



AMERICA'S BEST CLEANERS™

Westbank Dry Cleaning selected as 'One of America's Best Cleaners 2009'

December 2 -- [Westbank Dry Cleaning](#) of Austin, Texas was selected as one of America's Best Cleaners for 2009. Westbank is currently the *only dry cleaner in Texas* to be selected by America's Best.

"With more than 30,000 drycleaners nationwide, it's an honor to be chosen as one of America's Best Cleaners. This was a very stringent certification process...the most stringent in our industry," said **William Charnes** owner of Westbank Dry Cleaning. "We pride ourselves on delivering only the highest quality and customer service, and we're proud to be recognized by this organization and to be in the upper echelon of cleaners in the country."

[America's Best Cleaners \(ABC\)](#) is a national organization that strives to locate and recognize the best dry-cleaning establishments in major metropolitan areas throughout the United States. Only 27 dry cleaners were certified in the United States by America's Best Cleaners for 2009. Another 15 are currently under review. Last year forty dry cleaners were certified for 2008. Recognition by America's Best Cleaners additionally certifies **Westbank Dry Cleaning** under the mantle of the [Fashion Care Label of Europe](#), a worldwide network of certified dry cleaners. The Fashion Care Brand, headquartered in Stuttgart, Germany is the foremost certification of dry cleaners in Europe, Asia and in the US and Canada by virtue of its partnership with America's Best Cleaners.

Selection is contingent upon adherence to strict criteria. The certification is valid for one year, whereby the cleaners are re-tested annually for compliance with standards, including monthly quality tests and quarterly mystery shopping reports, testing for customer service and quality. ABC has recently expanded into World's Best Cleaners (WBC), which acts as both liaison and expert for third party interests, from the high-end garment industry, to NPR Radio, to MR Magazine, and the Wall Street Journal.

Criteria for selection are now based on standards determined in conjunction with the **Hohenstein Institute**, which is considered the foremost garment laboratory in the world, has partnerships from Hugo Boss to the Taiwanese Textile Research Institute, and is accredited under ISO 17025. Prospective cleaners are site-inspected by certified ABC representatives to determine if minimum requirements of cleanliness, machinery equipment, stain removal and finishing quality are met; and this is coupled with monthly fabric tests to evaluate chemical usage,

Chris White, Director of America's Best Cleaners, commended **Westbank Dry Cleaning** on its cutting-edge technology. The Austin cleaner recently added heat-seal barcodes to identify garments. A laser scanner reads the code and an entire garment description and cleaning history is put into the computer system. White stresses that dedication to technology is an essential component in sustaining ABC's relationship with the fashion and garment industry, which has taken notice of the accreditation organization's ability to act as a liaison between high-end clothiers, cleaners and clients.

"The analogy to the automobile industry is not altogether inappropriate," said White. "Just as Mercedes recommends that authorized dealerships service their products, the manufacturers of \$2000 to \$3000 suits want to offer their clients the same level of security and convenience when it comes to care and maintenance. Our recognition provides that security, and our international network provides that convenience."

About Westbank Dry Cleaning

Westbank Dry Cleaning has eight Austin locations and has provided high quality dry cleaning and laundry service since 1993. The business is affiliated with the Dry Cleaning & Laundry Institute, The National Cleaner's Association and The Austin Independent Business Alliance. They are the **only** Austin cleaner with triple certification from the Dry Cleaning & Laundry Institute including Certified Environmental Dry Cleaner and they are Austin's only Sanitone® Master Dry Cleaner. The business was also voted Best of Austin 2008 by Austin Chronicle readers.

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