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Dollar Wise Quality Cleaners opened for business in May of 1998, with its first location at 1150 Nairn Avenue. The plant consisted of two dry cleaning machines operating with Percochorethelyne (Perc). At the time this was the most accessible solvent for dry cleaners to use.

Our dry cleaning machines are 5th generation, meaning that they met and surpassed all government standards that were in place in the 90's. The machines are closed units with continual distillation allowing the Perc to be used in one load and then transferred to a still to cook out and clean the Perc back to its crystal clear state. This was fairly new in the industry as most dry cleaners were using the Perc over and over again without removing the soil from previous loads.

The machinery was designed to be energy efficient, using steam compression for activation. Our equipment augmented a secondary piece of equipment called a Cortina. The Cortina created a vacuum at the end of the drying process to remove all vapors in the garments and in the drum. This air was then condensed and was able to recapture the Perc that would have normally escaped in the air or had been left in the customers' garments.

In March of 2000 our second plant opened at Confusion Corner on Pembina Hwy. Two more dry cleaning machines were added, both 5th generation, which continues to be today's state of the art.

Government safety standards had been upgraded by this time. Many dry cleaners had to purchase new equipment or spend substantial dollars to convert their equipment. Many dry cleaners continued to transfer the wet Perc-filled clothing manually to a drying machine. This was extremely dangerous and hazardous to the staff, customers and the environment.

Dollar Wise Quality Cleaners was already above the new standards set by the Government. As we learned more and more about the environmental impact of phosphates and hazardous chemicals, we decided to research alternative cleaning solutions, both in laundry and dry cleaning. At the time the alternative dry cleaning solutions meant new equipment and products that were still in the development stages.

We focused on the laundry side first. We process over 180 pounds of laundry per hour between the two plants. Our detergents were commercial grade and loaded with phosphates, in order to maximize stain removal.

We collaborated with a local chemist in Winnipeg, giving him a list of the 10 common stains that we address daily in large quantities. Over several months we tested many formulas. Each formula was environmentally friendly, but approximately nine different formulations were evaluated until the final product, which we trade named ZÖP, was derived.

We had created an environmentally friendly laundry detergent that was not only as strong as the commercial grades, but possibly better as allergies and discolorations were no longer an issue.

As customers questioned and commented on the noticeable differences, we realized that we should be retailing ZÖP to the public for home use. In 2006, ZÖP went on our shelves for the public to take home. The response was incredible. Customers that were conscious of their carbon footprint embraced ZÖP. Even customers that were not knowledgeable about the environment were satisfied with the product.

In 2007, my business partner was still researching green dry cleaning solutions, following the markets and watching the environmental surveys as to which way the industry would move. During this process he was introduced to ***DrySolv***.

DrySolv is a new-patented solvent system that replaces Perc in existing machines. ***DrySolv*** is non-chlorinated, non-flammable, non-hazardous and environmentally safe. ***DrySolv*** cleans at lower temperatures and with shorter drying times, increasing throughput, while reducing energy costs.

DrySolv has been shown to work better than Perc, and hazardous Perc residue is replaced with a non-hazardous, non-toxic residue that can be disposed of cheaply, safely and easily.

Because of ***DrySolv's*** outstanding safety and environmental profile, ***DrySolv*** can be used in locations deemed inaccessible due to the toxicity profile of PERC.

Energy savings will be realized by the lower boiling temperature, the lower drying temperature, the absence of any need for a filtering system and the fast evaporation and distillation rates.

As you are no doubt aware, the solvency of a cleaning fluid is measured by the industry benchmark called the *Kari-Butanol Test*. A high Kb value means the

cleaning agent is more aggressive and active. **DrySolv** has a Kb value of 130; Perchloroethylene has a Kb value of 90. Due to the higher cleaning power of **DrySolv**, less cleaning time is required and of course there are lower energy usages per load.

In addition, **DrySolv** has a lower viscosity than Perc and a lower surface tension (making it easier to wet the fabric) both of which increase its ability to remove soil. **DrySolv** is more soluble in water making it easier to remove water-soluble stains. Finally **DrySolv** has a low boiling temperature of 158°F, allowing it to boil and be distilled below the boiling temperature of all the contaminants within the still, which gives a clear distillate every time, thereby eliminating filtration.

Since day one, we have provided a hanger recycling program and an Enviro-bag program to reduce the use of plastic and waste. As all of our invoices are two parts, one for the customer and one for the plant, we switched our paper products to recycled products. From there we initiated a paper shredding and donation program to the Winnipeg Humane Society for use in their kennels.

Manitoba Hydro recently announced its Power Smart Program, converting all lighting to energy efficient, cost saving bulbs and ballasts. This was incorporated in our plants in 2007.

As a business with over 60 employees, we collectively decided to use only green cleaning products for the bathrooms, counters, floors and windows. We also banned the use of paper towels and only use washable rags for cleaning.

For several years Dollar Wise Quality Cleaners has partnered with Winnipeg Big Brothers and Sisters, providing drop-off bins for re-usable clothing. We donate all unclaimed clothing to this program.

We were the first Winnipeg dry cleaner to introduce a service vehicle that runs on diesel and recycled vegetable oil. A local Winnipeg company, Frank Motors, completed the conversion. This initiative drastically reduces our fuel consumption and costs, as well as our carbon footprint!

We will continue to research and provide the best possible products for our customers. We have learned that even the little things all add up, and it is our responsibility to make a difference.

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www.drycleangreen.ca

Shane Johnston
General Manager

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