken up by the source cylinder so that that the second cleaning material is reused.

15. The apparatus of claim 14, wherein the bracket rotates 180 degrees to reverse the direction of the second cleaning material and reuse the second cleaning material.

16. The apparatus of claim 15, wherein the moving cleaning device further comprises an integrated control system that controls the operation of the two cylinders, the sensor and the bracket.

17. The apparatus of claim 1, wherein the second cleaning material moves in a direction that is the same as a direction of the moving cleaning material.