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S RAY BARRETT DRY CLEANERS Receives Seal of Approval from International Drycleaning Association

The Drycleaning and Laundry Institute awarded **S RAY BARRETT DRY CLEANERS** in **NORFOLK, VA**, with the 2014 Seal of Approval Award for Excellence in Quality Cleaning and Customer Service. **S RAY BARRETT DRY CLEANERS** has received the award 7 times since 2005 when the program began.

The Award of Excellence is the premier recognition program for professional members of the Drycleaning & Laundry Institute. To achieve the award **S RAY BARRETT DRY CLEANERS** must prove it meets rigorous, objective standards in cleaning and service. Most importantly, the company must clean and return a specialized Cleaning Performance Test to prove their cleaning quality is among the best. In addition, the company must successfully remove six common, but difficult, stains on a silk swatch and return it for evaluation. Continuing education for staff and adherence to a set of customer service principles round out the requirements for consideration for the Seal of

Approval,

“The program helps motivate **S RAY BARRETT DRY CLEANERS**’ staff, inspire innovation, and sustain consumer confidence in the drycleaning industry,” said Mary Scalco, CEO of the Drycleaning and Laundry Institute, a 107-year old trade association designed to help drycleaners improve their businesses.

This prestigious award is given to very few select drycleaning establishments throughout the world that exemplify community service, continuing education, and leadership within the drycleaning industry.

Drycleaning business operators are not required to earn continuing education credits or achieve certification. Therefore, the Seal of Approval promotes educational and professional development to better serve families and communities.

“Receiving the Seal of Approval shows the level of service and dedication that my family and staff commit to the communities we serve,” said **MICHAEL, VICE PRESIDENT, OPERATIONS of S RAY BARRETT DRY CLEANERS**. “It’s an honor and a privilege to help our customers look their best. We are humbled by this award, but see it as a byproduct of our service, not an end result.”

Founded in **1909**, **S RAY BARRETT DRY CLEANERS** has **2 LOCATIONS** in the **NORFOLK AND VIRGINIA BEACH AREAS**. For more information on how they can make you look your best, look them up at **www.barrettcleaners.com**

Learn more about The Drycleaning & Laundry Institute at DLIonline.org.