

DRYCLEANERS NEWS®

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VIP CLEANERS LAUNCHES N.J. FRANCHISE

V.I.P. Cleaners has announced the opening of its Bergen County, N.J. facility, which will serve the tri-state area's most heavily populated county by making customers' lives a bit easier by providing its trademark pickup and dropoff services.

"Saving customers time is a key business driver in the V.I.P. Cleaners creed of service," says Randy Zeno, V.I.P. Cleaners' latest franchisee, who has secured Bergen County and began operations in late September with an initial rollout of 5 towns: Teaneck, Bergenfield, Paramus, River Edge and Maywood.

In the next few months, Zeno plans to expand to serve other towns throughout Bergen County and increase his full-time fleet from two to ten vans to cover the expansive territory. Bergen County has a population of 900,000 residents in 69 municipalities. A large percentage of the work force is professional and utilizes business attire, according to Zeno.

"I am very excited to be part of the V.I.P. Cleaners franchise," says Zeno, who for many years was a vice president of marketing for organizations such as Kraft, General Foods, Birdseye, Sara Lee and Nabisco.

"I always had the vision of being an entrepreneur, and the business model of V.I.P. Cleaners is steered towards success," he says. "I personally identify with the many professionals who, due to their working hours, are too busy to bring their clothes to the dry cleaner and are often home long after the local drycleaner has closed his doors for the day. By picking up and delivering their clothes, we save them time, money and the hassle, enabling them to spend more time with their family."

Zeno adds that the V.I.P. Cleaners franchise is community minded.

"One of their programs is to give back to the neighborhood a percentage of the proceeds from sales to organizations such as schools, churches, synagogues and civic organizations", he says.

"Our vision is for our service to come to you, not you to come to us with your clothes," says Charlie Weisinger, executive vice president of V.I.P. Cleaners. "We feel that if our prospective customers' present drycleaners never offered the convenience of pickup and delivery, their drycleaners never had the customers' best interests in mind. We are literally saving people thousands of hours of their personal time with the expansion into Bergen County. All they have to do is leave their drycleaning in the V.I.P. Cleaners provided bag and we do the rest."

Presently, V.I.P. Cleaners has 22 franchises in four states: New York, New Jersey, Pennsylvania and Massachusetts. For more information about the V.I.P. Cleaners franchise, visit www.myvipcleaners.com or call (877) 698-4725. DCN



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