



The Award of Excellence Program
for quality in cleaning
for quality in customer service

FOR IMMEDIATE RELEASE

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Lemon Tree Cleaners Earns International Dry Cleaning Award

Lemon Tree Cleaners Quality and Service Recognized Again

Lemon Tree Cleaners passed a rigorous set of cleaning evaluations to achieve the 2010 Award of Excellence for Quality Garment Cleaning & Customer Service, a prestigious international award given by the Clothing Care Council. This is the fourth year in a row Lemon Tree Cleaners has won this award.

To date, approximately 140 companies around the world have attained the Award of Excellence, which requires passing separate stain removal and cleaning performance tests among other criteria. Lemon Tree Cleaners with locations in Kerrville, Fredericksburg, Boerne, and Bandera, is the only drycleaner in the Hill Country to accomplish this, and one of only five in Texas to do so.

“With so many cleaners out there, I know it’s tough for consumers to know which cleaners are the good ones who care,” Denny Foster, owner of Lemon Tree Cleaners, said. “We are very excited that we surpassed the Award of Excellence’s tough requirements. This award is verification by an independent international organization of our commitment to excellent quality and customer service.

Qualifying for the Award of Excellence is just the first step. In order to remain in the program, Lemon Tree Cleaners must adhere to rules designed to ensure that customers get the service and quality they deserve on every trip. Offering a money-back service guarantee is one example of this. As a further safeguard, the company’s cleaning performance and stain removal abilities will be reevaluated annually.

“Finding a good cleaner who will consistently treat you like a valued customer shouldn’t be a guessing game,” said Clothing Care Council spokesperson Bill Fisher, a 40-year veteran of the cleaning industry. “By becoming an Award of Excellence cleaner, Lemon Tree Cleaners is proof that quality cleaners do exist – and now customers know where to look.”

Visit www.ifi.org/consumer/AOE.php for more on the AOE Program.

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