

TOUDANINES CLEANERS PRESIDENT RECEIVES DESIGNATIONS

Certified Professional Dry Cleaner Certified Environmental Dry Cleaner



Arlene Converse, President of Toudanines Cleaners, has earned DLI's *Certified Environmental Drycleaner* (CED) and *Certified Professional Drycleaner* (CPD) designations. Arlene became certified by mastering a comprehensive body of knowledge in critical areas of professional cleaning, and then passing rigorous examinations that verified her expertise in those areas. Converse is the only DLI Certified Dry Clean operator in Boerne, Texas. Arlene has over 20 years of experience in fabricare in the dry cleaning industry having developed and/or operated over 16 stores in more than 11 cities throughout Texas. Currently, Toudanines Cleaners in Boerne, Texas has been the recipient of the *Best of the Best Dry Cleaners* award in Boerne for the past 7 years.

Toudanines Cleaners proudly operates under the guidelines of The Drycleaning and Laundry Institute (DLI) which has been the premier international trade association for garment care professionals since 1883. Representing over ten thousand retail drycleaning facilities in the United States alone, DLI is the world's leading professional garment care organization. Not all dry cleaners are associated with DLI nor do all dry cleaners subscribe to the highest professional standards set by DLI. Toudanines Cleaners has been an active member of DLI for over 20 years. **So what does this association and designation mean to the consumer?**

The Drycleaning & Laundry Institute (DLI) promotes the professional and environmentally safe operation of drycleaning establishments by formally recognizing individuals who fulfill a predetermined set of requirements. Successful candidates earn the right to use the title Certified Professional Drycleaner and Certified Environmental Drycleaner.

What Is A Certified Drycleaner?

To become certified, an individual must pass a stringent examination. The drycleaner is tested on various topics including drycleaning and

wetcleaning processes, stain removal, pressing procedures, fibers, fabrics, customer service, environmental regulations, proper waste handling, occupational safety and health, safe operations of drycleaning equipment, and other Federal regulatory requirements.

Why DLI believes in Certification?

DLI's certification program is designed to benefit cleaners, their customers, and their communities. This program focuses on drycleaners' awareness of various professional issues including business management, customer service and environmental laws and regulations as they pertain to the drycleaning industry. Like many businesses today, the drycleaning industry is working hard to continually enhance the public's image of the drycleaning industry. This, of course, requires cleaners to fully understand the criteria needed to provide professional, safe, quality service to the public. One method of testing an individual's overall knowledge and experience regarding the professional and safe operation of a cleaning establishment is through certification by passing a standard examination. Not all drycleaners are certified or carry the designation as a Certified Professional Drycleaner or Certified Environmental Drycleaner.


What Does Environmental Certification Mean To The Consumer?

DLI believes certification benefits everyone. Most importantly, we believe that certification helps to enhance the image of the drycleaning industry. Individuals who pass the certification examination must have demonstrated a level of knowledge and expertise in critical area regarding the fabric care cleaning industry. Certified cleaners must also adhere to a set of professional standards developed by drycleaners that recognize certain responsibilities basic to the ethical conduct of their business. The drycleaner who has earned the certification designation has made a commitment to the consumer by keeping abreast of the constantly changing technology, rules and regulations. We believe that one of the primary keys to promoting a professional and safe drycleaning operation is to first understand

what professional, safe operation is. Certification helps to legitimize this process by professionally testing one's knowledge and skills. Certification is also a method used by many organizations to help maintain and increase consumer confidence in an industry. Since the drycleaning industry's continued success depends upon the trust of the public it serves, certification becomes extremely important.

What Can You Expect From A Certified Environmental Drycleaner?

- Proven knowledge regarding business management, customer service, fabrics, stain removal, environmental regulations, proper waste handling, occupational safety and health, the safe operation of drycleaning equipment, and other Federal regulatory requirements.
- Adherence to the "Professional Standards of Certified Drycleaners".
- An awareness of the professional and safe operation of drycleaning establishments.

Toudanines Cleaners considers it a privilege to service your dry cleaning needs. As the consumer, knowing that you have entrusted the care of your garments to a Certified Professional Drycleaner and a Certified Environmental Drycleaner provides you and your garment with the expertise necessary to ensure that it is returned to you in like new condition and been processed and handled in the best possible environment. You can trust that we will handle your garments and household items with the respect and special attention that they deserve. Toudanines Cleaners always strives to provide outstanding customer service and care of all your textile items. 



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