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Rent the Runway, discussed the drycleaning op- to keep its 78 drycleaning machines spinning through eration of the garment rental company during a two shifts a day with four million pieces cleaned in 2017. session at NCA's recent Texcare show in Secaucus.

Disruptor of drycleaning

Imagine a competitor with a 200,00-sq.-ft. plant that can process 5,000 pieces per hour, targets high income customers in the 25 to 40 age group. This competitor has already raised \$130,000 million to fund its growing business and has the goal of capturing 10 percent of the \$7 billion U.S. drycleaning market.

This is not an imaginary competitor. It's Rent the Runway, which aims to replace the closet in the home with a closet in the cloud.

A look inside this operation was provided by Charles Ickes, former chief logistics officer of New York-based Rent the Runway, who spoke during the National Cleaners Association's Texcare event in Secaucus, NJ, in Oc-

The company was started in 2009 by two Harvard Business School classmates, Jennifer Fleiss and Jennifer Hyman, who thought women might be interested in renting rather than owning high-fashion attire.

The company was still relatively small by the time Ickes joined it in 2011, handling 150,000 pieces per year with all the drycleaning outsourced. He brought with him a background in drycleaning having worked for Madame Paulette in New York and Dependable Cleaners

Now he said the company's drycleaning facility near Charles Ickes former chief logistics officer for Secaucus is the largest in the world with enough business

Rent the Runway's customers can make their selection

on-line at renttherunway.com or at one of the company's brick-and-mortar stores in New York, Chicago, Washington, San Francisco and Los Angeles. The price of the rental is a fraction of what it would cost to buy the garment outright and that price includes shipping to and from the customer and, of course, the drycleaning.

"Drycleaning is not something that is really important to Rent the Runway," he said. "It's something they do on the side. They're really out to disrupt fast fashion but you, the drycleaner, will probably be collateral damage."

While drycleaning is not the focus of Rent the Runway, it's important to have the cleaning operation optimized to handle that many garments quickly and effectively. The company's investment in a \$60 million inventory requires that the returned garments can be made like-new as fast as possible to be ready to rent

When Ickes started with Rent the Runway, garments had four-day turnaround from when they were first received to when they could go out again. That wasn't sustainable, he said. Since they are dealing with many customers who want garments for weekend occasions, they would essentially lose a week of rental possibilities if garments took that long which would require having twice the inventory just to maintain the rental rates where they want them.

This led Ickes to explore and experiment with every aspect of the process, from marking in to cleaning, fin-

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EPA said to put brakes on banning

The Environmental Protection Agency is postponing indefinitely a proposed ban on the use of trichloroethylene (TCE) as a drycleaning spotting chemical, according to a report in The New York Times.

The report comes a year after EPA announced that TCE was among chemicals on fast-track to be banned, possibly as early as the end of 2017.

EPA now has placed a ban of TCE on a list of "long-term actions" without a set deadline.

TCE and perchloroethylene were both on a list of 10 chemicals that EPA said it would be reviewing under the revised Toxic Substance Control Act passed by Congress in 2016. That legislation required EPA to publish a list of chemicals to evaluate for potential risks to human health and the environment.

Publication of the list triggered a statutory deadline for EPA to complete risk evaluations for these chemicals within three years. If an evaluation determined that a chemical presents an unreasonable risk to humans and the environment, EPA would need to mitigate that risk within two years.

So far EPA has published only a "scop-

ing document" for perc and action on that chemical could take a few years. But soon publishing the list, EPA announced that it was proceeding with a ban on TCE when used as a degreaser and a spot removal agent in drycleaning.

Specifically, EPA said it wanted to prohibit the manufacturing, importing, processing and distribution of TCE for use in aerosol degreasing and spot cleaning in

The agency said it had identified serious risks to workers and consumers associated with TCE uses in a 2014 assessment that concluded that the chemical can cause a range of adverse health effects, including cancer, development and neurotoxicologi cal effects, and toxicity to the liver.

According to the EPA, the majority of TCE is used as an intermediate for manufacturing refrigerants. Much of the remain-— about 15 percent — is used as a solvent for metals degreasing. Other uses include as a spotting agent in drycleaning and in consumer products.

The proposal drew criticism from the Drycleaning and Laundry Institute, the National Cleaners Association and the Halogranted Solvents Inustry Alliance.

In comments to EPA on the proposed ban, the HSIA said it "is based on a very deficient risk assessment completed before TSCA was revised."

"The better course would be to assess the risks from spot cleaning and aerosol degreasing as part of the required upcoming TCE assessment," HSIA said.

HSIA said that EPA had given no notice that its 2014 assessment would address TCE's use as spot cleaner in drycleaning, thus there was no participation by drycleaner representatives and no peer review of the spot cleaning assessment. Nor was there a Small Business Advocacy Review, even though spot cleaning is done by drycleaners who are virtually all small busi-

HSIA also questioned EPA's claim that the rule would have no significant economic impact on drycleaners. In proposing the ban, EPA said drycleaners have available a number substitutes that are comparably priced.

In comments to EPA, DLI's Jon Meijer said that while alternatives are available, they aren't necessarily equally effective.

"Alternatives to TCE require more time on the spotting board in an attempt to remove the same stain from the garment," Meijer said.

Alan Spielvogel of NCA said the ban could negatively effect a drycleaner's bottom line. Alternatives to TCE are not as effective, present risks to the garment that do not exist with TCE and are more time consuming to use in order to achieve similar results, he said.

"Our position is that between labor and utilities, an increased cost as a percentage of gross sales of between four and five percent of gross sales can be expected if TCE's use is prohibited as a spot cleaner in the industry, Spielvogel said.

Last summer, the U.S. House Appropriations Committee urged EPA to back off its proposed TCE ban.

"Rather than continuing with those rulemakings, the committee encourages EPA to consider those chemical uses as part of the risk evaluation process for the ten priority compounds recently designated by EPA under TSCA section, which include the chemicals in question," the committee report stated.



Sneak Peek

Winds of change

What do you do when things around you change? Sell out? Move away? Improve in place? Or just stand pat?



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Mobile phones are everywhere now, including the workplace Frank Kollman says business owners need to address their use.



20 That collar cone

Collar cones have many uses, some good and some not. Don Desrosiers asks, how do you use yours?



What's up for 2018?

James Peuster checks his crystal ball for what changes could be coming in the route business in 2018.





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A national newspaper for drycleaners and launderers January, 2018

Volume 59, Number 4

Weathering the business world's weather

Management consultant, educator and author Peter Drucker once noted: "Trying to predict the future is like trying to drive down a country road at night with no lights while looking out the back window." Although, Drucker does believe there is one way to be successful at forecasting the future: "The best way to predict the future is to create it."

It's human nature to try to pinpoint what is going to happen to exercise a semblance of control on a life full of chaos and challenges. Sometimes, we can be pretty accurate (on some things anyway).

Statistician Nate Silver wrote in his essay "The Weatherman Is Not a Moron" that weather prediction has greatly improved over time and is now typically accurate within about 2 to 2.5 degrees according to National Weather Service data. The most accurate forecasts from the likes of the National Weather Service, AccuWeather and the Weather Channel (using data accumulated from Forecast Advisor) correctly predicted if there would be precipitation the following day 82 percent of the time back in 2013. However, accuracy plummets considerably the further in advance meteorologists attempt to forecast. Too many factors can change over time.

Of course, predicting weather is much more accurate than predicting other things, especially those that have a much greater human element in them such as sports bets or consumer trends. If it were so easy, we'd all be much richer. Still, just because we can't expect to accurately be able to forecast the future does not mean that we cannot better prepare for it.

If you want to weather the upcoming business world weather, it's a good time to refocus your resolutions. Keep in mind, the main thing that causes people to fail is that their goals are often too ambitious and without a clear direction.

Start small when you look at your business and see things you want to change. Work on the first specific marketing, production or customer service problem, then go to the next. Trying to fix all areas of concern at once can be overwhelming. Instead, change one thing at a time and work to keep your goals in the forefront of your mind.

Don't be afraid to ask for help when you need it and don't beat yourself up too badly when you slip up. It will inevitably happen. Just be patient and measure your progress.

Most people become frustrated that they cannot change a behavior that has occurred for years in a short span of time. Still, it's nice to see any improvement in order to keep motivated.

Oh, and one last thing: keep your sense of humor. As Mark Twain reminds us: "Now is the accepted time to make your regular annual good resolutions. Next week you can begin paving hell with them as usual."

This year let's begin getting younger

Traditionally the beginning of a new year is a time to reflect on where we have been, where we are now and, perhaps most important, where we hope to go.

These are challenging times for the drycleaning industry. Piece counts and consumer spending on drycleaning have been falling for several years. At the same time, the cost of being in business — rents, taxes, utilities, wages — rises. The traditional small mom-and-pop cleaner faces challenges from well-heeled competitors who attack the market with low prices and/or fancy

To boost revenue, cleaners have emphasized marketing to get more business. Many try to leverage the internet and social media to capture and keep customers, but for many others that's just not in play due to lack of resources or interest. Pick-up and delivery route service has made made a huge comeback in the industry and adding 24-hour drop-off and pick-up locations have been growing, both making it more convenient for customers.

These things can help individual cleaners hang onto and even grow their share of the market, but they don't address the underlying problem the industry faces. The established pool of drycleaning customers is getting older and entering their retirement years with less need for drycleaning. The persistent popularity of casual dressing combined with the increase in washable garments means that people have fewer clothes that need to be drycleaned. These factors point to continued decline in piece counts.

The long-range picture for the industry looks bleak unless we can develop new customers — not existing customers claimed from other cleaners, but truly new customers. The potential is out there in the form of a rising generation of Millennials just now entering their prime. To reach this vast pool of new customers will require new thinking by cleaners. Reimagine the industry as garment care professionals ready to serve the interests of a new and different generation.

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Selling free time

today, he would probably be terrified. At least that's what his grandson Steve and great-grandson Adam believe. The duo currently own and operate the 90-year-old business in the greater Cleveland area.

"We still have one foot firmly planted in high-end customer service and we've firmly got the other foot planted in computerized washers and computerized drycleaning machines. The technology is just crazy. They are incredibly complex machines and they're better," Steve explained. "It would scare him to death."

Still, there wasn't much else that seemed to scare Joe Hoare (rhymes with "glory"), who immigrated into the U.S. in the early 1920s, after he served in the English Cavalry in World War I. He teamed up with a cousin in Cleveland who had one of the few centralized clothes cleaning operations in the

"His cousin actually did the wholesale cleaning and Joe did the finishing and had a tailor on the premises," Steve said. "I think probably the fondest story for me is Joe offered a valet service and I never really understood what it was. Then I came across some original advertising from the early 1920s. He would charge \$1.50 a month for a full valet service. He would determine what needed pressing, what needed cleaning and if anything needed tailoring or repairing."

In fact, the early incarnation of Fairmount Cleaners, which started officially in 1927, remained somewhat of a mystery to Steve until he watched a certain show on television one day.

"It all started to click for me when I started watching Downton Abbey," he recalled. "This was the culture that Joe brought with him from England."

ot long after Joe's son, Sid, returned from serving in the Air joined the company which then underwent a significant change.

"It was in those days, in the early 1950s, that my father purchased our noted. "Tanks and everything, it took up about 120 sq. ft. It was all cast iron, extremely heavy. It was just a huge footprint."

Still, it was a footprint that made a lasting impression as the company grew under Sid's guidance to the point that he would work 65 to 70 hours a week, 61/2 days a week trying to keep up. Such a grueling schedule was a big reason why he encouraged Steve to go in another direction with his life.

"I never wanted anything to do with it and I'm pretty sure dad did his best to keep me away," he laughed.

Instead, Steve (who legally changed his name as a young man to "Grace") focussed on going to school — well, a school of sorts.

"I was in the school of hard knocks. Every job I did kind of prepared me to run a business," he recalled. "I punched a clock in restaurants for a while which taught me hard work and public service and customer service. From there, I

f the original founder of Fairmount went to General Electric. I spent some Cleaners could see his business time in their financial division. That kind of taught me to sit at a desk and shuffle some papers around. From there, I went into the pet industry. I was a pet salesman where I learned to work with the public and learned some sales. All those things are necessary to run and operate your own business."

> teve may well have been content to sell pets for a living permanently, but life threw a curveball.

trucks."

nother big change has been the addition of the K4 cleaning solvent that took place about seven years ago. It has proved to be a wise decision for the Graces.

"We were one of the first in the area with K4," Steve recalled."It's better for everyone. It was a dream of ours for a long time but when you're invested in perc and moving with it, there's an evo-

printers and scanners and iPads on the hand cleaning. Even the historical garments, which are much less sturdy, require a delicate touch as some date back to the early and mid-1800s.

> hatever the job, Fairmount Cleaners willingly goes the extra mile. Oftentimes, Steve receives the same kind of satisfaction for cleaning a precious garment properly as he once did for selling a customer a furry companion.

"Whether it's a historical item or a



Steve & Adam

"It was the greatest job I ever had. It was transaction-based gratification. People would have disposable income and go to the pet shop to buy love. It was a positive experience," he said. "But dad had a mild stroke at one point and he was out of work for a week, week and a half. I was able to step in and keep the company moving. It was during that week that I realized it would be a good means to an end and I made the decision to leave the pet industry and join the company full time."

hat was in 1983. It wasn't long before Steve influenced the business in his own positive way, Force during World War II, he focussing on ways to improve its tech-

"I've always had a particular passion for systems and technology. I computerized us in the late 1980s. I upfirst drycleaning machine, which was graded and replaced my father's an old Detrex transfer unit," Steve drycleaning machine, which oddly enough went from 120 sq. ft. to about 20 sq. ft. It was the first dry-to-dry system that Fairmount Cleaners ever had."

The fourth generation of the family had no intentions of pursuing a career at Fairmount Cleaners, either. However, after Adam Grace graduated from Kent University with a bachelor's degree in Business Administration, he faced a tough, unforgiving job market in 2009.

"It was a bad time to graduate from college," he exclaimed. "My plan was to join the company for a couple of years and get some experience that would look good on a resume. But, I never left."

Now that's he been there for about 9 years, Adam has no intention of leaving. Instead, he likes to help add his own improvements to the company.

"I do a lot of customer service. I am the route manager," he said. "I digitalized the routes from index cards that we put in people's bags. Now, we have

lution to it."

Despite all the technological upgrades, they still battle to remain relevant to customers, especially in a culture that once wore suits to professional baseball games and now sometimes wears shorts to work.

Today, the fastest growing division is the wash-n-fold service that has grown 50 percent over the last year. It doesn't fit one specific demographic; it seems to be everybody.

"It's remarkable," Steve said. "The bottom line component is people don't really want to be bothered or if they can afford to have somebody take care of it, they will. As far as the industry goes, our motto is 'We sell free time.'"

With more customers not wanting to deal with dirty laundry, Fairmount handles a lot of clothes daily, so much so that it can easily become tedious.

"You know, McDonald's has sold billions and billions of hamburgers... and I've done hundreds of thousands of garments. It gets kind of boring, so when something special comes through the door you realize that somebody cares about the item they're handing over to you. That's the type of thing where it can give you a little extra gratification," Steve said.

ver the years, there have been many gratifying and interesting accounts, ranging from the Rock-n-Roll Hall of Fame and Museum to the Playhouse Square to the Western Reserve Historical Society.

In just the past year alone, Fairmount has handled costumes for such productions as The King and I, Wicked and Something Rotten.

"Some of these costumes are just ridiculous," Steve said, laughing. "They're 10 to 15 pounds each!"

Such garments are too heavy and burdensome to clean in a machine, so Fairmount Cleaners resorts to a lot of christening gown or it's something for a museum or a theater, there's always the opportunity to touch people just in their day-to-day lives and brighten somebody's day," Steve explained.

While much of the work can be complicated, sometimes the smartest method of cleaning turns out to be the simplest one, at least when dealing with more modern items.

"I burn up a lot of reading glasses around here," Steve noted. "Even though I've been doing this for 37 years, I'm reading more care labels now than I ever did in my career. I just follow manufacturer's instructions most of the time."

ith such a diverse clientele, the key to success often hinges on whether or not you can actually give the customer exactly what he or she wants.

In other words, there is no one-sizefits-all approach that works for every body. Instead, Fairmount Cleaners strives hard to be all things for all of its customers.

"During the early part of my career, I prided myself in being the highestpriced cleaner around. I felt that I was offering the best product. Now, I still offer an excellent product," Steve said. "I think part of it is to keep your eyes open and recognize who you are talking to, understand what their needs are and use technology and your equipment and staff to provide a competitive product."

After all, Steve is betting that the cleaning companies still standing in the future will be ones who aggressively pursue more kinds of work.

"If a revenue stream presents itself and a response is profitable, I believe smaller operators must respond," he said. "There was a time I was much more specialized and discretionary as to what I processed. Not so anymore."

The Evolution of Clean

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~Kurt and Drew Skasik, Skasik's Quality Dry Cleaners

"Ten days ago we made the transition from a Columbia perc

machine to a Columbia SENSENE machine. Having been a perc operator for so long, I was very nervous about making the move.

Fast forward 10 days, I can honestly say I am very happy with the purchase! The learning curve is minimal, the solvent does the job as advertised, we are down



to 4 spotting chemicals, the running cycle is just a little bit longer than perc, the clothes come out soft and the colors are vibrant. And when you open the door at the end of the cycle, instead of getting a blast of perc, you get a pleasant and refreshing smell."

~Craig Ford, Owner/Operator, SeaBreeze Cleaners

"I've been in the drycleaning business for 28 years, always using perc. I have been searching for an alternative solvent for the past two years. After researching Sensene, visiting plants running with Sensene for the past few months, it has been beyond my wildest expectations. It's better than perc! As the owner of Ruthie's Cleaners, Owasso, MI, I am a hands-on operator and the one that has always done the cleaning. This



solvent is just phenomenal. This is my second Columbia machine. In 23 years Columbia has always been the leading company in technology and my new Columbia is a testament to that fact."

~Robert Marks, Ruthy's Cleaners

"Having finally bought my Columbia I can honestly say I've entered the 21st Century. This machine produces exceptional cleaning and is efficient, whites are white and I don't have to worry about anything after I hit Start. My only regret is having waited so long!"



~Mike Ingalls, Iron Mike's Cleaners



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An inside look at Rent the Runway

Continued from page 1

ishing, quality assured and prepared for shipping out for tens of thousands of pieces.

It's a process of continuous learning, he said. This involved testing, not being afraid to make mistakes and talking about the fail-

"When something went wrong, it was not about who screwed up and whose head is on the block," he said. "It was what do we have to learn here and how can we do it better."

That built a culture where people were comfortable making mistakes and making things better and growing and learning, he said.

"If you have a process and somebody is doing it differently, you might want to find out why they're are doing it differently. They do it everyday and probably know better than you do."

The learning process led to many changes in the operation.

At first, all garments were pre-spotted before cleaning, but that involved pre-spotting many pieces. So they went to postspotting and letting the cleaning machines do the work using optimized detergents.

Another change that sped the process was using tunnel finishing, which saves much on time and labor...

"We found out that the customers weren't as sensitive to the finish," he said.

They tracked the complaint rate of customers on garments that were pressed vs.

steam finishing and found that the complaint rate didn't change. The expectation of customers were different. We learned what the customer wanted and what the customer cared about."

Ickes acknowledged that customers might view garments coming from a cleaner differently than what is sent to them from Rent the Runway.

"I don't know, but you might want to find out because it can save you a lot of money," he advised.

They've also been able to experiment with solvents, not hard to do when you have 78 drycleaning machines on hand. The bar code on each garment specifies which solvent should be used or if wetcleaning is preferred.

Ickes said he was skeptical of Green-Earth, but in trying it out he learned a lot.

"I learned that GreenEarth is just as good as any solvent," he said. But more important, GreenEarth introduced him to diatomaceous earth, which resulted in a 50 percent reduction in utility use.

"Because we were going to 24-hour production, we were looking at modifying machines at a cost \$5,000 each so that we could scrape them without having to cool

Converting to diatomaceous filtering not only reduced utilities but cut capital expenditures by not having to retrofit dozens of drycleaning machines.

The lesson, Ickes said, is "never stop learning; never stop testing; never stop doing new things," Ickes said.

One source of learning is the customers themselves, he said. They can tell you what you are doing well and what you need to

"How good are you at servicing your customers?" he asked.

That might seem to be an easy question to answer, but unless you truly measure it, you don't really know, he said.

"Are you tracking your problems and how fast you resolve them? How many channels of communication with customers do you have? There are many — phone, text, email, or chat.

"It's not really about your mistakes, it's how you respond to your mistakes," he

He suggested singling out the most enthusiastic customers — the raving fans who are the ones who will promote your business.

Surveying customers will reveal who is a raving fan and how they compare to those who are not. While "raving fans" can be allies in promoting the business, there's also much to be learned from those who are not so happy if you ask them why.

"We collected data on everything we possibly could and as we grew we learned what data was relevant," he said.

"You can't get better unless you understand where you are at and what you are doing to get to the next level. If you aren't measuring it there is no way to tell if you are getting better or not."

Rent the Runway initially rented garments one at a time but has since added a subscription service.

For \$89 a month, a customer can rent four pieces during the course of the month; a subscription of \$159 a month allows unlimited rentals during the month. The subscription programs also give the customer the option of purchasing the piece at a 'members-only" discount.

The company is also expanding its offerings into career wear, blouses, sweaters, coats, and accessories such as handbags in its quest for keep growing. That includes expanding into a half-million square-foot facility.

"There are no new markets. It's about the offerings," he said, noting that the drycleaning market itself is not growing.

And the company is not yet profitable, it could be if not for its emphasis on growth and marketing in its quest to gather up 10 percent of the drycleaning pie.

"It's about marketing for growth," he said. "If you slow down marketing, you could be profitable easily."

Rent the Runway's quest for more market share and profits will have to continue without Ickes' participation. He left the company last summer after six years to join a start-up company in the Boston area dealing with sustainable local agriculture.

"It was getting very large and lost its feel for me," he said of Rent the Runway. Besides, as he said, he likes to explore the world and keep on learning new things.

Obituary

Everett Bergmann led family business growth

Everett A. Bergmann, who 7 at age 86. spent his working career in the family business, Bergmann's

He was born in Washington, DC, in 1931 and graduated from Cleaning and Laundry, died Dec. Fishburne Military School and

also served in the U.S. Army during the Korean War.

He married Carole Ruth Mur-

Benjamin Franklin University. He taugh in 1955 and the couple raised their nine children in Falls Church, VA, where they were part of the St. James and Bishop

> O'Connell communities. Bergmann's Cleaning and Laundry marked its 100th anniversary in July, 2017. It was founded in the Brightwood Section of Washington, DC, by W.C. Bergmann to supplement his income as a lamplighter by picking up laundry and cleaning in his horse drawn truck, then delivering it back to his customers, all freshly cleaned and pressed.

> As the business grew, W.C. was joined by his sons, Franz, Bud, Pearson and Everett. They opened the first Bergmann's Cleaning store in Northwest Washington.

Over the years, the number of Bergmann's stores increased. As the suburbs grew, Bergmann's began offering a growing list of customers quality cleaning, as well as the convenience of free pickup and delivery at the door.

In recent years, a fleet of sleek vans replaced the old familiar blue trucks, operating with 20 routes and servicing the entire Metropolitan area from Reston, VA, to Columbia, MD. The company is now in its fourth generation of family management with 125 employees.

The diversified company provides the traditional services such as drycleaning, shirts, rugs, laundry and draperies as well as specialty services such as hospitality linen and fire and flood restoration. The company has always adhered to the principles of its founder: quality and service.

After his retirement, Mr. Bergmann enjoyed traveling while continuing to support and work in the family business. He



also enjoyed spending time at the Bergmann family place on the Rhodes River off the Chesapeake

He is survived by his children, Christopher Bergmann (Kathy) of Houston, TX; E. Peter Bergmann (Kim) of Leesburg, VA; Susan Lucas (Michael) of Front Royal, VA; William Bergmann (Rosina) of Front Royal, VA; Patrick Bergmann (Terri) of Stevensville, MD; Jeanette Engel (Stuart) of Ashburn, VA; Debbie Magnuson (Don) of Ashburn, VA; Mary Beth Fischer (Dwight) of Leesburg, VA; and Anna Thompson (Rob) of South Riding, VA. Survivors also include 31 grandchildren and nine great-grandchildren along with his brothers, Carl Kenzig Bergmann and Dennis Bergmann and a host of cousins, nieces and nephews.

He was preceded in death by his parents, Everett A. and Anna Mae Bergmann; his brother, James R. Bergmann; and his wife, Carole Ruth.

In lieu of flowers, memorial donations may be given to the Adler Center for Caring at 24419 Millstream Drive, Aldie, VA 20105.

annig and Baant	iry, alea Dec.	rishburile willtary School and	ne married Carole K
Equipment To Prior to Shippi	ested ng	Mustang Enterprises, เว	D. Your Satisfa Assured
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Marvel	2870	30 lb. Transfer Washer/Extractor	\$3,995
Marvel	2916	100 lb. Transfer Washer/Extractor	\$12,995
iviui vei	2)10	DRYCLEANING PRESSES	Ψ12,770
Unipress	4770	Double Puff Iron	\$850
Forenta	4569	Utility Press	\$2,950
Unipress	4620	Hot Head Mushroom Topper	\$3,200
<u>Ginpress</u>	1020	LAUNDRY WASHERS & DRYERS	ψο/200
Speed Queen	8142	120 lb. Gas Dryer	\$3,995
Speed Queen	3680	30 lb. Stacked Gas Dryer	\$2,500
Milnor	3689	45 lb. Washer	\$2,995
Speed Queen	3695	125 lb. Washer	\$7,500
Speed Queen	3073	LAUNDRY PRESSES	ψ7,300
Ajax	3748	Double Topper	\$3,295
Unipress	9833	NT2 Double Buck	\$18,500
Hoffman	4612	Double Topper	\$3,599
Fujistar	2816	Double Buck w/unloader	\$14,000
Ajax	3746	Double Legger	\$3,600
$\sqrt{\frac{Ajax}{\text{Unipress}}}$	3761	ABS Sleever	\$5,995
Ajax	3747	Single Legger	\$2,900
Tijax	3747	OTHER	Ψ2,700
Simplex	6900	66" Gas Ironer	\$4,995
Superstarch	6922	Starch Cooker	\$2,995
Ingersoll Rand		7 1/2 HP 120 Gal. Compressor	\$1,250
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Easysec	**	40 lb. Hydrocarbon Dry to Dry	\$29,600
Forenta	: /// - //	Triple Puff Iron	\$1.849
Hoffman	- AFN	Dry Cleaning Mushroom Topper	\$5,795
Lattner	HAMILL	20 H.P. Boiler	\$12.995
Lattilei) 1 '	LAUNDRY	\$12.995
Forenta		Double Topper	\$6,199
√ Forenta		19VS Topper	\$4,450
√ Ipso		50 lb. Gas Dryer	\$3,195
Bantam		Body Press	\$3,995
Forenta		Double Legger	\$7,400
Wascomat		83 lb. Gas Dryer	\$3,525
Unimac		35 lb. Washer	\$3,995
		75 lb. Washer	
<u>Ipso</u> Electrolux		62 lb. Washer	\$9,800 \$7,995
Hoffman		Double Topper	\$5,795
Forenta	¥17 1 ' :	53" Laundry Legger subject to prior sale FOB San Antonio • **New I	\$6,695

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BY DAN EISEN

Safer alternatives for stain removal

ere are some chemical substitutions that can be used for safer, effective spotting.

Neutral lubricant

This should be the mainstay of your spotting arsenal. Neutral lubricant is the most effective formulation for all wetside stains.

It not only removes wetside stains effectively, but reduces the need for using expensive

protein and tannin formulas.

Prepared protein formulas

Prepared protein formulas are only slightly alkaline and some are enzyme based. They

do not produce color loss on rust remover. silk or color change on fabrics as stronger alkalis such as ammonia would do so.

Protein formulas are also effective for removing and neutralizing strong acids such as

Tannin formulas

These are safer than acetic acids mixtures. They do not produce color change or color loss as stronger acids would.

Oxalic acid

This is a safer acid to use for the removal of rust than hydrofluoric acid or rust remover

It is also an effective acid for

the removal of tannin stains. It still should be tested.

Oily-type paint remover (environmentally safe)

These agents do not contain trichloroethylene. They are safer to the fabric and color and remove dryside stains effectively. They also can be flushed wet or dry effectively.

Oily type ink remover (acid-based)

These are effective agents for the removal of ink and also plastic-based stains found in glues, nail polish and paint.

Hydrogen peroxide

Hydrogen peroxide when used alone is safer on fabric than when used with ammonia.

Sodium bisulphite

Sodium bisulphite is a safer reducing agent than sodium hydrosulphite and titanium sulphate. It often can be used to remove dye on colored fabrics. It still must be tested be-

Sodium percarbonate

Sodium percarbonate is a more efficient soaking bleach than sodium perborate. It dissolves easily in cooler water, releases its oxygen slower and more effectively for better stain removal. It must be neutralized with an acid after use.

Dan Eisen, former chief garment analyst for the National Cleaners Association, can be reached at (772) 340-0909 or (772) 579-5044 or by e-mail at cleandan@comcast.net. He offers independent garment analysis and provides consulting services. His website www.garmentanalysis.com.



las, TX, purchased a Columbia CDT 255H through Wayne Jones. The owner, Joe Darcy (right) is pictured with Chris Hogard of Columbia Dry Cleaning.

Neutral lubricant is the most effective formulation for all wetside stains





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~ Steve Grashoff

President of Peerless Cleaners and CRDN of Northern Indiana





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- More powerful motor delivers faster finishing cycle times

LP-1300U Quadruple Collar & Cuff

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- High Productivity
- Can accommodate up to two double bucks
- Rotary style can handle four shirts at one time



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SOUTH

OSHA seminars, winter meeting for NCALC

The North Carolina Association of Launderers and Cleaners will be hosting its winter meeting as well as a pair of seminars that will teach cleaners all of the essentials in complying with the U.S. Occupational Safety and Health Administration.

First up will be the meeting, which will be held from Jan. 26 to 28 at the Renaissance Hotel South Park located in Charlotte,

The event is open to all

NCALC members and friends, though early registration is highly recommended so proper preparations can be made.

The association's board meeting will begin at 8 a.m. on Saturday morning and is expected to run until about 12:30 p.m.

At 6 p.m. on both Friday and Saturday evenings, the association will host dinner functions giving attendees a chance to network and

There is no charge for the Sat-

urday meetings and that night's dinner is to be paid individually at the venue, but the Friday evening dinner will require an advance payment of \$80.

NCALC also has a reserved block of rooms at a rate of \$119 per night, plus state and local taxes, for a standard room at the Marriott. Call (800) 468-3571 for reservations and mention the association.

After the winter meeting in late January, NCALC will host a pair of OSHA-related seminars the following month.

The seminars will cover the essentials of OSHA compliance a.m. and a coffee and light breakfast will be provided at each pro-

Each session will run from 9



Chris Edwards received the President's Award in recognition of his many years of dedicated service to North Carolina Association of Launderers and Cleaners and to the fabric care industry throughout North Carolina. Rita Foley, NCALC president is shown presenting the award.

standards, including: an introduca.m. until noon. tion to OSHA; the OSHA inspection process; record-keeping; and

lockout/tagout requirements. Workplace injuries and illnesses and OSHA violations can be very costly to a business, so keeping current with the agency's regulations is a good way to avoid any unnecessary costs or problems in the future.

The sessions will be presented by Tom Wilder, a safety education specialist with the North Carolina Department of Labor. He specializes in training and technical assistance for its division of Occupational Safety and Health Bureau of Education.

The target audience is plant owners and managers. The first program will take place on Saturday, Feb. 10 at Medlin Davis Cameron Village at 2021 Smallwood Dr. in Raleigh.

The second will occur on Saturday, Feb. 17 at the Golden Corral at 9430 South Blvd. located in Charlotte.

Students will check in at 8:30

The price for each seminar is much cheaper if you sign up at least a week before it is scheduled to take place.

Early registrants pay only \$49 each for DLI/NCALC member plant employees and \$74 each after that date.

Non-members pay only \$79 each when signing up at least a week prior; otherwise, the cost rises to \$104 each.

Participation is limited, which is another good reason to sign up as soon as possible.

To do so, contact NCALC by calling (919) 313-4542 or visit them at their site online at www.ncalc.org.

A little further down the road this year, the association has a few more events planned, including its Spring Meeting that will take place from May 18 to 20 at the Courtyard by Marriott in Carolina Beach.

From Oct. 19 to 21, NCALC will host its annual convention in Raleigh, as well.

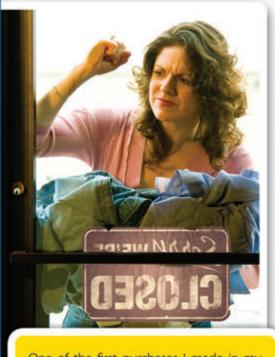


MASTER KLEEN FINE DRY CLEANING in Columbus, GA, purchased a Union HL880 cleaning machine through Gulf States Laundry Machinery. Pictured from left are Chris Eysel, Rhonda Eysel and Warner Wade of Master Kleen and Jason Smith of Union.



RAINBOW CLEANERS in Danville, KY, is the newest Tailwind Systems client. Perry Carrico (left), owner of Rainbow Cleaners, is pictured with Don Desrosiers of Tailwind.

You closed 3 minutes ago. Bad for her, worse for you!



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- Mike Astorino, Fabricare Cleaners

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SOUTHWEST



STAR BRITE CLEANERS AND LAUNDRY in New Braunfels, TX, purchased a Union HXL-8018-C 40-lb. hydrocarbon system through Gulf States Laundry Machinery. Pictured from left are Stephen Santell, manager, Matt A. Lipman, Union Drycleaning Products, and Bryan Foreman, the owner.

SDA hopes for "No Bad Days" at April Showcase

Keynote speaker Bruce Hamilton will discuss ways to energize your company and improve individual employee performance when he speaks at the Southwest Drycleaners Showcase, scheduled from April 5 to 7 in Shreveport, LA.

His program is called "No Bad Days," a title that might also be applied to SDA's show, the first regional one to take place in 2018 and a premiere industry event for the southwest.

Hamilton, a professional

speaker and sales trainer, will offer a humorous presentation at 8:30 a.m. on Friday morning that will emphasize the power of positive attitude adjustment.

Afterwards, there will be two classroom discussions at 10 a.m. Consultant James Peuster will lecture on "Hiring and Retaining Employees — Tips and Tricks" to examine how to find the right staff and keep them.

At the same time, Coin Laundry Association President and CEO Brian Wallace will deliver a

"Laundromat Industry 2018 Forecast" that will draw on his quarter century of experience in the selfservice laundry industry.

On Friday afternoon, there will be additional presentations in the exhibit floor's educational area starting at 11 a.m., 2 p.m. and 3 p.m.; there will be another one at 11 a.m. on Saturday.

On Saturday morning, Kyle Nesbit, vice president of business development at MW Cleaners, will give a classroom presentation at 9 a.m.

Also on the docket is a program by Jon Meijer, director of marketing and membership for the Drycleaning and Laundry Institute, which will begin at 10 a.m. Both will run for about an hour.

Another highlight of the weekend will be the exhibition hall full of technology and other tricks of the trade. It will be open from 11 a.m. to 5 p.m. on Friday, from 10 a.m. to 3:30 p.m. on Sunday.

There will also be a "Sneak Peek Exhibit Extravaganza" from 5:30 to 8:30 p.m. on Thursday evening.

Prior to that, SDA will host its Member Breakfast at 8:30 a.m. and its Board and General Membership Meeting at 2 p.m.

Cleaners can also take part in a tour of the Shreveport Hilton's new laundry facilities at 2 p.m. on Thursday afternoon.

A full schedule of events is available at the association's site at www.sda-dryclean.com.

Visitors can also register there and make hotel reservations at the event's host hotel, the Hilton Shreveport located at 104 Market St. The link goes directly to the site and ensures that attendees receive a show discount.

SDA offers scholarships for early 2018

The deadline is fast approaching for applicants of the Southwest Drycleaners Association's Gerald Stavely scholarship. To be eligible, applications must be submitted by Jan. 15.

All applicants must be an SDA/DLI member for at least one year and be employed by a member of one of the eight SDA member states (Arkansas, Kansas, Louisiana, Mississippi, Missouri, New Mexico, Oklahoma and Texas).

If awarded, the scholarship must be applied towards an upcoming DLI class: either Introduction to Drycleaning from Feb. 26 to March 2 or Advanced Drycleaning from March 5 to 16.

For more information, visit www.sda-dryclean.com and click on the "Scholarship Application" link under "Resources" from the main page.





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MIDWEST



CLOTHING CARE CENTER in Albert Lea, MN, purchased a Unipress HS Hurricane single buck shirt unit through Weinberg Supply. Robin Carstens, owner of Clothing Care Center is picutred with Richard Reese of Unipress.

MILD renews Cleaning Fund; \$23 million returned since 1981

year, the Michigan Cleaning Fund recently announced that it will distribute \$2,243,033 to its members.

The history of the Michigan Cleaning Fund traces all the way back to 1981. It is a memberowned self-insured workers' compensation program.

Throughout the Fund's 37-year history, it has returned profits of over \$23,900,000 to those who participate.

The current year's return represents an average equal to 50 percent of a member's annual pre-

Following another profitable mium since all unused premiums collected to finance the Fund (minus the amount needed for claims and administrative funds) are returned to its members at the end of the year.

Participants of the Fund must be a member of the Michigan Institute of Laundering and Dry Cleaning or Midwest Carwash Association.

Also, the majority of payroll must fall into one of the following classifications: drycleaning, industrial laundry and uniform, coin-operated laundry, car wash,

carpet cleaning, and commercial janitorial.

The Fund strives to offer more than traditional insurance options by being the most cost-effective workers' compensation option on the marketplace.

In addition to the profit returns, the Michigan Cleaning Fund offers aggressive claims handling, competitive upfront pricing and a selective approach to underwriting new members, all designed to save members money over the long term.

The program also emphasizes accident prevention and proper claims management to keep the cost down as much as possible.

In fact, the Fund offers its members numerous safety resources and loss control programs that are specific to the cleaning industry, as well as training resources that focus on creating a safer work culture by working with owners/supervisors on proper claims handling, accident investigation, return-to-work programs and making every employee accountable for safety on the job.

Safety is not the only area that is accentuated; the Fund also aims for diligence when claims are handled, seeking to fight fraudulent claims by requiring all claim settlements to be authorized by a board of trustees that is comprised of various Fund members.

Contact RPS Regency for more information or visit micleaningfund.org.

Zengeler renews partnership with **Glass Slipper Project for 2018**

This year will mark the 17th anniversary of Zengeler Cleaners working with the Glass Slipper Project in order to help thousands of high school women experience their prom in style.

The family-owned cleaning business will serve as the official north suburban collection point for the drive, accepting donations of gently-worn prom dresses and accessories at all eight of its locations in Lake and Cook Counties.

"Zengeler Cleaners looks forward to another fabulous collection effort on behalf of the Glass Slipper Project," said Tom Zengeler, president of the company.

"Their work provides an extremely important service for teenagers in low income communities at a very vulnerable time in their lives. We are proud of our 17-year relationship with Glass Slipper and are excited about the upcoming collection drive," he explained

For more information, visit www.zengelercleaners.com.



LIFESTYLE GARMENT CARE EMBRACES POSEIDON WET CLEANING; LAUNCHES WASH/DRY/FOLD SERVICES

A new name. A fresh brand. A state-of-the-art plant. Lifestyle Garment Care (formerly Roth Cleaners), in Midland, Mich., is transforming. Paul White, a veteran textile care expert, purchased the business from his father 30 years ago. Since then, he's witnessed major industry changes; among them the emergence of wet cleaning and its potential in today's society. "We wanted our business name to represent who we are and what we do," said White. "We provide 'Garment Care to fit your Lifestyle'."

Spurred by enthusiasm to grow wet cleaning revenue, White outfitted a section of the new plant with a mix of Poseidon Textile Care Systems* (Poseidon) soft-mount wet cleaning machines and dryers. "The technology

We can wet

us to wet clean challenging

for wet cleaning has improved so much, we could operate without a dry cleaning machine," said White. "We always do what we think is professionally best for each garment."

Latestyle Garment Care now processes 80 percent of all incoming garments using the Poseidon wet cleaning machines; the remaining 20 percent is dry cleaned. Programmability

makes it possible to wet clean everything from silks, wools and cashmeres to cottons, linens and synthetics.

Poseidon Wet cleaning Machines offer 20 pre-programmed cycles and up to 79 individually modifiable cycles. All variables are programmable, including water temperature by degree, wash rotation speed and duration, wash rotation combinations, water levels, bath cool-down by degree, and extract speeds up

to 400 G-force. Operators just load, select a program number and press start. Chemicals are automatically injected, according to White. Items move from wet cleaning into the Poseidon Dryer, and finally, to finishing. The

> dryer features moisture-sensing technology, drum-rotation control and timed reversing to safely dry virtually any item type, including wedding gowns, coats, dresses and sweaters. "Items come out of the dryer soft and wrinkle free with just enough moisture that the presser doesn't have to do much with it," said White. This saves time and energy over traditional dry cleaning. "We can wet clean, dry and finish

"Poseidon allows us to wet clean challenging garments like wool suits and wedding gowns without worry. It allows me complete control over my equipment and my

Amped about the future, White will soon debut Lifestyle Laundry Care an offshoot of Lifestyle Garment Laundry Care - that caters to area residents looking for wash/dry/fold

a suit in one hour said White.

services, pickup and delivery.

Operating out of the same location,

will complement White's already booming

garment care/dry cleaning business, which

is the largest in the Great Lakes Bay region.

further harness the potential of the company's

Once launched, White expects wet cleaning

In doing so, Lifestyle Laundry Care will

revenue to significantly increase current

equipment has the potential to serve 30

families and process 1,600 pounds of wet

cleaned wash/dry/fold laundry per day.

Read full story at poseidonwetcleaning.com.

sales volume. In a single shift, his Poseidon

Poseidon wet cleaning equipment.

Lifestyle Laundry Care wash/dry/fold



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MIDATLANTIC

DLI school readies classes for 2018



Graduates of the Introductory Drycleaning Course held at DLI in October included, in front from left, Lillana Madrigal, Mountaineer Cleaners, Boone, NC; Citlalli Simon, Puritan Cleaners, Richmond, VA; Eva Santos-Portillo, Puritan Cleaners, Richmond, VA; Meredith Reeves, Chickasaw Laundry Services, Ardmore, OK; Joan Swets, Dutch Maid Cleaners, Delavan, WI; Caroline Joyce Owigar, World Food Programme, Nairobi, Kenya; Lindsey Buckingham, Clothesline Drycleaners, Boise, ID; and Gabriela Buchanan, Lakeridge Cleaner, Reno, NV. In back are Brian Johnson, DLI director of education and analysis; Victor Teran, Lavanderias Norte S.A., Quito Pichincha, Ecuador; Carol Bower, Mountaineer Cleaners, Boone, NC; Daniel Cook, Mountaineer Cleaners, Boone, NC; Beth Zimmerman, Sew Clean, La Crosse, WI; Loraine Sexton, Jim Massey Cleaners, Montgomery, AL; and Matt Barber, Harvey's Cleaners, Dublin, CA.



Graduates the recent DLI Advanced Drycleaning Course included, in front from left, Lauren Houston, Crest Cleaners, Cocoa, FL; Andre Yarrell, Lyerly's Cleaners, Mount Pleasant, SC; Caroline Joyce Owigar, World Food Programme, Nairobi, Kenya; Carmelina Chavarria, Puritan Cleaners, Richmond, VA; Gabriela Buchanan, Lakeridge Cleaners, Reno, NV; and Alyssa Packard, Gwynnie Bee, Groveport, OH. In back are Brian Johnson, DLI director of education & Analysis; Víctor Terán, Lavanderias Notre S.A., Quinto Pichincha, Ecuador; Brad Houchin, Chickasaw Laundry Services, Ardmore, OK; Sean Hively, Gwynnie Bee, Groveport, OH and Michael Jackson, Gwynnie Bee, Groveport, OH.

The Drycleaning and Laundry Institute has scheduled seven installments of its comprehensive introductory and advanced classes throughout the year with the first two set to begin starting in late February.

The five-day Introduction to Drycleaning course will run from Feb. 26 to March 2 at DLI's School, followed by an offering of its ten-day Advanced Drycleaning course from March 5 to 16.

The introductory course will help industry newcomers or those with less than one year of production experience learn about a wide variety of topics ranging from sorting drycleaning loads and soil and cleaning theory to stain removal procedures and using tensioning equipment to improve finishing quality.

The class will also explore topics like fibers and their characteristics, pressing pants, coats and skirts, cleaning silk, satin and other fabrics and fabric constructions.

The class will also take place on three other occasions throughout 2018: June 4 to 8; July 16 to 20; and Oct. 15 to 19.

It meets from 9 a.m. to 4:30 p.m., Monday through Friday and tuition is \$1,095 for DLI members (or \$959 each for two or more from the same member company.

Non-members must pa \$1,449 each.

Those who complete the introductory course or who have a few years of production experience may want to consider the advanced course, which covers many of the same topics but is much more in-depth.

Advance class students will also learn about subjects such as using bleaches, wetcleaning wools, silks and more, maintaining and changing filters, troubleshooting the drycleaning machine, distillation procedures, current regulations facing the drycleaning industry, customer service techniques, getting clean, white laundry, pressing laundered shirts, designing the most effective work flow and understanding the differences between solvents including perc, GreenEarth, hydrocarbon and K4.

The advanced class meets from 9 a.m. to 4:30 p.m., Monday through Friday for two consecutive weeks. Other dates in 2018 include: July 23 to Aug. 3 and Oct. 22 to Nov. 2.

Tuition is \$1,549 for DLI members (or \$1,349 each for two or more from the same member company). Non-members must pay \$2,049 each to attend.

There are discounts available for those who opt to take the introductory and advanced classes concurrently (over a three-week period). Students who sign up for both classes only pay \$1,895 each for members (or \$1,595 each for two or more from the same member company) and non-members pay \$2,795 each.

For information on any of DLI's courses or to register online, visit www.dlionline.org.

PDCA to host Expo 2018 in Baltimore, MD

The Pennsylvania and Delaware Cleaners Association will take a break from tradition this year for its Expo 2018.

Instead of being held in Atlantic City, NJ, the venue will be moved to the Baltimore Convention Center in Maryland for the weekend, which is set to take place from Nov. 9 to 11.

The convention center is located at 1 W. Pratt St. and features a total of 1,225,000 sq. ft. since its expansion and renovation completed in 1997. Additionally, there is 300,000 sq. ft. of exhibit hall space and 85,000 sq. ft. devoted to the meeting rooms.

PDCA believes the new location will provide easier access for attendees traveling from central and western Pennsylvania, as well as other area.

It is located only about eight miles from BWI airport, making transportation more convenient from those who are arriving from greater distances.

Coming up long before the convention will be an open board meeting for the association that is planned to be held at Nittany Lion Inn in State College on March 10.

For more information on any of PDCA's upcoming events, visit them online at www.pdclean.org.



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SHIRT TALES



BY DON DESROSIERS

What do you do with a collar cone?

about collar cones what they're for, what they are not for, how they can help your quality and how they can hurt your quality.

So, first things first. What are they for?

The intent is to improve your quality by neatly rounding the collar and smoothing the inside of it; the part of the collar band that touches one's neck. The resulting shirt has a collar that is perfectly round, doesn't droop in the front and stays that way.

I have had some people tell me that they have a "faster way." Not everything is about "fast." Some things are about quality. Collar cones are all about quality.

With so many shirts these days that (supposedly) need handfinishing, like Robert Graham and similar brands, you need two collar cones because some shirts are done in the drycleaning department.

Plant managers, owners and customer service staff all seem to try to sell to the cus-

his month, let's talk tomer that steam finishing shirts in a drycleaning department is some sort of upsell or an upgrade. Forget that. It's a huge downgrade used as a mask to avoid by chance damaging an expensive garment.

I get it. The least that you that do is rest "drycleaned" shirt on a good collar cone for a couple of minutes. Avoid like the plague giving an expensive shirt that looks like the one in the photo to the customer.

What they are not for: A coffee cup holder.

A place to throw wet shirts

A place to throw a pressed shirt on for a while until you can get to button it.

A thing to make tying a button easier.

few seconds while you tie the

And (sorry about this one) it is not a thing to hold hang-

My guess is that you knew about the first three no-no's here, but are not inclined to agree so quickly with the last three.

"A thing to make tying a button easier."

True or false?

Both.

You can get rather fast tying buttons if you learn to pull against the cone while doing it, but you are clearly missing the point if you tie a button while pulling against the cone and then promptly hang the shirt on a hanger and send it on its way.

It is true that you get better at tying a button that way than tying a button on your own shirt, due to sheer repetition, but this is far from the intent of the collar cone. It's all relative. It's all what you are used

Consider that there are col-A thing to hold a shirt for a lar cones on the market that cost over \$500. I wouldn't care how much easier button tying got, I wouldn't be able to justify \$500 unless the shirt buttoned itself!

"A thing to hold a shirt for a few seconds while you tie the True or false? Both.

It is only true if you also add several dozen more seconds to let it sit there for a while, after

you button it.

"It is a thing to hold hang-

True or false?

Continued on page 22



A collar job that you don't want to give to the customer.

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Bob Hamila (Lighthouse Cleaners | Palm Beach Gardens, FL)

Finally, a solvent that is comparable to perc in cleaning strength, but gentle enough to handle all of the beads, sequins and faux finishes that adorn today's clothing. intense® is clean smelling, incredibly reclaimable and easy to use. We are 10 weeks+ in a new Union hydrocarbon machine with intense® solvent and extremely satisfied with the results. We still haven't had to change the filters or have the waste picked up because there is so little of it, but we look forward to the savings there as well. Probably the wisest decision we've made yet. Thanks Ken for all your help.

Stephanie Barrero (Door2Door Drycleaners | Bluffton, SC)

I've been waiting for a solvent alternative to PERC. I look for companies that have a proven track record of longevity. What's important to me is to partner with a company that believes in constant innovation, technology advances and unparalleled support. I have always found this with SEITZ, which gave me the confidence to embrace and convert to their new solvent. It is performing fabulously and will allow me to make the necessary changes to continue to improve my service and my business.

Bill Wright (Royal Fine Cleaners | Northport, AL)

For as long as I've been in dry cleaning, I've been using Seitz products. From their spotting chemicals to dry cleaning detergents, all performed beyond my expectations. So when it came time to make the switch from Perc to an environmentally friendly solvent, I turned to SEITZ. Their answer was <code>intense</code>®. It's cleaning and grease cutting ability made my transition from Perc very easy. I'm glad I chose SEITZ. Thank you for another quality product!

Julian Bulsara (Prestige Cleaners | Lauderhill, FL)

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Don Desrosiers

What do you do with a collar cone?

Continued from page 20 False. You get no latitude on this one.

In spite of the fact that some brilliant inventor decided to cut a slot in a collar cone so that it could hold hangers is inconsequential to me. I will not waiver.

It is not a place to hold hangers because the very fact that there are hangers in there prevents the shirt from hanging low enough on the cone to do its job. It is okay to buy one that has a slot in it, as long as you don't use it.

The presser needs to tie the button around the collar cone and then push the shirt down on the cone firmly. It should stay there for 30 to 60 seconds.

The cone should be heated in order to be supremely effective. The wooden ones are passé. If you can't leave a shirt tools at your disposal. You on there for 30 seconds due to production, get a three-headed one. It is the ideal solution for all but the lowest volume plants. It virtually assures that 1) hangers will not be used with them because there are no hanger slots and 2) the shirt will stay on the cone for 60 seconds or more.

So how can a collar cone lower you quality?

This is the scariest thing about collar cones: using them incorrectly.

If you do any of the things listed above — not using a collar cone at all, using it to hold the shirt while you tie it or leaving it to droop on a hanger while the cone never even touches the shirt, you aren't really deteriorating your shirts, you just aren't using all of the have a collar cone, but you are not using it for as intended.

You will lower your quality if your presser pulls the shirt down on the cone in such a way that the front of the shirt, where the collar button is, rolls down and folds over on itself. This is very undesirable.

In fact, I think that this is the reason that most folks buy a collar cone in the first place. They are trying to fix the problem that we generally call "drooping."

I would universally endorse collar cones if they invariably fixed droopy collars. They do not, however, for one or more of the following reasons:

- 1. The collar cones are not
- 2. The shirt doesn't stay on the cone for any length of time.

3. There are hangers in the way that prevent the shirt collar from ever being pulled taut around the cone.

4.The collars of the shirts are carelessly pulled down on the cone. This, instead of curing the collar in the upright position, cures the collar in the "drooping down" position.

If you are curing the collars in the "drooping down" position, you are using a tool that is intended to improve your product to actually lower your quality. It's like buying a hammer to pound a nail, but pounding your thumb instead. Ouch!

Get a nice heated, threeheaded collar cone to improve your quality. Each shirt will stay on a cone for two or three press cycles. You will be pleased with the results provided that you train your people how to use it, show them what to avoid, and then super-

"If you do what you've done, you'll get what you always got!"

Don Desrosiers has been in the drycleaning and shirt laundering business since 1978. He is a work-flow engineer and a management consultant who provides services to shirt launderers and drycleaners through Tailwind Systems. He is a member of the Society of Professional Consultants and winner of DLI's **Commitment to Professionalism** award. He can be reached at 186 Narrow Ave., Westport, MA 02790 or at his office by fax (508) 636-8839; by cell (508) 965-3163; or e-mail at tailwindsystems@charter.net. The **Tailwind** web site www.tailwindsystems.com.

Tailwind names Manager of the Year

By Don Desrosiers

Every year, at this time, I announce the Tailwind Systems Manager of the Year. The preamble to the announcement is often a dialogue about how difficult it was for me make a selection among a few highly qualified candidates. Well, surprise, surprise! This year's choice was simple. And you might know the winner.

Donny Moore at Sunshine Cleaners in Baton Rouge, LA you may know him as the Fimas equipment dealer — became the

obvious choice for the 2018 Tailwind Systems Manager of the Year and I present him to you with great pride. He became the obvious choice several months ago simply because he is really good at running his plant using the Tailwind System. And his focus is unique, which makes him the most qualified Manager of the Year in a long time.

You see, I met Donny a dozen years ago when he did a self-install of the Tailwind System. He went on to switch to barcodes and automated assembly. But he didn't

just give this option a try, he went after it with a vengeance. Donny has used (count 'em) four different types of automated assembly in addition to assisted assembly! He has systematically jettisoned each of those five barcode options in favor of a return to the Tailwind System.

It is important to understand that the Tailwind Systems Manager of the Year does not necessarily need to be running the Tailwind Assembly System. In fact, the past two Tailwind Systems Managers of the Year run plants that use barcodes. The 2016 Tailwind Systems Manager of the Year was Tim Vick in Kinston, NC. And the 2017 Tailwind Systems Manager of the Year was Shayne Golden who is the plant manager of Ziker Cleaners, a Metalprogetti plant.

Donny Moore has used both of the systems that these managers operate but he has found that the Tailwind System is the most profitable way to run a drycleaning plant. We, of course, agree, but Donny has an even better perspective than we do! He has continually made Sunshine Cleaners more profitable each year that he has owned it. He is a world class operator. We interviewed his parents, the founders of Sunshine Cleaners, and they certainly agree:

As a teenager, Donny started working in the family drycleaning plant, assembling and bagging clothes to earn extra money. At least once a day he would say "I'll never do this for a living!" Little did he know....

At about 22 years old, he decided he wanted to be more engaged in the family business. His first area of training was in the cleaning department. Without being directed, he took it upon himself to learn more about operations of the plant, from minor equipment repair to pressing. It was apparent he was developing a huge interest in the business and wanted to learn more. So off he went to DLI in Silver Springs, MD, to take the three-week training course.

At this point in time Sunshine Cleaners was no longer considered a small "mom and pop" operation. We needed to put better systems in place in order to manage our growth. Eventually he got involved with Al Robson's management group. He is now associated with a local management group. Being that a large portion of our business is routes, he is also part of a national route management group.

At 38 years old, Donny has earned majority ownership of the business and has been responsible



Donny Moore

for the management of it for several years. Between networking with other business professionals and getting his hands on any reading material which he thinks would be beneficial, Donny is constantly improving the total aspect of the business. Throughout the history of Sunshine Cleaners there has never been a down year. Each and every year has seen an increase.

That is quite an evaluation. And I certainly agree. Donny is very passionate about running the drycleaning plant and loves doing it. It shows. He occasionally sends me pictures of improvements that he has implemented in his plant. Those pictures always make me smile ear to ear. I love his enthusiasm!

When Donny invited me to work at his plant during the Clean Show in Las Vegas, converting his plant back to the Tailwind System was not on the radar. I did not go there with that intention. Donny did not foresee that eventuality. But what he did have is a desire to make his plant as manageable and as profitable as possible. More than following a path to that goal, Donny blazed a new path and the results are amazing.

Beyond all that, Donny is just a really nice guy and I am proud to present him with the 13th annual Tailwind Systems Manager of the Year. He has been presented a custom-made commemorative desk clock, a certificate of accomplishment and my respect and ad-

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STRATEGIC MANAGEMENT



BY DEBORAH RECHNITZ

Are things around you changing's

o you own your own properties? Some of them? All of them? Just the main plant?

Each one of these purchases were major decisions and created long-term financial commitments.

Once purchased, the locations were direction it might occur.

perfect, and then the environment changes.

Dry stores

We all know that change occurs, but it's so hard to see when, how or in what

an out parcel, next to the primary grocery store chain in the area. A great location.

The grocery store moved. You can't. Half your volume disappeared. Now you're hoping for a new anchor to move in, but the center is desolate in but installing the pipework for the gas, water and running the electrical. Rarely is there a financial benefit to just moving an existing plant, but times change.

In addition, at one time, the main plant may have been central to all your other locations.

Now, the traffic patterns have changed. The customer demographics have changed. You may have been proactive and moved the retail locations to follow your customers, but delivery schedules from the plant are now harder to meet and to add to the challenge, as volume has perhaps dropped you have more space than you can efficiently use.

Cleaners may be tied to properties, but customers aren't. Neighborhoods cease to be high drycleaning areas. Shopping centers lose their center draw.

treated as valuable assets with cashflow from the business providing payment to the bank and maybe even income to you without the added burden of payroll taxes required from higher salaries. Maybe you're even able to charge overmarket rents with larger tax benefits.

In addition, these acquisitions reduced the risk of landlord rent increases, arguments over building imand provements threats redevelopment clauses. It all seemed so

For instance, the dry store you purchased may have been a stand-alone location on the main commuting line to work. Perfect.

Then the road changes occurred. The main drag now misses your location entirely. Nearly all business activity has been lost. You have disastrous sales and if you're even able to sell the property it's worth less than you paid for it. You took a risk and lost.

Alternatively, the dry store was on

Operating plants

Ownership of the main plant has other considerations. It may or may not have had a strong front counter. Regardless, the investment of the infrastructure along with all of the equipment is significant.

the meantime and the future of these

types of centers does not look good.

Moving is a costly exercise, not only involving the moving of equipment,

Risks outweigh rewards

Today, many operators are tied to their properties, but your customers aren't. Neighborhoods may no longer be high drycleaning areas. Shopping centers lose their center draw like the grocery store. Customers rely on growing routes and competitors starting routes. Lockers in condos and offices

Continued on page 26



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Deborah Rechnitz

Are things around you changing?

Continued from page 24 slow store growth in densely populated areas.

Sales at the retail locations slowly fall. Costs remain the same or increase, leaving less cashflow in the business to adchanging business model.

All of these examples are obvious risks connected with purchasing your properties. During the purchase decision the risks may or may not be

Drycleaning Stain Removal

Has Never Been So

equately reinvest for the taken into account and often the risks are hard to predict as some of these changes occur over 10, 20 or more years of

The question now becomes: What to do when the risks and associated costs begin to more than offset the original advantages?

What's your next move?

Willing to make changes from these imbedded financial structures is critical. It's a little easier with a lease. You wait it out for five years and then plan to close it up or move it.

When you own the property it is a much harder decision. It feels like admitting failure, but it isn't. It is just recognizing that times have changed and you need to change, too, which requires being a little flexible. It may even mean taking a "loss" on a property, but keep in mind, you received a lot of benefit from it for a long time.

A main plant is a much more difficult decision. It's probably fully paid for. There is a large infrastructure in place. It's very expensive to move. Most people just keep chugging along dealing with the increasingly challenging delivery times and the slow degradation in the infrastructure as you aren't motivated to maintain and certainly not improve the facility.

Some people have become very creative in this area. As volumes decrease, some large dry stores may be able to become small plants — laundry only, drycleaning only or even a new, smaller combined facility.

Brand new warehouses, with 20-year leases and options, are often available. Renting out a part of the building or selling the building frees up the capital to invest in new technologies, reducing your operating costs and creating a new plan for the next generation of cleaning which might look quite different from this one.

Consider what happens if:

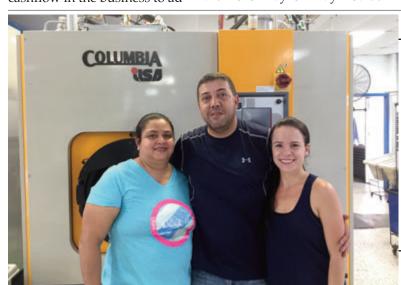
- You sell the main plant; move to a smaller operating plant with efficient utility designs, productivity improvements, and plans for growth in the newer, expanding product
- You sell your dry store locations, and move to a more mobile delivery system.
- You sell your plant and wholesale your production. Unheard of? Being done more and more.

In any case, this is not the time to give up. It is also not the time to rely on old business models. It's a time to be a bit creative; to think outside of the

Consider ways to modify your business model, to improve your cost structures and to move to the next level of business activity.

If you plan to stay in this type of business for the next 10 to 20 years, you have no other choice.

Deborah Rechnitz has been an independent management consultant to drycleaning industry members since 1980. She also held the position of chief operating officer of one of the largest USA drycleaning operations in 2008. Her speaking engagements have included the **Drycleaning and Laundry Insti**tute, the International Drycleaners Congress, the Japanese **Fabricare Research Association** and the Drycleaners Institute of Australia. She holds a Bachelor of Science degree in Finance and Personnel Administration; a **Bachelor of Arts degree in Inter**personal Communications; and an MBA in Operations Management from Case Western Reserve University. She has also been a University Instructor in Finance. She can be reached by e-mail at drechnitz@gmail.com or phone at (253) 405-7043.



Presto Cleaners in Miami, FL, installed a Columbia drycleaning machine using Sensene solvent. Pictured from left are Beatriz Roldan, Frank Lopez and Maria Corea of Presto Cleaners.

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Becky Afendoulis,
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THE ROUTE PRO



BY JAMES PEUSTER

What can we expect to see in 2018?

by as many mark another notch on their belt for either survival purposes or for increased market share.

2017 proved one thing —

in the field and client testimo-

First of all, expect more POS then, there have been more

ell, another year flies the need for more updated options as many of our current and more outside players entechnology. Based on what I systems move forward with tering the field. SMRT systems saw on the road, what I hear technology. Starchup pre- has really made a big push as sented the industry with few SPOT's Route Trac excited nials, here is what to expect for POS systems a futuristic look many of their users with a paat how to run routes. Since perless manifest option.

No matter how you look at

it, if your current computer systems haven't improved lately, it's time to change. Remember this — if your POS software is making your life harder instead of easier, it's worth changing.

Second, more dry or drop stores are closing. This pattern has been going on for awhile and many don't see a change in this direction. So many other retail stores are closing around you. This trend is driven by Amazon, etc.

Many of our clients are striving to get over 50 percent of their business on routes. Men's Wearhouse in Texas is a perfect example of how you don't need stores to build your

A third thing to look for is more and more competition of routes.

Just like I forecasted last year, more competition is stemming from some who don't even have stores. Don't think that they won't take some of your customers, because they will.

Fourth, the on-demand debate will continue. Washio made some noise a couple years back and many reacted to the on-demand mindset.

Many of the new POS systems are built around this model. It's no secret where The Route Pros stand when it comes to building your busi-

I challenge you to research all the on-demand businesses out there and see where and why many have failed. Keep one thing in mind — we have to make two round trips to take care of the customers. Others only have to make one.

Finally, the most successful cleaners will look at profiting more by having a growth mindset, not a "sit back and see" one.

You must look at sales and marketing as an investment, not a cost.

Failure to do so will lead to, well, failure. Don't be like the many who continue to decrease in sales and blame everything else around them.

Finally decide to grow instead of go!

James Peuster is a consultant who specializes in route development, management and maintenance. He offers onsite consulting as well as ongoing coaching across the country. He also has cost groups to monitor route efficiency. For more information, call him at (816) 739-2066 or visit his website, www. theroutepro.com.

Look for more routes, some of it stemming from those who don't even have stores. Don't think that they won't take some of your customers, because they will.



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GREEN STREETS CLEANERS in Belmont, CA, purchased two Union HL 890 K machines for running K4 solvent through K2 Drycleaning Service. Pictured from left are Matt A. Lipman of Union, Ryan Herren, operations manager for Green Streets, and Paul Kim of K2.

CCA looking ahead to its 2018 Fabricare trade show in Long Beach

This summer, the California Cleaners Association will be returning to a familiar site — the Long Beach Convention Center — to host its Fabricare 2018 Show from Aug. 17 to 19.

Currently, the association is seeking sponsors by offering a multitude of options ranging from general (\$500) and bronze (\$800) to silver (\$1,000), gold (\$1,500) and President's Reception (\$2,000).

Booth sales are also underway and CCA has included a link to the floor plan of the exhibit hall.

Those making hotel accommodations will have two nearby options. The Hyatt Regency Long Beach is adjacent to the Long Beach Convention Center at

702-376-6693

200 S. Pine Ave. For a \$210 nightly discounted guest room rate, call (562) 491-1234 and mentioning Fab-

Across the street from the convention center is the Renaissance Long Beach located at 111 E. Ocean Blvd. They are offering attendees a \$179 nightly room rate. For reservations call (562) 437-5900 and mention your affiliation with the show.

For more general information, contact the CCA office directly by calling (916) 239-4070 or visit them at www.calcleaners.com.

For information on exhibiting, contact show manager Leslie Schaeffer by calling (215) 830-8467.

Two CCA finishing seminars planned with FabriCoach

There is a fine art to quality finishing and drycleaners will have a chance to hone their skills when the California Cleaners Association teams up with Fabri-Coach.com for two programs this

Both will be presented by Jim Groshans, the owner and head coach of FabriCoach which offers training and technical solutions for the fabricare industry.

Groshans has accrued over 35 years of experience in the drycleaning, laundry and wetcleaning business, much of it was earned as he grew up in his family's drycleaning business. He also has an extensive background and experience in developing technical solutions for a major industry manufacturer.

The seminar will take place from 9 a.m. to 4 p.m. at two different locations on consecutive days.

First, it will be held at the Laundry Locker at 1530 Custer Ave. in San Francisco on Saturday, Jan. 20. On the following day, the program will be hosted at Bryans Cleaners & Laundry at 544 S. Arroyo Parkway in Pasadena.

Each seminar will cover a lot of material, including: how to produce a quality-finished garment in drycleaning and laundry; how to set production standards for your drycleaning and shirt laundry departments; how to set individual, departmental and plant PPH's (pieces per hour); how to manage your production floor, decrease your labor hours and increase your profitability; and how to understand the importance of work flow and proper equipment placement.

The cost to attend is \$79 per seminar for association members and \$179 per seminar for nonmembers.

Those who plan on attending may register by calling CCA at (916) 239-4070 or visiting them online at www.calcleaners.com.



4TH AVE. CLEANERS in Brighton, CO, has installed a Columbia Ipura Narrow cleaning machine. Greg LaLan (left), owner of 4th Ave. Cleaners, is pictured with Chris Hogard of Colum-



FABRICARE CLEANERS in Bremerton, WA, installed an 18ft. Quicksort automated assembly system. Brett McLeod of Garment Care Systems is pictured with Teresa Mosey, owner of Fabricare Cleaners.





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NORTHEAST



SMART CLEANERS in Dumont, NJ, installed a Hi-Steam SAM multi-garment finishers. Eric Seo (left), Hi-Steam's Korean sales manager, is pictured with Ji Sup Jung, owner of **Smart Cleaners.**

Vermont tests child care sites for drycleaning chemicals

precautionary and proactive testing, Vermont environmental officials are assessing child care facilities near drycleaning sites to see if there are any contamination concerns.

The state identified seven child care facilities within 200 feet of former or current drycleaning sites out of a total of 420 such sites statewide.

The Vermont Department of Environmental Conservation (DEC) is leading the assessment

In what they are describing as and air quality testing in coordination with the Department of Health and the Department for Children and Families.

> The DEC said that chemicals associated with drycleaning can seep into the ground if not stored or disposed of properly and move from the ground into the air of buildings through the foundation.

> Air pockets in the soil beneath the building of each child care facility will be tested for drycleaning chemicals. If the levels of chemicals in the soil gas are high,

the indoor air of the child care facility will be tested.

If indoor air levels are high, more steps will be taken. Steps may include more testing or installing a mitigation system to keep the chemicals from getting into the air.

Under state law, the owner of a current or former drycleaning property may be responsible for covering the costs, but the state's Environmental Contingency fund will be used to pay upfront costs for sampling and mitigation if the owner cannot or is unwilling to cover the costs.

State officials said there have been no reported cases of illnesses linked to this issue and there have not been any issues reported with any of the children's programs being tested.

All seven child care and preschool facilities are open and operating as usual and officials said there is no need to keep children home from their child care or preschool program where the assessments are happening.

Department of Health State Toxicologist Sarah Vose said it is unclear at this point what the testing may find, and that collecting this data is a first step to understand what chemicals, if any, may

"Just like with any other chemical that could be present in our drinking water or the air we breathe, the first step is to collect data to understand what chemicals may be present."

Vose explained that if chemicals are present in the air, depending on the concentration, the state may recommend that the child care or preschool program relocate to a temporary facility while the building is treated to remove the chemicals.

In most cases, a sub slab depressurization system will be installed. It is similar to a radon mitigation system. Once this system is installed, the levels of the chemicals in the air will be lowered, making it safe to be in the building again.

To ensure that the system is working properly, testing will be required at least each year until the chemicals in the soil are gone and will no longer get into the indoor air.

"We've put in a lot of work to identify the location of drycleaners throughout the state, including conducting historical research for establishments that have been out of business for many years or even decades," said Julie Moore, secretary of the Vermont Agency of Natural Resources.

"We are reaching out to child care and preschool programs in close proximity to the identified drycleaners to test and mitigate any possible risk with as little impact to the program and their families as possible," Moore said.



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KEEP IT LEGAL



BY FRANK KOLLMAN

About cell phones in the workplace

have two computers in my office. One is a MacBook Pro at my standing desk, and the other is an HP Desktop computer running Windows. While they all have made my job easier in many respects, they are also great time wasters.

I walked past two offices today, and the occupant in each was looking at or touching the screen of an iPhone. It made me think back to the days before office PCs (around 1985) in an effort to remember what lawyers did in their offices before smartphones and computers. Read books, write on legal pads, and dictate drafts of doc-

own an iPhone and iPad. I uments? When they were bored, they sat there staring into space, got a soft drink or coffee, read a newspaper, or closed the door and took a nap. Now, they play with their phones.

started practicing law, office smoking was permitted, so I should add that people smoked in their offices more than they napped. Cigarettes, cigars and pipes. People who would have grabbed a smoke

I tend to want the government to have to work hard to pry into my life, even though it will find the most boring stuff it has ever seen. I hope the Court agrees.

phones and computers in their jobs. Everything belongs to the company, not the employee. In situations where such equipment is provided, it also makes sense to require employees to But what if your employer use that company equipment,

Personal cellphones (and the personal use of company cellphones) are here to stay. Setting down parameters for their use should be proactive, rather than reactive.

In fact, I heard someone refer to smartphone fiddling as a replacement for the habit of smoking 30 years ago. Come to think of it, when I first

in the 1960s are now getting carpal tunnel syndrome from thumb typing.

In my practice, two principal issues have arisen over smartphones, and they are at the opposite ends of the spectrum. First, there are issues surrounding policies prohibiting personal cellphones at work. Second, there are issues surrounding requiring employees to use their personal smartphones as part of their Prohibition versus mandatory use; restrictions on use versus requirements to

Even the Supreme Court had to deal with cellphone use in the context of searches and services under the Constitu-

In late November, the Court heard arguments whether law enforcement officers have the right to subpoena the phone carrier (AT&T, Verizon, etc.) for information the phone carrier has from your cellphone without a warrant.

wants to see your smartphone to see where you have been, who you were talking to, and whether you emailed confidential emails to a competitor. My home state prohibits employers from requesting social media passwords from their employees, but it does not prohibit other demands by employers about computer and cellphone data that could disclose personal information.

At least for now, there is no legal reason why employees cannot be required to use their personal smartphone or computer in their job. As a practical matter, however, the phone, the computer, their data, and their history belong to the employee, not the company.

The only leverage a company has is the threat of discharge if an employee refuses to provide data. That leverage is gone once the employee is

It therefore makes sense to provide such equipment to employees if they need to use rather than personal devices to do their jobs.

That brings us to the need for policies concerning the use of personal electronics, especially smartphones, at work.

My firm has no such policy because personal cellphone use is not a problem. That does not mean, however, that we won't hire someone in the future who makes work a fourth priority after Messages, Facebook and Twitter.

Some companies go so far as to prohibit personal cellphones from coming onto the premises. That is extreme, but bad employees frequently foster extreme rules. You need to determine what works for you.

If smartphones (or to a lesser extent computers) are becoming a problem at your workplace, you may need to adjust or adopt some policies.

Because cellphones have become almost a right, protected by the Constitution in some people's eyes, it might be a good idea to have a company meeting to discuss the problem and possible solutions. Getting input from employees will avoid being blindsided by an employee revolt when a new policy is issued and they can't text emoji to their friends.

Personal cellphones (and the personal use of company cellphones) are here to stay. Unlike cigarettes, their principal medical risk takes the form of distracted driving (which should be part of any company policy involving vehicle use). Setting down parameters for their use should be proactive, rather than reactive.

Now, iPhone or Galaxy? I sure do miss my Nokia flip phone.

Frank Kollman is a partner in the law firm of Kollman & Saucier, PA, in Baltimore, MD. He can be reached by phone at (410) 727-4300 or fax (410) 727-4391. His firm's web site can be found at www.kollmanlaw.com has articles, sample policies, news and other information on employee/employer relations.



KACHINA CLEANERS in Phoenix, AZ, installed a Unipress HS singlebuck shirt unit. Richard Reese (left) of Unipress is pictured with Stacy Tsantilas of Kachina Cleaners.

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WRENCH WORKS



By Bruce Grossman

Caring for your air compressor

basic components of a reciprocating compressor motor, pump and receiver (tank) which you'll find on every machine in this family of compressor.

This month I'll be explaining the function of other components which, when combined, make up a complete air compressor.

In review, the electric motor is connected to the pump using

The rotary motion of the motor turns a flywheel on the pump linked to a crankshaft which moves piston(s) inside the pump cylinder up, compressing air and down sucking air into the cylinder to be compressed during the next compression cycle.

The compressed air leaves the cylinder through the top portion called the head and is pushed into a large vessel called a receiver or tank.

In order to familiarize yourself with air compressors, descriptions of the individual component parts are as follow:

• To prevent the air from just flowing back from the tank into the cylinder when the pis-

ast month I discussed the ton moves down to suck in ever a ball valve will do nicely more air, there is a check valve (see item 1), generally in the tank, which permits the air to flow into the receiver but prevents the air from flowing back

- There is a pressure relief valve (see item 2) guarding against excessive pressure building up inside the cylinder. When the pressure setting of this valve is exceeded, this safety device opens, venting to the atmosphere thereby relieving excessive pressure inside the cylinder.
- A valve provides a means of shutting off the air flow out of the compressor (see item 3). Ball valves serve nicely for this purpose.
- Contaminants in the form of small amounts of oil as well as water accumulate in the tank and must be removed. This is accomplished by a drain valve located at the bottom of the tank which when opened, provides a path for pressurized air to blow contaminants out of the tank (see item 4).

I highly recommend installing an auto drain type valve to accomplish this, how-

The 21st Century Consumer Has Changed,

if you remember to use it.

- As air pressure increases inside the tank, there needs to be a method to shut off the motor when the desired air pressure is reached. An electrical air pressure control switch (see item 5) is generally used to accomplish this. This switch opens an electrical circuit either controlling a motor starter (see item 9) on larger compressors, or directly opening the power circuit to the motor on smaller compressors.
- When the air pressure in the tank has reached the setting on the pressure control switch, shutting off the motor, pressurized air is trapped between the top of the cylinder and the tank check valve.

When the air pressure in the tank drops and the motor restarts, this pressurized air would resist the piston from moving up inside the pump cylinder, thereby placing an extremely high load on the motor while it's starting.

In order to prevent this, a small valve called an unloader (see item 6) is used to bleed off this high-pressure air when the pressure control switch opens.



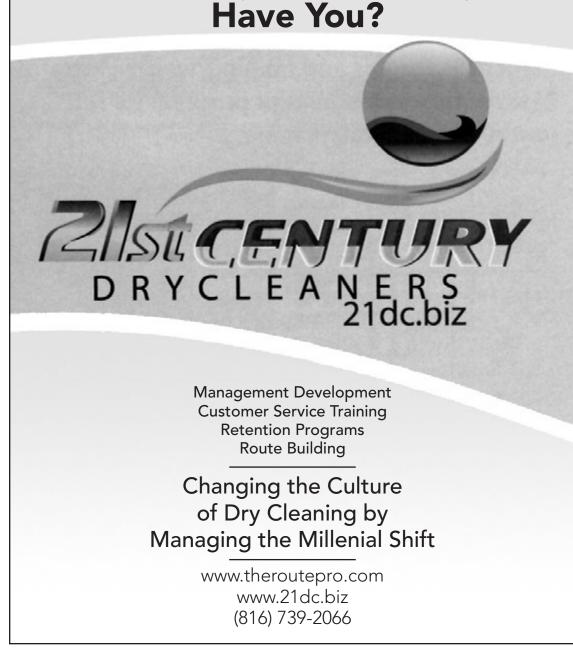
There are some compressors (usually larger types) that, when the desired pressure is reached the motor continues to run. However, the cylinder head is unloaded to the atmosphere using an unloader valve (see item 6a) so there will be no further increase in tank pressure

- Located near the air pressure control switch is a gage that indicates the pressure inside the tank (see item 7).
- To protect the tank from excessive pressurization, a relief valve is used. These valves are generally calibrated to open at a preset pressure exhausting to the atmosphere and should never be tampered with and always be replaced by valves having an identical pressure rating (see item 8).
- To safely control the motor switching on and off, a motor starter is used (see item 9). The term "motor starter" means that there is a magnetic motor contactor (switch) which does the actual switching of the motor as well as some form of motor overload protection, usually in the form

of a resettable thermal overload device combined in one control. If excessive current flows through the motor the circuit automatically opens shutting the motor off before damage can occur.

That's it for this issue. I'll be back in the next issue with more good stuff on air compressors and compressed air systems.

Bruce Grossman is the chief of **R&D** for EZtimers Manufacturing, maker of the new EZ Level return tank water level control. To prevent boiler scaling and other damage, the EZ Level return tank water level control replaces that troublesome ball float valve in the condensate return tank. For saving money on handling waste, the Sahara and Drop in the Bucket line of high purity separator water mister/evaporators provide a thrifty, legal method to get rid of the separator water generated by the drycleaning machine. For more information, www.eztimers.com. Address questions or comments to bruce@eztimers.com or call (702) 376-6693.



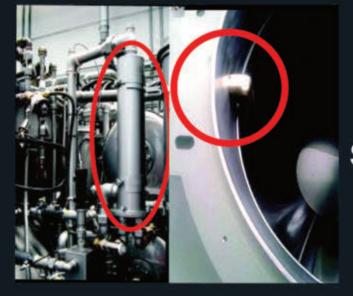


HIGH POINT CLEANERS in Richardson, TX, purchased a Union Nova 60-lb. cleaning machine through Gulf States Laundry Equipment. Pictured are Matt A. Lipman (left) of Union and Rafiq Khoja, owner of High Point Cleaners.



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NEWSMAKERS



Stain removal specialists from Milt & Edie's Drycleaners in Burbank, CA, completed an intense, three-day course that covered handcleaning, spotting and wetcleaning for couture fabrics under the instruction of Dan Eisen. Students pictured with Eisen (third from left in the back) are, in front from left, Sen Hoong, Romualdo Garcia and Rafael Montano. In back with Eisen are, from left Emilio Perez, Maria Jacobo and Daniel Costa. Montano, the spotting manager, pre-tests all spotting chemicals for effectiveness and safety before they are used by his staff. Perez creates special mixtures of chemicals that create the most efficient methods of removing soil. He also uses special hand cleaning solutions that enhance the color and luster of leathers. Jacobo is very proficient in identifying stains and potential fabric problems.

The Textile Care Allied Trades Association has relocated from Fairfield, NJ, to Tampa FL, and added a new staff member.

Luci Ward is replacing Cheryl Paglia as office manager. Paglia is leaving the association after seven years.

Ward brings to TCATA a wealth of experience in a variety of areas, including administration, social media, marketing, database maintenance and bookkeeping. She worked for many years in an administrative position with Howard County Public Schools in Mary-

She also worked as a business development manager and, for the last four years, worked in the admissions department for a private school in Florida.

TCATA's new address is 4023 N. Armenia Ave., Ste. 270, Tampa FL 33607; the phone number is (813) 348-0075.



Jamie Albano has joined Methods for Management as the director of member development after attending two recent member meetings in Durham, NC, and Greenville, NC.

Her responsibilities will include new member recruitment and development of additional member services, including social

Albano grew up in the family drycleaning business, working the front counter and learning the importance of customer service in Tidewater, VA.

She has a Bachelor of Science in Business Management from

Radford University and is a graduate of the Dry Cleaning and Laundry Institute. She has worked in every aspect of the business and believes in paying attention to the small details and knowing what great customer service is.

Methods for Management serves privately owned businesses through independent consulting relationships as well as coordinating and facilitating management bureaus that provide a safe, noncompetitive environment where members are comfortable sharing information, issues and concerns with peers.

For more information, visit



Jamie Albano www.mfmi.com or call (253) 851-6327.

Darlene Gardner has joined Leonard Automatics as purchasing manager. Her duties will include building relationships with the company's suppliers to reduce cost and inventory and to continue to streamline the ordering process. She is also part of the team that is preparing Leonard for ISO 9001 certification.

Gardner gained experience in the manufacturing industry at companies including IBM and Solectron in the capacities of production supervisor, manufacturing manager and materials project manager. Her 27 years of experience in the industry gave her knowledge of the supply chain.

In her former roles, she developed customer focus teams to get in touch with their specific needs. She recently worked with Leonard Automatic's steering committee to implement a KANBAN program, a scheduling tool used in lean processes and just-in-time inventory material replenishment to help improve production and reduce overall inventory.

She has certifications in lean manufacturing and contract manufacturing, which along with her experience in manufacturing, prepared her for the role as purchasing manager for Leonard Automatics.

"I hope to be instrumental in broadening supplier partnerships,"



she said. "Also, I applaud the team that make up this well established company I represent with pride. It is a great and talented group of people working for Leonard Automatics."

Scott Abernathy, general manager of Leonard Automatics said that "Darlene's talent and wealth of experience will make a significant impact in Leonard's supply chain management."



NERS S

At the annual ZIPS Cleaners franchisee meeting, held in Greenbelt, MD, FabriClean Supply was awarded "Supplier of the Year" for 2017. Accepting the award for FabriClean Supply is Dwayne Gwaltney (left) and Orville Johnson.

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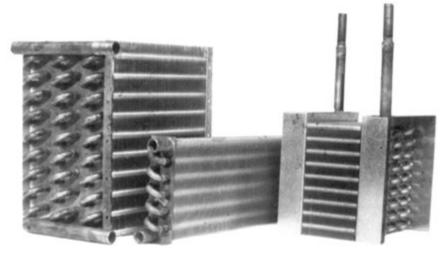






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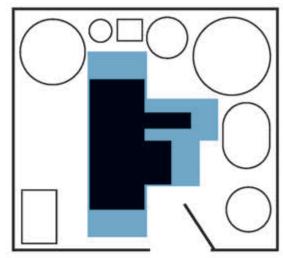
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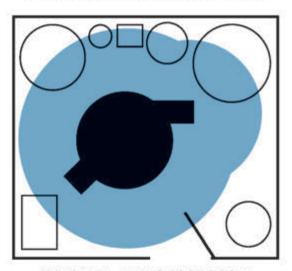
DETAIL: Compare Clearance Requirements:

For Parker Boiler and a Typical "Big Foot" boiler in a standard 9'x10' boiler room.

Boiler, Blow-Off Tank, Chemical Feeder, Floor Sink, Water Heater, Air Compressor, Air Vacuum, Boiler Feed System & Water Softener



TYPICAL 9'x10' PARKER BOILER ROOM



TYPICAL 9'x10' BIG FOOT ROOM

Never A Compromise For Quality or Safety

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TREVIL The Future Is Here!

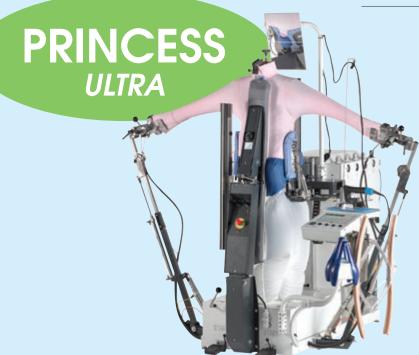


INTRODUCING PRESTO FC

Single Buck Hot Plate Shirt Finisher

- Full Length, PTFE Coated Plates
- No Shine Cuff Placket Presses
- Rear Tensioning With Vacuum & Pull Down
- Sleeve Angle Adjustment
- Top Hood Removes Heat From The Work Environment

NO MORE SHINE



Tensioning Blouse/Shirt/Jacket/Form Finisher

- Sizes From 0 Petite To 3 XL and larger
- Blouses, Shirts, Jackets, Labcoats
- Wet or Dry
- Dual, Rotating Front Clamps (Patented System)
- One Heated For Wet Shirts/Blouses
- One Unheated For Drycleaned Shirts/Blouses
- Front Clamps Pivot & Rotate



No Need To Disconnect & Store Unused Clamp



The first machine that can finish the entire pair of pants **INCLUDING THE CREASE** with one operator at a level of quality superior to conventional equipment.

- For All Types Of Pants;
- Creased Or Uncreased
- Pleated Or Unpleated
- Men's Or Ladies
- No Experienced Operator Needed
- Requires Less Floor Space Than Conventional Equipment
- Rotating Cuff Clamps For Creased/Uncreased/Flat Front Finish



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