

## PRESS RELEASE

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### **Owl Cleaners Continually Improving Service, Impressing Customers**

PITTSBURGH - Originally opened in 1952 by Joseph Zicarelli, Sr. after his return from WWII, Owl Cleaners is now owned and managed by husband and wife team Joe and Heather Zicarelli. With some staff members who have been with the company for over 30 years; a state-of-the-art plant; a continued commitment to professional development and education; and a service offering that includes complimentary home and office pickup and delivery, curbside valet service, vintage textile restoration, museum quality preservation of wedding gowns and more, Owl Cleaners has built a reputation for excellence.

“Our family has built a reputation of impeccable service and quality over the past 60 years,” says Joe Zicarelli. “Today’s Owl Cleaners is continuing that tradition by introducing newer, more modern services that appeal to today’s clients.”

A high level of care is an integral part of Owl Cleaners’ brand. The company is Pennsylvania’s only certified affiliate of America’s Best Cleaners (ABC), the industry’s leading couture certification organization. Zicarelli explains that he has gained unique insight and knowledge about designer fashions through ABC’s professional development, which includes tours of designer factories, fashion shows and discussions with designers themselves, including names like Hermes, Jhane Barnes, Hugo Boss, St. John, Brioni, and Brooks Brothers.

In addition, as one of only two dry cleaners in the Pittsburgh area certified by the Green Business Bureau, Owl Cleaners takes great strides to incorporate green into everyday business practices. The company has converted to the latest generation of 100% green dry cleaning technology, and now uses SYSTEMK4, an environmentally-friendly and absolutely safe cleaning process. The halogen-free solvent used in SYSTEMK4 doesn’t pose any risk to the air, water, human beings or soil; is biodegradable; and has been dermatologically tested for skin friendliness with the result of “very good”.

“What makes SK4 so exciting is that it cleans better than traditional solvents and green solvents on the market today,” says Zicarelli. “So we can offer our clients a better product along with the peace of mind of knowing that our processes are kind to the environment that we all share.”

The pursuit of bettering their product and service is what drives the Zicarellis and Owl Cleaners to continually create service experiences that amaze their clients. One of those services is Owl Premier, the company’s newest generation of couture quality care. When a client chooses this white-glove version of Owl Cleaners’ already faultless product, they receive added attention - from an 11-point inspection and premium packaging, to personal pick-up and delivery by Heather Zicarelli herself - for their couture fashions. To celebrate, and to bring the branding of its eight locations in line with Owl’s

existing couture-level dry cleaning service, the company recently underwent a refitting project at all of its stores.

“We pay attention to every detail,” says Ziccarelli’s wife and Co-Owner, Heather. “When we care for a garment, every lint ball is removed, every detail is thought about so that when a client receives their garment, it looks brand new. We want every experience our clients have with Owl Cleaners to reflect that focus on attention and quality.”

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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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