

The Institute for Research and Technical Assistance Presents:

Textile Cleaning Sunday Showcase!!

Sunday September 23, 2007, 9AM to 3PM, at Hangers Cleaners
Torrey Hills Marketplace, 4645 Carmel Mountain Road, San Diego, CA 92130

The California Air Resources Board (CARB) recently adopted a phaseout of perchloroethylene (PERC) dry cleaning by 2023. Cleaners need to adopt alternative technologies as soon as possible. This showcase is part of the AB 998 non-toxic and non-smog forming grant demonstration program. It is fully sponsored by CARB with a contribution from the Department of Toxic Substances Control (DTSC). The grant demonstration program will provide dry cleaners an opportunity to view the operations. It will also provide technical assistance and training, and educate cleaners on the benefits, cost and overall effectiveness of the alternative technologies.

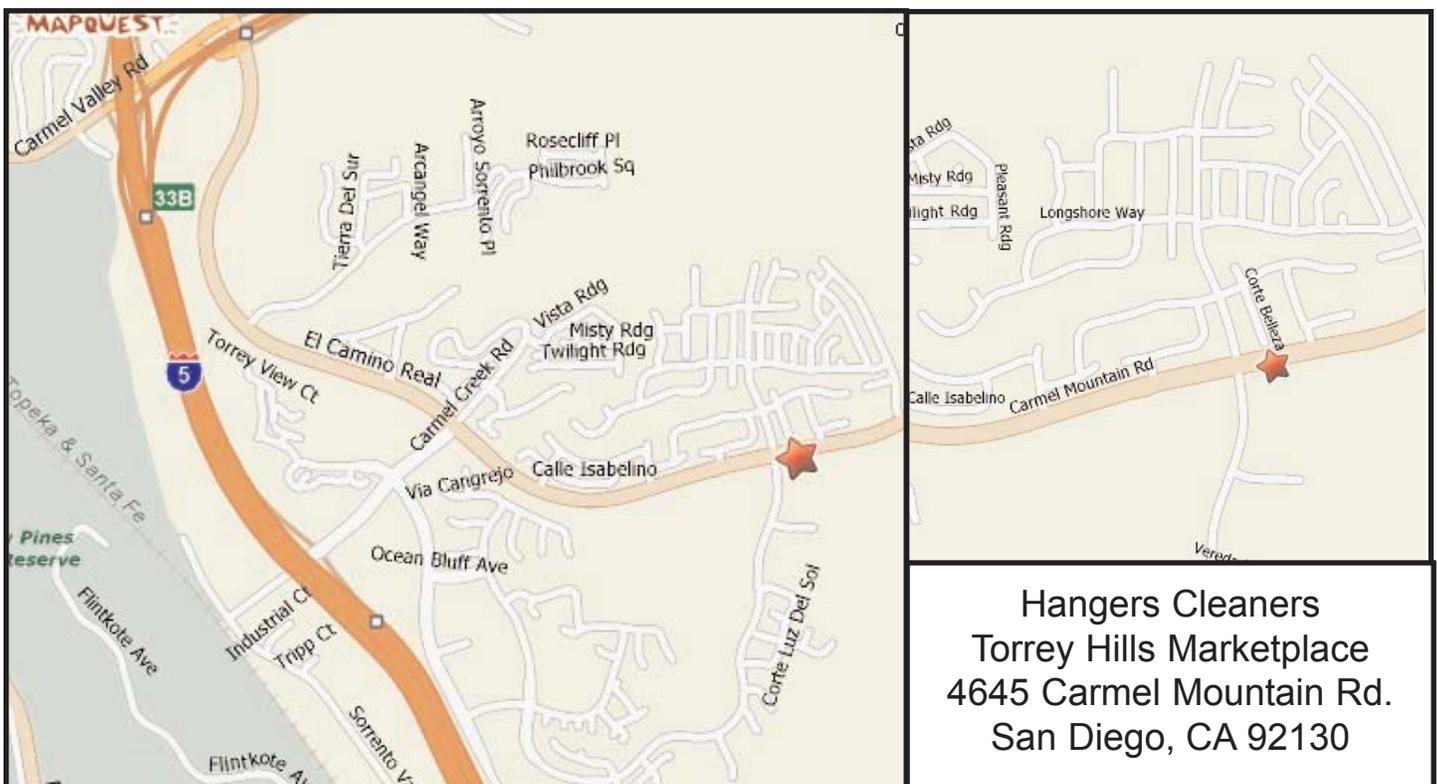
Hangers Cleaners has a carbon dioxide cleaning system with relies on carbon dioxide and detergent to clean garments. Hangers has been operating for more than six years with this equipment, and the owner was one of the first cleaners to use the carbon dioxide system. The cleaner previously had facilities with PERC machines.

The owner, Gordon Shaw, and his facility manager will be available to answer questions other cleaners have about spotting, finishing and cleaning with the carbon dioxide technology. A carbon dioxide equipment expert will also be present to answer questions about equipment operation. Representatives of regulatory agencies including CARB, DTSC, U.S. EPA and the San Diego County Air Pollution Control District will attend to answer questions.

The Institute for Research and Technical Assistance (IRTA), a nonprofit organization, is presenting the showcase. IRTA has worked on PERC dry cleaning alternatives for many years. For information on the showcase or alternatives, please call IRTA at 818-244-0300, email us at irta@earthlink.net or visit us online www.irta.us.

Showcase hours: 9AM to 3PM

Presentations by owner Gordon Shaw and his facility manager: 10AM, 12PM & 2PM
Complementary refreshments will be available all day at the showcase.



San Diego Cleaner Adopts Carbon Dioxide Technology

Hangers Cleaners, a high end textile cleaning facility, was first opened in Mission Valley near San Diego in 2001. The Hangers owner, Gordon Shaw, opened a second facility in Torrey Hills in 2005. Both facilities have 60 pound carbon dioxide machines.



Mr. Shaw has been a dry cleaner for many years and he operated five different perchloroethylene (PERC) plants before 2001. He did not want to use PERC at the new locations. The solvent poses health and environmental problems and it has been phased out in California. Says Mr. Shaw, "I investigated the carbon dioxide process and decided it was a good technology, particularly for the upscale clientele my shops serve."

The customers at the first Hangers location were enthusiastic about using a "green" alternative like carbon dioxide. The success of the first store prompted Mr. Shaw to open the second cleaning store and two additional drop stores in the San Diego area. Mr. Shaw was one of the first cleaners in the country to use carbon dioxide and he is a pioneer for the industry. In the last few months, Mr. Shaw has been featured by Newsweek in several articles in a series on www.msnbc.com.



The carbon dioxide machine operates at 700 to 900 pounds per square inch pressure to keep the carbon dioxide liquified. The cycle is 44 minutes, about the same as a PERC machine. "Carbon dioxide is a gentle cleaner because the process doesn't use heat and the solvent is less dense than other liquids," says Mr. Shaw. "Finishing is the same with carbon dioxide and PERC and I can now process delicate items that I couldn't clean with PERC." He does indicate, however, that more spotting is required with the carbon dioxide technology.

Many cleaners are concerned about the phaseout of PERC in California. "I would strongly recommend that cleaners in upscale areas look at the carbon dioxide technology," says Mr. Shaw. "It is an effective alternative to PERC."



Annualized Cost for Hangers Cleaners in Torrey Hills

	Carbon Dioxide
Annualized Capital Cost	\$11,550
Carbon Dioxide Cost	\$10,851
Detergent Cost	\$5,285
Electricity Cost	\$15,221
Gas Cost	\$10,431
Spotting Labor Cost	\$7,800
Finishing Labor Cost	\$156,000
Maintenance Labor Cost	\$1,352
Maintenance Equipment Cost	\$5,200
Waste Disposal Cost	\$800
Total Cost	\$224,490

Free Textile Cleaning Showcase!

Sunday September 23rd, 2007

- Regulations require cleaners to phase out PERC dry cleaning machines and adopt alternative technologies.
- Talk to a cleaner successfully using the carbon dioxide technology for more than six years.
- Talk to a carbon dioxide maintenance person, government agency representatives and IRTA's cleaning alternative experts.
- Get information on performance and cost of showcase cleaner's carbon dioxide systems.
- Get information on safer spotting chemicals.
- Learn how to comply with phaseout regulations cost effectively.



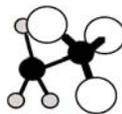
For more information, call
IRTA at:
818-244-0300

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9AM to 3PM at

Sunday, September 23rd

Presented by IRTA

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Cleaning Showcase!!**



IRTA
Institute for Research and
Technical Assistance
230 N. Maryland Ave., Suite 103
Glendale, CA 91206
website: www.irta.us

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