

Is your dry cleaning exposing your family to toxic chemicals?

If you get your clothes dry cleaned, chances are you're exposing your family to perchloroethylene or petroleum.

Facts About Perchloroethylene

Perchloroethylene is a toxic chemical commonly used as a dry-cleaning agent.

Perchloroethylene (perc) has been around since the 1930s and is the primary solvent in the dry cleaning industry. It's used by an estimated 80 to 90 per cent of all dry cleaners.

Perchloroethylene:

- Has been proven to cause cancer in laboratory rats at low levels of exposure.
- Consumer Union found that people who wear freshly dry-cleaned clothes on a regular basis could inhale enough perc "to measurably increase their risk of cancer" by as much as 150 times what is considered "negligible risk."
- Greenpeace reports that more than one million people in the U.S. are at risk due to elevated levels of perc in their homes.
- A U.S. study found that food stored in a car with dry cleaned clothes for one hour absorbs elevated levels of perchloroethylene.
- EPA studies found that people, after visiting a dry-cleaner, perc in their breath.
- Declared toxic to the environment under the Canadian Environmental Protection Act (CEPA).
- Perc is now a major groundwater contaminant in more than one-quarter of U.S. water supplies.
- "Puddles" of perc were found on the bottom of Ontario's St. Clair River.
- Perc enters the atmosphere mainly through evaporation, contributing to the atmospheric pool of volatile organic carbon compounds.
- Perc has been detected in the air over rural and urban areas, as well as over oceans.
- Tests have shown that perc can be acutely toxic to wildlife, especially to fish.



Facts About Petroleum Hydrocarbon

Petroleum hydrocarbon, the secondary solvent used by dry cleaners, is classified as a hazardous air pollutant and volatile organic compound. Petroleum hydrocarbon, also known as DF-2000, is often and misleadingly referred to as “environmentally friendly” or “organic” by many dry cleaners. However, petroleum hydrocarbon is:

- Classified as a Hazardous Air Pollutant.
- Classified as a Volatile Organic Compound.
- To date, no extensive tests have been conducted on the adverse effects of petroleum solvents to the environment, or human health.
- Two of the largest manufacturers of petroleum solvents are Exxon Mobil and Chevron Mobil.
- Petroleum solvent manufacturers have never released data about their products to the EPA or public.
- Petroleum solvents are known to cause groundwater contamination.

Perchloroethylene and petroleum hydrocarbon are the two most heavily used solvents in the dry cleaning industry. The above facts are merely the tip of the iceberg when it comes to information on the harmful effects of both solvents. To learn more, please visit ecocleaners.ca.

Is there a safe and effective alternative?

In order to prevent our families from being exposed to these toxic solvents, we must choose a safe, healthy alternative.

Facts About The Alternative

The safe, effective and non-toxic alternative is now available in Canada. It's called the GreenEarth Cleaning System, an innovative new technology from Italy. GreenEarth is a revolutionary solvent now used in Europe, Japan and the US. General Electric and Proctor & Gamble joined forces to create it. Eco Cleaners is the only dry cleaner in Ontario to embrace this new technology.

GreenEarth is:

- A silicone-based solvent. Essentially it is liquid sand. Tiny drops of silicone, enter the clothes and attach themselves to dirt and oil. When extracted, the drops of silicone take the dirt and oil with them.
- Non-toxic (oral, dermal & inhalation), non-carcinogenic, non-allergenic & non-irritating to skin.
- Completely bio-degradable. Even if large amounts of GreenEarth solvent are kept in contact with soil, it is expected to decompose to carbon dioxide, silicon dioxide (sand), and water.
- Produces cleaner, softer, static-free garments; is gentler on fabrics, lengthening the life of the clothes.
- GreenEarth is the most extensively tested dry cleaning solvent in history.
- The toxicity of GreenEarth solvent and related silicones have been extensively studied to ensure compliance with applicable federal regulations for use in hair conditioners, antiperspirants, and other personal care products.
- Tests have shown it is non-irritating to skin, does not cause cell mutations, and has a very low oral toxicity if swallowed (same as pepper, sugar or talc).
- EPA has found that GreenEarth solvent is not an air pollutant.
- Acute studies with trout, daphnia, and algae show no significant effects at high exposure.
- GreenEarth vapors passing through an open flame (such as in a gas-fired boiler or laundry dryer) would burn, producing silicon dioxide (sand), water, and carbon dioxide.
- Eco Cleaners (together with its sister outlet Laird Cleaners) is the only dry cleaner in Ontario not using perc or petroleum. Its founder, Paul Yoo, was the first to bring GreenEarth Cleaning technology to Canada.



ECO CLEANERS

Where should I get my dry cleaning done?

Eco Cleaners is home to Toronto's first non-toxic dry cleaning process. As the only dry cleaners in Ontario not to use perchloroethylene or petroleum hydrocarbon, we can rightfully call ourselves healthy for both humans and the environment.



Paul Yoo's

ECO CLEANERS

see, touch and smell the difference

Eco Cleaners is everything you ever wanted in a dry cleaner, without the perchloroethylene.

Not only does Eco Cleaners do your dry cleaning, but it also offers alterations, tailoring, gown preservation, fire damage restoration, and a whole list of other services. The GreenEarth system is possible thanks to cutting-edge machinery imported from Italy. Eco Cleaners has brought this process to Canada so garments will be cleaner, softer and non-allergenic—and clothes will be safe to wear.

Paul Yoo, master dry cleaner, takes great care with the work he does, and expects nothing less than perfect cleaning every time. Tim Yoo, Paul's son and general manager, is a devoted environmentalist. He's taking the time to spread the word about perc. Tim has appeared on such CTV, Discovery Channel (Canada), and Discovery Health Network (United States).

Eco Cleaners delivers a perfect blend of the old and the new that offers the best of both worlds: old world attention to detail, and state-of-the-art technology. Eco Cleaners is Toronto's premier dry cleaners.

In fact, Paul Yoo was the recipient of the 2001 Rachel Carson Award, awarded to individuals and companies who have a strong environmental mandate and show an exemplary commitment to educating consumers about alternatives to environmental toxins.

Eco Cleaners is located at 719 Mt. Pleasant, just south of Eglinton. Tel: 416.425.9474 Email: info@ecocleaners.ca. Eco Cleaners also offers free valet pick-up and delivery service.

To find out more about Eco Cleaners, visit ecocleaners.ca.



Eco Cleaners' List of Services

- Dry Cleaning
- Shirt Laundry
- Pressing
- Wet Cleaning
- Fluff and Fold (Laundry)
- Repairs and Alterations
- Ski and Athletic Wear Cleaning
- Knit Blocking
- Leather and Suede Cleaning
- Tablecloth Cleaning and Pressing
- Drapery Cleaning including take down and re-hang services
- Duvet, Comforter, Pillow and Bed Sheet Cleaning
- Area Carpet and Rug Cleaning
- Fire and Water Damage Restoration
- Fine Linens
- Christening and Baptismal Gown Cleaning and Preservation
- Wedding Gown Cleaning, Preservation & Restoration



ECO CLEANERS

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FOR IMMEDIATE RELEASE

ECO CLEANERS: EVERYTHING YOU WANT IN A DRY CLEANER, WITHOUT THE PERC

November 24, 2004 – Eco Cleaners, Toronto’s first non-toxic dry cleaners, is proud to announce the opening of its brand new, state-of-the-art store at 719 Mt. Pleasant (just south of Eglinton).

Eco Cleaners, formerly known as Laird Cleaners, is opening their new store with a whole new look. Eco Cleaners uses state-of-the-art technology from Italy called the GreenEarth cleaning system. This system enables them to dry clean without the use of harmful solvents such as perchloroethylene and petroleum hydrocarbon.

What’s wrong with these solvents?

Perchloroethylene is a toxic chemical commonly used by 80 to 90 per cent of dry cleaners. Petroleum hydrocarbon is the secondary solvent used by dry cleaners, and is classified as a hazardous air pollutant and a volatile organic compound.

“Eco Cleaners believes in making a difference,” says Tim Yoo, General Manager, Eco Cleaners. “We do not use perchloroethylene or petroleum hydrocarbon, and instead use the GreenEarth cleaning system. We realized that there was an opportunity to make dry cleaning healthier for everyone, so we went out and did what we needed to do in order to make the opportunity a reality.”

About Eco Cleaners

Eco Cleaners believes in non-toxic dry cleaning, but they never compromise quality. Actually, garments cleaned by them are cleaner, softer and non-allergenic. Garments are also static-free and do not affect people with asthma. With their extremely high standard for quality, Paul and Tim Yoo accept nothing less than perfect.

Eco Cleaners has launched a referral rewards program that awards customers 25 per cent off their dry cleaning every time they refer someone new. The person referred will also receive 25 per cent off their first dry cleaning.

Eco Cleaners’ free valet pick-up and delivery service is always available, but customers are encouraged to drop in and see the new store and take advantage of Eco Cleaners’ wide range of services. For more information, please call [416.425.9474](tel:416.425.9474) or visit ecocleaners.ca.