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## Professional Wet Cleaning as a Viable Substitute for PERC Dry Cleaning

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## Professional Wet Cleaning Demonstration Project - Project Funding and Collaboration -

- Gov't Agencies
- Cities
- Garment Care Associations
- Energy Utilities
- Garment Manufacturers
- Environmental and Community Groups
- Universities
- Private Foundations

## Project Timeline

- 1996:** Established 1st professional wet cleaner (PWC) in California.
- 1998:** Established 1st dry cleaner to switch to PWC.
- 2000:** Established large-scale PWC demonstration program in the Los Angeles region.
- 2005:** Began demo program for Bay Area and San Diego for PWC and CO<sub>2</sub> dry cleaning.

## Structure of Demonstration Program

- Provides grant funds to dry cleaners willing to switch.
- Showcase technology to cleaners.
- Provide data for evaluation.



## Demonstration Program Results

- 23 demonstration sites.
- 44 dedicated professional wet cleaners.
- 45 mixed shop professional wet cleaners.

## Demonstration Site Evaluation Results

### Performance

- Cleaners able to process full range of garments previously dry cleaned.
- Customer retention very high.

### Financial

- Equipment costs comparable or lower.
- Operating cost lower after switch.

### Resource Use

- Lower energy use.



## Barriers to Diffusion of Professional Wet Cleaning as a Substitute for PERC Dry Cleaning

- “Dry Clean Only” care label favors dry cleaning.
- Training required.
- Cleaners need to see PWC before switching.

## Conclusion

- Professional wet cleaning is a non-toxic, cost-effective substitute for PERC dry cleaning.
- Supports Regulatory Alternative 3: phase out of PERC and freeze on hydrocarbon machines.
- Provides “maximum protection from emissions of Perc while preventing an increase in VOC emissions.” (ISOR)
- Only option that creates a net economic *savings*.
- Win-win-win for cleaners, agencies, and society.