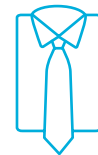


# Landlord Spurs Drycleaner's change to Wet Cleaning

By Haley Jorgensen



Textile Care  
Laundry Profile

Tasked to become a “green” operator, University City Cleaners, in San Diego, recently ousted dry cleaning practices for eco-friendly wet cleaning. The foundational change left customers gleeful, the environment grateful and the business more productive and efficient. Who might owners Hyeon-Dong and Young-Sook Choi thank for the change? Their landlord, of course.

“Our landlord wanted to use our lease extension to renegotiate the lease terms in order to mitigate any risks associated with dry cleaning and its possible negative environmental effects,” said daughter Miriam Choi.

So, after 20 years in business, Choi stepped in to research non-toxic dry cleaning alternatives on behalf of her parents. She referenced the California EPA guidebook, going so far as to contact the author and “pick his brain”; sought information and validation from the California Air Resources Board; and called Kendall Hendricks at Hendricks Mechanical Inc., a full-service dry cleaning equipment distributor in Fullerton, Calif.

“We feared that we would make this big business change and purchase great, new equipment and potentially still not get our lease extended because we didn’t meet EPA standards,” said Choi. “So we wanted preapproval on the equipment replacement before making changes.”

After considerable due diligence, University City Cleaners removed its 60-pound capacity hydrocarbon dry cleaning machine and replaced it with a Poseidon Textile Care System, consisting of a 60-pound capacity wet cleaning machine and matching dryer. “The California Air Resources Board provided written approval



The 60-pound capacity soft-mount Poseidon Textile Care System fits easily into a space that a shirt unit and collar cuff press previously occupied. They were moved to the space previously occupied by the dry cleaning machine.

that Poseidon did qualify for the nontoxic dry cleaning program,” said Choi. “That validated the fact that we were replacing our dry cleaning machine with a fully nontoxic alternative. We made the full switch this past year and it’s been great.”

## About the Poseidon Textile Care System

The Poseidon Wet Cleaning Machine offers a soft-mount design so it was easy to install. Additionally, according to Hendricks, it brings advanced programmability and generates extract speeds up to 400 G-force for superior productivity. It also offers complete



control over water temperature by degree (up to 194 degrees), wash rotation speed and duration, five on/off wash rotation combinations, multiple water levels, bath cool-down by degree, automatic chemical injection, and six programmable extract speeds up to 400 G-force. It's so flexible, it can be programmed for a wash cycle of as little as three minutes up to an extended program lasting for hours or days. An auxiliary heat option enables bath water temperatures to be increased by degree. Optional overnight soak and delayed start are also standard features.

The Poseidon Dryer, according to Hendricks, touts the industry's newest technology and complete phased control over the drying process. Each phase is programmable for drum rotation speed, drum rotation interval, moisture level, timed reversing, input air temperature, drying temperature, heating temperature, drying time and time limit.

"The dryer comes from Poseidon already programmed and it's the key to the whole system," said Hendricks. "Drying the garment properly without over drying is critical so it isn't damaged due to shrinkage or heat. The Poseidon dryer has an enclosed heater so there is no open flame to create hot spots. It's programmable by phase and features moisture sensing so it stops when a garment hits a preset moisture level," he said. "Most dryers don't allow control over inlet and outlet heat, or such phased programmability."

The result is that all items — from wedding dresses and wool suits to silk blouses and cashmere — can be safely wet cleaned, dried and then finished, according to Hendricks. "Air drying will soon be a thing of the past," he said.

Once garments are wet cleaned and dried, they are finished, packaged and prepared for pickup. "We use tensioning finishing equipment to finish garments by blowing steam into them," said Choi.

### Adapting to the Switch

But, switching from dry cleaning to wet cleaning must have posed challenges. Not really, said Choi. "Once the machinery was installed, the transition was easy," she said. "Poseidon publishes great educational support and reference guides and everyone supported the change."

At University City Cleaners, nearly all garments are now wet cleaned, regardless of fiber type. "While certain items are approached with more caution, the Poseidon system can tackle

just about anything," she said. "We utilize approximately 10 programs in the wet cleaning process and about 10 programs in the drying process," said Choi. And despite replacing one machine with two, the changeout freed up space, offering more operator elbow room.

### Quality, Efficiency & Production Improve

Not only are customers happy, the Choi family feels good knowing the business is environmentally responsible. "We have noticed tremendous benefits to wet cleaning," said Choi. "Since switching over, we have received positive feedback from our customers with consistent remarks about a cleaner smell, better odor removal and overall superior cleaning quality."

Not to mention, University Cleaners is more efficient. By saving on electrical costs, waste disposal fees, permitting and solvent costs, wet cleaning is expected to also positively impact profits. "Unlike a dry cleaning machine, the Poseidon system does not connect to air or steam, or require a refrigeration system, so the electrical draw is significantly less than before," said Hendricks. "University City Cleaners will definitely save on the utility side."

And that's a good thing since San Diego Gas and Electric charges for electricity based on usage tiers. As electricity consumption increases, users run the risk of moving into a higher tier, where they are billed at a higher rate.

Finally, according to Choi and Hendricks, University Cleaners is more productive with wet cleaning — successfully completing more garment pounds per hour.

"Using the 60-pound capacity wet cleaning machine and dryer, University City Cleaners can wet clean, dry, finish and package 90 pounds of garments in 75 minutes," said Hendricks. "Using their old 60-pound capacity dry cleaning machine, it took the same amount of time to process just 60 pounds."

But, to Choi and her family this is merely a side benefit of doing the right thing for the environment.

"The best part of this change has been the tremendous feedback we've received from our customers and community," she said. "We're excited to be leaders in the industry by making the switch to wet cleaning and happy to do our part in minimizing our environmental footprint."

In the end, University City Cleaners has created a situation where everybody wins.

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To find out more about Poseidon Textile Care Systems, visit [poseidonwetcleaning.com](http://poseidonwetcleaning.com) or call 800-256-1073.