



FOR IMMEDIATE RELEASE

Media Contact: Rachel Farbman
Public Relations Account Manager
Yes&
rfarbman@yesandagency.com

TRSA Launches Website Promoting Sustainable Benefits of Commercial Laundries

ALEXANDRIA, VA – April 21, 2023 – [TRSA](#), the association for linen, uniform and facility services providers, announces the launch of a new website, [LaundryServices.org](#). It connects all types of businesses, especially restaurants, hotels, healthcare institutions and consumer and industrial services, with these commercial laundry providers. The website generates awareness of these and educates end-users and consumers on why commercial laundries are beneficial, including their standards and practices that support environmental and supply chain sustainability. Commercial laundries use 1/3rd of the water used in home laundering, saving over 30 billion gallons of water per year in the United States.

[LaundryServices.org](#) videos and interactive tools teach consumers and business influencers and decision makers the benefits of professional laundry. A searchable directory enables businesses to locate nearby providers. Animated videos explain how commercial laundry works and highlight the requirements of Clean Green and Hygienically Clean certifications.

TRSA's [Clean Green](#) and [Hygienically Clean](#) certification programs demonstrate commercial laundries' commitment to environmental sustainability and hygiene. To be Clean Green certified, they engage in earth-friendly techniques including efficient water and energy use and best management practices that maximize textile reuse, repair, repurposing and recycling. The Hygienically Clean certification requires application of the highest standards for cleanliness, qualifying and quantifying hygiene through third-party inspection and quarterly linen testing.

"Commercial laundering is the most cost effective, efficient, hygienic, environmentally sustainable option for restaurants, hotels, healthcare and industrial uniforms," said TRSA President and CEO Joseph Ricci. "As we celebrate Earth Day, the launch of [LaundryServices.org](#) is especially timely as it serves to increase consumer awareness of the commercial laundry industry and the environmentally conscious options that our members provide."

Millions of Americans enjoy clean, high-quality, professionally laundered linens, uniforms and other products provided by commercial laundries across the country. Now, businesses across the healthcare, hospitality, food and beverage, and industrial and service industries can learn more about the benefits of the industry and access commercial laundry options near them through the use of the directory on [LaundryServices.org](#). The website enables customers to make informed choices by providing operator-specific information on processes and standards related to hygiene, efficiency, and sustainability.

Please visit [LaundryServices.org](#) to learn more about the industry's best practices and capability to provide laundered linens, garments and other reusable textiles, cost-effectively and hygienically clean.

About TRSA

TRSA (www.trsa.org) represents the nearly \$40-billion linen, uniform and facility services industry by advocating for fair federal and state regulatory and legislative policy and promoting the economic and environmental benefits of reusable textiles. Our industry supplies, launders and maintains linens, uniforms, towels, mats and other products. These help businesses, government and other organizations enhance their image and provide clean, safe environments for their employees and customers. TRSA increases the industry's productivity, sustainability, safety and professionalism through education, research, benchmarking and information-sharing.

###