



Toxics Use Reduction Institute



# Wet Cleaning Outreach in Massachusetts

NEWMOA Webinar  
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Toxics Use Reduction Institute  
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[www.turi.org](http://www.turi.org)



# TURI's History with Wet Cleaning

- 1995: Demo site established in Arlington, MA with Utopia Cleaners
  - [http://www.turi.org/library/turi\\_publications/misc\\_demo\\_site\\_project\\_reports](http://www.turi.org/library/turi_publications/misc_demo_site_project_reports)
- 2006: TURI publishes 5 Chemical Alternatives Assessment Study which includes perc in dry cleaning
  - [http://www.turi.org/library/turi\\_publications/five\\_chemicals\\_study](http://www.turi.org/library/turi_publications/five_chemicals_study)



# Reestablished Networks in 2007

- Contacted by Peter at PPC
  - Reached out to stakeholders engaged in the 5 Chemical report process
    - Korean Dry Cleaners Association
    - Northeast Fabricare Institute
  - And others...
    - Massachusetts Environmental Results Program
    - Massachusetts Office of Technical Assistance
    - Boston Public Health Commission
    - Viet-AID
    - Utilities
    - Lowell Center for Sustainable Production
    - NEWMOA
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# Developed a Plan for Outreach

**Education**

Mailing to all dry cleaners in the state

Based on TURI 5 chemical report and perc fact sheet

**Demonstration Event**

Planned demo day for fall of 2007

Co-sponsored by trade association

Planned to engage utilities

**Demonstration Site**

Prepared matching grant program to be offered state-wide

Funded through TURI



# October 2007 Demonstration Day Event

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- Location:
    - National Park Maintenance Facility in Lowell
    - Requirements to be met
      - Neutral location
      - Water supplies and discharge access
      - Electrical supply – 3 phase wiring
      - Large bay doors
      - Weekend (Sunday) availability plus set-up time
      - Low cost for rental
      - Space for lunch to be provided
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# Event Partners

- NEFA co-sponsored the event
  - CA cleaners and PPC came to MA for the event
    - CA cleaners ran the equipment for us
  - Miele and Veit provided equipment
  - Kruessler provided detergent
  - KDA was present (we have translated most communications into Korean throughout the project)
  - National Grid participated offering energy audits
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# How the Day Worked

- Equipment was set-up Wed-Sat of that week
- 25 cleaners attended
- Began with introductory remarks and lunch at 12:30 PM
- 1 PM Cleaners started wash cycle
- NEFA and National Grid spoke
- Continued drying and tensioning process with questions from the audience
- Concluded at 4 PM
- Evaluation forms completed



# Outcomes Beyond the Event

- Event was covered by the Lowell Sun and mentioned in the Boston Globe
  - National Grid offered \$2,500 towards a demo site set up in their service territory
  - Cleaners interested in additional events and information
  - Awareness of TURI raised
  - Continued contact with cleaners who attended to obtain additional feedback
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# Event Day





# Resulting Video

- To view the video TURI created in both English and Korean from the event.  
Please now go to:

[http://www.turi.org/community/wet\\_cleaning](http://www.turi.org/community/wet_cleaning)



# Setting up a Demo Site

- At the 2007 event, TURI unveiled a \$17,000 matching grant program
  - Information was mailed to all cleaners
  - 3 cleaners applied (a few others expressed interest but did not apply)
  - After site visits to each – chose a cleaner to contract with in Bellingham, MA
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# Obligations of our Demo Site

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- Must agree to be a dedicated wet cleaner
  - Portion of grant (\$2,000) goes toward data collection exercises
  - Signage and marketing material about new business model required
  - We hope to contract for “open door” events next fiscal year
    - Media, public, legislators
    - demos and training days for other cleaners
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# Site Photos





# Plant Photos





# What next?

- Regional discussions
  - Searching for external grant funding
  - Looking for partners in communities to fund additional demo sites (such as Boston)
  - Goal of having several demo sites in diverse geographical locations across state
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# Other MA Initiatives

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- TURA program is considering listing perc as a Higher Hazard Chemical
    - This would require reporting of perc usage for facilities with over 10 employees and using over 1,000 gallons of perc per year.
    - Industry is pushing back
    - Not yet determined how many facilities would be affected
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**For More Information**  
[www.turi.org/community/wet\\_cleaning](http://www.turi.org/community/wet_cleaning)

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