



BEYOND PLASTICS

Social Media Toolkit: IN THE BAG: HELP DRY CLEANERS TO MOVE BEYOND PLASTIC

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More and more people want to [#BreakFreeFromPlastic](#). Fortunately, [@plasticsbeyond](#) just released a FREE GUIDE to help dry cleaners reduce plastic. 🧑🏻‍🔧 Convince your favorite cleaners to move beyond plastic - get the guide: <https://www.beyondplastics.org/dry-cleaner-guide> 🌍 [#planetorplastic](#)
[#plasticpollutes](#)

YES, DRY CLEANERS CAN MOVE BEYOND PLASTIC!

The free guide from Beyond Plastics offers practical advice and helpful resources to help dry cleaners reduce plastic.

GET THE GUIDE



Sample Facebook Post (or [share Beyond Plastics' post here](#))

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@BeyondPlasticsAction just released a FREE guide to help dry cleaners ditch plastic and embrace reusables and plastic-free alternatives. 🧑🏻 These changes can help attract new customers, deepen relationships with existing customers, and protect the planet. 🌍

Get the FREE guide at <https://www.beyondplastics.org/dry-cleaner-guide> and please share far and wide! 🌱

DRY CLEANERS CAN MOVE BEYOND PLASTIC!

The free guide from Beyond Plastics offers practical advice and helpful resources to help dry cleaners ditch plastic.



GET THE GUIDE

Sample Instagram Post (or [repost Beyond Plastics' post here](#))

Don't forget to add a graphic! [Click here to download a graphic to accompany your Instagram post >>](#)

#Singleuseplastic dry cleaner bags got you down? It's time to #breakfreefromplastic, and the good news is that @Beyondplasticsbennington just released a FREE guide to help dry cleaners reduce plastic that YOU can share with your favorite cleaner.

With 15 million metric tons of plastic entering the ocean each year, it's clear that we need to turn off the plastic tap. And does anyone really need a huge single-use plastic bag around their clothes when either no bag at all or a reusable bag would work just as well? NO!

Download the FREE guide at: <https://www.beyondplastics.org/dry-cleaner-guide>

#embracereuse #zerowasteliving #refusesingleuse #toxicplastic #reuserevolution #nowaste
#zerowaste #saynotosingleuse #singleuseplastic #greencleaners #cleanandgreen

Q: Can your dry cleaner
move beyond plastic?

A: YES! Get the free guide:
bit.ly/dry-cleaner-guide



Sample Outreach Email

Subject: New (FREE) guide to help dry cleaners move beyond plastic 🧺🌍

Hi [name],

Beyond Plastics just released a free guide to help dry cleaners reduce plastic that's available at:

<https://www.beyondplastics.org/dry-cleaner-guide> and I hope you'll

help to share it.

✅ The free guide includes:

- Practical guidance for reducing plastic usage including recommendations for reusable garment bags
- Guidance for calculating potential savings
- Suggestions for shop front signage, green business listing websites, and more.



Plastics damage our planet and endanger human health at every phase of their lifecycle. The manufacture of plastics involves toxic chemicals including PFAS, phthalates, and heavy metals. With 15 million metric tons of plastic entering our ocean each year, it's clear that everyone, including dry cleaners, must be part of the solution rather than part of the problem. 🌍

Industry [research](#) has found that the use of plastic makes consumers feel guilty 😞, frustrated 😡, and annoyed 😡. Simple changes like giving customers the option of receiving their cleaned clothes either without a bag or in a reusable garment bag can go a long way toward reducing plastic waste and increasing customer satisfaction.

And these changes that are good for the planet can actually be GOOD for business, too!

For example, **a dry cleaner in Phoenix who introduced reusable bags in his establishment experienced a dramatic increase in customer satisfaction and support.** He saw a 10-15% jump in his business, and received a series of positive, enthusiastic Google and Yelp reviews.

Q: Can your dry cleaner move beyond plastic?

A: YES! Get the free guide: [bit.ly/dry-cleaner-guide](https://www.beyondplastics.org/dry-cleaner-guide)



Please **share this free guide with any dry cleaners in your area** and encourage them to join the growing movement to move beyond plastic while improving their relationship with customers and the earth – and perhaps even saving some money over the long-term.

👉 **Check out the free the guide at:** <https://www.beyondplastics.org/dry-cleaner-guide> and please share it widely.

Thanks for your help!

Beyond Plastics is a nonprofit project based at Bennington College in Vermont whose mission is to end plastic pollution. Learn more at: <https://www.beyondplastics.org>.

HASHTAGS

#breakfreefromplastic
#embracereuse
#holdtheplastic
#plasticfree
#plasticfreeliving
#plasticfreeoceans
#planetorplastic
#refusesingleuse
#reuserevolution
#noexcuseforsingleuse
#saynotosingleuse
#singleuseplastic
#WildlifeOverWaste
#zerowaste

Go get 'em!

- The team at [Beyond Plastics](https://www.beyondplastics.org)