



FOR IMMEDIATE RELEASE:

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*****PRESS RELEASE *****

**ASSESSOR-RECORDER PHIL TING URGES CITY DRY CLEANERS TO
EMBRACE NEW GREEN TECHNOLOGY**

San Francisco –Assessor-Recorder Phil Ting today urged San Francisco’s dry cleaners to adopt a new green technology called Professional Wet Cleaning, which is a safer, more efficient way to clean garments. “Wet Cleaning technology is the safest and most environmentally friendly technology on the market. It’s important for all dry cleaning customers in San Francisco to ask for wet cleaning at their local cleaners,” said Ting.

Under California state law, most San Francisco dry cleaners will need to switch from using Perchloroethylene (Perc) to an alternative technology, many of them as early as July 2010. Perc is a toxic solvent, which can cause cancer and contaminate the environment. The most common alternatives to Perc are also chemical solvents that pose significant environmental and health hazards. Wet Cleaning, on the other hand, is a water-based technology that is much safer. And an Occidental College study shows that Wet Cleaning is more energy efficient and is just as effective as other competing technologies.

Karl Huie is the owner of Pacific Heights Cleaners and San Francisco’s first and only Chinese American business owner to adopt wet cleaning. Huie switched over to Wet Cleaning in 2007 and says that his customers love that the garments feel and smell better. “Wet Cleaning cleans better, removes more dirt, and my customers can tell the difference.” He added that his business has substantially increased sales volume since converting to Wet Cleaning.

Debbie Raphael of the San Francisco Department of Environment explained that San Francisco dry cleaners are eligible for up to \$20,000 in grant money if they convert to Wet Cleaning. Interested dry cleaners can contact her at 415-355-3700.

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