

Services Guide

Cleaners

**NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

**NOTE 2: For MCP websites, stick to general information and avoid specifics.*

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1. CLEANERS OVERVIEW

1.1 GENERAL INFORMATION

*List the sources here that were used for this information.

- Despite this vertical's very general name, it refers to dry cleaners
- Dry cleaners are distinct from others types of cleaners in that they don't come to clean your property. Rather, they do the cleaning in their own facility using their own professional cleaning equipment, so it's distinct from janitorial or maid services.
 - Some dry cleaners may come to your house to pick up items, but the cleaning typically doesn't take place in your home
- Dry cleaning businesses often offer other laundry-related services: wet cleaning, laundromat facilities, etc. Find details of these related services in this guide.

1.2 SEO

- Adwords suggests numerous keywords along the lines of "how does dry cleaning work," "what is dry cleaning" or "dry cleaning process." I didn't include these in the SEO list since they're not really appropriate for a typical home or SEO page, but keep that in mind for an FAQ or informative page.

Keywords (First Row – BEST, Last Row – LEAST)

◦ Dry cleaners	◦ Cleaner	◦ Laundry	◦ Laundry Service
◦ Laundromat	◦ Laundrette	◦ Launderette	◦ 24 Hour Laundromat
◦ Coin Laundry	◦ Wash and Fold	◦ Wedding Dress Cleaning	◦ Wedding Dress Dry Cleaning
◦ Laundry Shop	◦ Pick Up Laundry Service	◦ 24 Hour Dry Cleaning	◦ One Hour Dry Cleaning
◦ Same Day Dry Cleaning	◦ Dry Wash	◦ Dry Cleaning Services	◦ Drop Off Laundry

2. CLEANING

2.1 DRY CLEANING

https://en.wikipedia.org/wiki/Dry_cleaning

General:

- Dry cleaning is any cleaning process for clothing and textiles using a chemical solvent other than water. It is used for:
 - Fabrics that degrade in water
 - Delicate fabrics that cannot withstand the rough and tumble of a washing machine and clothes dryer
 - Avoiding intensive hand washing
- Unlike what its name implies, dry cleaning is not actually a dry process. Clothes are soaked in a solvent other than water.

Types of Solvents:

Solvents	Description
Perchloroethylene	<ul style="list-style-type: none">○ A.K.A. PCE, perc, tetrachloroethylene○ Used since the 1940s○ The most common, industry-standard solvent○ Better for oil-based stains than water-soluble stains like coffee, wine, blood, etc.○ An aggressive cleaner○ Criticisms<ul style="list-style-type: none">• Can damage special trims/buttons/beads• Can cause colour bleeding• Leaves chemical smell• Cause ground contamination issues and potential health impacts
Hydrocarbons	<ul style="list-style-type: none">○ Less aggressive than perchloroethylene, requires longer building cycle○ Criticisms<ul style="list-style-type: none">• Combustible, but not a fire/explosion hazard when used properly• Contains volatile organic compounds that cause smog
Dibutoxymethane	<ul style="list-style-type: none">○ Similar cleaning performance to perchloroethylene○ Removes both water-based and oil-based stains
Liquid Silicone	<ul style="list-style-type: none">○ Gentler than perchloroethylene, more environmentally friendly○ Doesn't cause colour loss○ More expensive

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Brominated Solvents	<ul style="list-style-type: none">○ Allows for faster cleaning○ Can damage some beads and sequins○ Expensive, but fast cleaning and low temperatures means that the overall costs are similar/lower compared to other processes
Carbon Dioxide	<ul style="list-style-type: none">○ Non-toxic, resolving health concerns and reducing environmental impact○ Can be used for fire-damage and water-damage restoration○ Criticisms<ul style="list-style-type: none">• Mild, which reduces its cleaning effectiveness• Results in a buildup of electrical charge, which attracts dirt back onto the surface• Expensive machinery
Glycol Ethers	<ul style="list-style-type: none">○ Proposed as an environmentally option with fast cycle times, reduced detergent use, and better cleaning.
Modified Alcohol	<ul style="list-style-type: none">○ Environmentally friendly alternative to perchloroethylene○ Strong cleaning, less greying, low odour

Dry Cleaning Process:

<http://parkavenuecleaners.ca/our-service/>

Steps	Description
1. Drop Off	<ul style="list-style-type: none">○ Just leave your items with us
2. Inspection	<ul style="list-style-type: none">○ Dry cleaners will inspect your garments and immediately treat any stains○ Check garments for foreign objects like pens or tissues that can cause damage○ If your garments require repairs, these can be performed at this point○ Colours will be sorted so that reds and other bright colours don't stain lighter items
3. Washing Cycle	<ul style="list-style-type: none">○ A dry-cleaning machine resembles a cross between a washing machine and dryer, with a rotating washing chamber that is filled 1/3 of the way with solvent and run for 8-15 minutes
4. Rinse Cycle	<ul style="list-style-type: none">○ After the wash cycle, there is a rinse cycle using pure solvent○ This cycle prevents discoloration from soil particles being absorbed back into the clothing from dirty solvent
5. Extraction	<ul style="list-style-type: none">○ The solvent is recovered for reuse

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Process	<ul style="list-style-type: none">○ Solvent drained and then spun out of clothes. Nearly all of the solvent is recovered
6. Drying Cycle	<ul style="list-style-type: none">○ Garments are tumbled in warm air, evaporating traces of solvent (which are then condensed and recovered)○ Modern machines used a closed loop, where the air is recirculated to aid in solvent recovery rates and reduce air pollution
7. Deodorizing Cycle	<ul style="list-style-type: none">○ Cool outside air is circulated over the garments and then through a vapour recovery filter
8. Pressing	<ul style="list-style-type: none">○ Garments pressed and hung
9. Pick up	<ul style="list-style-type: none">○ You can pick up your items from us when you're ready

2.2 WET CLEANING

<http://parkavenuecleaners.ca/our-service/>

https://en.wikipedia.org/wiki/Wet_cleaning

General:

- Wet cleaning is a professional cleaning method that, unlike dry cleaning, avoids the use of chemical solvents in favour of gentle and thorough cleaning using water and biodegradable cleaning products
- Many dry cleaning companies use wet cleaning for certain items, since some items marked “dry clean only” can actually be safely and effectively washed with wet cleaning

Advantages of Wet Cleaning:

Advantages	Description
1. Environmentally Friendly	<ul style="list-style-type: none">○ Wet cleaning doesn't use hazardous chemicals or cause hazardous waste○ Process doesn't create air pollution and reduces potential for water or soil contamination○ Products can be disposed of down the drain and easily handled by local waste water treatment facility○ Approved by the Environmental Protection Agency (EPA)
2. Lower Costs	<ul style="list-style-type: none">○ Less startup costs for professional cleans plus less supplies, equipment, specialized waste disposal, etc.○ Less reliance on skilled labour

	<ul style="list-style-type: none">○ These reasons help cleaning companies to keep costs down
3. Safe and Effective	<ul style="list-style-type: none">○ Wet cleaning can often be used with shrinking or damaging garments that typically require dry cleaning○ Some items marked “dry clean only” can actually be washed with wet cleaning without shrinkage, loss of colour or fabric distortion

2.3 SENSITIVE MATERIALS

<http://parkavenuecleaners.ca/our-service/>

<http://www.doityourself.com/stry/how-to-clean-your-expensive-fur-coat>

<http://www.dlionline.org/Silk>

<http://www.howtocleanstuff.net/how-to-clean-satin/>

<http://www.howtocleanstuff.net/how-to-clean-polyester/>

<http://lifehacker.com/why-its-best-to-avoid-washing-wool-normally-and-what-t-1724241558>

<http://www.care2.com/greenliving/wet-clean-wool-silk-and-rayon.html>

General:

- Some fabrics and materials are particularly prone to damage during washing and require special attention and cleaning methods

Materials	Description
1. Suede and Leather	<ul style="list-style-type: none">○ During the cleaning process of suede and leather garments the oils from the skin are removed. Part of the process involves re-oiling the skin to keep it soft and supple.○ If your garment is part of a set you should always clean the items together as the re-oiling process can result in a garments becoming a few shades darker.
2. Fur	<ul style="list-style-type: none">○ Incorrect methods can cause fur to become matted or smell like mildew○ Someone who specializes in caring for and cleaning fur garments is called a “furrier”○ Fur is tumbled with sawdust, walnut shells or pumice + a cleaning solution. This will remove dirt, oil, smudges and odours○ The furrier will apply a glazing solution to restore the fur’s sheen and soft texture. Depending on the colour, there may also be a whitening agent.
3. Silk	<ul style="list-style-type: none">○ Silk can easily chafe or develop light areas when wet○ Washing silk at home can cause shrinkage, limpness and fading. Even “washable” silk may not respond well to water.

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	<ul style="list-style-type: none">○ Silk responds well to dry cleaning
4. Satin	<ul style="list-style-type: none">○ Satin is delicate and can be damaged by hot water, tumble drying and harsh cleaners○ Particularly delicate satin should only be dry cleaned
5. Polyester	<ul style="list-style-type: none">○ Generally, all polyester can be safely dry cleaned
6. Wool	<ul style="list-style-type: none">○ Wool is very prone to shrinking○ Laundry detergents have enzymes that are designed to break down the molecules in your wool, and these can also break down the molecules in wool○ A dry cleaner can preserve the condition of your wool. Some wool items are marked dry-clean only.
7. Rayon	<ul style="list-style-type: none">○ Agitation and hot water cause shrinkage—even the agitation of a gentle cycle○ Rayon is an alkaline fabric that can be harmed by acidic detergents○ Rayon is a weak fibre that is easily shrunk by agitation○ A professional cleaner can give rayon the gentle care that it needs

2.4 WEDDING DRESSES

<http://parkavenuecleaners.ca/our-service/>

<http://www.dovecleaners.com/drycleaning-info/wedding-dress-care.php>

General:

- Whether you're planning to sell your dress, pass it on to a loved one, or preserve it as a memento, professional cleaning can allow you to meticulously preserve it at top quality
- Not only are wedding dresses all-white, they are frequently made of sensitive fabrics and are carefully tailored
- Wedding dress cleaning is a specialty service that many cleaning facilities offer

Tips for Preserving Your Wedding Gown:

Advantages	Description
1. Remove Stains Before Storage	<ul style="list-style-type: none">○ The dress should be professionally cleaned before you put it in storage.○ Some stains like wine and food are easy to spot, but others like body oils may also exist and should be addressed
2. Act Fast	<ul style="list-style-type: none">○ The key to cleaning and preserving your gown is to begin the process as soon as possible

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	<ul style="list-style-type: none">○ Stains will not have time to set and/or oxidize, which can make it much more difficult to achieve complete stain removal.
3. Get Care Instructions at the Time of Purchase	<ul style="list-style-type: none">○ Make sure you understand the recommended cleaning instructions by referring to the care label and ask the salesperson whether both the dress and trim are dry cleanable○ Obtain cleaning information in writing for future reference.
4. Pay Special Attention to Trims and Accents	<ul style="list-style-type: none">○ Many wedding gowns feature dainty trims and accents of beads, seed pearls, sequins, embroidery, lace, and applique. These may be problematic to clean.○ Some details may be sewn on, others may use an adhesive.○ A professional wedding dress cleaner can properly care for trims and accents
5. Proper Storage	<ul style="list-style-type: none">○ Dress should be packed in a special box with acid-free tissue paper○ Avoid keeping it in typical storage locations such as the basement or attic, as dampness in the basement could cause mildew, while heat in the attic may promote yellowing and discoloration.○ Long and heavy gowns stored on hangers can warp, therefore extra support from straps sewn to the dress's waistline should be provided to relieve pressure on the shoulders from the weight of the skirt.○ Your cleaner can help you properly pack your dress for storage.

2.5 HOUSEHOLD ITEMS

<http://www.marthastewart.com/270618/bedding-care-101>

<http://parkavenuecleaners.ca/our-service/>

<http://www.parkersdrycleaners.com/2014/11/how-to-care-for-a-duvet/>

General

- Typically, dry cleaning services clean clothing items. In some cases, however, they also clean select household items. These items are typically too bulky for home washing machines or are made of sensitive fabrics.

Items	Description
Linens	<ul style="list-style-type: none">○ Fine tablecloths, napkins, lace cutwork, and all types of linens○ Antique, fine table and bed linens require gentle care when cleaning○ Cleaners will test your items for colour-fastness to determine the

	best cleaning process and to avoid shrinkage
Drapery	<ul style="list-style-type: none">○ Exposure to humidity, sunlight and pollutants can result in significant colour loss and permanent damage to fabrics<ul style="list-style-type: none">• Cleaning every 2 years can prolong the life of your fabrics○ Cleaners may provide take-down and re-hang service
Pillows	<ul style="list-style-type: none">○ Even with a pillowcase, pillows should be washed at least twice a year○ Some pillows can be washed in a machine, but others are dry-clean only and can become matted and mildewed○ A dry cleaner can clean, fluff, deodorize and sanitize your pillow○ The feather and down will be removed, cleaned and sanitized
Duvets/Comforters	<ul style="list-style-type: none">○ Duvets should be cleaned twice a year○ Some duvets and comforters can be laundered in a regular machine, but many aren't big enough or heavy-duty enough<ul style="list-style-type: none">• This is particularly a problem if your dryer isn't able to get the duvet completely dry, since the down can become damp and bunched up○ A professional will have industrial-sized machines capable of cleaning/drying large duvets

3. OTHER SERVICES

3.1 TAILORING

General:

- Many cleaners also offer tailoring services and mending
- Clothing adjustments:
 - Zipper replacement
 - Button replacement
 - Size adjustments (taking in)
 - Shorten or lengthen sleeves
 - Shorten or lengthen hems
 - Pockets and lining repairs
 - Repairing rips and holes in fabric

3.2 PICKUP AND DELIVERY

<https://laundrapp.com/>

<http://www.dovecleaners.com/drycleaning-info/wedding-dress-care.php>

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Process:

Steps	Description
1. You Order	<ul style="list-style-type: none">○ You place your order for collection○ Let the cleaners know where you live and what you need cleaned○ You can hang your clothing on your door or leave them with your building's concierge
2. Collection	<ul style="list-style-type: none">○ The cleaners come to your house, office or other location, pick up your items and take them away
3. Cleaning	<ul style="list-style-type: none">○ Cleaners provide the cleaning services detailed in the prior sections of this guide
4. Delivery	<ul style="list-style-type: none">○ We'll deliver your pristine garments back to you—where and when you need them. Cleaners won't leave them out in the elements○ Door-to-door service○ Cleaners can automatically charge your credit card on delivery day

3.3 ODOUR RESTORATION

<http://www.randrmagonline.com/articles/85842-hydroxyl-generators-the-new-tool-for-deodorization>
<http://www.bellboydrycleaning.com/index.php/restoration>

General:

- While simple cleaning may remove or improve or remove many odours, other odours like smoke (from cigarettes or a fire) will require more special deodorization

Types of Odour Restoration:

Method	Description
Hydroxyl	<ul style="list-style-type: none">○ Hydroxyl radicals ($\cdot\text{OH}$) are created naturally in the atmosphere when the sun's ultraviolet rays react with water vapor (H_2O) and oxygen (O_2)○ They rapidly decompose chemicals in the air○ Hydroxyls work primarily by abstracting hydrogen atoms, thereby dismantling the molecular structure of odors and volatile organic compounds (VOCs)○ Powerful hydroxyl generators using the same broad range of UV radiation as the sun are used to naturally clean and deodorize

	indoor environments.
Ozone	<ul style="list-style-type: none">○ Ozone odour removal involves passing oxygen through an electrical charge to form ozone (O3)○ Ozone works by destroying hydrocarbons (odors and smoke) and ultimately eliminating the odor that results from the hydrocarbons○ Ozone can be used to remove the smell of cigarette smoke from clothing, fabrics, and curtains

3.4 COIN-OP LAUNDRY

<http://www.soapoperalaundry.ca/>

General:

- Some dry-cleaning services are combined with laundromats where patrons can bring their laundry and wash/dry them in the coin-operated machines

Features of Laundromats:

Features	Description
Large-Capacity Machines	<ul style="list-style-type: none">○ Apartment-sized machines can't accommodate large loads or large items○ Front-loaded, industrial sized washers can fit large items
Many Machines	<ul style="list-style-type: none">○ There are lots of machines, so you won't ever have to wait to do your laundry○ If you have multiple loads of laundry, you can save time by washing them simultaneously using multiple machines
Amenities	<ul style="list-style-type: none">○ Change machine in order to pay for the machines○ Refreshments: hot/cold beverages, snacks○ TVs○ Magazines○ Wi-Fi

3.5 LAUNDRY SERVICE

<http://surfs-up.ca/wash-and-fold/>

General:

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- Similar to a dry cleaning service, you drop off your dirty clothes and they wash them. The difference is that a standard laundry services uses washing machines and dryers rather than professional dry/wet cleaning methods.
- Clients can drop off their laundry. Some companies may offer pick-up.
- Often referred to as “wash and fold,” since companies will wash your items, dry them and fold them for you.
 - You may also be able to provide clothes hangers if there are certain items you’d like hung rather than folded
 - You may be able to provide specific cleaning instructions for certain items
- The emphasis of this service is convenience, so that clients can save time and not have to go through the hassle of cleaning their own items.
 - This may include same-day service 7 days a week