

Your GreenEarth News

Feb 2011

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Too early to make your plans for GreenClean 2011? Never. Read on.

GreenClean 2011



GreenClean is an International Conference hosted by GreenEarth Australasia for the benefit of all dry cleaners in their pursuit of a prosperous future.

Following a successful 2010 Conference in Queenstown New Zealand, GreenClean moves to Adelaide for 2011, where there are plans to provide you *Nourishment for your Body, Mind and Business Soul*.

Date: 14th - 16th October

Place: Adelaide, SA

[More GreenClean details](#)

Is GreenEarth Just Another Solvent?

A GreenEarth Licensee becomes a part of something much bigger than just a user of an environmentally responsible alternative solvent to perc.



The GreenEarth Affiliate package is much more and each aspect of GreenEarth support is focused on the individual licensee growing his or her business and a helping hand all along the way.

Part 2 - The Business Network There is far more to GreenEarth Cleaning than just a great product and technical support. Support for the business only begins with this strong foundation.

Each new affiliate receives a start up kit of signage, swing tags, brochures, in store videos, staff buttons and counter displays that are of the highest quality. Each of the professionally designed items communicate the benefits of the GreenEarth process from the consumer perspective.

New high quality images and promotions are available throughout the year, at no cost, for individual operators to integrate into their own operations and their own brand.

Entire marketing campaigns are available, and priced lower than any individual owner can do on his own.

NSW DECC News



The NSW EPA has gone through a name change. It is now called the Department of Environment, Climate Change and Water NSW.

Recently about 100 per cent dry cleaners were audited by DECC. About 1/3 were issued warnings, directives or fined for not having copies of the documentation of proper disposal of their waste on site and available for review by the Department.

GreenEarth Cleaning has had meetings with DECC. Their major concern is now focused on per cent dry cleaners and proper disposal

The sleeping giant in Australia is the huge cost of cleaning up contaminated sites. Contamination clean up is required by the dry cleaner and if no longer in business, it falls to the property owner.

GreenEarth's Green Living Tip

Reduce the use of printed material (use your web site) or use vegetable-based ink and produce material on recycled paper

[See today's GreenEarth Tip](#)

About GreenEarth

GreenEarth® Cleaning Australasia is designed to differentiate your business from the general dry cleaning industry and to provide a process and products that are "good for everybody".

We offer a 100% satisfaction guarantee.

Have a question? Looking for more information? Call, visit our web site, or send us an email.

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