

Why your dark colored garments look dull and faded after dry cleaning



New clients often ask us why their dark colored, “dry clean only” garments looked progressively dull and faded when returned by a dry cleaner.

Here’s why...

Your dark colored, “dry clean only” garments look progressively dull and faded because of one or more of the following reasons:

- because your cleaner is probably dry cleaning your dark colored garments in “dirty dry cleaning solvent”.
- because the dry cleaning solvents being used are not chemically inert.
- because your dry cleaner is washing or wet cleaning your dark colored cotton and linen garments.

Dirty dry cleaning solvent

The **first reason** your dark colored garments look progressively dull and faded is that they are not being cleaned in dry cleaning fluid that’s crystal clear.

At RAVE FabriCARE, our dry cleaning fluid is always crystal clear. As clear as bottled mountain spring water.

Cleaning your fine garments in crystal clear dry cleaning fluid won’t dull or fade your dark colors.

Dry cleaning solvent that’s not chemically inert

The **second reason** is that perchloroethylene (aka “perc”), synthetic petroleum and formaldehyde dibutyl acetal – the dry cleaning solvents used by 95% of all cleaners – are not chemically inert.

This means that these dry cleaning solvents could chemically react with the dyes or pigments in your garments.

The result?

“Bleeding”, “pulling” or “fading” of dyes.

At RAVE FabriCARE, we dry clean all your dark colored garments - even your dark colored cottons and linens - in siloxane, a dermatologically friendly, fabric-gentle, non-dye stripping dry cleaning fluid.

This means that our dry cleaning fluid does not chemically react with the dyes in your fabrics.

And the result?

No “bleeding”, “pulling” or “fading” of dyes.

For example, if we cleaned a load of brand new black or red garments, **with our filters turned off**, the color of our dry cleaning fluid will be crystal clear. If those same garments were to be cleaned in perc, synthetic petroleum or formaldehyde dibutyl acetal, **with the filters turned off**, the color of the dry cleaning solvent will be slightly to substantially black or red respectively.

Where does the dye come from? You guessed it. Right out of your garments!

Washing instead of dry cleaning

The third reason your garments look progressively dull and faded is that your cleaner is washing or wet cleaning your dark colored cotton and linen

garments. Even if you specified “dry clean”.
Even if the care label says “dry clean only”.

Summary

So, if your colored garments start to look dull and faded, maybe it's time to change outfits.

Dry cleaning outfits!



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RAVE FabriCARE, based in Scottsdale, Arizona, cares for fine garments, household textiles and accessories and serves clients in the USA and Canada and in other selected countries throughout the world. Stu is the author of various Position Papers, White Papers and Ebooks on these subjects, all of which are available from ravefabricare.com/downloads/free-stuff. He is an evangelist for true quality cleaning and is a contributor to and editor of True Quality Cleaning, RAVE FabriCARE's blog.



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