



Martinizing Dry Cleaners in Alameda, CA count on SENSENE™

ONLY HAPPY CLIENTS COME BACK – THIS IS WHY MARTINIZING DRY CLEANERS USES SENSENE™

Martinizing Dry Cleaners in Alameda, California, is a 30-year veteran in the dry cleaning business with experience in a large variety of solvents like Perc, hydrocarbons and so called “alternative solvents”. Within 1 ½ years of using SENSENE™, they have cleaned over 400,000 garments and have not had a single complaint. For Martinizing Dry Cleaners’ owner, Grant Carson, there has not been any downside to switching from Perc to SENSENE™.



Martinizing Dry Cleaners first opened in Alameda California in 1986 and quickly grew to be the most successful dry cleaner on the island of Alameda. Located in the island’s largest shopping plaza in only 2,000 square feet Martinizing currently services over 8,000 clients a month with 50,000 garments. Open late in the evening, open Sundays, offering same day service and free delivery are the principles on which Martinizing has built its business.

Martinizing cleans customers’ clothes how they like, deliver them when and where they like – if not, their services are free. Martinizing applies this philosophy because they are the people who know that only happy clients come back!



Innovation is Key for success

Grant Carson, owner of Martinizing Dry Cleaners, says: “Innovation is a requirement for progress and success. Our industry is slow to adapt new innovations such as automation and new solvents. The most successful operations are more open to new innovations. Hopefully others will watch and follow.”

Reason to give SENSENE™ a chance – aging Perc machine needed replacement

The reason to change to SENSENE™ in September 2017 was as simple as it is common: Martinizing’s Perc machine was aging and needed to be replaced, so Mr. Carson began researching alternative solvents a couple of years in advance. He says: “As a thirty-year veteran in the dry cleaning industry I have seen several new solvents introduced none of which cleaned nearly as good as Perc. But SENSENE™ has been amazing. It not only cleans great, but you do not have to color sort. No bleeders, no redeposition and you don’t have to dry garments after spotting before you clean them. This is the easiest solvent to clean with I have ever experienced.”





SENSENE™

SENSENE™: Easy solvent – also for training new employees

In Grant's opinion, not only has the transition to SENSENE™ been easy, but it is also "very simple and easy to train a new dry cleaner to use." This means less effort training new employees and thus more time to focus on the customers' needs and requests, which is good for the dry cleaners' sense of business.

All the five senses are satisfied with SENSENE™

When it comes to the brightness of color, SENSENE™ delivers on its promises. As says Grant: "I have never seen white clothes come out of a dry cleaning machine looking so good! In one year, we have not had a single garment with either color bleed or redeposition. This is amazing."

Martinizing is also happy with the fact that the clothes come out of the SENSENE™ cleaning machine with a very soft touch and with almost no wrinkles – delighting their sense of touch. As a consequence, they have seen an 8-10 % increase in the productivity in the pressers.

One more point that often comes up when talking about solvents in dry cleaning is the smell. Dry cleaners and customers worldwide have noticed the distinct smell that can be on garments cleaned at the dry cleaner. With SENSENE™, as confirm Mr. Carson and his employees, there is no smell on the clothes nor in the shop. A great pro for their sense of smell.

9 points out of 10

When asked to rate his satisfaction with SENSENE™, Mr. Carson gave it a nine. Martinizing dry cleaners has not had a single complaint from a customer since using SENSENE™, and "SENSENE™ has taught me that you can successfully clean clothes and be environmentally responsible at the same time", concludes Grant.



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