



SENSENE™

American Cleaners leading the way with SENSENE™

SENSENE™ – COMBINING QUALITY CLEANING PERFORMANCE WITH RESPECT FOR THE ENVIRONMENT

Quality control, customer satisfaction and an openness to innovation are some of the principles that American Cleaners of Middletown operates on since it first started its business three decades ago. Always on the lookout for ways to improve its services, American Cleaners has been the first dry cleaner in New York to adopt the modified alcohol solvent SENSENE™, improving its environmental profile while sustaining customer satisfaction.



American Cleaners of Middletown is Middletown's premier dry cleaners. Since first opening its doors back in 1982, the company has successfully established three operations located in Middletown (New York), Newburgh (New York) and Scranton (Pennsylvania). Every day American Cleaners handles up to 3,000 items, a demanding workload that calls for a workforce of up to 50 people. Offering a wide spectrum of services ranging from custom dry cleaning, professional wet cleaning, leather & suede all the way to wedding gowns, rugs, and even fabric restoration, American Cleaners prides itself on being big enough to handle any job but small enough to care about doing it right.

Now, some 30 years later since its first operation, American Cleaners has become a household name well known for its quality and friendly service.

True to its motto of "No Finer Quality At Any Price", American Cleaners places great emphasis on quality assurance. In order to provide the best garment care and superior customer experience, it provides staff with regular training throughout their employment and deploys state-of-the-art dry cleaning, finishing and computer equipment.

On the search for a new solvent

Being a premium service provider, American Cleaners naturally has high standards when it comes to textile treatment. Like its peers in the dry cleaning industry, American Cleaners has been using perchloroethylene (Perc) for a long time, in addition to hydrocarbon. But for years the company has been searching for alternative solvents that can clean well without compromising on quality. At the same time, the introduction of more stringent regulations on the use of Perc has increased the pressure on the business to find a new solvent. When the company was evaluating potential options to replace its aging Perc machine, it finally found what it has been looking for – SENSENE™.

Based on a modified alcohol formulation, SENSENE™ is inherently biodegradable and has a low toxicity in water. Suitable for universal application in the modern textile and leather cleaning industry, SENSENE™ can be used in both regular multi-solvent and hydrocarbon machines. During a visit to another dry cleaner in Florida who was running a Columbia-manufactured dry cleaning machine with SENSENE™, Erez Halevah, owner of American Cleaners, witnessed first-hand the cleaning performance of SENSENE™ and was impressed by its high solvent properties. As a result, Erez opted for Columbia's C 800 TL KS, which is compatible with SENSENE™, and with that also putting an end to the company's search for a superior cleaning solvent with compelling qualities that please every sense.



SENSENE™

Top cleaning quality and easy switch

American Cleaners requires a solvent that can ensure careful handling while also fulfilling its high quality requirements for beauty, touch and scent. Apart from great cleaning results and stain removal properties, American Cleaners can also attest to SENSENE™'s ability to clean delicate garments such as silk, wool or leather while leaving colors bright as well as a soft touch to the fabric. Unlike typical hydrocarbon machines where accumulations of bacteria can lead to unpleasant smell, there is no bad odor or dirt accumulation with SENSENE™. What's more, the switch to SENSENE™ in Spring 2018 has been smooth and unproblematic with minimal effort required.

For Erez, the most satisfying aspect of using SENSENE™ is that it is a true replacement for Perc. "SENSENE™ cleans as good as Perc and we're very pleased with the results," says Erez.

American Cleaners leading the way as role model

As a forward-looking company that values the use of the latest technology as well as sustainability, American Cleaners is the first dry cleaner in New York State using SENSENE™.

In March 2018 SENSENE™ was officially added to the approved list of alternative solvents for dry cleaners by the New York State Department of Environmental Protection (NYSDEC). The authority has also updated regulation to improve compliance and program delivery; reduce solvent emissions to the environment, and address advancements in technology and changes in the industry. As Erez puts it, "We like to try new things and stay ahead of the road. We are proud to be the first dry cleaner in New York running with SENSENE™."

As a member of both the National Cleaners Association and Dry-cleaning & Laundry Institute (DLI), as well as a frequent visitor of industry trade shows, American Cleaners always has its finger on the pulse of the latest industry developments and is now leading the pack as a trendsetter.



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