



## Today Cleaners

### What sets Today Cleaners apart from other dry cleaning companies?

The biggest thing that sets us apart is our customer focus. Everything we do is for the benefit of the customer—to make it easier, better, more convenient. For example, we have ten locations around Bakersfield so that customers can drop off and pick up their clothing at the most convenient location for them. We also provide same-day service, seven days a week—if it's in by 11 it will be ready at 4 every day. We are open longer hours than any other dry cleaner in the area. And because every Today Cleaners facility has its own full dry cleaning plant and shirt laundry on site, your clothes never leave the building. This allows faster service and the highest possible quality.

### What other services are unique to Today Cleaners?

Today Cleaners is proud to exclusively use the GreenEarth cleaning system, which not only maintains the highest standards of cleaning quality, but is also environmentally responsible. We have used this proprietary cleaning system for more than 15 years and have invested in the most advanced cleaning machine technology available. As far as



**Jeff Newman, Jr.**  
Owner

ultimate in customer convenience. Express Service saves time by allowing customers to drop off their garments in a drop-box using a barcode-identified bag, then pick them up without waiting in line because their encrypted payment information is securely stored in our point-of-sale system. Customers love our Express Service!

### Is Today Cleaners a large chain dry cleaner?

No—we are proud to be born and bred in Bakersfield. We are very invested in our community and have been locally owned and operated for more than 65 years. We consider our customers as friends and we work very hard to please them and make them comfortable in our stores. Our stores are nicely decorated and amazingly clean. We have a very friendly staff, many of

whom have been working at Today Cleaners for many years. Our staff not only know their customers, they care about them, their time, and their clothes.

personnel, our staff is professionally trained and very friendly. We have skilled garment specialists at each location to give our customers personalized, expert service. We also offer Express Service for the

whom have been working at Today Cleaners for many years. Our staff not only know their customers, they care about them, their time, and their clothes.

### How does Today Cleaners utilize technology?

We continue to stay on the cutting edge of technology to make our customers' experience better. We use technology to send emails to inform clients when their orders are ready, and alert customers about special promotions. Another way we utilize technology is through our Today Cleaners Customer Rewards Program. This program rewards our loyal customers for their consistent trust in our company. All of our customers automatically earn points based on dollars spent. Our system tracks their points—they don't have to sign up or carry a card. When they reach 100 points, they receive a reward coupon for 50 percent off all garments on their next incoming order—with no limit. It's just another way to fulfill our mission to provide ready-to-wear garments back to the customer, at their convenience, seven days a week. ■

### Today Cleaners

10 locations  
www.todaycleaners.com