



# The "Careful" Professional

*A Web – Based Newsletter for our friends and customers*

## Environmental Responsibility



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Careful has always been a recognized leader in the dry cleaning industry. We are an environmentally responsible, award winning pollution prevention company.

Our efforts include full participation in Canada's Green Clean Project. We only use government recognized "closed loop" dry cleaning equipment that prevents chemicals from entering the environment. All levels of government inspectors have identified us to be among the best and safest operators in Ontario and our plant has been used as a model by the city of Toronto's Water Department to show their inspectors just how clean and green a dry cleaner can be.



**We choose to be environmentally responsible for you!**

Our president, Brian Chelsky is a certified environmental dry cleaner. He has taken the training course offered by Seneca College for compliance of Ontario Regulation 323/94. Both Brian and his father, Sidney Chelsky gave deputations to the Public Health Department of Toronto in 2007 to protest their attempt to ban perchloroethylene ("perc") usage in the city of Toronto. Perchloroethylene is still the best at removing oils and greases. It is non-flammable as well. Brian Chelsky convinced that Board that an outright ban would be neither practical nor probable especially since Environment Canada and the province of Ontario both felt that cleaning with perc was acceptable. Environment Canada already had in place strict criteria to the type of equipment to use and Ontario required training with re-certification every 5 years.

### Special points of interest:

- New Look for our web-site
- New re-usable non-plastic garment bags now available
- HST will be applied to dry cleaning starting July 1, 2010

## Don't Throw Away Your Ties.

*They are not disposable.*

A Tie is often over looked for garment care. It is attracted to what we eat. It picks up germs when we lean over. In most cases, they can be dry cleaned.

We can restore most ties to their original luster and beauty. Send us you ties. Let us know what the stains are. Do not let the stains sit over time. Age will set stains. Soda water is for drinking not stain removal. We will pre-treat the stains, clean the ties in a mesh bag and hand finish them back to their original beauty.

A tie adds that special touch to your clothes. It enhances your image no matter what the occasion. Don't throw out your soiled ties. Most stains will come out if they are "Carefully" cared for.