

## Professional Wet Cleaning



### What is Wet Cleaning?

Quite simply, Professional Wet Cleaning is the process of using water and specialized equipment and detergents to clean “dry clean only” garments.

### What’s the Difference Between Dry Cleaning and Wet Cleaning?

Generally, the term “Dry Cleaning” refers to the process of cleaning clothes using a liquid solvent. While still a liquid, the term “Dry” in dry cleaning referred to the fact that there was no water being used. This is because traditionally, water could not be used on certain fabrics, like wools and silks.

Professional Wet Cleaning has changed all that. Over the last decade or so, as we started to become aware of the hazards of using PERC and other petro-chemicals, companies began looking for newer, more environmentally friendly solutions. Specialized equipment has been developed to aid in the finishing of wet-cleaned garments, and special softeners and additives have been created specifically for the wet-cleaning process. It is now totally safe to clean virtually any garment using the Wet Cleaning process!

### Is it Safe for the Environment?

Totally. In fact, Wet Cleaning is widely recognized by the EPA as one of the most environmentally friendly options available today

### Is it Safe to Clean Everything This Way?

Yes. Wet Cleaning has come a long way in the past few years! It’s an always evolving technology, and becomes better each year, but The Eco Wet Cleaner has so much experience and know-how, we’re comfortable cleaning just about 99.9% of items. If you’ve chosen 100% Wet-Cleaning as your cleaning method, and there is an instance where we don’t feel comfortable cleaning something in water, we’ll give you a call to discuss the options. Remember, just because it’s safe, doesn’t mean that Wet Cleaning is always the best choice.

Wet Cleaning is great for some situations, and not as great in others. This is exactly why Eco Wet Cleaner has chosen *two* environmentally friendly options, rather than one. In certain situations, we may decide that Wet Cleaning is a better choice to deal with a particular stain. In other situations, we may decide that Eco Wet Cleaning is a better solution. But in either case, your clothes will come back cleaner, brighter, and softer than ever before, and be totally odor free!

## Green Cleaning

Eco Wet Cleaner has built itself being one of the pioneers of Wet Cleaning.. We were the **very first** cleaner in the Turkey to offer Wet-Cleaning! To this day, we **still offer customers the option of 100% Wet Cleaning**. However, we've since expanded our lineup! Now we have become one of the top environmentally friendly dry cleaners in the region, offering not one but **two** methods of completely environmentally friendly cleaning: **Professional Wet Cleaning, and GreenEarth Dry Cleaning**.

Why do we offer two different methods of cleaning? It's very simple – we want the proper tools at our disposal. You see, our philosophy is that one size *does not* fit all. Every type of cleaning has strengths and weaknesses. Wet Cleaning does a fantastic job on most stains and on most materials, but, there are certain times when GreenEarth dry cleaning might be a *better* solution. Same for GreenEarth dry cleaning. It does an amazing job on many fabrics and stains, but there are certain instances when Professional Wet Cleaning is simply better. And, in the end, our job is to make sure that we do the job right, the first time, every time. After all, we're a cleaners! What good are we if we're environmentally friendly, but we only do an "ok" job of cleaning?

We think the combination that we have chosen, professional wet cleaning, combined with GreenEarth dry cleaning, is truly an amazing combination. While they are both outstanding methods of cleaning separately, together they compliment each other to give Eco Wet Cleaner the perfect arsenal to combat almost any stain.

## GreenEarth Cleaning



### What is GreenEarth?

GreenEarth Cleaning is the world's largest brand of environmentally friendly dry cleaning. The GreenEarth brand name refers to an exclusive dry cleaning process that replaces the petrochemical solvents traditionally used in dry cleaning with liquid silicone. Liquid silicone is an odorless, colorless solution that is an excellent carrier for detergents, has ideal properties for fabric care and is better for the environment

### **Why is it Better for the Earth?**

Eighty-five percent of dry cleaners use a solvent known as perc, short for perchloroethylene, a chlorinated hydrocarbon classified by the EPA as a Toxic Air Contaminant. Use of perc is highly regulated because indiscriminate disposal of perc can seriously contaminate soil and groundwater, and exposure can irritate eyes, nose and throat, as well as cause headaches, dizziness or fatigue. Perc is also [classified by the EPA as a likely carcinogen](#).

In contrast, GreenEarth's silicone is so safe the EPA does not regulate its use in dry cleaning or any of its many other applications. It is recognized as safe for the air, water and soil. When released to the environment, liquid silicone safely degrades back into its three natural components: sand (SiO<sub>2</sub>), water and carbon dioxide. What's more, the GreenEarth solution is not a volatile organic compound (VOC) and it is non-toxic and non-hazardous. If you wanted to, you could safely rub it on your skin. In fact, you probably already do. That's because GreenEarth's solution is pure liquid silicone-essentially liquefied sand. It's the same base ingredient found in everyday shampoos, soaps and lotions.

### **Why is it Better for Clothes?**

Cleaning in GreenEarth silicone solution is different in two important ways. First, it has very low surface tension and is very light in weight. Surface tension is what causes water to "bead up" on fabric. GreenEarth's low surface tension allows it to more effectively penetrate the fabric fibers and lubricate away the dirt particles. And because it weighs a lot less than perc, silicone cleans and rinses more gently, reducing wear and tear on fabrics. Second, liquid silicone is chemically inert, meaning it does not chemically react with textile fabric or dyes during the cleaning process. This minimizes abrasion to and/or swelling of fabric fibers, eliminates traditional issues with dye removal and dye bleed, helps maintain the soft hand of garments, and prevents shrinkage. Result? A wider variety of clothes can be safely cleaned with GreenEarth. Delicate silks, suede and leather trims, beads, sequins, painted garments, specialty buttons and trims, couture garments, heirloom fabrics and other "problem" items are no problem at all. And, unlike petroleum based solvents, liquid silicone is odorless, so there is no lingering chemical "dry cleaned" smell on your clothes.

## **Energy Efficient Operation**



Eco Wet Cleaner has done way more than just change the solvent we clean with. We're doing everything we can to become a truly earth-friendly business.

## Energy Efficient Plant

Eco Wet Cleaner has outfitted our brand new production facility with the most energy efficient components available. From energy efficient light bulbs in our production facility, to high-efficiency washers that save water on every load, we've made a commitment to being a truly green business.

## Fuel Efficient Fleet



Eco Wet Cleaner is currently in the process of converting our entire fleet to fuel efficient vehicles. We've already replaced a third of our fleet, and as time goes on, you'll begin to see more and more of our Ford "Transit Connect" vans on the road. These vans get almost *double* the fuel efficiency of our older, larger vehicles!

## Hanger Recycling Program

Tired of a cluttered closet full of wire hangers that you don't use and don't want? We'll take care of that for you!

Eco Wet Cleaner will gladly take back your old or unused hangers and recycle them for you. We just ask one favor: please don't put them inside of your Green Eco Wet Cleaner bags – the sharp ends of the hangers could damage the bag or worse, your clothes that are inside.

Simply put the hangers in a totally separate bag (like a paper grocery bag for example), and leave the bag of hangers next to your Eco Wet Cleaner bag on your next pickup. Our drivers will automatically grab the hangers for recycling the next time we come by!

## Greenwashing



### Be Careful of the term “Organic”

When it comes to dry cleaning, “organic” is sometimes being used by cleaners in a way that can only be described as deceitful. The reason? Any chemical with a carbon backbone is “organic”. By that reasoning, PERC, the harmful chemical that is banned in certain areas of the country can be called “Organic”.

Cleaners that use the next most popular type of cleaning solvent, called Hydrocarbon, are also using a bit of word-play when they use the term Organic. Although a bit better than PERC, Hydrocarbon is still a Petroleum based solvent that is considered a “VOC” (Volatile Organic Compound).

### Eco Wet Cleaner is Truly Green

At Eco Wet Cleaner , we use no PERC, no hydrocarbon, and no petroleum based solvents.

One thing that we were careful of when making our choice, was to make sure that we were choosing an option that was truly Earth Friendly. After years of research and testing, we found that there were two choices that we felt would do a great job of cleaning and were truly environmentally friendly. Those two choices, professional wet cleaning and GreenEarth dry cleaning, do an absolutely amazing job of cleaning your clothes, while being truly safe for our environment.

What’s more, your clothes have *never looked better!* Clothes come out brighter, softer, and odor free. Try our service to see, feel and smell the difference – it’s truly amazing!