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Camellia Cleaners Switching to Process that's Better for Clothes, Planet
GreenEarth® system provides environmentally safe, odorless, gentler drycleaning

Consumers who care about the environment and their appearance can get a double bonus from Camellia Cleaners new revolutionary cleaning system. The Camellia chain of dry cleaning stores was recently acquired by Miles Frank; owner of Park Avenue Cleaners in Crowley, LA. In addition to offering environmentally friendly dry cleaning services in all of its local area stores, Camellia will be introducing home pick-up and delivery services in and around Lafayette.

Camellia's GreenEarth Cleaning system is not only better for the environment, it's better for clothes—noticeably better. Customers will be able to see, touch and smell the difference. Because the process does not use harsh chemicals, colors won't fade, fabrics stay soft and come back 100% odor-free.

Unlike traditional drycleaning, which uses perchloroethylene or hydrocarbon, both petrochemical solvents, the GreenEarth process uses no hazardous chemicals. It cleans with pure liquid silicone – in essence, liquefied sand – the same gentle, natural product used in many everyday shampoos, lotions and deodorants. With GreenEarth, there is nothing to dirty the air, contaminate the soil or pollute the water.

Mr. Frank's decision to switch to an environmentally-safe system puts him years ahead of the rest of the industry. Eighty percent of dry cleaners still use perc, the industry standard solvent since the 1950's that has been classified by the EPA as a toxic air contaminant and a possible to probable human carcinogen. In January 2007, California passed the nation's first

statewide ban on perc, initiating a 15-year phase-out of chemicals and equipment. Massachusetts, New York and New Jersey all are considering similar bans.

“Once we found there was an environmentally-safe alternative, we didn’t hesitate to make the investment,” said Miles Frank, owner of Camellia. “I researched the environmental and cleaning science behind GreenEarth extensively,” said Frank. “It’s truly remarkable. We know our customers will appreciate the difference it makes—not just for the environment, but also for their clothes.” They will also really appreciate that Mr. Frank will not charge higher prices for his new eco-friendly services.

One of the most noticeable differences with the GreenEarth process is the lack of that telltale “dry cleaning” odor. The benefit to clothes is also tangible. “With GreenEarth, garments just look and feel better,” said Frank. “They are softer, with more body; colors are brighter and whites whiter.” GreenEarth’s gentle process means that Camellia customers can now dry clean special garments with absolutely no worry about dye-bleeding or damage to delicate beads and trim.

Camellia Cleaners is the one and only eco-friendly cleaning dry cleaner in Lafayette. As he opens the door to a whole new kind of dry cleaning that is better for the earth and better for clothes, Mr. Frank has a lot to feel good about.

More information is available by visiting the GreenEarth Cleaning website at www.greenearthcleaning.com.

The name GreenEarth, the GreenEarth logo, the slogan "You've never worn anything like it" and the slogan, "It's Good for Everybody" are registered service marks of GreenEarth Cleaning, LLC. Two of the world's largest companies, General Electric and Procter & Gamble, are founding members of GreenEarth Cleaning LLC.