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## OXXO Care Cleaners Announces Global Partnership With Colombia's DERSA

By: OXXO Care Cleaners | [0 Shares](#) [49 Reads](#)

### Franchise stores will use and sell DERSA's Top Terra ecological laundry detergent.

June 08, 2017 // [Franchising.com](#) // Hollywood, FL - OXXO Care Cleaners®, the environmentally friendly garment cleaning franchise that was first to use Greenerth® solvents while offering 24/7 ATM-style service, today announced its global partnership with Colombia's DERSA, leader in Colombia's laundry space and producer of TOP Terra ecological laundry detergent, marking the detergent's introduction to the U.S. market.

"We had been searching for the ideal ecological laundry detergent partner for a long time. DERSA's next gen ecological detergents contain renewable active natural ingredients derived from palm oil. The TOP Terra incorporation to our portfolio for regular cleaning, together with our use of Greenerth® for dry cleaning, NOW makes all of our cleaning green cleaning," said Salomon Mishaan, Founder & CEO of OXXO.

OXXO will also be selling the product at all stores for customers who wish to use it in their own homes. TOP Terra is a premium detergent that cares for the planet, the only one of its kind in the U.S. market.

"We found the ideal partner in OXXO for our entry into the U.S. market. TOP Terra's product development required eight years of research and development. It's ECO-ACTIVE ingredient is produced in one of the five Metilester production plants that exists in the world, located in Colombia. Through a new advanced formula incorporating renewable sourced based ingredients, DERSA was able to develop a first level cleaning and high performance detergent without phosphates. Functional attributes of the product such as its stain removing power and its fragrance and blooming during and after the cleaning process are very well perceived by consumers in the South American market," said Yliana Rios, DERSA's Marketing Director.

Since launching the franchise in 2002, OXXO Care Cleaners® has expanded to nearly 50 locations worldwide with a strong presence throughout the Southeastern and Mid-Atlantic United States and Indonesia. Inspired by rapid growth and a pioneering business model, the brand's new expansion goals envision twelve more new stores in the US and five abroad for 2017.

## About OXXO®

OXXO® is an environmentally-responsible dry cleaning franchise in the United States. At OXXO®, customers experience the ultimate in garment care with the use of environmentally safe GreenEarth solvents (no use of Perc (Perchloroethylene) chemicals common at other dry cleaners) and now TOP Terra for regular laundry, the latest 24/7 ATM-style pick up service, the most technologically advanced European manufactured garment care equipment and the traditional method of hand-ironing. All garments are cleaned right the first time and personally inspected by OXXO® garment care specialists to ensure superior handling and meticulous attention to detail. Visit [www.oxxousa.com](http://www.oxxousa.com) for more information and the OXXO® nearest you. For more information about the OXXO Care Cleaners® franchise opportunity, call 1.866.462.6996.

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OXXO Care Cleaners® is one of the fastest growing established 24Hr pick up dry cleaning franchise concepts in the world.

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*In Loving Memory Of Timothy Gardner(1987-2014)*