

PRESS RELEASE

For Immediate Release: August 14, Tuesday

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Owl Cleaners Continues Tradition of Excellence with New White Glove Service

June 26, 2011 PITTSBURGH – Since 1952, family-owned Owl Cleaners has cared for the fine fashions and garments of Pittsburgh’s well-heeled citizens. The company recently expanded its offering with the introduction of Owl Premier, a premium, white glove service. Owl Premier is being rolled out to clients in Shadyside, Squirrel Hill, Oakland, Fox Chapel, and Oakmont.

“Our family has built a reputation of impeccable service and quality over the past 60 years,” says Joe Zicarelli, Owner of Owl Cleaners. “Owl Premier is the next step in continuing that tradition.”

Zicarelli credits his staff, some of whom have been with Owl Cleaners for over 30 years, state-of-the-art plant, and his own continued commitment to professional development and education with the company’s attention to detail.

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

Owl Premier takes that commitment to excellence further, explains Heather Zicarelli. When a client chooses this white-glove version of Owl Cleaners’s 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.

The Zicarellis offer clients key experience with these high-end garments through their Affiliation with America’s Best Cleaners (ABC), the nation’s leading couture certification for dry cleaners. Joe 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.

For more information on Owl Cleaner’s Owl Premier service, please visit <http://www.owlcleaners.com>.

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About Owl Cleaners:

Family-owned and operated since 1952, Owl Cleaners has seven 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 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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