



AMERICA'S BEST CLEANERS™

As Seen In

AMERICAN drycleaner

August 8, 2007

EVANSTON, Ill. — Mayor Lorraine H. Morton joined representatives of R.R. Street & Co. and the operators of Evanston's Lake City Cleaners this morning to cut the ribbon on the first Solvair machine ever to operate in a retail setting.

"We're very grateful that Lake City chose Evanston to introduce this product," Morton said. The city has been pursuing more environmentally friendly growth strategies, she added, and the operation's new drycleaning system will be a part of that. "That's the future, and we're part of the future."

The hybrid Solvair system uses a biodegradable glycol ether formula in the wash cycle, then rinses and dries clothing in liquid carbon dioxide. Since no heat is involved in the dry cycle, the system virtually eliminates shrinkage.

"We are pleased to get the first one," said Victor Seyedin, who operates the four-store chain with his wife, Janice. "And we're proud to see R.R. Street make this wonderful machine. Not only is it environmentally friendly, but to not have garments come back all shrunken is special to drycleaners. There are a lot of good things about this machine, and I'm excited."

Lake City will use the Solvair process exclusively for its premium "Monarch" and superpremium "Fleur de Lis" services. "We wanted the best solution for our clients," Janice Seyedin said. "The results are coming out better than anything else we've had in the past. There are just so many positive things about the system, it was absolutely worth it for us."

The Seyedins investigated Solvair at the suggestion of Chris White, technical director of America's Best Cleaners (ABC), a marketing consortium of high-end operators to which Lake City belongs. "We're tremendously impressed with Janice and Victor for being pioneers in this new technology," White said via telephone. "Our affiliates have consistently been at the forefront of advancements in the industry."

R.R. Street will roll out additional units at operations in New Jersey and California over the next several weeks. "A prototype unit has undergone testing for more than three years," said Ross Beard, company president and CEO. "We've also been field-testing a unit under commercial drycleaning conditions for a year-and-a-half. Solvair is ready to go to market."