

# Green dry cleaning trend fuels growth for OXXO Care Cleaners

BY PAUL BRINKMANN

Creating cleaner, greener and more convenient dry cleaning has driven the expansion of OXXO Care Cleaners from one store in Hollywood to 30 locations in four states and Washington, D.C.

OXXO features 24-hour pickup and the use of environmentally friendly chemicals to clean clothes. The stores use Green Earth, a silicone-based liquid developed in part by Dow Chemical, instead of the more common perchloroethylene (perc), which is toxic.

"What's happening is perc is being phased out in many places, so there is a movement toward green dry cleaning," said Jaime Remond, OXXO's national sales director. "And we say dry cleaning is recession-proof, although there can be less dry cleaning when fewer people are working."

OXXO, and its parent company Musa LLC, is one of the exhibitors at the International

Franchise Association's Franchise Expo South in Miami. Company President Salomon Mishaan said the recession means more people are taking care of nice clothes longer.

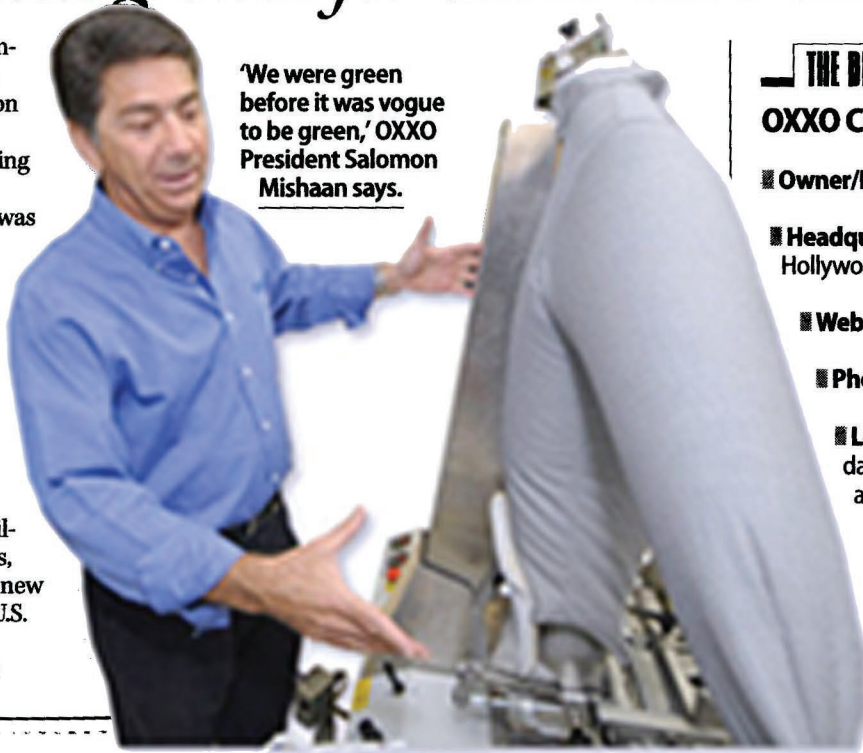
"We were green before it was vogue to be green. We've done this since the year 2000," he said. "Everything is visible to the customers, and the stores are kept clean."

Prices for dry cleaning vary by area from \$4.95 to \$7.95 an item.

Remond said the company has one franchise available location now, in Naples, but is willing to investigate new locations anywhere in the U.S.

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## THE DETAILS

### OXXO Care Cleaners

■ **Owner/President:** Salomon Mishaan

■ **Headquarters:** 1874 N. Young Circle, Hollywood 33020

■ **Web site:** [www.oxxousa.com](http://www.oxxousa.com)

■ **Phone:** (954) 927-7410

■ **Locations:** About 30 in Florida, New Jersey, Georgia, Texas and Washington D.C.

■ **Franchise cost:** About \$450,000, including \$25,000 franchise fee, \$7,500 site development fee and \$260,000 for equipment.