

The Institute for Research and Technical Assistance Presents:

Textile Cleaning Sunday Showcase!!

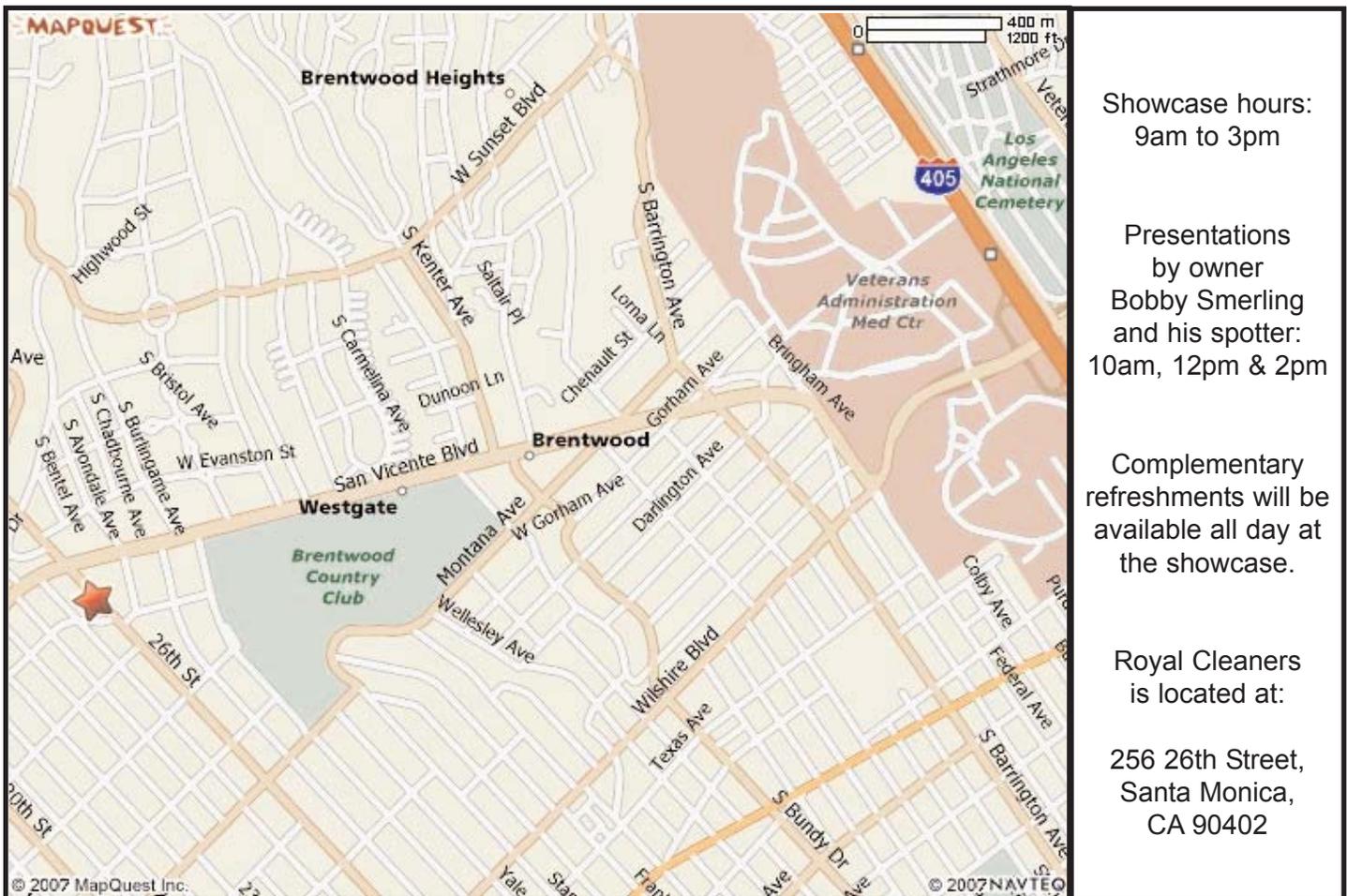
Sunday October 7, 2007, 9am to 3pm, at Royal Cleaners
256 26th Street, Santa Monica, CA 90402

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.

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

The owner, Bobby Smerling, and his spotter 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 South Coast Air Quality Management 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
Bobby Smerling
and his spotter:
10am, 12pm & 2pm

Complementary
refreshments will be
available all day at
the showcase.

Royal Cleaners
is located at:

256 26th Street,
Santa Monica,
CA 90402

Santa Monica Cleaner Pleased With Carbon Dioxide Technology

Royal Cleaners has been located in Santa Monica, California since 1948. In 2003, the owner, Bobby Smerling, moved to a new location in the same area and installed a 60 pound carbon dioxide machine and a carbon dioxide storage tank. The carbon dioxide machine replaced a 55 pound perchloroethylene (PERC) machine which was used to clean 104,000 pounds of garments annually. At this stage, the shop has increased its cleaning volume substantially, to 155,000 pounds of garments per year.



"I made the right decision," says Mr. Smerling. Royal received a grant from the South Coast Air Quality Management District to purchase the new system. "The PERC phaseout in California no longer concerns me because I put in the best alternative." Mr. Smerling plans to open a second plant with a carbon dioxide and wet cleaning machine in the west Los Angeles area in the next year or so.

The carbon dioxide machine operates at 700 to 900 pounds per square inch pressure to keep the carbon dioxide liquified. "The cycle time of my machine is only 35 minutes which is less than the cycle time of the old PERC machine,"





says Mr. Smerling. "When we moved, we didn't have room for a large machine and I decided to purchase a Sailstar system," he says. "It took us only about two months to learn the new features and procedures. The finishing is about the same as it was with PERC but there is more spotting now. We can process delicate garments much more easily with carbon dioxide."

"My customers are upscale," says Mr. Smerling. "They are concerned about health and the environment. The carbon dioxide process has health and environmental benefits and the costs of using the system are lower than they were with PERC even though I had to buy a new machine."

Annualized Cost Comparison for Royal Cleaners in Santa Monica

	PERC	Carbon Dioxide
Annualized Capital Cost	-	\$11,200
Solvent Cost	\$969	\$9,600
Detergent Cost	\$1,937	\$2,704
Electricity Cost	\$7,152	\$6,420
Gas Cost	\$4,917	\$7,200
Spotting Labor Cost	\$12,087	\$47,000
Finishing Labor Cost	\$145,043	\$97,344
Maintenance Labor Cost	\$1,007	-
Maintenance Equipment Cost	\$2,503	\$200
Compliance Cost	\$3,487	-
Waste Disposal Cost	\$3,278	\$150
Total Cost	\$182,380	\$181,818

Free Textile Cleaning Showcase!

Sunday October 7th, 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 four 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.



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Cleaning Showcase!!**
Presented by IRTA
Sunday, October 7th
9am to 3pm at
Royal Cleaners
For more information,
call IRTA at:
818-244-0300



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