



LIFESTYLE GARMENT CARE EMBRACES POSEIDON WET CLEANING; LAUNCHES WASH/DRY/FOLD SERVICES

A new name. A fresh brand. A state-of-the-art plant. Lifestyle Garment Care (formerly Roth Cleaners), in Midland, Mich., is transforming. Paul White, a veteran textile care expert, purchased the business from his father 30 years ago. Since then, he's witnessed major industry changes; among them the emergence of wet cleaning and its potential in today's society. "We wanted our business name to represent who we are and what we do," said White. "We provide 'Garment Care to fit your Lifestyle'."

Spurred by enthusiasm to grow wet cleaning revenue, White outfitted a section of the new plant with a mix of Poseidon Textile Care Systems® (Poseidon) soft-mount wet cleaning machines and dryers.

"The technology for wet cleaning has improved so much, we could operate without a dry cleaning machine," said White. "We always do what we think is professionally best for each garment."

Lifestyle Garment Care now processes 80 percent of all incoming garments using the Poseidon wet cleaning machines; the remaining 20 percent is dry cleaned. Programmability makes it possible to wet clean everything from silks, wools and cashmeres to cottons, linens and synthetics.

Poseidon Wet Cleaning Machines offer 20 pre-programmed cycles and up to 79 individually modifiable cycles. All variables are programmable, including water temperature by degree, wash rotation speed and duration, wash rotation combinations, water levels, bath cool-down by degree, and extract speeds up to 400 G-force. Operators

just load, select a program number and press start. Chemicals are automatically injected, according to White. Items move from wet cleaning into the Poseidon Dryer, and finally, to finishing. The dryer features

moisture-sensing technology, drum-rotation control and timed reversing to safely dry virtually any item type, including gowns, coats, dresses and sweaters.

"Items come out of the dryer soft and wrinkle free with just enough moisture that the presser doesn't have to do much with it," said White. This saves time and energy over traditional dry cleaning.

"We can wet clean, dry and finish a suit in one hour," said White. "Poseidon allows us to wet clean challenging garments like wool suits and wedding gowns without worry. It allows me complete control over my equipment and my destiny."

Amped about the future, White will soon debut Lifestyle Laundry Care — an offshoot of Lifestyle Garment Care — that caters to area residents looking for wash/dry/fold

services, pickup and delivery.

Operating out of the same location, Lifestyle Laundry Care wash/dry/fold will complement White's already booming garment care/dry cleaning business, which is the largest in the Great Lakes Bay region. In doing so, Lifestyle Laundry Care will further harness the potential of the company's Poseidon wet cleaning equipment.

Once launched, White expects wet cleaning revenue to significantly increase current sales volume. In a single shift, his Poseidon equipment has the potential to serve 30 families and process 1,600 pounds of wet cleaned wash/dry/fold laundry per day.

Read full story at poseidonwetcleaning.com.

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- Paul White, Owner
Lifestyle Cleaners



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