

Your GreenEarth News

— Dec 2011

In This Issue

- [Counter Demo Kits](#)
- [Kick Start GreenEarth](#)
- [Radical Spot Removal](#)
- [Consumer Blog Chats Up GreenEarth](#)
- [Operating Cost Report](#)

Quick Links

- [Learn More](#)
- [Just For Existing Drycleaners](#)
- [Just For New Entrants](#)

Happy Holidays to All



GreenEarth Director, Russell Waddy, has taken a leave of absence from the day to day operations of GreenEarth Cleaning Australasia.

We want to thank him for all his work over the past three and a half years in helping GreenEarth develop its network and helping its affiliates with their businesses.

We wish him the best of luck in his other ventures including independent consulting to dry cleaning industry members and his very successful sailing school and charter holiday business.

If you want to go flotilla sailing in Turkey in June 2012 with Russell and Cherie give him a call.

GreenEarth related queries should be directed to Deborah Rechnitz on 02 8003 6727.

Counter Demo Kits



GreenEarth Cleaning has provided counter demonstration kits to all of its GreenEarth Affiliates.

These kits provide a visual explanation to customers about the creation and degradation of GreenEarth into sand, and trace amounts of water and CO2. Verbage to help the counter staff is printed on the back of each kit.

Just another tool to help the GreenEarth affiliates succeed.

Kick Start GreenEarth

Want an Eco-friendly alternative to offer to your customers? Need



to expand? Need additional capacity?

Daniel Hays of Spencer Systems is providing an easy way to start with GreenEarth.

Spencer Systems is offering a 15 kg 5 year old Union machine with still, a complete fill of Silclean 100 solvent and a one year GreenEarth licence for \$25,000. Available in February.

Call Daniel direct to express your interest at 0404 478 867.

Radical Spot Removal



Jacopo Torricelli of Seitz Chemicals presented an advanced spotting training program during the recent GreenClean 2011 Conference.

Jacopo reviewed some standard procedures and processes and also introduced some new and unique techniques to be used with a variety of solvents.

Among other topics, Jacopo explored the 1 vs 2 bath system, maintenance guidelines, and a discussion on wet cleaning.

Jacopo has shared his presentation to all of the GreenEarth affiliates via the affiliate section of the GreenEarth web site.

A big thank you to Seitz Chemicals as a major Sponsor of GreenClean 2011.

Consumer Blog Chats Up GreenEarth



Claire Moffat, a professional speaker to businesses throughout Australia and regular columnist in Working Women magazine, talks about selling to women in the retail environment.

One of her recent blogs specifically talked about **"Forget pink, it's being green she likes"**.

"Women, in particular, are aware of those brands that make a genuine effort towards cleaning up their environmental impact. In fact, 69% of women will choose a green brand over others if it delivers on price and performance, too."

Authentic green equals powerful 'mojo'. "Women know that brands like Green Earth were designed from the start to offer a green cleaning alternative. They showcase their green ingredients because that is why they exist."

Can't ask for a better reference than this.

Operating Cost Report



What does it cost to operate a GreenEarth plant?

In a recent analysis conducted for GreenEarth, here's the variables to consider when comparing to hydrocarbon:

The costs are very similar.

Offsetting a slightly higher cost per litre for GreenEarth, there is better solvent mileage as there is far less evaporation of the product.

Waste disposal costs for GreenEarth are minimal and often handled as general trade waste while hydrocarbon is considered a hazardous or dangerous waste.

Easier pressing, less detergent use, and reduced finishing times are all characteristic of the GreenEarth process.

One cannot ignore the fact that sales increases can occur with proper customer communication about the benefits of GreenEarth which more than offset any incremental operational costs.

What's the next result? Although it will vary for everyone, it's clear that no other system has the potential to build sales and more than offset the continued increasing costs we all face.