

# DAILY NEWS

## Small business finds profit in saving the planet

BY DANIEL CARTY  
DAILY NEWS WRITER

Monday, September 17th 2007, 4:00 AM

To paraphrase Wall Street villain Gordon Gekko: green is good. At least that's the message a wide range of city businesses are sending as consumers increasingly opt for products and services that claim to be easier on the planet. Your Money visited five businesses that cater to the environmentally conscious to see if what they're selling makes a difference — or is hype.

### Green Apple Cleaners

The dawn of this business can be traced to the birth of David Kistner's children.

"The only reason I got involved is because my wife became pregnant," said Kistner, 33, who opened his green dry cleaning company last fall. Back in 2002, when his wife was pregnant with twin boys, Kistner read several books on fatherhood, one of which warned against allowing his wife to wear dry-cleaned clothes. That's because most dry cleaners use perchloroethylene, a solvent that's raised environmental and health concerns.

After reading in Consumer Reports that carbon dioxide cleaning was not only environmentally friendly but also produced cleaner clothes, Kistner saw a void in the New York market. Partnering with Stavros Michalidis, his wife's nephew, he set about filling it.

Now, Green Apple services more than 100 doorman buildings in the city, trucking customers' laundry to and from the company's cleaning plant in Lodi, N.J. They clean clothes using liquid carbon dioxide (which also makes your soft drink fizz). They're able to recycle 98% of the CO<sub>2</sub> for future use. The operation also boasts other environmentally friendly features, including reusable garment bags and fuel-efficient delivery trucks.

Still in its first year, Kistner expects the company's 1,300 customers to ring up total sales of \$3 million this year. Later this month, Green Apple expects to open two stores in Manhattan.

Despite the green profile in a city where the Bloomberg administration has made increased environmentalism a priority, Green Apple would flop if it didn't get clothes clean, Kistner said. "We are a great dry cleaner who just happens to be green," he said.



Chris Skelley, David Kistner and Dante Ferrarie of Green Apple Cleaners.

Above is an Excerpt from Daily News Article - Full Article Available [Here](#)