



PRESS RELEASE

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Owl Cleaners Introduces New, 100% Green Dry Cleaning

August 27, 2012 PITTSBURGH - Dry cleaning isn't an industry that is generally associated with 'green' practices. Owl Cleaners, with seven locations throughout Pittsburgh, PA, is working to change that perception through the introduction of SystemK4. This new, eco-friendly, totally safe process is not only minimizing Owl Cleaners' environmental impact, but is resulting in cost savings as well.

"Traditional dry cleaning generates a lot of hazardous waste, and while there are other green products on the market, they just aren't good cleaners," says Joe Ziccarelli, Owl Cleaners' Owner.

SystemK4, says Ziccarelli, addresses both of those concerns. The product minimizes waste output while allowing Owl Cleaners to keep service and quality at expected levels.

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, the industry's leading certification organization. Owl Cleaners is also the Pittsburgh area's only Wedding Gown Specialist certified by the Association of Wedding Gown Specialists, an organization that educates and trains its members on the heirloom preservation of bridal gowns. Locally, the company has historically been voted "Best Dry Cleaner" by the readers of North Journal and Tribune Review.

"We weren't going to jeopardize our quality of service with a product that couldn't hold up," says Ziccarelli. "SystemK4 is environmentally safe and cleans even better than other solvents."

Ziccarelli is no stranger to the monetary benefits of going green, either. As a member of the Green Business Bureau since 2010, he knows the value of incorporating green into every day business practices, and Owl Cleaners has realized some significant cost savings since the new technology was installed.

"When we installed the technology, we were looking to save money," says Ziccarelli. "SystemK4 allows us to save about 40 percent of our steam and boiler energy, and hazardous waste output has decreased by 40 percent as well."

Ziccarelli says that the installation of the SystemK4 technology hasn't resulted in any price increases to customers, and that while the initial benefits of the SystemK4 technology have already been exploited, Owl Cleaners will continue to make improvements to the product.

"Our clients are getting a better product, the environment is healthier, and there's been no increase in price," says Ziccarelli. "We've shown that you can get highly effective dry cleaning services and be environmentally friendly at the same time."

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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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