



FOR IMMEDIATE RELEASE

— JANUARY, 2012

S. RAY BARRETT DRY CLEANERS
EARNS INTERNATIONAL DRYCLEANING AWARD
2012 SEAL of APPROVAL Recognizes Top Quality and Service

Contact: S. RAY BARRETT DRY CLEANERS
(757) 625.5215

For the 5th consecutive year, S. RAY BARRETT DRY CLEANERS has earned the prestigious Seal of Approval for Quality Garment Cleaning & Customer Service. The Virginia-based cleaner passed all the rigorous cleaning and customer service evaluations. Earning the Seal of Approval signifies that S. RAY BARRETT DRY CLEANERS has successfully removed a complex array of stains, maintains high quality cleaning standards and consistently demonstrates superior quality and customer service.

This prestigious international award program is administered by the Drycleaning & Laundry Institute, a Washington, D.C.-based group. To date, approximately 140 companies around the world have attained the Seal of Approval.

"Finding a good cleaner who will consistently treat you like a valued customer shouldn't be a guessing game," Drycleaning & Laundry Institute spokesperson Mary Scalco said. The 24-year veteran of the cleaning industry noted, "By becoming a Seal of Approval cleaner, S. RAY BARRETT DRY CLEANERS proved there is a difference between quality cleaners and their competition. Now customers know where to find a cleaner who will treat them and their garments properly — every time."

Each year, Seal of Approval Drycleaners must renew their status with the program by successfully completing stain removal and cleaning performance tests. In addition, each business must meet other requirements such as continuing education, community service, and offering superior customer service as evidenced by the company's standing with the Better Business Bureau.

The Drycleaning & Laundry Institute represents the interests of the cleaning industry, clothing manufacturers, and consumer advisors in identifying those cleaning plants that provide the highest level of clothing care. The group began accepting applications for the Seal of Approval Award of Excellence for Quality Garment Cleaning & Customer Service in 2005.

Visit www.gooddrycleaners.com for more on the Seal of Approval Program or call Mary Scalco at the Drycleaning & Laundry Institute, 800.638.2627.