

"I was born in Vermont and have lived here my entire fifty-three years. In Vermont, close to the Canadian border where I live, winter begins sometime in early November and hopefully ends sometime in April. In other words, winter is interminable. It's cold, dark, endlessly grey, and winter's weather varies only from terrible to merely awful, and back again.

But when I was 37 years old, my daughter asked me to join her and her eighth grade class on a day trip to a ski area. On that day, my life changed; I became an avid skier, and the nature of winter was completely transformed.

Winter for me is no longer cold, dark and endlessly grey. Nor'Easters are no longer cause for worry and concern. Snow is no longer a backbreaking chore to be endured. The end of March isn't the bleak final battle of the earth's attempt to finally shed itself of winter's terrible clutches.

Now, when the end of March arrives we skiers sit on chair lifts listening to the snow melt and run off the mountain, and we say, "Damn, winter is almost over!" Far from being in the depths of cabin fever, we've spent days and days playing in the mountains, bouncing from soft landing to soft landing on our skis, in fits of laughter, and with shouts to our friends like, "Oh my God, did you see that?" Winter has become a time of great joy and endless fun.

The professional fabricare business too has long been in the clutches of an interminable winter. These were our choices-- alternative solvents that didn't actually clean clothes, but were mostly, kind of, marginally safe; or perchlor which was not very safe at all, but which was reasonably proficient at cleaning garments, especially garments made from natural fibers.

With perchlor, there were the absolutely dreaded days of heads stuck in foul stills attempting some evil repair, or coil cleaning repairs clogged with stinking lint, or replacing worn-out neoprene gaskets and couplings, over-exposed to perchlor fumes no matter how hard you tried to protect yourself. In thirty years, I've seen almost all of it, and I have been beaten past tears of frustration and anger because there was nothing better that would allow me to offer a good professional fabricare service at a reasonable price without threatening my health or the environment around me. My professional world was locked in the clutches of an interminable winter.

Then Kreussler discovered SYSTEMK4, and realized how it might be an effective dry cleaning solvent. What skiing is to winter in Vermont, SYSTEMK4 is to the dry cleaning industry.

SYSTEMK4 is the answer to the prayer of every dry cleaner looking for freedom and a bright future in this our business of professional clothes care. SYSTEMK4 ends our endless winter, just like skiing transforms winter from dismal to exciting and fun.

SYSTEMK4 cleans clothes, safely and effectively. It accepts, and even welcomes the introduction of water into its system. Garments are remarkably soft and easily finished. Gone is the harsh, static and dry reptilian feel of clothes cleaned in perchlor. Beads are safe as are almost all accessories and trims. Spotting is reduced and easier by far. And with all of this, SYSTEMK4 is safe for the people who use it and safe for the environment around us.

How much do I believe in SYSTEMK4? If money is any indication to you, the fact is that I have now jettisoned three perfectly good perchlor dry cleaning machines, and replaced them with three SYSTEMK4 machines, at a cost of over \$200,000. I call that putting my money where my mouth is. What would you call it?"

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