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**SOURCE: The Green Garmento, LLC**



**Oct 31, 2008 05:00 ET**

**New Reusable Dry Cleaning Bag From The Green Garmento Will Drastically Reduce Single-Use Plastic**

LOS ANGELES, CA--(Marketwire - October 31, 2008) - According to government estimates, every year over three hundred million pounds (300,000,000) of [single-use plastic](#) dry cleaning bags fill America's landfills and kill our wildlife. At last week's Atlantic City, New Jersey Dry cleaning & Laundry Expo, a new [product](#) was introduced with the objective to drastically reduce that number. From the response of dry cleaning professionals in attendance, there is every expectation that potential will be realized.

THE GREEN GARMENTO™ is a [reusable dry cleaning laundry bag](#) which transforms into a duffel bag to carry clothes to the cleaner and then into a hanging garment bag to protect clean clothes for the trip home without the need for any single-use plastic garment covers.

Though the concept itself is not revolutionary, the product is poised to create a revolution. Before [THE GREEN GARMENTO™](#), neither legislators nor lobbyists have been able to recommend an alternative to the single-use dry cleaning bags, as they have with supermarkets and retailers. Now with a [reusable, recyclable product](#) available at an [affordable price](#), that effort can begin.

Even better, every dry cleaner who implements THE GREEN GARMENTO™ will help the environment and boost their bottom line. Instead of wasting thousands of single-use bags, two GREEN GARMENTO™ bags made from recyclable non-woven polypropylene may be all each household needs for two or three years. While many may give them away, other dry cleaners will [pass on the cost](#) of THE GREEN GARMENTO™ through selling them or more likely, taking a deposit from their customers, thus eliminating the expense for single-use plastic altogether.

THE GREEN GARMENTO co-presidents Jennie Nigrosh and Rick Siegel believe their patented product answers the needs of both the consumer and the dry cleaning industry.

Says Siegel, "We know the dry cleaning industry is doing everything possible to be 'greener,' just not at the expense of their survival. In using the same recyclable material, polypropylene, that the large supermarket chains are offering, we've created a durable, attractive alternative that most people can afford."

Adds Nigrosh, "While our product cuts down on the carbon footprint of dry cleaning, we are also concerned about keeping the costs down so more people would be motivated to make the change."

Though the married Nigrosh and Siegel 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. More recently, she has utilized her marketing expertise with LC3, a nationwide college fashion tour for thequad.com featuring [Lauren Conrad](#), as well as creating various green campaigns for [pixxlz.com](#), the environmentally friendly online printed products company.

Siegel is one of the most successful and influential Hollywood personal managers. Among his most lasting accomplishments: bringing "THE LATE LATE SHOW" host Craig Ferguson to America; representing Rondell Sheridan, who as the father on sitcoms for NBC, Nickelodeon, and both "THAT'S SO RAVEN" and "CORY IN THE HOUSE" for the Disney Channel, has portrayed the Dad on more sit-com episodes than anyone except Bill Cosby; and producing the play and helping develop what became the most successful romantic comedy of all time, "MY BIG FAT GREEK WEDDING."

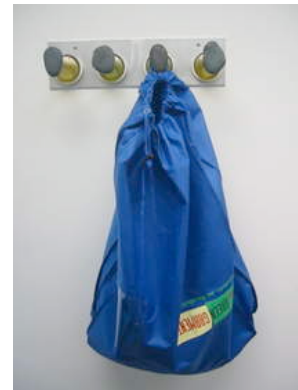
According to Nigrosh, "We couldn't be more excited. Both dry cleaning industry leaders and watchdogs are interested in championing our product. We've even talked to a few Mayors who want to help dry cleaners transition from single use plastic to THE GREEN GARMENTO."

BE FANTASTIC...USE LESS PLASTIC!™

THE GREEN GARMENTO™ Patent Pending # 61088117



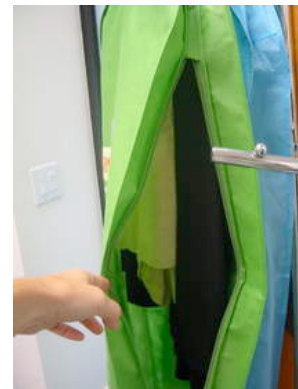
[THE GREEN GARMENTO, reusable dry cleaning bag shown as a hanging garment bag, is available in a variety of colors and sizes.](#)



[THE GREEN GARMENTO, reusable dry cleaning bag, shown as a 'hanging hamper.'](#)



[Click here for details](#)




[THE GREEN GARMENTO, reusable garment and dry cleaning bag has a side zipper for easy access to clean clothing and 5 inch gussets to avoid wrinkling.](#)

Highlighted Links

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