

# Hollywood Couple Launches All-In-One Reusable Laundry/Garment Bag To The Drycleaning Industry

According to government estimates, this year, over three hundred million pounds of single-use plastic dry cleaning bags will enter America's landfills. At the recent Fabricare 2008 Show for the drycleaning industry, two Hollywood entrepreneurs introduced a product with the hope of drastically reducing that number. The Green Garmento™ transforms from a washable laundry bag that carries soiled clothes to the drycleaner into a hanging garment bag that protects the clean clothes for the trip home.

Though the concept itself is not revolutionary, the product is poised to create a revolution. This product has the potential to transform the drycleaning industry in its efforts to lessen its carbon impact. Before The Green Garmento, neither legislators nor lobbyists have been able to recommend an alternative to the single-use drycleaning bags, as they have with supermarkets and retailers.



Every drycleaner that converts from single-use plastic bags to The Green Garmento will help the environment and their bottom line. Instead of hundreds of single-use "poly" bags, two Green Garmento bags made from recyclable polypropylene may be all every household needs for two or three years. While some may give them away, most drycleaners will pass on the cost of The Green Garmento through selling them, or more likely, taking a deposit from their customers, thus strengthening a commitment to their business and to the environment.

While co-presidents Jennie Nigrosh and Rick Siegel cannot take credit for the idea of a reusable garment bag, they believe The Green Garmento is the first that can answer the needs of both the consumer and the drycleaning industry.

Stated Nigrosh, "We know the drycleaning industry is doing everything possible to be 'greener,' just not at the expense of their survival. While we'd want everyone to use organic cotton, it's just too expensive. But in using the same material, polypropylene, that the large supermarket chains are offering, we've created a durable, attractive alternative that most people can afford."

The team's current strategy is to sell both directly to drycleaners and consumers. "While it will cut down on the carbon footprint of our product, our primary consideration was being able to keep the costs down so more people and drycleaners will be motivated to make the change."

Nigrosh and Siegel, a married couple, are new to manufacturing. Both come to The Green Garmento with extensive marketing and show business experience.

Nigrosh, a long-time member of the creative marketing team for Warner Bros. Records, also spent time working under Hollywood legend Guy McElwaine while he was president of Morgan Creek Productions, the firm responsible for, among other films, Robin Hood Prince Of Thieves and the



*Be Fantastic...use Less Plastic!™  
Rick Siegel and Jennie Nigrosh.*

Ace Ventura and Major League franchises. More recently, she has utilized her marketing expertise on other green campaigns; most specifically, as the marketing director for the innovative online eco-printed products company [pixxlz.com](http://pixxlz.com).

After traveling the country as stand-up comedian during the 1980's, Siegel became one of the most successful and influential Hollywood personal managers over the last decade. Among his most lasting accomplishments: Representing Rondell Sheridan, who through his tenures on the Disney Channel's Cory In The House and That's So Raven along with two other series, has been the dad on more than 200 episodes of situation comedy, more than anyone except Bill Cosby. Siegel also convinced The Late Late Show host Craig Ferguson to immigrate to the United States and produced the play and helped then-client Nia Vardalos develop what became the most successful romantic comedy of all time, My Big Fat Greek Wedding.

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The Green Garmento™ Patent Pending # 61088117.

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