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News: Local – Business - Environment

For Immediate Release

FABRICARE: HELPING OTHER DRY CLEANERS ELIMINATE PLASTIC BAGS **-- *The Fab Bag Means Zero Plastic, Because Everyday Is Earth Day* --**

Norwalk, CT (April 2011) – Last year for Earth Day, **Fabricare Cleaners** committed to eliminating all plastic bags from dry cleaning orders. This year they continue to **lead by example**, showing other cleaners how to eliminate all plastic, with **The Fab Bag**. “The Fab Bag” may be a simple garment bag, but the way Fabricare uses it makes all the difference.

“Other cleaners offer various types of garment bags to their customers - for a price - and the customer then owns that bag and must bring it back to the cleaner to get their clothes without plastic,” Fabricare owner Mike Astorino points out. “Operationally, there are inherent problems with this system. For one, most dry cleaners separate *dry cleaning* items from *laundry*. If a customer has only one bag, half their order will be without plastic while the other half will require plastic bags.”

Astorino and his team have figured out a way for Fabricare’s customers to get all *laundry* and *dry cleaning* returned, **in a convenient Fab Bag** that protects their clothes, at **no cost to the customer**. Fabricare is committed to helping other cleaners eliminate plastic; they are using their **Fairfield Railroad Station location** to show other cleaners how it’s done.

Chris Taite of **Westport** has teamed up with Fabricare to introduce the bag and the process to cleaners locally and nationally. “When I found out that dry cleaners across the country annually use about **three billion plastic bags** and there is a way of eliminating that, I wanted to be part of it,” says Taite. “We gave the bag, and the way of using it, a name because **we see this as much bigger than use for just one cleaner**,” adds Taite.

Cleaners like Fabricare will have an initial cost to purchase Fab Bags, but over time they will save money by not having to buy plastic bags. Taite and Fabricare already are **testing the idea of sponsor logos** on the bag to help **further defray the upfront cost** of Fab Bags.

Taite says, “The bag makes for a perfect billboard where a business can have its name displayed and support the eco-friendly movement.”

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More About Fabricare

Fabricare is more than your corner dry cleaner. The owners and managers work with retailers, manufacturers, and designers of fine clothes to ensure the best cleaning. Fabricare, through its selection of America's Best Cleaners, has visited the top cleaners across the country and learned the best methods for cleaning fine garments.

Based in Norwalk, Fabricare Cleaners specializes in home delivery for all of Fairfield County and has stores in Darien and Fairfield. Fabricare was selected by America's Best Cleaners as the **top cleaner in Fairfield County**, and is endorsed by fine retailers in the area.

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Photo of **The Fab Bag**: Available by email, featuring **Ali Rea** who **manages the Fairfield Railroad Station location**; she is **instrumental in Fabricare's efforts to eliminate plastic**.

The Fab Bag Logo:



Additional Resources:

www.TheFabBag.net (*website coming soon*) | info@TheFabBag.net

www.FabricareCleaners.net

www.AmericasBestCleaners.com

Attachment:

Fabricare Cares – Other things Fabricare does to help the environment.

Fabricare Cares

Recycling and being environmentally responsible is not only the right thing to do, it is good business.

In an effort to constantly be more environmentally conscious while providing you the best possible quality cleaning, Fabricare has begun some changes that you may or may not notice.

- ✓ **Biodegradable plastic bags. Yes you can now throw your plastic bags in the garbage and not worry about them not decomposing.**
- ✓ **Re usable garment bags/laundry bags (upon request)**
- ✓ **Less packaging. We've done away with paper garment covers, as well as some other packaging. We are still happy to provide you with any special packaging requests.**
- ✓ **We've gone to a 5 vs. 6 day production schedule. Working 5 long days and closing the plant for one day saves on fuel and energy.**
- ✓ **We've upgraded our plant to be more energy efficient by reclaiming unused steam to reheat our water and help our boiler work less.**
- ✓ **We've partnered with the power company to change our lighting as well as machinery for better efficiency.**
- ✓ **Fabricare will drive to your house to pick up any hangers and other packaging.**
- ✓ **Fabricare will pick up and donate your old clothes to Goodwill.**

As you can see, conserving energy and the environment can also save on expenses. Help us kick off our green effort this Earth Day by helping us conserve.

For special requests or pick-ups, call our office: 229-0001 or email: service@fabricarecleaners.net