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For more information, contact:

Steve Hammond, Martinizing Dry Cleaning
(816) 651-0352

Kansas City Cleaner Offers Process That's Better for Clothes, Planet

GreenEarth® system provides environmentally safe, odorless, gentler drycleaning

Consumers who care about the environment and their appearance can get a double bonus from Kansas City's newest drycleaner and its revolutionary new process. Martinizing Dry Cleaning, owned locally by Steve Hammond, is offering environmentally friendly dry cleaning services in its new store in Tuileries Plaza at 6008 NW 63rd Terrace, Kansas City. Martinizing's GreenEarth® cleaning system is not only better for the environment, it's better for clothes—noticeably better.

Unlike traditional drycleaning, which uses perchloroethylene or “perc”, a petroleum-based solvent, the GreenEarth® process uses no hazardous chemicals. It cleans with pure liquid silicone – in essence, liquefied sand – the same gentle, natural product used in many personal care products and shampoos. With GreenEarth®, there is nothing to dirty the air, contaminate the soil or pollute the water.

Steve Hammond's decision to install the environmentally-safe system puts him years ahead of the rest of the industry. While 85 percent of dry cleaners still use perc, the industry standard solvent since the 1950's, it has been classified by the EPA as a toxic air contaminant and a possible to probable human carcinogen. In January 2007, California passed the nation's first statewide ban on perc, initiating a 15-year phase-out of chemicals and equipment. Massachusetts, New York and New Jersey all are considering similar bans.

“Once we found there was an environmentally-safe alternative, we didn’t hesitate to make the investment,” said Steve Hammond, owner of Martinizing Dry Cleaning in Kansas City. “We know our customers will appreciate the difference it makes—not just for the environment, but also for their clothes.”

One of the most noticeable differences with the GreenEarth® process is the lack of that telltale “dry cleaning” odor. The benefit to clothes is also tangible. “With GreenEarth®, garments just look and feel better,” said Hammond. “They are softer, with more body; colors are brighter and whites whiter.” GreenEarth®’s gentle process means that Martinizing’s customers can now dry clean special garments with absolutely no worry about dye-bleeding or damage to delicate beads and trim.

The new site at Tuileries Plaza in Kansas City is the first of eight stores Hammond plans to open in the Kansas City area. As he opens the door to a whole new idea in dry cleaning that is better for the earth and better for clothes, Hammond has a lot to feel good about.

More information is available by visiting www.martinizing.com/green and the GreenEarth Cleaning website at www.greenearthcleaning.com.

The name GreenEarth, the GreenEarth logo, the slogan "You've never worn anything like it" and the slogan, "It's Good for Everybody" are registered service marks of GreenEarth Cleaning, LLC. Two of the world's largest companies, General Electric and Procter & Gamble, have become Members of GreenEarth Cleaning in providing the GreenEarth solution around the world.