

# Lapels Signs with World Franchise Associates

Steven Dubin March 23, 2015



Kevin Dubois

**Lapels Dry Cleaning, an innovative, environmentally friendly dry cleaning company headquartered in Hanover, Massachusetts, recently signed a consulting agreement with World Franchise Associates.**

([Newswire.net](http://Newswire.net) -- March 23, 2015) Hanover, MA -- Lapels Dry Cleaning, an innovative, environmentally friendly dry cleaning company headquartered in Hanover, Massachusetts, recently signed a consulting agreement with World Franchise Associates (WFA) of London, England.

World Franchise Associates is an international franchise organization that expertly assists franchisors entering new international markets and assists international franchise buyers in acquiring the best franchised business brands. As part of the one-year agreement, WFA will work to connect Lapels to operating companies in the Middle East and southeast Asia

“Expanding internationally has been something that’s been on our radar for the past few years but coming up with the right strategy has been in a challenge,” said Kevin Dubois, CEO of Lapels Dry Cleaning. “Working with a firm with a track record like WFA’s will greatly expedite our plans for international growth.”

WFA ([www.worldfranchiseassociates.com](http://www.worldfranchiseassociates.com)) is registered in London with offices in the UK, Middle East, Asia and East and Central Europe. Some of the franchises the firm has helped expand internationally include: Steak ‘n Shake, Fastsigns and Joe’s Crab Shack. WFA is the publisher of the *World Franchise Review*.

“The types of franchises that succeed in the international market typically have a unique offering. What Lapels has done in creating an environmentally friendly method to dry clean clothes certainly fits that description,” said Martin Hancock, WFA chief operating officer for North America. “We’re looking forward to working with Kevin and his team to bring that package to the international market for today’s aspiring franchise owners looking for a greener franchise opportunity.”

Lapels has pioneered its eco-friendly dry cleaning experience over the past dozen years. That effort features the latest technology in equipment to improve the dry cleaning cycle and utilizing GreenEarth® solvent at its newer locations. GreenEarth is the dry cleaning industry’s only non-toxic cleaning alternative. Using these kinds of solutions and, 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.

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

## About Lapels Dry Cleaning

Lapels Dry Cleaning is an innovative, environmentally friendly dry cleaning company headquartered in Hanover, Massachusetts. Lapels has 60+ franchises across the U.S.

## Lapels Dry Cleaning

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