

Custom Cleaners



Risk Mitigation: Required by the landlord to NOT use Perchloroethylene . As a result, invested in “Wet” cleaning equipment. Washing machines did not cost more money but did need additional tensioning equipment.

Economic Benefits:

- Energy – 40% savings, Water and Waste Reduction (reuse hangers)
- Time savings – takes less time to clean
- No longer purchase Perchloroethylene = No Hazardous waste disposal fees
- No air permits AND No inspections from NJDEP

Health Benefits: No headaches or dizziness!

Marketing: Currently they advertise the process as “organic” cleaning. They developed their customer base first! Business went up after they started to advertise their process as “organic”. Customers like the smell (no chemical smell) and feel the products is brighter in color.

