

BRAND ANALYSIS

AUUDIO Anysis

To understand how much impact the brand generate to the environment
To find the gap of opportunity for sustainable development.

	ASPECT	UPSTREAM	USER	DOWNSTREAM	ISSUES	OPPORTUNITY
Climate Change	Dryeco Cleaners has the GreenEarth Cleaning seal, which simply means that instead of using environmentally-harsh solvents and chemicals to run their business, they use GreenEarth Cleaning products instead.	GreenEarth and Kreussler are their two main supply of cleaners. The transportation for supply delivery creates overwhelm carbon footprint.	Dryeco encourage customers using delivery service, to reduce personal travels from/to stores	They use electricity for wetcleaning and computer-controlled washing machines running; the generation of electricity creates greenhouse gas	The continuous use of the electrical computer-controlled machines will lead to increase greenhouse gases over time damaging the climate	High efficiency on appliances usage; such as collecting the maximum of garment for cleaning and devices using, and also regional pick up
Energy	At Dryeco, we use K4®, a dry cleaning process that is completely safe. It has no hazardous chemicals. No PERC. No petroleum. So there is no risk to the water, air or soil.	With wetcleaning, computer-controlled washing machines, Pressing equipment are used.	Necessary personal traveling from/to stores	Free delivery customers; they use trucks and cars with gasoline using. Using of K4 solevent can save water usage	Stores daily operation with consistent use of electric; and daily frequent transportation for delivery	Stop machines running when there is not too much orders; keep unnecessary devices on at night
Biodiversity	They use eco-friendly cleaners and join local social service to reduce waste and develop recycling rate, which is friendly to marine organism.	products used for production like plastic products harm to species; emmission from the production to the water decrease biodiversity.	Customers don't fulfill hangers and bags recycling may cause extra trash, which harms animals habitats	The containers of K4 and cleanearth products are plastic which is not biodegradable; the disposal process is not eco-friendly.	The plastic containers of K4 will be damaging to the environment and the animals that inhabit it due to the non eco-friendly plastic	Kreussler Inc. using a biodegradable plastic or at the very least reusing the current plastic containers will improve the ecosystem
Chemicals	Dryeco uses K4 (K4 is completely non-toxic, 99% organic and 100% biodegradable.)and CleanEarth cleaners, which are non-chemicals, eco-friendly, and safe to people	Kreussler Inc. is working with Green Biologics and their facility in Minnesota to make a new biobased dry cleaning solvent, called K4	Instead of using toxic chemicals which also double up as possible carcinogens, Dryeco make use of the GreenEarth dry cleaning process	Water used by cleaning may pollute soil or ocean	cleaners are not 100% safe to environment	Set up water purification process
Air Pollution	They provide free pick-up for collection to reduce individual travels, decreasing the carbon footprint that customers may create.	K4 is produced by a Germany company Kreussler, and their Chemical Manufacturing Company is also located in Germany, which create oversea transportation as overwhelm carbon footprint	transportation to/from the store	The transportation to and from the store will lead to carbon going into the atmosphere harming the climate	Over time the carbon will be destroying the Ozone layer	cooperate with local dry cleaner manufactures to reduce oversea transportation
Waste Management	They do bags and hangers recycling; Bags are biodegradable and reusable. Participate in local environment protecting activities; reduce the amount of litter in the beaches within the Miami-Dade county.	Our cleaning practices are all sustainable, leaving little to no impact on the environment, but they're always efficient.	Dryeco Dry Cleaners also offers two free laundry bags to customers, biodegradable or post-consumer packaging, and even reuses hangers.	Ocean life will be harmed due to the amount of customers that refuse to reuse bags	Dryeco reusing the materials will improve the environment overtime because there will be less waste going into the landfills	Dryeco can encourage other companies to reuse their materials in order to lessen their waste into landfills and be part of the solution
Ozone	They try to reduce customers' travel from/to stores, to reduce greenhouse gas emission	Oversea transportation of suppliers create carbon footprint	Emission from transportation to/from the store;	The carbon emissions will contribute to further damage to the climate	Overwhelm usage of gas for oversea and local transportation	optimization of daily delivery route
Ocean	Participate in local environment protecting activities; reduce the amount of litter in the beaches within the Miami-Dade county.	Ocean plastic of the cleaner package; acidification of the ocean;	Some customers may refuse to reuse the bags, which will contribute to ocean plastic, having negative effect on ocean species.	Ocean life will be harmed due to the amount of customers that refuse to reuse bags	Overtime the extinction and endangerment of ocean species will increase leading to mass loss of marine life	Customers should be encouraged and incentivised to reuse the bags rather than get rid of them to save marine life and in turn save a big part of the economy and food supply
Deforestation		They use 500 family-owned farms in the heartland of America in Minnesota for corn planting for raw bio materials	Waste and trash contribute to landfill	The trash in the landfill will end up harming wildlife in the area	Land use for big scale production and landfill	find other alternatives of undergradable hangers, such as, carton hangers
Social	They join public service activities. To decrease the community's carbon footprint. To improve the country's recycling rate. Donations to the Salvation Army and Aventura Hospital	Green Earth has been involved with the community in helping feed the homeless at Camillus House, our work force has volunteered their work at different foundations.	The work done by Green earth will contribute to less hunger and health issues for the communities	dryeco takes actions to improve the country's recycling rate	They don't do a good connection between social service and customers	Dryeco can work to improve their connection between the social services and their customers

Key Takeaways

Optimize appliance usage to reduce energy use and waste

Applying alternatives to replace non biodegradable hangers and bags, such as paper hangers

Replace fuel gas based machines to electric based appliances

Apply sewage treatment to eliminate water pollution

Support local green cleaners manufacturer to reduce over sea transportation

Enhance connection between customers and local social service