

BEST BENEFIT EVER: DISPUTE RESOLUTION



BY

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The Drycleaning & Laundry Institute's move to offer dispute resolution helps protect the reputations of members.

When a piece of clothing doesn't survive drycleaning, its owner can be understandably upset. If a cleaner believes the problem arose from the garment itself, it can turn to DLI's International Textile Analysis Laboratory for an expert analysis that helps provide a better explanation to the customer.

"Your reputation is worth as much as the claim sometimes. If it's ... somebody that comes in contact with a lot of people and they tell a lot of people, 'I don't know what they did, but they did something,' that really could cost you a lot of money," says Dave Beatty, owner of Murrysville Cleaners in Murrysville, Pennsylvania. The DLI lab program is "kind of like insurance. It's there when and if you need it."

