

Lapels Dry Cleaning comes to Seaport District

Steven Dubin August 19, 2014



Steve and Scott Goddess

Lapels Dry Cleaning, an innovative, environmentally friendly dry cleaning company headquartered in Hanover, Massachusetts, recently announced a seven-store development agreement to bring the Future of Dry Cleaning to Boston’s Seaport District.

(Newswire.net -- August 19, 2014) Hanover, MA -- Headquartered in Hanover, Massachusetts, Lapels Dry Cleaning, an innovative, environmentally friendly dry cleaning company recently signed an agreement to develop seven Lapels Dry Cleaning locations in

Boston’s Seaport District with the father and son team of Steve Goddess and Scott Goddess. The pair will open the first Lapels Dry Cleaning store at 415 D Street in South Boston.

The Goddess duo has extensive experience with franchise development and operations from their success at expanding the Dunkin Donut brand presence within the metro Boston area.

“When considering our next business venture, we were looking for a forward-thinking franchise that had the potential for being the next Dunkin Donuts in their industry,” said Scott Goddess. “With their commitment to greener, more environmentally friendly ways of dry cleaning and their involvement in the community, Lapels has that potential. And in the fastest growing marketing in Boston, the Seaport District, we are extremely excited about this opportunity.”

Adds Scott Goddess, “When I was recently out in the Seaport District, I overheard some people talking about the Fort Point area and how it was a growing neighborhood. One of the people noted that a neighborhood becomes a neighborhood once it has a dry cleaner. That made me smile.”

Lapels Dry Cleaning of the Seaport District is expected to open in fall 2014.

Over the last 12 years, Lapels has pioneered an eco-friendly dry cleaning experience. In 2014, Lapels partnered with GreenEarth®, the dry cleaning industry’s only non-toxic cleaning alternative for its newer locations. By utilizing GreenEarth’s solutions and the latest technology in equipment, Lapels is one of the few dry cleaners able to say there is no hazardous waste in their process. The way Lapels cleans clothes is better for the environment, odorless and is gentler, lengthening the life of your clothes.

Lapels Dry Cleaning boasts stellar customer service. Lapels Dry Cleaning customers are met with a warm and welcoming reception area, with friendly customer service representatives, and alteration services.

Lapels offers its customers Automatic Rewards earning them credit towards free dry cleaning for every dollar they spend, Loyalty Programs, a VIP Program which eliminates the need to wait in line, the use of a 24 Hour Drop Off Service and FREE

Home Delivery to all its customers. Same day service is also available with pick-up after 5 pm.

“We’re delighted to sign this agreement with Scott and Steve as it means more than bringing an environmentally friendlier way to dry clean clothes to the Seaport District. It also means jobs,” said Kevin Dubois, CEO of Lapels Dry Cleaning. “We expect to add a total of almost 30 jobs to Boston as we build our hub and spokes network of Lapels Dry Cleaning locations.”

You can visit www.mylapels.com for more information.

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