

Eco Friendly **Organic**
Dry Cleaning

WATER
Fresh

Premium Garment Care




We take **special care**
for the garments **close to your heart!**



DLAI
DRY CLEANERS & LAUNDERS
ASSOCIATION OF INDIA



lagoon[®]
Advanced
Care

Waterfresh Helpline No.:  +91 74281 40066, +91 74288 14455

WHY WATERFRESH



Eco Friendly

Our waste water is within the norms & not hazardous to aquatic life.



Organic

Cleaning solutions are biodegradable, non-toxic, harmless to users and workers.



Dependable

On time delivery wherever, whenever.



Reliable

SOP Driven services with 100% accuracy.



Value for Money

Competent pricing and best in class.



MISSION, VISION



MISSION

To provide a safe and eco-friendly organic dry-cleaning solution that puts the health and well being of our customers first. We use biodegradable, non-toxic, and natural cleaning solutions to bring out the best in our customers' clothes while also protecting the environment. We are committed to providing superior service, customer satisfaction and to always act responsibly in our operations. We will always strive to be a leader in eco-friendly dry cleaning and to constantly improve our methods and processes.



VISION

To be recognized as an international brand that is widely appreciated for its commitment to sustainability and eco-friendly dry cleaning practices along with very high service standard.



OUR EXPERTISE



Delicates and Formals

We specialize in cleaning all types of Delicates and Formals, using our eco-friendly organic dry-cleaning solutions.



Cushions & Couches

We have an house team that carries out onsite sofa cleaning services in the most professional way and as per the convenience of the customers.



Curtains & Furnishings

From cleaning of all kinds of curtains of different fabrics to placing them back, we can take care of everything!



Rugs & Carpets

A complete hassle-free solution for your rugs & carpets. From removing to laying them back. We are well equipped with cleaning of all kinds of stains from Carpets and Rugs made out of any kind of fabric.



Shoes

We give your shoes the brand new look! We specialise in cleaning all kinds of shoes and our customers trust us with their branded & valuable shoes!



Bags

We specialize in cleaning all kinds of bags and especially high value branded bags and make them look almost new.



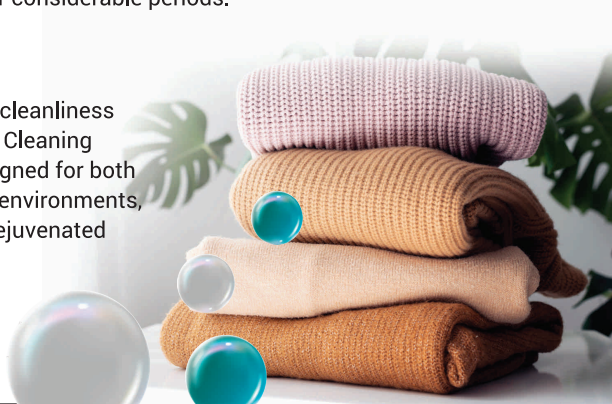
Nano Coating

Carpets and Sofas are susceptible to stains due to food spilling and pets soils. We offer nano coating of your precious carpets and sofas to protect them from such events for considerable periods.



Deep Cleaning

Experience a new level of cleanliness with our specialized Deep Cleaning service, meticulously designed for both corporate and household environments, ensuring a spotless and rejuvenated space for all.



THE PROCESS WE FOLLOW

Our 9 Stage process



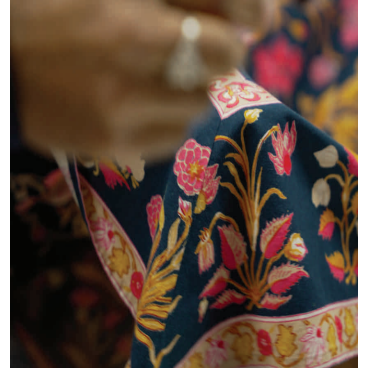
INSIDE WATERFRESH





TARIFF CARD

S.NO	GARMENTS	PLAIN	MEDIUM	HEAVY
1	Shirt/T-shirt/Top	149	169	299
2	Trouser/Pants/Pyjamas	199	299	349
3	Salwar Suit Plain	349	599	699
4	Salwar Suit With Dupatta	449	699	799
5	Kurta - Pyjama	329	399	449
6	2 Pcs Suit/Coat & Pant	499	699	799
7	3 Pcs Suit/Coat Pant, Shirt or Waist Coat	599	749	849
8	Lehenga Plain 3 Pcs	999	1999	3499
10	Sherwani	499	899	1499
11	Normal Size Coat /Jacket/ Blazer	349	449	549
12	Long Size Coat /Jacket/ Blazer	549	649	749
13	Silk /Georgette/Chiffon Saree	349	549	699
14	Blouse	149	249	299
15	Cotton Saree	249	349	499
16	Cotton Saree With Charakh	349	549	649
17	Neck Tie	129	199	249
18	Waist Coat	199	299	349
19	Single Bed Sheet	149	249	299



Notes

- 1 Steam Pressing and Kid's wear charges are 50% of the organic dry cleaning rates for the same garment.
- 2 Sofa and dining chairs cleaning is carried out by WaterFresh team at customer site.
- 3 Rates vary with effort involved for handling the garment having varying embroidery work, thickness of fabric and its increasing delicate nature and finally it's tendency to bleed, deshape, desize multiple colors invoked. It also depends on the value of the articles.
- 4 Extra Charges apply to the articles that require hiring of external transport on actual basis.
- 5 Additional Service charges @10% applicable for removing and installing curtains & carpets.
- 6 Terms & Conditions apply*
*Rates w.e.f. Feb 2023.

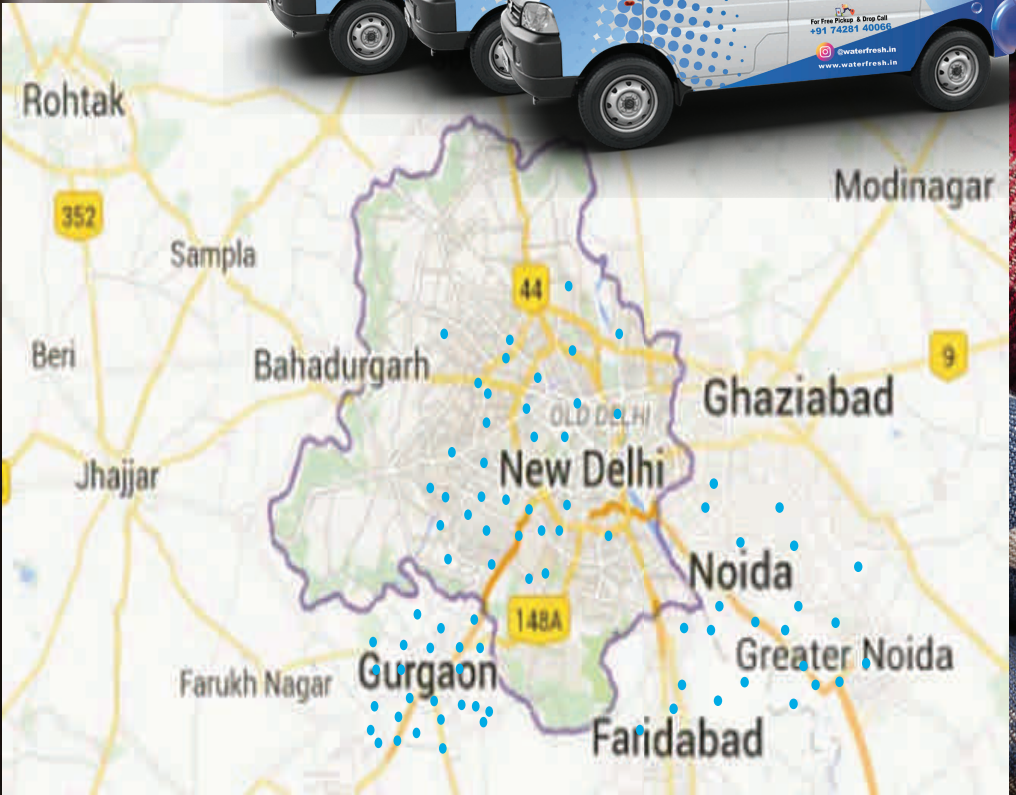
TARIFF CARD

20	Double Bed Sheet	249	299	349
21	Pillow Cover/Cushion cover	79	149	199
22	Pillow /Cushion	249	299	349
23	Single Blanket /Quilt	399	549	649
24	Double Blanket /Quilt	599	749	799
25	Rugs/Carpets (Per sq ft.)	49 0-50 Sq.ft	69 51-100 Sq.ft	79 101 - Above
26	Soft Toys	149	249	299
27	Sofa Cleaning (Fabric)	449	699	799
28	Dining Chair	299	399	449
29	Mattress Single 3X6 size	999	1999	2499
30	Single Duvet/AC Blanket	299	399	449
31	Double Duvet/AC Blanket	399	599	699
32	Curtains Per Panel	199	249	299
33	Curtains Per Panel /Double (Including lining/sheer)	235	299	349
34	Baby Pram	799	999	1099

1	Leather Shoes/Sneakers/Slippers	999	1299	1499
2	Leather Bags/PU Leather Bags/Fabric Bags	999	1299	1499
3	Leather Wallets/Belts	399	499	599
4	Leather Sofa per seat	999	1299	1499



OUR REACH ACROSS DELHI- NCR



Discount Package

Subscription	Price	GST	Discount	Total Amount	Validity
Silver	10,000	1800	10%	10,800	1 Year
Gold	20,000	3600	20%	23,600	1 Year
Diamond	30,000	4200	30%	35,400	1 Year

HISTORICAL PERSPECTIVE

- 1. Ancient Methods:** Early attempts at cleaning garments without water can be traced back to ancient civilizations. Romans, for example, used various solvents like ammonia and fuller's earth to clean fabrics.
- 2. Early Chemical Solvents:** In the 17th and 18th centuries, people began using substances like turpentine and kerosene to spot-clean garments. However, these methods were often hazardous and had limited success.
- 3. French Innovation:** The origins of modern dry cleaning are often credited to Jean-Baptiste Jolly, a French dye-works owner, in the mid-19th century. In the 1840s, he noticed that a kerosene spill on a tablecloth not only cleaned the cloth but also left it surprisingly unharmed. This discovery led to the development of a new cleaning process using kerosene.
- 4. Expansion of the Process:** The idea of using non-water-based solvents for cleaning gained popularity in the 19th century. Other entrepreneurs, such as the Frenchman Achille Serre and the American Thomas Jennings, contributed to the refinement of the process. Jennings, in 1821, became the first African American to receive a patent for his dry cleaning process.
- 5. Introduction of Commercial Dry Cleaning:** The first modern dry cleaning shop is often credited to Jolly, who opened an establishment in Paris in the mid-19th century. The process spread to other parts of Europe and the United States.
- 6. Water-Based Solvents:** While dry cleaning traditionally involved non-water-based solvents like kerosene, the 20th century saw a resurgence of water-based solvents, such as soaps and detergents. These water-based methods, also known as "wet cleaning," gained popularity as advancements in technology and fabric care improved.
- 7. Perchloroethylene (Perc) Era:** In the early to mid-20th century, the cleaning industry witnessed a major shift with the introduction of perchloroethylene, a synthetic solvent that became the standard for dry cleaning due to its effectiveness and relative safety.
- 8. Advancements and Environmental Concerns:** While perchloroethylene remained widely used for decades, concerns about its environmental impact and health risks led to the development of alternative solvents and processes in the late 20th century. Newer methods, including water-based and more environmentally friendly solvents, have gained popularity.

Today, dry cleaning includes both traditional solvent-based methods and more modern water-based alternatives, offering consumers a range of choices based on fabric types, environmental considerations, and cleaning preferences. The industry continues to evolve towards sustainable and eco-friendly practices.

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323, Success Tower, Golf Course Extension Road,
Sector-65, Gurgaon-122018

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