

## Greener Cleaner

### BUSINESS OVERVIEW

**GREENER CLEANER IS A THRIVING DRY CLEANING BUSINESS LOCATED IN THE SMALL BUSINESS STRIP AT NAREMBURN.**

It has a strong following of loyal customers who come from the local area and wider region. The organisation employs two full time and four casual staff members. Greener Cleaner is open 7 days a week and is owned and managed by Kris Anderson.



**‘Our whole reason for being in existence is being environmentally friendly. Our name says it all.’**

### Sustainability drivers

Kris Anderson has always had a strong environmental conscience. He claims his business is the first environmentally friendly dry cleaner in Australia, and uses non-toxic cleaning products that do not smell or harm him or his customers. He recycles as much as he can in the business, including covers and plastic hangers. Kris has realised that by adopting sustainable business practices he can make considerable cost savings. He joined the Better Business Partnership to explore opportunities to do more on his sustainability journey and consequently save more money.

### Results and badges

	<b>Energy Saver:</b> Updated old air conditioners to those that are more energy efficient.
	<b>Waste Saver:</b> Introduced recycling bins to share with neighbours.
	<b>Water Saver:</b> Installed water saving devices.
	<b>Community Support:</b> Introduced a community engagement scheme with customers and encourages their ideas and feedback.
	<b>Staff Support:</b> Uses car pooling Encourages staff to be involved in voluntary work in other capacities Donates old stock to charity.
	<b>Sustainable Purchasing:</b> Uses environmentally friendly cleaning products Re-uses coat hangers Uses cloth bags in lieu of plastic bags.
	<b>Sustainable Transport:</b> Uses small fuel efficient vehicles to collect and drop off laundry which saves a lot of customer car trips and minimises parking issues.



**'Let go, trust in others, put faith in organisations that are trying to help you'.**

**Working with the BBP team**

**TRACKING THE JOURNEY**

Working with the Better Business Partnership team has kept Kris on track in his personal and professional sustainability journey. The team conducted a Better Business Assessment, prepared an Action Plan and highlighted his priorities and goals. The team have provided him with the support, encouragement and information he has needed to find new ways to save money and protect the environment at the same time.

**Changes in attitudes or behaviour**

Kris feels that his involvement with the Better Business Partnership has enhanced his interest in environmental sustainability. Having already implemented a number of measures, he feels the team has been supportive and kept him on the right track. To his surprise and delight, he even learnt new things about how to fine tune what he was already doing in order to achieve even greater results.

**Next steps**

Kris knows what he wants and what he needs to do, thanks to the support of the Better Business Partnership team. The next step is to work through his table of actions that will save him money in order of priority. Greener Cleaner is about to become the first paperless dry cleaner in Australia and will continue to work with the BBP to find new ways to save money.

**'It's just a matter of knocking them off one by one'.**

**A message for other businesses**

Kris feels strongly that the business community is moving towards a more sustainable future, and those who resist making changes will be left behind. He urges businesses to take the first step and commit to doing something, such as making contact with the Better Business Partnership team. Kris feels sure that any new businesses who decide to work with the Better Business Partnership team will find the process easy and enjoyable and they are likely to save money.



**More information**  
 Greener Cleaner  
 302 Willoughby Road  
 Naremburn  
 Owner: Kris Anderson  
 Call: 1300 796 776  
 Visit: <http://www.greenercleaner.net.au>

**Register**  
 Contact Better Business Partnership to register for the project  
 Call: 9777 7519  
 Visit: [www.betterbusinesspartnership.com.au](http://www.betterbusinesspartnership.com.au)

**WE ARE A BETTER BUSINESS**  
 2010/2011

Energy Saver    Waste Saver    Water Saver

Community Support    Sustainable Purchasing    Sustainable Transport    Staff Support

[www.betterbusinesspartnership.com.au](http://www.betterbusinesspartnership.com.au)

PROJECT PARTNERS: NSW, Sydney WATER, and other logos.

This project is run in partnership between the Ku-ring-gai, North Sydney and Willoughby City Councils and has been assisted by the New South Wales Government through its Environmental Trust and Sydney Water's Every Drop Counts Business Program.