

1-800-DRYCLEAN

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ONE PROFESSIONAL TAKES HIS CAREER TO THE CLEANERS

With 1-800-DryClean, one entrepreneur is looking forward to a "spot" free future

(Rye, NY) --- Alan W. Young has just become the newest member of the 1-800-DryClean franchise family. Taking the country by storm, 1-800-DryClean is about to revolutionize the world of dry cleaning. No, they're not the cleaners, but a dry cleaning management service that offers free pick-up and delivery of garments to homes or offices through a working agreement with established dry cleaners. No longer will you have to wait in long lines only to find that your garment still isn't ready, or worse yet, still has a lingering spot or stain. 1-800-DryClean takes on your dry cleaning problems and literally irons out the wrinkles.

For Alan Young, 48, it was a perfect opportunity in a not-so-perfect economy.

"At my age, I just wanted to get involved in a business where I had the least possibility of failure," he says. "And you don't have to have a background in dry cleaning, so it's a fail-safe business."

Not that Young's background is going to hurt him in his new venture. He has a B.S. in Mass Communication and has been a professional salesman since 1997. He sold commercial

printing and has even owned several other businesses along the way. But at this point in his life, he says it's all about the job security. Actually not job security, career security.

Covering the Southern Westchester area of New York, Young purchased a four-van territory with 15 zip codes. Since Westchester is an upper middle class area with mostly dual-income families, Young anticipates a huge growth over the next few years. And since 1-800-DryClean is a repeat sales business, Young believes once he gets an initial customer base, his supporters will come to rely on the customer service, convenience and quality.

And Young believes 1-800-DryClean has a unique marketing concept that will help ensure success in building lasting relationships with his customers.

"We use a four-color brochure attached to a waterproof laundry bag, which we leave on people's doors once a week, which is normally on a Wednesday," he says. "If they are interested in the service, they should leave their laundry bags out with their clothes in it, and we'll be by to pick it up on Saturday morning. If they're not interested, they should leave the bag outside and we'll pick it up either way. What's unique about this system is it's recyclable marketing, and there's very few companies that offer that."

And very few dry cleaners can offer the same individualized service that 1-800-DryClean does. Lost buttons, missed stains, overlooked wrinkles and dirty collars become the responsibility of 1-800-DryClean, not the consumer. If a problem arises, customers contact 1-800-DryClean, not the dry cleaner. Other advantages include twice-weekly pick-up and delivery and convenient monthly billing. Customers need not even be home and service can be initiated with one call to the company's toll free number or a visit to its Web site.

There are currently 65 franchises operating in 21 states. The parent company, Service Brands International, hopes to reach the 100 mark by the end of 2003. Based in Ann Arbor, MI, 1-800-DryClean franchises are awarded by zip code, based on average dry cleaning dollars spent in

a given year. One van is needed to service a base of 600 to 750 customers, who are reached by three, two-day routes run during a given week.

Not that Young is up to 750 customers – yet. 1-800-DryClean of Southern Westchester has only been in operation for a little over a week. But Young said within the first 24 hours of business, he had lined up his first customer. Not too shabby since Young is the only employee and works out of his home. But the sky's the limit for Young. He says he's been fortunate enough to have found a quality dry cleaner, who will be sure to help him with not only the dry cleaning, but alterations and shoe repairs as well. And Young can always count on the support of the 1-800-DryClean franchisor.

"They train and teach you all the pitfalls of the business with constant support," he says. "Not to mention, their system is set up to eliminate common errors that are made in a new business. I would say if you're looking for a franchise, and an organization to do business with, 1-800-DryClean gives tremendous support, and they have very good standardized methods. You'll feel very comfortable when you're finished dealing with them."