



# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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## Wet cleaning introduced in Anytown

(ANYTOWN, ON) – Bunny-Quick Cleaners in Anytown, will now offer professional wet cleaning, in addition to dry cleaning, to better meet the needs of today’s consumer and the garments they purchase and wear. Wet cleaning is a process deemed best for many of the casual wear clothes and styles that have become popular in recent years, and uses water instead of dry cleaning solvent.

“Wet cleaning is a lot more than throwing clothes in a washer at home,” said Bigwig Boss, owner of Bunny-Quick. “Today’s styles require just the right techniques to keep them looking great. The new equipment we just installed includes computer control of every step of the washing, moisture extraction and drying cycle so that the clothes are in perfect condition for proper garment finishing. We use the latest European tensioning equipment, which is perfect for the wet cleaning process.”

Consumers have long had choices when it comes to their wardrobes. Different styles, fabrics and colours abound on store racks. But the complexity of new fibers, embellishments and styles puts a demand on dry cleaners to upgrade equipment in order to properly clean and finish garments.

“Wet cleaning gently cleans and returns garments to their correct shape while giving them the more casual finish that is popular today,” said Boss. “Come by and we’d be happy to demonstrate the differences between dry cleaning and wet cleaning.” Bunny-Quick Cleaners has been in Anytown since 1979, and is open from 8 a.m. until 8 p.m., Monday through Saturday.

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