

FINALLY, ECO-FRIENDLY DRY CLEANING  
TO SUIT YOUR HOTEL NEEDS.



**GREENEARTH**<sup>®</sup>  
CLEANING



## Mother Nature will be tickled pink.

*Your guests will be happy too. Because GreenEarth is more than an environmentally safe cleaning method, it is a better way to dry clean. GreenEarth Cleaning offers your guests a difference they can actually see, touch and smell. Colors are brighter, whites are whiter, fabrics feel softer, and best of all, there is absolutely no odor.*

Sustainable practices are solid marketing initiatives today, but they promise to be the future's "cost of entry" practice in hospitality. Like many quality hotels, you are looking for ways to meet the new "green" imperative with environmentally conscious amenities that enhance the guest experience. The problem is, environmentally friendly products and services often have a higher cost structure.

Dry cleaning is a case in point. CO2 cleaning and professional wet cleaning are both environment-safe alternatives to petrochemical processing, but equipment and production costs for these cleaning methods are significantly higher. With hotel pricing for dry cleaning services already at a premium, any increase in costs would likely cut into your bottom line. Fortunately, now there's GreenEarth Cleaning. And, for the first time, you and your guests have a real choice.

Whether you contract out your dry cleaning, or clean on site, GreenEarth makes it easy to go green. Because GreenEarth is the affordable green dry cleaning method that offers your guests benefits they can actually see, touch and smell. Once your guests have experienced the GreenEarth difference, they won't want to go back to "regular" dry cleaning.





*No petrochemicals means no odor...a breath of fresh air in dry cleaning!*



**Our patented GreenEarth Cleaning process doesn't use petroleum-based solvents like traditional dry cleaners.**

The GreenEarth process cleans with pure liquid silicone. In essence, liquified sand. The same safe, natural sand the earth has been creating for over six billion years. When released to the environment, silicone reverts to its base elements of sand (SiO<sub>2</sub>) and trace amounts of water and CO<sub>2</sub>.

In contrast, most dry cleaning methods use petrochemical solvents that are hazardous to the environment and hard on fabrics. Perchloroethylene is the solvent used by 85% of dry cleaners. It has a strong, ether-like smell; residue left on clothes is what causes them to have that unpleasant "dry cleaning odor". Perc, as it's called, is classified by the EPA as an air and water toxin and dangerous to human health. Exposure can lead to increased risk of cancer, eye, nose, throat and skin irritation and reduced fertility.

Hydrocarbon, another petroleum-based solvent used by dry cleaners, is a volatile organic compound with its own environment and health issues.

Dry Cleaners using perc and hydrocarbon sometimes market themselves as "organic" or "natural", a technically accurate but socially irresponsible claim. Any chemical with a carbon backbone is "organic"; gasoline is organic but you wouldn't want to wash your clothes in it.

**GreenEarth looks like water, smells like water and leaves garments feeling like they've just come out of a mineral bath.**

Silicone is an odorless and colorless liquid with chemical properties that make it ideal for fabric care. Because it weighs a lot less than perc, has low surface tension and is chemically inert (meaning it carries in detergent and takes away soil without interacting with fabric fibers), silicone enables clothes to be cleaned without aggressive abrasion.

Result? Garments cleaned in GreenEarth silicone don't experience dye transfer, so colors are brighter and won't fade, even after repeated cleanings. Clothes retain their correct size and shape, so shrinkage and stretching are no longer a worry. And fabrics feel soft and supple, like new again.

**It pays to go green with our GreenEarth Cleaning method.**

In all the talk about sustainability, the sustainability of the business model is often overlooked. With the cost of equipment and labor, it can be a particularly difficult equation in dry cleaning. Our GreenEarth Cleaning process is not more expensive than traditional dry cleaning methods. So you will not need to pay "extra" to offer a



better dry cleaning experience to your hotel guests.

Another plus, you will be able to tout a lower carbon footprint for the dry cleaning services you offer.

There is a lot to love about GreenEarth. Most important? How much your guests will love how their clothes come back smelling fresh and looking beautifully clean, pressed and ready to wear!

# Benefits of GreenEarth Cleaning

Green Hotel Goals	GreenEarth Solutions	Facts and Science
Make a high quality "green" statement	Eco-friendly dry cleaning	Patented silicone-based dry cleaning process. If released to the environment, liquid silicone reverts to base elements of sand (SiO <sub>2</sub> ) and trace amounts of CO <sub>2</sub> and water in 8-10 days.  Over \$30 million in independent testing and research confirms that silicone is ecologically friendly and safe to use.
Meet the needs of discriminating, upscale hotel customers	Quality difference guests can see, touch and smell	Silicone is a gentle, non-aggressive solution that is chemically inert, preventing dye bleed and fiber damage. Colors won't fade, whites don't yellow and garments won't get that "washed out" appearance. Fabrics drape better and are noticeably smoother and softer to the touch.  Because GreenEarth is not a petrochemical, and odorless, there is no unpleasant "dry cleaning smell".  Safe for fine silks, wool, lace, beads, leather trims, sequins, painted fabrics and other garments often labeled "Do Not Dry Clean".
Reduce energy consumption	Cold-filtration technology	Filter mediums with bleaching clay can reduce utility usage for solvent purification by 85%.
Eliminate waste	No hazardous waste 70% less waste by volume	Non-toxic and non-hazardous. Significant savings on waste hauling costs.
Save water	Not water-based	Unlike professional wet cleaning, an environmentally friendly dry cleaning method that relies on water, GreenEarth preserves our scarce water resources.
Reduce costs	Significantly lower equipment and labor costs vs. other eco-friendly dry cleaning methods	Equipment for CO <sub>2</sub> systems is 2-3 times higher. Labor costs for both CO <sub>2</sub> and wet cleaning are significantly higher due to excessive wrinkling with CO <sub>2</sub> systems and the need to hand block water washed garments to prevent shrinkage.



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