

BizSnaps

A Snapshot look at local businesses

Your Name: Jill and Carsten Vallin

Title: Owners

Business: Vogue Cleaners

Address: 1819 E. Milwaukee Street

Phone: 608-757-7846

Business Hours: M-F 7am-7pm;
Sat 8am-1pm



When was the business started?

Vogue Cleaners has been in business for over 50 years. We were fortunate to acquire it in May of 2004 and opened our Janesville branch in July of 2006.

Describe your products / services: We offer the traditional dry cleaning, but we also offer much more. We do alterations, clean and preserve wedding gowns, and pick up/drop off laundry. We will even take down and re-hang draperies for our customers at no extra charge. We also provide a drive-up window for convenience.

What product, service or philosophy differentiates you from your competitors? We use less harsh & environmentally-friendly cleaning solvents.

What kind of training or background do you have? We were trained from a retired dry cleaner of 44 years. We also have an employee Connie who has been in this business since 1973.

What have you learned from this business? Superior customer service is key in this business.

What are your future plans for your business? We are always looking for new and innovative ways to better serve our customers and our community.

Do you have a favorite saying that applies to your business? Happy customers are returning customers!

What have been some of the challenges you've faced and how did you work them out? Although this is a competitive business, we find that the excellent service and great value we provide both retains and increases our customer base weekly. Mention this BizSnaps and get 20% off one dry-cleaning item (not good combined with any other offer and limit 1 per customer please.)

What do you find most rewarding about this type of work? This is a family business, and it's rewarding to work so closely with our son, John. We love the variety of different customers we have.