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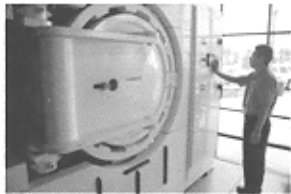
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07-1-5
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Gordon Shaw

Gordon Shaw-Jan 25 ARB Testimony

(Pix 1-Storefront)

My name is Gordon Shaw and I own Hangers Cleaners in San Diego. I have 2 plants and 2 dropstores. This plant opened in November 2005. I use only Liquid Carbon Dioxide for drycleaning in my plants. From 1978 through 2000 I had owned 6 perc plants. I do not sell equipment, and receive no fees from anything CO2 related. Being the only CO2 cleaner in my market, I enjoy the benefit of our Unique Selling Proposition. I am a moderate environmentalist. More important, I strongly believe in providing the best service and quality to my customers. In my opinion, cleaning in CO2 is superior to cleaning in other solvents. The garments stay like new and the customer gets clothes without any residual solvent. I essentially follow the principles of the triple bottom line.

(Pix 2-Machine through Storefront)

I am here to share my CO2 experience and inform those who may be unaware of the facts about CO2 drycleaning. In April 2001 I opened the first 100% all Natural Liquid Carbon Dioxide drycleaners on the West Coast. I did so to create a competitive advantage, and to try to positively revolutionize my industry. Anyone seeing my plant knows immediately that Hangers is different. We are upscale, and a bit pricey. Accordingly we must ensure that customers are aware of the benefits of our CO2 process.

(Pix3-Counter and Machine)

We explain to every new customer, and the hundreds of visitors from all over how CO2 cleans clothes in a 60 degree process, in a liquid with a specific gravity of less than water, which yields a much gentler process which is extremely colorsafe.

(Pix4-CO2 Storage)

Our CO2 is the same recycled CO2 that is delivered to thousands of restaurants, totally benign and safe for the air, the ground, employees and customers. We also explain how clothes have no residual odor, which is the button most customers respond to quickly.

(Pix5-Loading the Machine)

My CO2 machines in San Diego have drycleaned about 900,000 garment since April 2001. I am certain CO2 can help many California drycleaners improve the quality of their service. I also know that by me using CO2 in San Diego I have provided a valuable benefit for my employees, my customers, and my community. I am proud to provide this environmentally friendly option to thousands of San Diegans, and I get a tremendous sense of fulfillment as my customers continue to thank me personally for what I am doing.

(Pix6-Closing the door)

My machine is more expensive and more complex than many machines in operation. It can be learned, but it does require a more professional approach to the job. Most of my employees have come to Hangers from perc operations. To a person they would tell you how much they appreciate working with CO2 rather than perc. I also believe, however, that many drycleaners could not adapt the CO2 technology.

(Pix 7-Machine Control Panel)

Too many operators are unsophisticated. Many have only lowest expenses in mind. Many circumvent laws and regulations in order to maximize their "take" from the business. Many would reject the notion of progress and stewardship within their operations. Technological change in industry will weed out the marginal performers. And that is a good thing.

(Pix 8 IFI Award)

Since opening, I have received numerous awards and commendations from the City of San Diego, the County of San Diego, and California DTSC for my pioneering the use of CO2 technology. I am extremely proud of all of them. We have been featured in TV reports, magazine articles, trade publications, and most notably Newsweek. In fact, three days ago Newsweek.com published the first in a series of articles on Hangers Cleaners.

In Summation, I would like to emphasize that CO2 drycleaning is not for everyone. There are higher costs. There is a definite demand for a truly environmentally friendly drycleaning service. Most important, it is viable, and thriving in San Diego. And I am always available for questions and information.