

Three Dangerous Mistakes That Cost You Your Health and Millions When Choosing the Wrong Dry Cleaner

Mistake #1

People don't know that the solvent that most dry cleaners use likely causes cancer in people

In February 2012, the US EPA determined that Perchloroethylene (perc) is a "likely human carcinogen." Perc is used by an estimated 80-90% of all dry cleaners in the United States as the solvent that clothes are cleaned in. Even with the recent findings by the EPA, it could take decades or longer before perc usage is phased out. Until that time, it is critical to use environmentally conscious dry cleaners.

The best alternatives include:

GreenEarth – A liquid silicone that has been used for decades in a wide array of personal care items such as cosmetics, deodorant, shampoo, etc. This solvent is unregulated by the EPA and was awarded an Environmental Achievement Award by the EPA for its use in the dry cleaning industry.

<http://www.greenearthcleaning.com/?page=BenefitsPeople>

SOLVONK4 – A relatively new proprietary halogen-free organic solvent that is biodegradable and is not listed as a hazardous material.

<http://www.systemk4.com/en/system-advantages/environment.html>

Beware of cleaners that simply advertise themselves as "organic". Unfortunately, this has a certain meaning to consumers, but dry cleaners are not being completely forthright when using this terminology. Most of these so-called organic cleaners use a product called an aliphatic hydrocarbon. The material safety and data sheet says that inhalation of this material can irritate the eyes and respiratory tract, may cause headaches, dizziness, drowsiness, unconsciousness and other central nervous system effects. It's really much better than perc, but is still a hazardous material.

Mistake #2

The amount of time it takes to drive to/from the cleaner is not considered. The value of your health is not considered.

Although the most valuable thing we have is time, most people don't consider time spent on various activities and how it affects their quality of life. Everyone is increasingly busy with career and family time commitments. How many hours of discretionary time do you have each week?

Get an extra hour or more back each week by skipping the drop off and pick up at your dry cleaner. Whether you spend the extra time gained honing your professional skills, with your family or to have some extra time for yourself, it is far better than spending the time driving to and from the dry cleaner.

If you make \$150,000/yr, you probably spend \$3,000-\$4,000/yr of your valuable TIME driving to and from the cleaner to drop-off or pick-up your clothes and that doesn't even include the price of gas. Over a 30 year career, spending more than \$100,000 of your time visiting the dry cleaner is easy.

The kicker is the cost of getting cancer. What would that cost you and your family? What is your health worth? What is your income worth?

Eliminate this mundane task and get this time back by finding a dry cleaner that is able to serve you at your home or business.

Mistake #3

You Think All Dry Cleaners Are the Same

There are more than 30,000 dry cleaners in the United States and just about every dry cleaner is different in some way. Every dry cleaner has different equipment, different employees with different levels of training.

Dry Cleaning is a fine art and requires a high level of expertise to protect your garment against damage while removing stains and finishing it to proper standards. Even though there have been a tremendous number of technological advances in the industry, it still takes a highly trained staff to perform these duties properly.

Communication is the key to picking the best cleaner for you. Ask if they clean wedding dresses or if they do all of their own cleaning on-site. Ask if they do same day service and if so, do they charge for this. Ask if they guarantee their work. Ask any other questions that are unique to your needs.

This will help you decide whether they are the best dry cleaner YOU!

Questions to Consider

1. What is your time worth?
2. What would you do with an extra hour per week of "found" time?
3. What is your health worth?

Conclusion

Choosing a dry cleaner is a very personal choice. Your wardrobe has been built up over years at a tremendous expense. I put this information together to help you make an informed decision to find a cleaner that will meet your needs. If there are any other questions you have about dry cleaning, please contact us. Good luck.

Visit our Website to see more information about the dry cleaning industry.

www.MyGreenDryCleaning.com

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