

Whether your work surroundings call for appropriate casual or traditional attire, we know that how you look does matter. That's one of the reasons we work hard for you and all that you wear.



# YOUR CLOTHES MATTER



**We appreciate and value your business.**

Drycleaning & Laundry Institute  
international

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A CONSUMER GUIDE FROM YOUR  
**DLI GARMENT CARE PROFESSIONAL**

# YOUR CLOTHES MATTER

The way you dress does matter. In fact, by most accounts, it matters a lot. No matter what the circumstances, you never get a second chance to make a good first impression.



According to Cynthia Nellis, a style expert at about.com, you always have to put forward your best image: "If casual wear is acceptable at the job, it has to be freshly cleaned and neat to take it a notch above others that presume casual wear means sloppy."

Just behind communication and presentation skills, how someone is dressed was the most important attribute in getting and keeping a job, according to a study by Total Executive, Inc. and Syracuse University.

## *We're Not Casual About Casual Wear*

Sure, you may be able to wash your casual clothing at home, but time spent doing that along with the most hated household chore—ironing—only takes away time from family and other pursuits.



We have the skills to make your clothes look and feel their best by creating a crispness that simply cannot be duplicated with home care.

## *How You Can Help*

- Stains and soil left too long on fabrics can be impossible to remove. Studies by the Drycleaning & Laundry Institute show that after aging for only one week, 20% of stains cannot be removed satisfactorily. After three weeks, this increases to 47%. If staining occurs, bring it to us as soon as possible.

- Don't iron stained or soiled clothes. Heat is another factor that makes stains more difficult to remove.

- Please point out spills such as those from white wine, fruit juices, soft drinks, or other stains that may not be visible when you bring in your cleaning. These invisible stains require special attention by us in order to prevent them from permanently discoloring your item.



- Perspiration can cause dyes in fabrics to change color so, if possible, protect your garments from excessive contact with perspiration.



- Always allow lotions, antiperspirants, perfume, and other toiletries to dry before you get dressed. These products can contain ingredients that cause color loss or color changes in your garments.

- Protect your garments from prolonged exposure to direct sunlight or strong artificial lights. This too can affect the color in your items.

- Before putting clothes away for storage, have them cleaned to remove stains first. This prevents insects from causing holes in the fabric and stains from ageing and discoloring.

- Clean all matching pieces together.