



## PRESS RELEASE

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**For Immediate Release: December 18, Tuesday**

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### **Owl Cleaners Updates Stores, Looks Forward to Growth of New Premier Brand in 2013**

December 18, 2012 PITTSBURGH – Owl Cleaners, Pittsburgh’s oldest and finest dry cleaners has introduced Owl Premier, a premium, white glove service. To celebrate, and to bring the branding of its eight locations in line with Owl’s existing couture-level dry cleaning, the company recently underwent a refitting project at all of its stores.

“Our family has built a reputation of impeccable service and quality over the past 60 years, and Owl Premier is the next step in continuing that tradition,” says Joe Zicarelli, Owner of Owl Cleaners. “Our recent store upgrades brought our visual branding in line with our promise of exceptional service and quality.”

Zicarelli’s wife and Co-Owner, Heather, agrees. “We pay attention to every detail when it comes to our clients’ garments,” she says. “Every lint ball is removed, every detail is thought about so that when a client receives their garment, it looks brand new – now our store interiors reflect that attention to detail, too.”

Zicarelli says she was also inspired by recent tours of some of the best dry cleaners in Manhattan and New York City. She worked with interior designers Tricia Capagna and Debbye Shackelford, who provided the design vision.

"We wanted our stores to have an organic, luxurious, boutique feel," says Zicarelli. "Tricia and Debbye were so wonderful to work with. They really understood the aesthetic we were trying to achieve with each store and helped us to achieve it beautifully, with ease."

Many small businesses are conserving resources in this economy. But Zicarelli says that investing in the appearance and atmosphere of his stores is well worth the expense.

Renovation of Owl Cleaner's eight stores was ongoing throughout 2012.

For more information on Owl Cleaners and their history of couture level service, please visit <http://www.owcleaners.com>.

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**About Owl Cleaners:**

Family-owned and operated since 1952, Owl Cleaners has eight locations throughout the Pittsburgh area. In addition to garment cleaning and pressing, Owl Cleaners offers a myriad of other services: Home and Office Pick-up and Delivery, Alterations, Couture Care of Fashion, Archival Quality Museum Care (TM) Wedding Gown Preservation, Vintage Textile Restoration, Household Item Cleaning, and Shoe Repair. Owl Cleaners is honored to have been selected as one of America's Best Cleaners. Through its affiliation with America's Best Cleaners, Owl Cleaners is recommended by top designer's such as Escada, BOGNER, IKE BEHAR, JHANE BARNES and L.Gambert shirts. Owl Cleaners is also a member of the Certified Restoration Drycleaning Network (CRDN) which provides emergency textile services for home owners who experience a disaster, and the Green Business Bureau, the country's leading certification for environmentally-responsible business practices.

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