

# Franchise veteran Gerry Pelissier joins Lapels Dry Cleaning management team

Steven Dubin October 01, 2014



Gerry Pelissier

**Lapels Dry Cleaning, an innovative, environmentally friendly dry cleaning company headquartered in Hanover, Massachusetts, recently announced the appointment of Gerry Pelissier as the franchisor’s Vice President of Operations.**

([Newswire.net](http://Newswire.net) -- October 1, 2014) Hanover, MA -- Lapels Dry Cleaning, an innovative, environmentally friendly dry cleaning company headquartered in Hanover, Massachusetts, recently announced the appointment of Gerry Pelissier as the franchisor’s Vice President

of Operations. In this role, Pelissier will work directly with Lapels franchisees in the areas of marketing, day-to-day operations and brand-building.

“Our franchisees come from many walks of life. Some are veteran business owners and previous owners of other franchises. For some, this is their first time out. With Gerry’s extensive experience as both a franchisor and franchisee, he can provide our franchisees with guidance and mentoring as needed,” said Kevin Dubois, CEO of Lapels Dry Cleaning.

Pelissier was the co-founder of the New England Coffee Chain Quikava Gourmet Coffees and he served as the company’s president and CEO for more than 19 years. He also owned and operated several franchise concepts including Snip-its, Resort Maps and, most recently, Orange Leaf Frozen Yogurt Shops where he spearheaded the first marketing co-op in the company.

So, why Lapels Dry Cleaning and why this role?

“When you have been in franchising as long as I have, it becomes pretty easy to spot the successful franchises from the not-so-successful ones. Lapels Dry Cleaning has the product—an environmentally friendly way to clean clothes—and the multitude of programs that make it possible for every franchise owner to be successful,” said Pelissier. “In this role, I can work directly with franchise owners to help them take their business to the next level.”

Lapels Dry Cleaning franchisees own and operate more than 60 locations nationwide, employing its eco-friendly dry cleaning process. The most recent enhancement to this process came earlier this year when Lapels signed a partnership agreement with GreenEarth®, the dry cleaning industry’s only non-toxic cleaning alternative for its newer locations. Using these kinds of solutions and the latest technology in equipment, Lapels is one of the few dry cleaners able to boast that there is no hazardous waste in their process. Their environmentally-friendly cleaning process has no odor and is gentler on clothes, thus lengthening the life of clothes.

Lapels Dry Cleaning also sets itself apart with its customer service. Lapels customers are greeted to a warm and inviting 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.

For complete information on Lapels Dry Cleaning, including the franchise opportunity, please visit [www.mylapels.com](http://www.mylapels.com).

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