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New techniques for today's customers

During the Southwest Drycleaners Association's first-ever convention outside of Texas, the overall message was clear: drycleaning is not dead, but it is changing and those who want to remain in business in the future will have to find a way to keep up with the increasingly fast world.

As older generations continue to retire and hang up their power suits and formal outfits, younger people are more frequently wearing disposable clothes and the industry will have to find a way to be lightning quick, incomparably convenient and to creatively digitally market to those who aren't so knowledgeable of dryclean-

"It's probably not going to get a whole lot better anytime soon," noted Jon Meijer, director of membership for DLI during his program on "Today's Customers, Technology and the New DLI."

Meijer's talk touched on some of the same themes as many other educational sessions during SDA's 2018 Cleaners Showcase at the Shreveport Convention Center last month.

He cited statistics from the American Apparel and Footwear Association that indicate Americans recently bought, on average, 68 garments and eight pairs of shoes per year, a figure unparalleled throughout the history of fashion.

Garment disposability is far from the only problem; Millennials and younger generations are simply not familiar with going to the drycleaners and in a technology-based society, fewer professionals need to dress up. Still, if technology is causing some of the problem, it can also help solve it.

"Convenience is always one of the biggest issues. It's the definition of convenience that has changed," Meijer added. "Today it's all about the delivery of products and service."

younger generations, the Millennials and younger — emails are too slow. They want a text message. Text message is the new thing," he added. "One of the best things we ever did — and one of the least expensive things we ever did — was chat. Chat is a phenomenal tool."

Having a website equipped with chat allows potential customers to easily come to you. The same reasoning has been the impetus for major changes at DLI in the last half dozen years as it has tried to make everything more convenient for their customers — which, in this case, are its members.

Such changes include going digital with Fabricare magazine, offering apps for garment analysis, stain removal and a drycleaning encyclopedia, updating and upgrading the video library, offering Facebook page content for members and keeping content on a responsive website current and relevant.

Kyle Nesbit, vice president of business development for MW Cleaners, alluded to the same topic for his presentation on "Marketing for Profits." He emphasized the need for all cleaners to make sure their website is mobile-friendly and doesn't require any pinching or zooming to read on a cell phone. Loading speed is also a crucial factor.

'Our site is super, super fast and this is one of the things Google is starting to look at. Page speed is a big factor," he stressed.

Of course the fastest website in the world won't have any traffic if all of its content is outdated and stale.

"You can put up a site that's beautiful, but if you never touch it for a year, you're going to start to see that your site is going to fall," he added. "You need to have the recency."

That sentiment was echoed by Jennifer "I can tell you, kids today — the Shulman who conducted one of several



Jeff Schwarz likes to clown around when he's on stage but he's dead serious when it comes to eliminating stains. He demonstrated some unusual stain removal methods during a floor session at SDA's Cleaner's Showcase last month in Shreveport, LA.

informative programs in an area just off to the side of the exhibit hall. As she outlined "The World of Digital Marketing," she emphasized the importance of having a great website, strong search engine optimization, a social media marketing effort and fresh content.

"If you don't have a mobile-friendly website, Google is going to stop ranking you," she emphasized. "The one thing you can take away from this presentation is go make your website mobile-friendly."

Shulman also noted that the appearance of a website is of paramount importance. Customers gauge your plant by the front counter and your homepage is the lobby for Web visitors.

"First impressions count. Beginning with your website, consumers are passing judgement and making a decision on whether or not to do business with you," she added. "Your website is the face of your company."

Shulman referred to two statistics found during research by Adobe: 38 percent of web users will stop engaging with a website if the content/layout is unattrac-

Continued on page 8

leaners to be counted in 5-year census

The drycleaning business, comprised of thousands of small independently operated businesses, has always been difficult to quantify, but the federal government takes its best shot at counting cleaners every five years.

This month begins the process of gathering data for the 2017 Economic Census. Approximately 3.7 million U.S. businesses nationwide will receive information by mail with instructions for setting up an account to complete the census online. The deadline to respond is June 12.

Starting this year, responses will be entirely paperless. Respondents will be asked to provide a range of operational and performance data for their companies including sales volume, number of employees and total payroll. The government says it should take nine minutes to complete the online census forms.

There are approximately 800 versions of the Economic Census survey, each tailored to a particular industry, including one for drycleaning and laundry services. The last census, in 2012, counted 22,558 drycleaning businesses in the U.S., a nearly 15 percent decline from 2007. It also showed declines in receipts, payroll and total employment.

At the same time, receipts per establishment actually increased from \$306,000 in 2007 to \$336,000 in 2012. Even so, the receipts per capita declined from \$27 in both 2002 and 2007 to \$24 in 2012. And that took place while the population per establishment increased by 22 percent. The 2012 census said there were 13,916 people for every drycleaning establishment in the U.S.

While the five-year census provides a useful measure of the industry's economic status, it is not a complete tally of all drycleaners. For example, non-employers, which the government defines as businesses that had no paid employees during the census year, are not included. Many other small employers do not receive census forms. Data on these firms is derived or estimated from administrative records of other federal agencies.



Sneak Peek

Orphaned routes?

Losing focus on routes will lead eventually to their decline as they become orphans in your business.



Stop those leaks!

You can repair leaky gaskets with the judicious use of a Teflon sealant. Bruce Grossman tells how and where to use it.



26 Avoid false economy 36 Stay out of trouble

Waiting until pads and covers are worn and torn before replacing is not a way to save a few bucks Don Desrosiers advises.



Frank Kollman offers a basic set of rules that will keep you out of trouble in this age of heightened sexual harassment concerns.





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A national newspaper for drycleaners and launderers May, 2018 Volume 59, Number 8

Faster isn't better, it's necessary

People often use the phrase "Go big or go home" to encourage somebody to strive for something to their fullest, but perhaps a more appropriate statement for drycleaning business owners now would be "Go mobile or go home."

At the recent Southwest Drycleaners Association's Cleaners' Showcase in Shreveport, LA, one common message was shared by a wide variety of speakers: the world keeps moving faster and those who want to stay in business will have to speed up with it, including going more mobile. In other words, you have to digitally market if you want to be able to replace older customers who are retiring with Millennials and younger who don't even know what a power suit or a drycleaning plant is.

Every day, there are 3.5 billion Google searches worldwide and mobile searching in particular has grown four times since 2010. There are now officially more mobile devices than people on Earth. The younger segment of the population has now grown up with information and services at the touch of a button. They expect overnight delivery and binge-watching entertainment on demand. It's not that they are lazy (as some label them), it's just that they are used to things being as quick and fast as possible and if you want to be able to tap into that market, you have to speed up and catch them.

When talking about the younger generations during his session at the SDA show, Jon Meijer of DLI noted: "Emails are too slow. Too slow. They want a text message. Text message is the new thing. In fact, if you're younger than say 24 or 25, really you don't even know what Facebook is because they are using something called Snapchat."

While reports of the demise of the drycleaning industry have been greatly exaggerated recently, the garments being cleaned these days have changed considerably. Whether it's by offering wash-n-fold, delivery services or other conveniences, those who wish to be around in the future will have to find a way to connect to the up-and-coming generations. Part of that effort means to have a mobile-friendly website that is responsive and doesn't force visitors to pinch and zoom in order to read or navigate through it. (That is too slow!) It also means you need fast page loading because it's easier to hit the "back" button than to wait. It means communicating with text. (Emails are too slow!) It means keeping your sites updated with fresh content so they will remain relevant and will rank higher with Google. (Going to page two of search results takes too long!) It also means working on improving your online reputation as the difference between a two-star and four-star review can make all the difference in your success. After all, about 80 percent of people now trust an online review as much as a personal

It all may sound intimidating, but as Meijer pointed out, you don't have to be an expert overnight. However, you do have to start right now, as he explained: "What we did yesterday will not work tomorrow."

ppealing to the "green" consciousness

For some years now, many drycleaners have focused on creating a "green" image, touting their efforts on behalf of the environment based largely on operational methods — solvent selection, recycling of hangers, reusable bags, water and energy

While all of these are fine endeavors worthy of note, a key aspect of the drycleaning business is often overlooked: drycleaners have been in the recycling business long before recycling was cool. Think about it: Every garment cleaned is a garment recycled. Not only is it recycled, it's made like-new again, ready to be worn with pride instead of being cast aside.

With Americans buying and owning more clothes than ever before, one might expect these would be boom times for a business that is engaged in keeping those clothes clean and ready to wear. Speaking at the SDA's Cleaners' Showcase event last month, Jon Meijer of DLI noted that Americans buy on average 68 garments a year. This has been the trend for sometime now, going back to the 1990s.

During the same time, the number of garments coming into cleaners has been in decline. How can this be?

The answer is in the "cast aside" part of the equation. People are throwing away clothes at an astonishing rate. Americans produce 15 million tons of textile waste; around 85 percent of that ends up in landfills, according to the Environmental Protection Agency. That works out to an average of each American throwing away roughly 70 pounds of clothing and other textiles per year, equivalent in weight to more than 200 men's T-shirts.

While many of those garments — the T-shirts, for example — are not likely candidates for drycleaning, a good portion of them surely would have been in a previous time when people were not so quick to throw away their clothes. It is ironic that people who are now careful to recycle old newspapers, plastic bottles, cans and the like are quick to just toss their clothes into the trash. This disposable fashion mindset needs to change and drycleaners could take a lead in encouraging that change.

An entire generation has grown up to believe in doing things in a "green" way, so it shouldn't be hard to send the message that part of that "green" way involves not stuffing our landfills full with their clothes. They can have it recycled by a drycleaner and enjoy wearing it again. They should be happy to learn that a drycleaner can give that "old thing" new life by making it look as good or better than new while they do their part to "save the planet."

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For the long haul

Bob Marks, owner of Ruthy's Cleaners in Owosso, MI, has navigated the twists and turns of the drycleaning industry, but his journey on that road started long before that, appropriately enough, in the cab of a semi truck.

As an ambitious young man, Bob gained an abundance of work experience in a short amount of time.

"I worked for the neighbors who had trucks — milk haulers and brick haulers — and I used to wash their equipment," he explained. "I did that through high school while working at the hospital where my mom worked. I worked in the kitchen for a couple of hours after school. I also worked on a farm down the road when I was 14. We lived out in the country."

When he graduated from high school, his credit was excellent.

"By that time, I had already gotten a loan for a car when I was in high school. You can't do this today," he laughed. "I got a loan for a Z-28 and when I graduated that was paid so that's how I got my first truck. I already had credit established."

He purchased a full-size Kenworth semi truck equipped with double bunks that pulled an 8-axle trailer. He decided to start his own long haul trucking business.

"I'd haul heavy equipment and steel — a lot of building supplies, which was brick," he noted. "That's how I met my wife. She was in the fuel oil business. I tioned there. used to buy fuel from her father."

uth Marks, in addition to being a big influence on the success of her husband's cleaners, remains an integral part of her family's business, Stechschulte Gas & Oil Company, Inc., that has been serving the mid-Michigan area since mid-1960.

In the early days of the couple's relationship, Bob's long hours on the road and maintaining his trucks took a bit of a toll. He was ready to settle down as long as he could remain selfemployed.

"I got into the laundry business. It was actually pretty boring," he recalled. "It took me about a half a year work and then — when you have a laundromat — you tinker on the stuff. I did my own maintenance on everything, so once you learn how to fix something, you fix it. Then there's a lot of sitting around doing nothing."

One machine he couldn't fix — and which came with the laundromat was a Speed Queen coin-op drycleaning machine. Looking back now, Bob has to laugh at its ineffectiveness.

"The machine had solvent in it when I bought the store. I thought, 'I'm going to try this," he recalled. "I realized within a week I couldn't use this machine. Everything coming out of it was the same color as the solvent. They didn't have the right filtration systems on it."

With designs on growing the business to include drycleaning, Bob started hunting down auction bargains (a much longer and harder process in the pre-Internet days).

"A small drycleaners in Alma, MI,

or almost the last three decades, was going out of business and all the of the cleaners existed on friendly terms equipment was on sale. I bid on a really small boiler, like a 10 HP one, and there was a stand-up Lattner and a Suprema drycleaning machine. He had multiple presses, but I just bought one Hoffman," Bob said, before adding with a laugh. "That's how I started, not knowing exactly what to do. I figured it can't be that hard."

> efore and after the additions, the business had the same name:

with one another over the years.

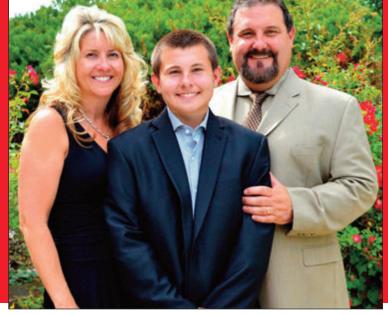
"I'm the only one left. I would love to tell you we were so good we chased everybody out, but in reality, to be honest, all of my competitors were much, much older than me," he said. "I'm 54 now. My competitors slowly went out of business because the family members didn't want to take over."

Bob hasn't relaxed any, though, as a lot of local industry has shut down and the area has become somewhat of a re-Ruthy's Laundry Center. The tirement community. He still puts in

solvent was than perc was as far as deposition and swales — no swales how it cleaned up and how the clothes smelled. A big thing was how the clothes smelled. No odor whatsoever."

fter he completed the trial, Bob was sold. It didn't hurt, either, that the Columbia machine he decided on could run other solvents.

"I was just amazed at Sensene and I knew, if this thing lets me down a month from now, I'm not stuck. I can actually run other solvents."



Bob Marks

Bob (right) is pictured with his wife Ruth and son Zachary.

first location was in Perry, but soon Bob moved to Owosso, a modest-sized town with four drycleaners already sta-

He ended up buying a plant from Sadie Sheldon, a woman who often mentored him and who holds the honor of being the first president of the Michigan Institute of Laundering and Drycleaning, an association that Bob currently serves as president-elect.

Mostly though, Bob learned painfully through trial and error.

"Trust me, in those years, I had lots of errors but you learn pretty quickly. It sticks in your mind when you have to pay for something that you ruined," he emphasized.

ver the years, Bob has experimented with drop stores in different directions (he is located to get everything working like clock- between Flint and Lansing). These days the business has been whittled down efficiently to two stores in Owosso and Durand and a drop store in Chesaning. Altogether, nine employees help keep it going.

> Back in the beginning, though, with competition all over, he knew he had to make a committed effort to offer superior customer service and quality.

> "I had to make sure that I did a lot of research on different things, making sure the cleaning that was going out was done properly," he said. "Customers always came first. Always. I can never stress that hard enough. You can mess somebody's stuff up, but if you treat them right and take care of a problem and truly care about making sure it's taken care of, for the most part, customers are very forgiving."

> Ruthy's must have gotten a few things right; after all, they are the only cleaners in town still running today.

> Still, Bob is more humble about being the last one standing; after all, all

long hours doing everything from maintenance to spotting and cleaning to pressing and counter work.

Meanwhile, Ruth has her family business to oversee. She helped at the counter in the early days and has done all of the bookwork for the company.

Now, Bob is considering retiring in the foreseeable future. In order to that, he felt he needed to upgrade his drycleaning equipment to something that would increase the plant's value.

he first time Bob tried the latest in drycleaning technology (the Speed Queen coin-op drycleaning machine), it was not a pleasant experience. So, this time he wanted to make sure he made the right choice. In his estimation, that meant switching from perc to an alternative solvent.

The only problem was that none of the alternatives seemed to provide a perfect fit for him. He thought he had researched everything, but it wasn't until he met with Jan Barlow, owner of Jan's Professional Cleaners in Clio, MI, at a MILD convention that he learned about a new modified alcohol Class III solvent called Sensene.

Her plant was about 45 miles away from Ruthy's, so he continued his investigation by spending a couple of weeks watching it clean firsthand.

"I went up there and couldn't believe how much Sensene was just like perc," he said. "It worked like perc, degreased like perc, if not better. I am not kidding you... but without the side effects of perc, which I could just talk forever about that. Perc would always melt beads. I'd have colors run in perc. It's always been a struggle."

During the second week, he brought clothes with him to test. The results continued to impress.

"I was just amazed at what we could do and how much more forgiving the

Bob loves that the solvent is considered non-toxic and that his waste barrels now cost about \$100 cheaper than before. However, he does warn about using garments with glue on them.

"If it's glued, you cannot use Sensene. It will dissolve glue like it was never even there," he noted. "It will take it off the garment, too. So, if the glue's on the garment, you don't have any glue marks on the garment so it's pretty tough to put it all back on."

here has been a lot of industry interest so far in his switch. Bob estimates that he's received maybe 30 phone calls from cleaners who are interested in how it performs.

While Sensene has surprised him in a new positive way on a monthly basis (he's used it for about a half year now), he does remember one surprise that scared him at the time.

"One of the nicest things I have to state, too, is the color separation on clothes is a lot less. Now, when the machine starts, if something is going to run, you'll see it in the first bath," he said. "Just like with perc, you'll start freaking out."

The first time it happened, his first instinct was to stop everything, but then he discovered it was all OK.

"It washes, washes and dumps right into the still. It charges your filters with fresh solvent and then it goes into the wheel. Then it goes through the filters and back into the wheel," he noted. "Within maybe a minute to two minutes, everything is clear again. It's amazing.

"I know it has a lot to do with the machine and how it's set up with it, but I will say this... I have way less problems with things running when I used to have to watch so much in regular perc. I'm getting so comfortable now, it's kind of scary."

The Evolution of Clean

Join these satisfied customers... Hear what they have to say...

"This is my third Columbia, they never cease to amaze me.



Each generation gets better and better with their engineering design and maintenance. It puts this end of my business on cruise control!"

~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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New techniques for today's customers

Continued from page 1

tive and two-thirds of people would rather read something beautifully designed than something plain if given 15 minutes to view a website.

In terms of content, she offered a list of options that often generate the most engagement: contests and giveaways, humanizing a brand, select company news, select blog posts, anything informative or beneficial to the visitor, promotions, lifestyle and seasonal content.

Seasonal content plays a big role in marketing for MW Cleaners, as well. Nesbit noted how his company matches up extra services they offer with various holidays and special days, like when they ran a 50 percent off special on all Houston Astros' garments when the home team advanced to the League Championship series last year for the first time since 2005.

"When we think about marketing, there are two [types of] people we are marketing to: we are marketing to attract new customers and we're marketing to our current customers who we are trying to get to spend more money with us," he said.

Nesbit also believes that a big key to capturing the Millennials and younger generations is through text messaging. Not only can a company market that way, but it is also a useful tool for feedback. MW Cleaners has an MW Smile program that allows customers to rate specific CSRs via SMS/text and they have about a 2,500 per week response rate for all of their locations.

"Now we are able to see our

250 CSRs in a list of what their scores are, as of this week and over time," he explained. "We are able to identify low performers. On a monthly basis, we take the low performers and they go to what is called a Coaching Club and they go through and we work on their body language, their facial expressions and try and see what we can do to do get these scores up individually.'

That is MW Cleaners' approach to recognizing their best employees and working to improve the rest, a perennial problem for the drycleaning industry that James "The Route Pro" Peuster addressed during his Friday morning seminar on "Breaking the 'I Can't Find Good People' Myth."

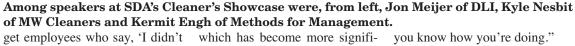
There is no shortage of employee problems for business owners, according to Peuster. Some put in the minimum amount of effort and are not willing to learn or improve. Some expect rewards before performance. The labor pool is finite and most entrepreneurs in the industry have limited resources and funds with which to work. That's why it's important to have the right mindset when approaching this problem.

"You have to stay positive because there are good people out there," he noted. "Don't look at labor as a cost. Look at it as an investment."

Some snafus that should be avoided are too much cross-training where one star employee ends up working at all positions. You can also try to limit problems before hiring by offering a clear job description when hiring staff.

"How many times to do you





Research is also an imperative part of the hiring process. Perform background checks and personality profiles such as DISC (Dominance, Inducement, Submission and Compliance) assessments to see if the candidate is a good fit

know I was supposed to do that'?"

Other ways to recruit the best people are through in-house referrals and headhunting programs such as the one on Indeed.com. Such initiatives may cost money, but as Peuster pointed out, "How expensive is it to hire a ghost?"

for the position.

Once in place, a solid on-board training program coupled with a creative rewards program, strong leadership and a "buy-in" process to your plant's employee culture can limit your need in the future to start the hiring process all over

Besides, employees who feel confident in their work and enjoy what they do will create a better impression for your customers, which has become more significant then ever, even online. Dave Troemel of BeCreative360 discussed the need for a stellar online reputation during his eye-opening floor session on "Turning Five Stars into Six Figures."

"Forty percent of the consumers nowadays will form an opinion about your company in the first three reviews," he said. If they are negative, they will move

To illustrate just how important one star (on a five-star rating system) can be, he offered some startling numbers: 14 percent of consumers will consider using a business with 1 to 2 star ratings; 57 percent will consider using a business with a 3-star rating; and 94 percent of consumers will be amenable to a business with a 4star rating.

Troemel used one of his clients, Kona Cleaners of Orange and Riverside counties in California, as an example to show how dramatically online reputation can affect revenues.

"A one-star difference online will mean a 5 to 9 percent revenue change on income and that's huge," he said. "From what we've seen at Kona, that is very true."

Back in March of 2014, the drycleaning company's online reputation was 2.7 stars based on 139 online reviews. At that time, the average sales increase was about 4 percent.

Over the course of the next three years, the online reputation improved significantly. During 2017, it had reached an average star rating of 4.3 with sales up 41 percent. A lot of that was the result of successfully resolving complaints, which can be a very handy

"When we get a negative review in, we call them opportunities," he explained. "Seventy percent of complaining customers will consider doing business again if you resolve it in their favor."

Not all educational presentations from SDA's show had to do with digital marketing, though. Drycleaners still need to know how to deal with stains and how to manage their production numbers.

During the afternoon on Friday, Kermit Engh from Methods for Management gave cleaners a detailed look at how keep on top of business numbers, whether it be your EBITAL (earnings before interest, taxes, depreciation and amortization), PPOH (pieces per operator hour) or PPIs (peak performance indicators).

"If you don't know your numbers," he said, "I don't know how



you know how you're doing."

Engh is such a proponent of

breaking down a company's figures that he even shares them with key staff members.

"We practice something called open book management in my company," he said. "I believe that the more information your employees have, then the more engagement they have in the business, the more invested they are and the better they can do because they know what they do affects your business."

Managing numbers will keep your business going, while managing stains properly will keep your customers coming back. Both Jeff Schwarz of A.L. Wilson, Co. and Greg Toombs of R.R. Street appeared in the exhibit hall education area to help cleaners navigate the tricky process of spotting.

Toombs emphasized proper cleaning techniques to aid the spotting process, such as maintaining proper solvent and detergent levels and clean solvent. Avoid overloading the machine and make sure it has an adequate cleaning time.

"You can be the best spotter in the world and if your cleaning system is not set up right, nobody is going to be able to spot. That's all there is to it," he said.

He also outlined proper stain removal tools and their use, giving attendees a firsthand view of what the spotting board area should look like.

Schwarz, on the other hand, delivered one session on how to avoid using the spotting board as much as possible.

"Seventy-five percent of all the stains that you see come out in the drycleaning or wet side," he pointed out. "Five percent won't come out no matter what you do. So, now we're talking about 20 percent of the garments that have stains on them, you might have to use the spotting board. What if I said I could get that down to 5 percent or 3 percent?"

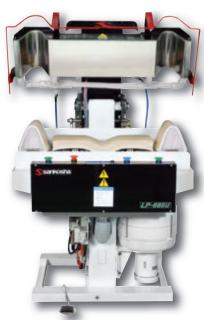
Known throughout the industry as the "Spotting Wizard," Schwarz demonstrated some unusual procedures including one that involved a five-gallon bucket with warm water and spray spotter for black and white garments that bleed.

He also added a little levity to the proceedings by donning a jester hat and offering crayons for those who needed writing utensils. However, he was quite serious with one sentiment: "This is the greatest business to be in with the greatest people you'll ever meet in your lifetime."









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SOUTH



SIR GALLOWAY CLEANER in Miami, FL, purchased a Union HL840K drycleaning machine through Steiner-Atlantic Corp. Pictured are Jimmy Goulet of Steiner-Atlantic, Mary Jones of Sir Galloway and Jim Groshans of FabriCoach.

SEFA offering free admission to June show in Birmingham

It will be a busy weekend in early June when the South Eastern Fabricare Association heads to Birmingham to host its 2018 Southern Drycleaners and Launderers Show.

The association picked a new host location in Alabama, but attendees can expect the usual array of the latest industry technology and services to fill the aisles of the convention hall of the Birmingham-Jefferson Convention Complex, as well as a multitude of expert speakers for its educational

programs.

The convention center is located at 2100 Richard Arrington Jr. Blvd, located closely to the Alabama Sports Hall of Fame and the Birmingham Museum of Art.

As an added bonus, admissions to the show is free for drycleaners.

Kicking things off will be a local plant tour of the M&B Hangers Factory to witness first-hand how hangers are made.

The company has produced hangers since 1943. SEFA recommends signing up ASAP for the

tour as spots are limited to the first 70 people who register and all slots are sure to fill up.

That will take place from 3 to 5 p.m. on Friday, June 8.

Later that evening, there will be time to network and socialize at a Welcome Cocktail Reception slated to begin at 6 p.m. It will allow attendees to also preview the exhibit hall. Otherwise, the official exhibit hours are from 10 a.m. to 5 p.m. on Saturday and from 10 a.m. to 3 p.m. on Sunday, the final day of the show.

The show floor will also play host to various live clinics that will take place throughout the weekend, including one on shirts and pants finishing.

As for the main educational programs, there will be two each on Saturday and Sunday morning. At 9 a.m. on Saturday, Brian Rashid, CEO of A Life in Shorts, will present "Smart Social Media Spending" that will explore how business owners can digitally market themselves on a shoestring budget.

Rashid's company focusses on modern day branding in the digital age by helping clients communicate their story in a way that it's never been told before.

At 10:30 a.m., James Peuster of The Route Pro will present "Breaking the 'I Can't Find Good People' Myth," a program to help prepare plant owners and managers for the right hiring mindset, including what to expect of candidates and the right interview questions to ask them.

On Sunday morning, Jim Groshans of FabriCoach, LLC, will take the podium at 9 a.m. to discuss "Achieving Customer Service Excellence."

At 10 a.m., will be a session called "Get Noticed. Be Remembered" by Krista Clive-Smith, CEO of Clutch, a training and management consulting firm that helps clients achieve high performance from their brands all throughout Canada and the United States.

Clive-Smith is a writer, entrepreneur, philanthropist and speaker who has a passion for helping individuals realize their full potential as human beings.

Hotel accommodations at the event's headquarters hotel, the Sheraton Birmingham Hotel, can be made by calling (800) 325-3535 or (205) 324-5000 and mentioning SEFA's Southern Drycleaners and Launderers Show.

The cost is \$129 per night for single or double occupancy.

To register or for more information on the show, visit SEFA's website, www.sefa.org.





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~ Paula Kostick, Owner Classic Drycleaners & Laundromats CRDN of South Central PA - E*Certified





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THE ROUTE PRO



BY JAMES PEUSTER

A death blow to routes: Orphanism

here is no magic pill over a million. when it comes to building profitable routes.

Many still believe that buying a van, simple signage and miracle marketing techniques will eventually lead to a million-dollar route.

After a few years of maintaining one van, one driver, an owner may eventually realize that they are not where they need to be.

Sometimes the routes get over the quarter of a million dollar mark while others climb to three or four vans doing

Then it happens... the routes get put on the back burner and the other two "R's" get the silver spoon and the vans/drivers turn into Cin-

Too often routes get put on

auto-pilot and slowly, steadily decrease.

This is often due to a lack of management and focus. Route managers and drivers get comfortable. Marketing and sales efforts decline. The vans break down and the attrition rate is bigger than any new customer acquisition.

Sound familiar? I get this story year after year at trade shows and on the phone.

The other two "R's" I am talking about are retail and restoration. While retail stores

provide the foundation of many drycleaners, restoration opened up another source of revenue to replace what we have lost in the past 10 to 12

It always scares me when one of my clients enters the restoration world since I know that it provides ample opportunity to grow while also taking away focus from pick-up and delivery. While many are good at keeping it separate, others have orphaned their routes for the bigger prize.

Here's the deal. Taking away any focus of the performance of route drivers and crew eventually leads to a decline in sales. Sales and retention tend to be considered "extra" time that is no longer allocated to the drivers.

The worst case scenario is when growth is no longer a focus and the staff is in 100-percent operations mode. Failing to focus on growth will lead to a decline in sales. Don't blame the economy on this one; many of my clients are up in sales from year to year.

So what do you need to do to ensure that routes aren't kicked to the curb in your business model?

One, do not put the routes on auto-pilot. When you are past the two van stage, make sure you are managing the retention percentage of route customers, new acquisition attempts and driver morale.

Two, keep growing. You may never gain 100 percent market share; however, you can increase year after year. Failing to grow sets you up for the opposite.

Three, balance the accountability and motivation in dealing with your route staff. Once you lose focus on either one, you will experience a loss in

The bottom line is routes make hard work look easy once you gain momentum. I have had the privilege of being part of many operators of routes whose growth continues year after year. While it takes focus, direction and "drive," your pick-up and delivery can be the cornerstone of your future.

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 at www.theroutepro.com.

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WRENCH WORKS



By Bruce Grossman

Hey man, don't blow a gasket!

ast month was devoted to stopping solvent in various flavors for different purposes. and vapor leaks by maintaining the gaskets which provide a seal on the various doors of the drycleaning machine.

These gaskets are normally pre-formed (molded) to the precise size and shape required to fit in the door.

This month we're going to cover how to seal areas that do not have pre-formed gaskets or where installing a pre-formed gasket would be difficult and time consuming.

The two greatest gifts from the Roman god of mechanics, Bustaknucklus, were the materials of Teflon and Silicone. We will be using these versatile sealants frequently, in one form or other, in the repairs covered in this and following articles.

Let's begin with the KING of gasket material, Teflon. Teflon has wonderful qualities that are especially suited to our industry.

First, its temperature range is from -50°F to around 400°F, thus allowing its use on the steam piping in a normal drycleaning/laundry oper-

Second, it is chemically resistant to just about anything you can slop on or over it, including any of the solvents you may be using, in either a liquid or vapor form.

Third, it has self-lubricating qualities and last but not least it comes in several forms each well suited to a particular leak stopping application.

I'll give a quick list of the types of Teflon, then their uses.

Teflon tape. You are all by now familiar with Teflon in the form of a tape. Teflon tape comes

· Programmable presets, alarms,

& cycle counter

I use three different types: a cheap thin halfinch wide white colored tape for wrapping screws and bolts in order to keep them from locking up from dirt or corrosion; a dense halfinch wide white colored tape for wrapping pipe threads up to and including half-inch; a yellow three-quarter inch wide tape for wrapping threads on pipe over a half inch.

These tapes not only act as sealant, in addition Teflon's self lubricating qualities allow the pipe to screw into the fitting without "galling," meaning friction grinding metal chips off the pipe and fittings, freezing up the assembly before a good seal is accomplished (also galling makes it impossible to disassemble the pipe and fittings without damage).

Teflon pipe dope. This paste-like material comes in a can with a brush built into the lid. It is used to coat the threads in on pipe and in fitting before assembling these parts.

Teflon string or round packing. Resembling spaghetti, this round form of Teflon is used to pack valves and to from seals and gaskets between flanges or other flat surfaces.

Solid Teflon sheeting. This material comes in both a solid and closed cell foam version. Expensive, but at times the only answer for sealing some very difficult leaks at irregularly shaped flanges or uneven, warped or pitted mating surfaces.

Using Teflon tape

1. For sealing pipe threads, wind at least Continued on page 16

SELECTING TEFLON PRODUCTS

WHEN PURCHASING TEFLON TAPE BE SURE IT IS MARKED AS HIGH DENSITY. SOMETIMES IT'S DIFFICULT TO FIND IN BIG BOX STORES BUT PLUMBING SUPPLY AND INDUSTRIAL HARDWARE STORES WILL USUALLY CARRY IT



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Bruce Grossman

Hey man, don't blow a gasket!

Continued from page 14 three turns of tape around the circumference of the pipe. It is clock-wise when facing the evenly and pulls it into the

important to wind the tape in end of the pipe. the correct direction, which is

This distributes the tape

threads when a fitting is screwed onto the pipe (wound in the wrong direction the tape will be pushed out of the threads and bunch up on the outside of the fitting).

Use a dense half-inch wide white colored tape for wrapping pipe threads up to and including a half inch or a yellow three-quarter inch wide tape for wrapping threads on pipe over a half-inch.

For extra sealing reliability use Teflon pipe dope over the tape on the male end of the fitting and in the treads on the female fitting.

2. For preventing nuts, screws and bolts from freezing together or locking up, wind two turns around the threads in a clock-wise direction, same

as with pipe threads, and pull the tape tight.

4. Creating thin string packing. You will often find small valves leaking at the stems. The shut off valves at the top and bottom of boiler sight glass fixtures are a perfect example of this kind of leak.

After completing the packing procedure and tightening down the packing nut, remember this type of valve seats with the valve completely

Do not do any maintenance on pressurized or hot boiler!

Compression fittings leaking steam past the compression nut is another common leak of this type.

An unusually effective method to stop these leaks is to install extra Teflon packing behind the packing nut on valves or the compression nut on fittings.

You can whip up this packing in a heartbeat by taking a 12-inch length of Teflon tape and holding one end while "spinning" the other end between the thumb and forefinger of the other hand until it forms a soft round string.

Then unscrew the leaking nut and slide it up the valve stem or down the copper tubing in the case of a compression fitting nut.

Next, hold one end of the string and wind several turns around the valve stem or copper tubing pulling it taut.

Now, while holding tension on the string, push the packing nut or compression nut onto the valve or fitting body and screw it down.

The beauty of using Teflon like this is that the nut will cut through the soft Teflon so you needn't try to cut the ends of the string, losing the tension on the packing in the process.

Well that's all I've got time for this month. Next I'll likely be delving into the realm of water tower systems before the weather gets really hot.

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 separator water mister/evaporators provide a thrifty, legal method to get rid of the separator water generated by the drycleaning machine. For more information on EZtimers products visit www.eztimers.com. Address questions or comments for Bruce to bruce@eztimers.com or call (702) 376-6693.



BIG ISLAND DRY CLEANERS in Hilo, Hawaii, installed a Realstar KM225C cleaning machine. Tyler Kaneshiro (left) and Paul Azevedo of Big Island Dry Cleaners are pictured.



RECOVERY CLEANERS BLENDS CARING CULTURE WITH POSEIDON WET CLEANING SYSTEM - REALIZES QUALITY RESULTS AND BOOSTED PROFITS

The female-driven Recovery Cleaners makes a business of helping others by carefully recovering and restoring garments damaged by fires and floods. President and founder Jacqui Schaefer, who started the business 24 years ago as a one-woman operation, has since grown Recovery Cleaners into a company with 29 employees and a 14,700-square-foot textile restoration facility. The Poseidon Textile Care System handles 70 percent of the collected items and restores them via wet cleaning only. The remaining items are processed via dry cleaning.

"We are almost all women here, with an average tenure of 17 years," said Schaefer. "We go into homes that have been significantly damaged due to fires or floods, compassionately sort through the affected garments and linens, which are then

brought back to our facility to restore. Our positive company culture enables us to go above and beyond on each and every claim. We truly have the st service team in the industry. That's what sets us apart."

nd profitable "Here at Recovery Cleaners, we are always staying ahead with leading edge technology," added Schaefer. "Our commitment to quality and earth-friendly processing is what brought us to the Poseidon Textile Care System. Wet cleaning is often more effective than dry cleaning when it comes to removing soot, odors and fire pollutants."

Poseidon Textile Care System Boosts Productivity

Recovery Cleaners recently added new wet cleaning machines and dryers from the Poscidon Textile Care System. "With these new machines we are able to increase productivity, cut utility costs and become more efficient. We estimate that we will add an additional 52,000 pounds of laundry in one year alone," said Schaefer.

machines supply

us with the tools to

make the wet cleaning

Mike "Stucky" Szczotka, of Poseidon, in Troy, Mich., worked with Schaefer to retool her plant with appropriately sized He recommended and installed one 90- and two 55-pound capacity soft-mount

Poseidon Wetcleaning Machines and two 80-pound capacity Poseidon Dryers.

"Poseidon machines supply us with the tools to make the wet cleaning process quick, efficient and profitable,' said Schaefer. "There are many companies that cherry pick only the items they think they can salvage. We process it all and are able to maintain a 95 percent salvage rate from wet cleaning and dry cleaning combined."

"Prior to the company's Poseidon Dryers, more items required air drying, which slowed production. Now, items are quickly dried with less wrinkling," said Schaefer, "reducing the time needed to finish them."

"There are several companies in the textile restoration business," added Schaefer. "While our Poseidon machines make it more profitable and efficient, it is our caring staff and amazing company culture that completes the circle."







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MIDATLANTIC



Martinizing in Martinsville VA, is a new client of Tailwind Systems. Avery Mills (left), the owner, is pictured with Diana and Manuel Avila and Tailwind creator Don Desrosiers.

MAC hosts leadership forum in Virginia

The third weekend of May will be a good time to learn how to get your business noticed and remembered and how to find good people that can help get you there.

The Midatlantic Association of Cleaners will host its Leadership Forum on May 19 and 20 in Virginia Beach, VA. It will be only the second time the association has hosted this event that is designed to help attendees improve the management practices of their businesses.

Headlining it will be guest speakers Krista Clive-Smith, a renowned author and business de-

LIVE Clinics

All Day

velopment expert, and James Peuster, known throughout the industry as "The Route Pro" for his management and route development acumen.

Clive-Smith will begin the schedule on Saturday, May 19 at 10 a.m. with a program called "Get Noticed. Be Remembered" that will run for approximately two hours.

As the author of a book with the same name, she has proved to be a friend to small business by helping them focus on how to establish a company brand and philosophy and use those tools to grow their business.

After the program, there will be a one-hour lunch break with a buffet meal from noon to 1 p.m. before kicking off the second half of the day with additional educational sessions.

Peuster is set to speak from 1 to 3 p.m. on "Breaking the 'I Can't Find Good People' Myth." His workshop will examine hiring and management practices that are integral to establishing a team concept in your staffing procedures.

The day's sessions will end with a one-hour program on "Using Social Media to Build Your Business" that will take place from 4 to 5 p.m.

Another pair of educational programs are planned for Sunday morning. Clive-Smith will discuss "Developing Your Counter Staff to Build Your Brand" from 9 to 10:30 a.m. Then, Peuster will emphasize how "Team Development is the Cornerstone to Business Success" from 10:30 a.m. until noon. The session is ideal for owners, key management personnel and customer service repre-

The cost of full registration for the conference is \$200 for members and \$300 for non-members. However, attendees also have the option of paying for registration packages by day.

For Saturday only registration, members pay \$150 each and non-members pay \$225. For Sunday only registration, the cost is \$75 per member and \$100 per non-member.

Registration forms are available online at MAC's website at www.macassociation.org from a link near the top of the homepage.

Those planning on attending will also want to securing accommodations at the Founders Inn and Spa, which will host the event. It is located at 5641 Indian River Rd. in Virginia Beach.

MAC has locked in a block of rooms at the discounted rate of \$130 per night. Call the hotel directly at (757) 366-5700 and mention your affiliation with MAC to secure reservations.

For more information or to register, contact the association by calling (800) 235-8360 or visit them at www.macassociation.org.

SAVE the Date Registration Opens May 1



August 18-19

Long Beach Convention Center • Long Beach, California

Management Leadership Day

Friday, August 17

Get Noticed. Be Remembered Brand Recognition, Create a Personal Brand; Strategy for Success Speaker: Krista Clive-Smith

10:00am - 12:00pm **Business Valuation and Preparing**

for Business Succession

Lunch included
Speaker: Riaz Chauthani

12:00pm - 1:00pm Smart Social Media Ma

Smart Social Media Marketing
Digital Marketing on a Shoestring Budget
and How Easy it can be

Speaker: Brian Rashid 1:00pm - 3:00pm

CCA Members - \$160 Non Members - \$250

Seminar Schedule

Saturday, August 18

Maximizing Revenue Streams -How to get Wash N Fold, How to Attract New Customers to New Services, Use of New Technology (Lockers/Apps)

Speaker: Chris Moreno 9:30am - 10:30am

Critical Update:

CA HR & Employment Issues - Explore Latest News on Sexual Harassment in the Workplace, Minimum Wage Issues, Hiring & Firing Issues and More

Speaker: Jibit Cinar 10:30am - 11:30am

Sunday, August 19 Marketing for Profit

Marketing for Profit Speaker: Kyle Nesbit 10:00am - 11:00am

The Team Approach to Building Customer Service Excellence

Speaker: Jim Groshans 11:00am - 12:00pm

SHOW HOURS
Saturday: 10am - 5:30pm
Sunday: 10am - 4pm
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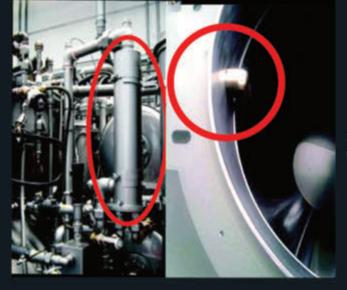


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THE SPOTTING BOARD



BY DAN EISEN

Handling ultra-fashionable gowns

umu Mandarin is a fashion company housing a list of designer gowns from South Asia for rent in the United States.

The goal is to give customers access to designer gowns without having to pay the full retail price or wait for months for its production.

The gowns are all original designs and one of a kind. They use many famous designers and employ a full time designer.

The owners are Abbas Nasser and Zehra Nasser. Abbas Nasser and Francesco Dell'omo are the designers.

Problems

The company inventory of gowns at the present time is quite large and growing. Some of the gowns were sent to drycleaners with disastrous results. The intricate beading was ruined, fabric texture changed and discolorations occurred in attempts at stain removal. The company made a decision to learn how to spot, dryclean and wetclean the gowns themselves. They intend to set up a full scale drycleaning department.

Learning

The company contacted me and sent samples of their inventory. I tested the fabrics and trimming in my laboratory and told them that they were serviceable if handled properly. They then commissioned me to come to Houston, TX,

umu Mandarin is a for a week-long instructional fashion company hous- program.

Fiber content

None of the designer gowns had a fiber content label. We determined the fiber content by the burn test and tensile strength of the yarns. The burn test was easy since we were dealing with only silk, rayon and polyester.

Silk. When a lit match is held to a silk yarn, it sizzles and leaves an ash that can be crushed.

Rayon burns like paper and leaves a small fluffy ash.

Polyester. The fiber melts and leaves a bead that cannot be crushed.

Tensile strength. When you wet a rayon yarn, it breaks easily while the rest does not.

Weaves

The weaves of all the fabrics were identified. This is important since the spotting technique on satin, chiffon and others differ — satin because floating yarns are spotted on the back; chiffon is only tamped and not brushed.

Trimming and dye

The glued-on beading was tested for serviceability to solvents and spotting agents. The surface dyes were tested and it was determined that the gown can be safely cleaned in GreenEarth or hydrocarbon solvent.

The solvent temperature had to be under 80°F and the



Dan Eisen (left), Zehra Nasser and Abbas Nasser standing before a rack of garments awaiting their attention.

beading properly protected.

Spotting procedure

We changed the spotting procedure for the safety of the metallic trimming and beading.

For spot cleaning we used a non-ionic detergent. This was used to remove surface soil and stains. The non-ionic detergent, due to its neutral charge, does not attract soil if left in a fabric.

We changed the tannin formula to be less aggressive than other formulations. This was done to avoid rusting and discoloration of the metallic trimming.

The neutral lubricant was diluted for easy rinsing. We diluted the lubricant with four parts water to one part lubricant.

We used a protein formula with enzymes rather than those containing alkali. This provided safety to the silks and metallic trimming. We used a wet-dry acid based paint remover for dye safety. Hydrogen peroxide was used without ammonia for spotting safety to the trimming and dye.

Spotting

All tamping on beaded trimming was done by laying the beading face down on a layer of towels. We spotted satin fabrics also from the back.

Flush.

Neutral lubricant.

Mechanical action. Flush.

Tannin formulations.

Mechanical action.

Flush.

Protein formula.

Mechanical action. Flush.

Wet-dry paint remover.

Mechanical action. Flush.

Hydrogen peroxide. Flush.

Wetcleaning

We used hand cleaning processes with success. We avoided using cationic detergents or softening agents. These agents tend to loosen the glued-on trimming.

Stain repellent

We tested various stain repellents which can be an asset to the company. The agents tested repelled all wetside stains, soil and even some dryside stains. The agents tested did not change the feel and hand of the fabric.

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 garment analysis and consulting services. His website is www.garmentanalysis.com.





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 $\textbf{Bob Hamila} \ (\textit{Lighthouse Cleaners} \ \textit{I} \ \textit{Palm Beach Gardens}, \ \textit{FL})$

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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The assets of FH Bonn Company, a manufacturer of pads, covers and related products for the drycleaning and laundry industries, has been acquired by Buckeye Pads and Covers LLC.

FH Bonn was originally founded in 1947 by Francis Henry Bonn whose mission was to produce the industry's highest quality pads and covers. Throughout its history, the company has been led by three generations of the Bonn family who continued the traditions established by the founder in creating a product line renowned for perfect fit and finish, and manufactured in the USA from quality materials. The company stated that FH Bonn products are featured as original equipment by more than 55 different manufacturers of pressing,

ironing and finishing equipment.

Tim Kephart, president of Buckeye Pads and Covers LLC and who served as FH Bonn operations manager for more than 30 years, stated that the FH Bonn product line will continue to be sold under the FH Bonn brand by a network of authorized distributors located throughout North America and more than 20 countries internationally.

Darrin Bonn, also a 30-year company veteran, will serve as vice president of operations. Manufacturing and customer service operations will remain in Ohio.

Customers and distributors can continue to reach the company through the firm's website, fhbonn.com, their toll-free customer service line, (800) 323-0143, or Darrin Bonn directly at (937) 605-5675.

Faultless Starch/Bon Ami Company named Sean Williams president and CEO, effective March 27, 2018.

Williams brings more than 20 years of experience, most recently serving as vice president of North American sales and global marketing for CCM Hockey, a former division of Adidas. He played a significant role in the turnaround of CCM, growing market share from 9 percent to 34 percent during his tenure.



Before CCM, he spent 14 years with Procter & Gamble, both in Cincinnati and Geneva, Switzerland. During much of his time at P&G, he worked in consumer oral care. In his career expansion as a marketing director, he was instrumental in the geographic expansion of Oral-B toothpaste into multiple European markets. As brand manager and associate marketing director, he played a major role in market share growth of Crest and led the launch of Pro-Health toothpaste, the biggest launch in Crest history.

"I am excited to take this next step in my career," said Williams. "The Faultless Starch/Bon Ami Company has a portfolio of authentic brands with significant upside potential. I look forward

to leading the team in fully realizing that potential."

"Sean is a highly regarded global business leader with a track record of delivering breakthrough results. He combines innovation, strategic thinking and world-class marketing with an ability to engage and inspire teams, and is the right fit to continue the great legacy of Faultless Starch/Bon Ami," said Cathy Beaham Smith, vice president and board member.

Williams is the first president or CEO to come from outside the company's ranks and the second not to be a member of the founding and shareholding Beaham family. He was selected after an international search effort, led by Karen Fenaroli, CEO and managing director of Fenaroli & Asso-

Faultless Starch/Bon Ami Company is a household product and consumer goods manufacturer selling through multiple wholesale distribution channels throughout the US and internationally. Faultless Starch/Bon Ami makes and markets well-known brands, such as Faultless Starch, Niagara Starch, Bon Ami Cleanser, Garden Weasel, as well as a wide variety of laundry products for professional and institutional laundries.

As a privately held corporation founded in 1887, the company is in its fifth generation of family ownership.

Commercial and Coin Laundry Equipment Co. (CLEC) completed its purchase of **Texas Laundry Service Co.**, the third acquisition for the Gulf Breeze, FL-based laundry equipment distributor.

"Texas Laundry was a perfect fit for our company as we expand throughout the Gulf Coast," said Craig Dakauskas, president of CLEC. "This acquisition is part of the CLEC Effect, where we seize opportunities to increase our coverage footprint and then use our combined talents and synergies to grow the business."

Texas Laundry Service Co. distributes Speed Queen coin and onpremises laundry equipment throughout the south Texas market. The company has offices in Pasadena, Corpus Christi, San Antonio and La Feria.

Plans call for the CLEC organization to maintain two offices -CLEC East in Gulf Breeze and CLEC West in the Houston area. Texas Laundry President Linda Moore will stay on in the interim to assist with the transition. With the acquisition, the company grows to about 50 employees.

Late last year, CLEC purchased Greenwood, MS-based Delta Laundry Equipment, which distributes Speed Queen coin laundry equipment throughout the state of Mississippi. It also has a route business.

"As a company, we could not be happier about expanding our territory and representing Speed Queen in the south Texas market," Dakauskas said. "We expect to focus on growing coin and OPL sales in the market "

Since 1982, CLEC has provided UniMac commercial laundry sales. service and parts in the Gulf region. In addition, the company has helped new and veteran laundromat owners maximize their profit potential through expert guidance and Speed Queen equipment. The company has an expansive equipment and parts inventories.

For more information on CLEC, visit www.clecco.com.



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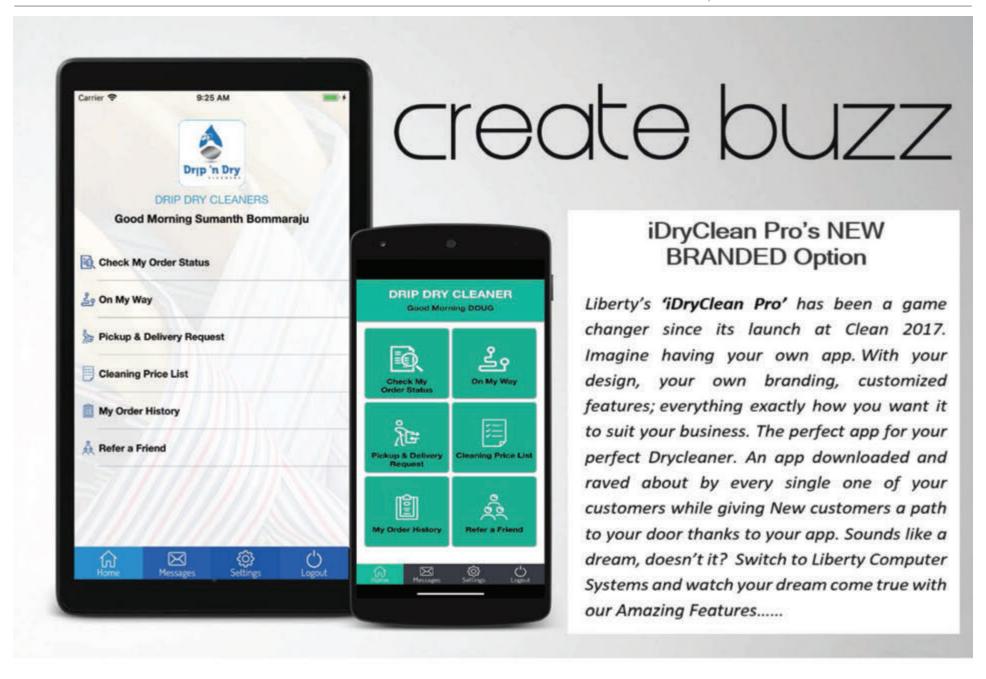


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DOWNTOWN CLEANERS AND TAILORS in Portland, OR, purchased a Union HXL 8018-C 40-lb. hydrocarbon cleaning machine through Best Equipment Co. Pictured with the machine are the owners, Mr. and Mrs. Soon Young Ko with Matt Lipman (right) of Union Drycleaning Products.

CCA packs Fabricare 2018 with extra day of leadership programs

This August, the California members. The registration for the Cleaners Association will be returning to a familiar site for its 2018 Fabricare Show: the Long Beach Convention Center.

The show itself is scheduled to take place on Saturday and Sunday, Aug. 18 and 19, but the association has added a special "Management Leadership Day" a day earlier where attendees can participate in three extra educational sessions.

The registration cost for the Friday's programs are \$160 for CCA members and \$250 for non-

show itself on the following days is free to CCA members and \$55 for non-members who sign up before Aug. 1. Otherwise, the cost goes up to \$75 for each non-mem-

The Friday sessions will feature a trio of expert speakers: Krista Clive-Smith, a nationallyrenowned expert on personal brand strategy; Riaz Chauthani, president of Polo Cleaners in Orange County; and Brian Rashid, an international speaker and branding expert.

Clive-Smith will kick off the day at 10 a.m. with "Get Noticed. Be Remembered," a two-hour session that will cover how to create a personal brand, achieve brand recognition and a strategy for suc-

Chauthani will speak during lunch time, noon to 1 p.m., on "Business Valuation and Preparing for Business Success," always a topic of interest for cleaners. Lunch is provided.

Lastly, Rashid will talk about "Smart Social Media Marketing" from 1 to 3 p.m., explaining how digital marketing on a shoestring budget can be easy and effective.

The regular programming for Fabricare will begin the following morning at 9:30 a.m. when Chris Moreno presents "Maximizing Revenue Streams," explaining how to get wash-n-fold, how to attract new customers and services and the use of new technology such as laundry lockers and apps.

Moreno is the director of growth and marketing for Laundry Locker, Inc. out of the San Francisco Bay area.

The second Saturday session at 10:30 a.m. will feature Jibit Cinar, an attorney for the Cepkinan-Cinar Law Group of Santa Ana. She will offer a critical update on California human resources and employment issues, as well as explore the latest news on sexual harrassment in the workplace, minimum wage issues and hiring and firing employees.

On Sunday morning, Kyle Nesbit, vice president of business development for MW Cleaners, will explain "Marketing for Profit" from 10 to 11 a.m.

His program will be followed by one from Jim Groshans of FabriCoach who will emphasize "The Team Approach to Building Customer Service Excellence" from 11 a.m. until noon.

The exhibit hall, which will ofter a drycleaner anything he or she may need to improve their business, will be open from 10 a.m. to 5:30 p.m. on Saturday and from 10 a.m. to 4 p.m. on Sunday.

Now is a good time to consider making reservations at one of the event's host hotels. Options include the Renaissance Long Beach, CCA's host hotel, located across the street from the convention center. CCA has secured a block of rooms at the rate of \$189 per night. Call (562) 437-5900 for reservations.

A small block of rooms is also available at the Hyatt Regency Long Beach, located adjacent to the convention center. The special show discount rate is \$219 per night. To make reservations, contact the hotel at (562) 491-1234. When making reservations, mention the Fabricare Show. For more information visit www.calcleaners.com.



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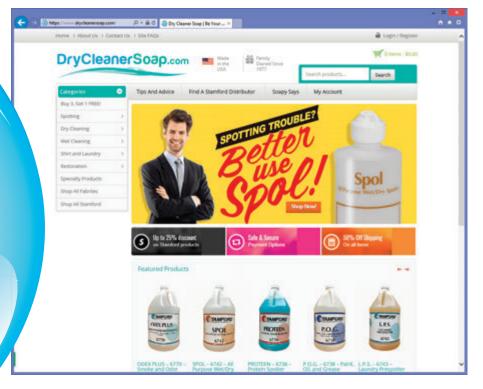




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SHIRT TALES



BY DON DESROSIERS

What about those pads and covers?

ads and covers on laundry equipment are very much misunderstood, so I thought that we should talk about them this month.

Whenever I visit a plant, there is about a 90 percent chance that my client and I have a conversation that goes something like this:

Client: What causes this kind of wrinkle (or pressing flaw)?

Me: Your pads (or your steel mesh) need to be replaced.

Client: But I just changed these.

Me: Its time to replace them again.

Sorry about that. Pads and covers don't last as long as you think. But, if you do the arithmetic, you will find that the cost of pads and covers adds very little to the cost of shirts.

There is no doubt in my mind that the questions most often asked of me concern pads and covers.

A few months ago I received a memorable telephone call. A man described to me press quality issues that were clearly caused by poor padding. He

ads and covers on laundry equipment are very much misunderstood, so added this, "My supplier said that I need to replace the steel mesh."

I told him that it sounded as though his supplier was right. He was disappointed. Apparently his supplier also told him how much it would cost to replace all of this. This man was obviously looking for an easy way out and felt certain that his distributor rep was trying to sell him hundreds of dollars worth of unnecessary things.

I asked him if he had ever replaced the steel on his equipment. He said no. I asked him if he bought the equipment new. He said yes. I asked him how old the equipment was and he told me that it was six and a half years old.

If you're reading this and you didn't just fall out of your chair, then perhaps you need to be reminded as well that the steel mesh, although quite durable, needs to be replaced on a regular basis. I think that some folks, certainly among them this man with the 6 ½-year-old steel, think that this steel mesh is not so much a

part of the padding as it is a and torn" but this is not the part of the chassis of the press. best practice. Typically, one of

Not so. It is actually a key part of the padding ensemble. How long does it last?

Well, I refuse to be specific. I have seen factory fresh equipment with steel that is no good. Granted, this is an exception, but I will tell you this, if your steel is two years old, it should

best practice. Typically, one of the side bags on the body press is found to have a split in it. The typical shirt launderer sees that as an indicator that tells him or her that it's time to replace the pads and covers. A new cover is promptly or-

Good for you, except for

dicator that the pads and/or covers are spent.

For this first example, let's say that you have a full single-buck unit and your pads and covers necessities consist of the following: 1) Steel mesh for the body unit; 2) combined pad and cover for the body unit; 3) steel for the triple head, as well as 4) a roll of padding and 5) a

Generally, covers are replaced when they are "worn and torn" but this is not the best practice.

probably be replaced.

The cost to replace these covers should be built into your supplies cost budget. And, you should order them like you order supplies — always have more in the stock room.

About wear and tear

Hmm — wear and tear — interesting words for this subject. Generally, covers are replaced when they are "worn

four things.

I can't tell you how many times I am the one that finds the split in the side bag. I'll bet that a third or half of the plants that I visit have perforated, torn or split bags and no one notices it until I point it out. Therefore, you only get points for finding the split bag if you also checked them yesterday and it was *not* split then.

The cover should be in stock, ready for immediate replacement. If you order it from the catalog, you may get the cover in a couple of days. If you order it from your local distributor it may be sooner or later — later if he doesn't have it in stock, but at any rate, it'll be several hundred shirts before the new covers get on the bucks.

When your new covers arrive, you'll kick the box out of your way about five times, then when Saturday comes, you'll change the covers on the body press. Perhaps there have been 2,000 shirts pressed since you discovered that they needed replacing.

A split in the bag (or a hole in the cover) is not a proper in-

roll of cover material.

The sleeve press has but one item — covers and bags in one piece.

Six separate items. If I suggest that you buy all of this stuff to keep on the shelves in your stock room, you won't do it. You may find that the cost is prohibitive. However, you will have to buy all of it eventually and probably at the worse possible moment. Therefore I suggest that you begin stockpiling these six items in your stock room today.

If money is tight, order/buy them using a direct proportion of cost vs. current cash flow.

If it's the busiest time of year (for me, in my part of the country, that was October), then buy the steel mesh for the body press.

If it's the slowest time of year, buy the least expensive item for the shelf. I guess that that is the roll of Nomex® for the collar and cuff press.

Now take a few minutes to decide, using the cost vs. income proportion, what you'll need to buy over the next several months.

Continued on page 30



RAY'S CLEANERS in Brewton, AL, installed a 14-ft. Quicksort automated assembly system. Joe Blackburn (left) owner of Ray's, and Brett McLeod of Garment Management Systems are pictured.

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9:00 am **Smart Social** Media Spending **Brian Rashid** CEO of A Life in Shorts



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Sunday, June 10



10:00 am Get Noticed. Be Remembered Krista Clive-Smith, CEO of Clutch

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Don Desrosiers

What about those pads and covers?

Continued from page 26

There is a good chance, of course, that during the month that you had scheduled to buy, say, steel mesh for the collar and cuff press, you need to replace the bags on your sleever. That's okay. Simply defer the purchase of the steel until either the next month or until the next month that has similar cash flow, depending upon when you expect to actually need to use that item.

I don't need to go on about how you'll manage to get all of these items in stock because everyone's situation will be different. You don't have to do it gradually. The idea is to simply have anything that you could possibly need, in stock and immediately available whenever you need them.

Now let's figure out when you'll need them.

I wish that it was easy to say when covers, pads and steel need replacing. It should be easy, but because the real answer doesn't seem to apply in the real world, the correct answer appears vague and standoffish: Replace the pads and covers when the press quality deteriorates or when shirts no longer dry completely in the usual time.

That's really all there is to it. But in real life, we consider so many variables and perhaps rightly so, when "press quality

deteriorates."

I can tell you that when you have what I call "crow's feet" wrinkles by the yoke seams; your pads and/or your steel mesh need to be replaced -UNLESS - you have low air pressure.

In fact, if you have low air pressure, you can simulate almost any shirt pressing malady there is, from the "rough dry" look to bizarre wrinkles to undressed sides to damp shirts. You name it (almost).

We can also conclude that poor pressing is the presser's fault. This may be a proper conclusion, but it may also be an improper one.

We will think little of throwing an extra body into the shirt department to do touch-up at a cost of \$50-\$75 per day, but procrastinate when it comes to changing pads that will cost very little per day.

We will wait until the cover has a hole in it or the bags are split before we even think about changing pads and cov-

If and when that doesn't work we don't consider the steel mesh. We blame the presser, or the equipment. That just might be a very costly

Timer adjustments

And speaking of costly moves, the timers on the machines should not ever need to

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be adjusted, but they are often set at higher settings that the factory recommends. Why? Because spent pads will not dry the shirts as quickly as newer ones.

Somewhere along the line, a shirt didn't dry properly so the timer setting was increased. In many cases, this limits shirts per hour production forever! The cost of that could easily run into thousands of dollars in unnecessary labor over time.

If Jane is used to pressing at a rate that is somewhat dictated by the body press timer set at 25 seconds, you should not expect that she will press 10 percent faster (55 shirts per hour instead of 50) if you turned down the timer to 22 seconds.

This is why trying to make your pads last longer by simply adjusting the timer lengthening the time as the pads wear — will not yield favorable results. Your pressers will adapt to a particular rate, as you surely know, and that rate will not be quickly and regularly adjustable by changing timer settings.

You can fix it by changing the pads this week rather than waiting for the covers to be porous next month. Then maintain that level by always changing the materials before they are visibly worn.

Feel free to set the timer

where it should be and hope that, over time, your presser will adjust. At least you can be sure that she/he won't be waiting on the machine.

Keep a record

Every time that you change a cover, write the date that you do it on the cover using a black marker in an area that doesn't get direct head pressure. Then keep an accurate count of how many shirts that you press with these covers.

You will find it surprisingly predictable. Let's say, just for illustration, that you do just about 20,000 shirts during the time between your purchases of body press covers. It should be fairly simple to research. Check your supply invoices for last year.

Now, in the future, change the pads and covers after you've done 19,000 shirts they will surely look worn, but not torn. This will help to assure that you don't produce inferior quality at the end of your covers' life.

A false economy

The only reason to delay replacing pads and covers must be to save money. Do you think that it does? Let's prove or disprove that now.

First, let's make some assumptions for this example:

You do 2,500 shirts per week on your single buck shirt unit.

The unit is purchased new and will last 12 years — pressing 1,560,000 shirts.

The pads and covers will last about 20,000 shirts (don't quote me on this) — 78 sets during its life.

A complete set of all the pads and covers for your units cost \$175.

This means that pad and cover cost, over the life of the shirt unit, is \$13,650 (\$175 x 78 sets). Forget about rising prices and the changing value of money for a minute as this is not relevant to my point. The cost of pads and covers, on a per shirt basis is .00875 — a hair over ¾ of a cent.

Now, suppose that you do like many others do and don't change pads and covers regularly, just when it's already a bit too late.

You notice split air bags on Monday (you press 700 shirts) and order them immediately, they ship Tuesday (700 more shirts) and you get them on Wednesday (you press 500 shirts). On Thursday and Friday, you press a total of 600 more shirts while you kick the box out of your way, deferring their installing until Saturday.

Because I think that it's safe to assume that you won't replace the pads and covers one week early, next time, we can deduce that this practice, euphemistically referred to as "deferred maintenance," will theoretically mean that you

will need only 69 sets of replacements over 12 years because you have made the cover "last" 22,500 shirts. Follow me so far?

You have, theoretically, reduced your pads and covers cost from \$13,650 to \$12,075 over 12 years, a \$1,575 savings over 12 years. That is \$10.94 a month — 36 cents a day — or 2/10 of 1 cent per shirt.

Now surely, everyone will agree that this is hardly a savings, but I will argue that your costs have actually gone up astronomically by comparison. Here's why:

During that week that at least some of your pads and/or covers are spent, we can be certain that the quality of your shirts off the press is substandard. We will assume that you will do some sort of touch-up that will either add additional people to the shirt department, add labor hours at the end of the day or decrease production.

Since we are only talking about 36 cents a day in "savings" on pads and covers, if we spend more than that on extra labor dollars that day, we have negated our savings, right?

It takes about three minutes to use 36 cents in labor. (If you've been following my mathematics carefully, you will realize that in order to truly negate the "savings" on pads and covers, you will need to be adding an average of 3 minutes per day, everyday. That still makes plenty of sense to me.)

Unless you are certain that the condition of the airbags (for instance) has no effect on quality whatsoever, you must agree that pressing with them is counter-productive.

The worst case scenario is if you come to realize that your touch-up people wouldn't even be needed if the pads and covers were always fairly new and that these touch-up people only exist on your staff for the time when one or more of your machines is in need to some type of maintenance.

What is cheaper? Pads and covers? Or labor hours?

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.





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NORTHEAST



Vision 21 Cleaners in Bronx, NY, installed an Innoclean drycleaning machine. Pictured from left are Daniel Ro, director of Innoclean, Jaejoo Yoo, owner of Vision 21 Cleaners, and Peter Kim, executive manager of Innoclean.

NEFA offers a weekend with Peuster on route development

Those hoping to increase pickup and delivery route sales and learn successful strategies of route development may want to sign up for the North East Fabricare Association's two-day workshop at the Technology Learning Center in Oxford, MA, on May 4 and 5.

Headlining the event will be industry consultant James "Route Pro" Peuster, who has many years of industry experience offering advice on delivery routes and management strategies.

He has specifically geared the program for owners, managers and all sales staff.

He will focus on some of the core strategies for route development and growth including: how to get and keep staff motivated; how to hold your team accountable; ten things to increase sales; and effective marketing materials and tools.

The workshop will begin at 10 a.m. on Friday, May 4 and run until 5 p.m. Hours for Saturday, May 5, run from 9 a.m. until noon.

The Technology Learning Center is located at 11 Buffum Dam Rd. in Oxford.

The cost to attend is \$179 per members and \$279 per non-member; however, there are additional discounts available for multiple attendees from the same plant who register together.

Space is strictly limited so NEFA is encouraging everybody to sign up ASAP.

For more information, contact the association office by calling (603) 635-0322 or visit them online at www.nefa.org.

From the home page, there is information on the Route Development workshop as well as a link to a registration form.

TURI grants available for MA cleaners

Massachusetts small businesses can apply for grants from the Toxics Use Reduction Institute for assistance to help with costs to convert current processes with alternatives that may not be otherwise financially feasible.

The deadline for applications for this year is June 22. In the past, drycleaners have used the grants to switch from chemical solvents to wetcleaning.

Most recently, Joseph Cleaners of Brockton received a grant to offset costs to purchase and install professional wetcleaning technology, replacing replace the use of n-propyl bromide (nPB) and perc.

To be eligible, both profit and not-for-profit businesses should meet these requirements: be small (typically less than ten employees); provide services directly to the community and consumers; be prepared to purchase and install new equipment or materials to reduce their use of toxic chemicals; and allow TURI to collect data on their materials usage or processes.

The grants are not applicable for projects that focus on controlling exposure or emissions from a process that uses toxic chemicals or recycling of waste once generated.

TURI, located at the University of Massachusetts Lowell, was established by the Massachusetts Toxics Use Reduction Act of 1989 to provide resources and tools to help businesses, municipalities, and communities in Massachusetts find safer alternatives to toxic chemicals.

More information and grant applications are available on the TURI website, www.turi.org. Follow the link to "Apply for a small business grant" on the main page. Information is also available by calling Joy Onasch at TURI, (978) 934-4343.

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KEEP IT LEGAL



BY FRANK KOLLMAN

Staying out of harassment trouble

rassment training for many years. This year alone, I have given five training sessions for supervisors and employees of my firm's clients.

Unlike prior years, I have spent less time explaining what sexual harassment is, and more time encouraging respectful behavior among employees.

In doing so, I have composed a series of rules - informal ones — for individuals to follow at all times when interacting with other employees, whether supervisory or rank-and-file. If you and your employees follow them, there is very little need to study the legal definition of sexual harassment.

Here they are:

- 1. No touching without permission.
- **2.** Permission to touch should not be assumed or inferred, should not be given casually, and can be revoked at any time.
- **3.** Touching intimate areas (your own or others), with or without permission, should never take place, either at work

have been doing sexual ha- or in social settings with other employees.

- 4. "No" means no.
- **5.** Invitations to date or meet alone socially should not be made if (a) you cannot han-

thing you have said was offensive or problematic, it probably was, and you should not say it

10. Make it clear, by your words and behavior, that you

15. Use common sense. If you do not have common sense, ask for guidance from people who do.

Informal Rule Number 8 is based on a book I read recently

"Determine the odds on whether your behavior will result in you being disciplined or losing your job. If you do not like the odds, do not do it."

Odds can be very helpful in

If you and your employees follow this series of rules, there is very little need to study the legal definition of sexual harassment.

dle rejection or (b) you could allow the refusal to affect your work relationship.

6. With respect to number 5, unless the answer is "I'd like to, but I can't this time," there should not be a second invitation. A third invitation is out of the question.

7. No comments should be made of a sexual nature or using vulgar language unless you are confident that you are making a good decision.

8. Do not believe you are making a good decision merely because you seem to have gotten away with it in the

9. If you have to ask if some-

welcome full and free discussion over whether specific conduct in the workplace is welcome or appropriate. Make employees feel comfortable enough to tell you that something bothers them, without fear of retaliation.

11. Do not do to anyone else what you would not want done to yourself.

12. Do not engage in behavior that is creepy. In other words, would you say the same thing to a young person in a social setting?

13. Do not say or do anything at work that your spouse would find inappropriate.

14. Dress appropriately.

called Thinking in Bets by Annie Duke. In addition to a formal education in cognitive psychology, she is a successful professional poker player. Her book is designed to improve decision-making and make people aware of the difference between luck and a good or bad decision.

Duke points out that when a poker player is winning, she attributes it to good decisionmaking. When she is losing, she attributes it to bad luck.

Both conclusions are wrong because a good decision can have a bad outcome and vice versa.

So, when you choose to interact with an employee on a social level (in other words, beyond what is necessary to get the job done), you need to evaluate your decisions based on good judgment and common sense, keeping in mind that luck plays a part in whether a decision goes well

Even so-called good decisions need re-evaluation from time to time.

Perhaps Rule 16 should be

making decisions in the workplace. Most employees will be conservative if a bad decision could cost them their jobs, and employees might do an even better job if they think a good decision will increase the odds of their being advanced.

The workplace does not have to be a drab and dreary place where employees never have any fun, but it should not be a place where a good employee dreads going to because he or she has been made to feel very uncomfortable.

If employees are encouraged to talk about their jobs and how they feel about the atmosphere of the workplace, it can only help productivity and avoid unnecessary lawsuits. Maybe no one will need training on sexual harassment.

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.



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WASHINGTON CLEANERS in Maryville, TN, purchased Sankosha LP 590 and LP 690 shirt equipment and an LP 420 $\,$ utility press through WAG Equipment. Pictured are Brian King of Washington Cleaners and John Armstrong of WAG Equipment.



MIDWEST



BLUE RIBBON CLEANERS of Youngstown, OH, installed a Columbia drycleaning machine using Sensene solvent. Pictured from left are owners Thayne and Marie Albrecht, Charleene Spencer and Mark Clear of MSI.

Clean clothes for KC students gets boost in fundraising effort

United Way of Greater Kansas City's Loads of Love KC annual Giving Tuesday campaign topped its fundraising goal by a \$7,000, enabling more schools to solve school attendance issues related to a lack of clean clothing.

United Way of Greater Kansas City partnered with Faultless Starch/Bon Ami Company and Faultless Healthcare Linen and raised \$22,000 — exceeding a \$15,000 goal — to purchase washers, dryers and laundry supplies for Kansas City schools in

The outpouring of donations will expand help to kids at seven

schools instead of five initially targeted for the fundraiser.

The Loads of Love KC initiative allows children to discreetly bring clothes that need washing to school. Benefits of having a washer/dryer in the school can increase attendance and improve student behavior.

"Not only are students more motivated to come to school when they wear clean, crisp clothes, but this kind of resource lets students know their community cares about them," said Stephanie Miller, senior manager for individual giving.

Faultless Starch/Bon Ami

Company and Faultless Healthcare Linen matched donations of 50 cents for every dollar raised. The partnership proved successful for both companies.

"After 121 years of people mixing up Faultless Healthcare Linen with Faultless Starch, our two companies get to work together for United Way and confuse people for a good cause!" said Susan Witcher, president and CEO of Faultless Healthcare

"The Loads of Love KC initiative that serves Kansas City Public School students who might find themselves with a need for clean clothes touches our heart. This is a perfect cause to work with our friends at Faultless Starch and support United Way and students at public schools."

Cathy Smith, vice president of Faultless Starch/Bon Ami Company, shared her enthusiasm. "Partnering with United Way of Greater Kansas City for Loads of Love KC is a win-win," she said. "For more 130 years, we've been helping people look and feel their best with starch, for fresh, pressed clothes. Now, we can make a difference helping kids in Kansas City Public Schools feel confident to attend school and dress for success."

WFI tees off for Fitzgerald golf benefit

The Wisconsin Fabricare Institute will present its 15th Annual Fitzgerald Scholarship Classic at the River Club of Mequon this June.

It will take place on Tuesday, June 19, beginning at 11 a.m. with registration and a qualifying putting contest, followed by lunch on the Sundeck at 11:30 a.m.

A shotgun start will begin at 12:30 p.m. as participants take part in an 18-hole outing.

There will be cocktails and a putting contest with \$200 in cash prizes at 5 p.m. and the day's activities will conclude with a dinner, cocktails and prizes at 6 p.m.

The cost to take part in the golf tournament is \$135, which includes 18 holes of golf with a cart, lunch, a sleeve of commemorative balls, special hole events, refreshments, prizes and dinner.

Proceeds from the event go toward WFI's Fitzgerald Scholarship Fund which awards up to two scholarships annually to any employer, employee or immediate family member of a WFI member company who has a minimum of two years experience in the laundry/drycleaning industry.

The award covers travel expenses and tuition up to \$2,000 for courses offered at the Drycleaning and Laundry Institute's training facility in Laurel, MD.

For information or to register, visit www.wiscleaners.com or call,(608) 743-9696.



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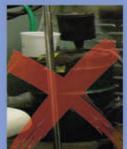
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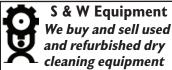
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Since 1919 Parker boilers have been engineered for more efficient operation (whether gas, oil, or combination gas/ oil fired) for delivery of hot, dry steam in less than 10 minutes. And Parker boilers have a longer service life for a greater return on your investment.

2 Better Designed

Parker boilers are designed for ease of routine maintenance, annual inspections, and on site repairs, so there is less down time, more reliability. Parker boilers also have extra heavy, insulated, double-wall steel cabinet construction (Stainless steel cabinet lids and/or sides available).

Better Packaged

All Parker boilers are delivered complete, ready to connect to utilities. What's more, every boiler is test fired before it leaves the factory so you can count on getting up and running as soon as possible.

> Kompact mounted systems are available on 3 to 25 hp boilers to save on installation costs.

Better Value

All of Parker's superior quality boilers are available at competitive prices and have been distributed through our regional representatives for over 60 years.

Steam Boilers

From 1.5-150 HP

Steam Boiler Accesories

Feed Systems, Blow Off Tanks, Water Softeners & Chemical Feeders

Indirect Water Heaters

From 288-2878 Gallons per Hour 100° Rise

Thermal Liquid Heaters

From 126,000 to 6,250,000 BTU

Parker boilers are UL or ETL listed and ASME and NB registered.



All our Low NOx models are certified to SCAQMD Rule 1146.2 emission requirements.

Parker Boiler Company • 5930 Bandini Boulevard, Los Angeles, CA 90040 Phone (323) 727-9800 • Fax (323) 722-2848 • www.parkerboiler.com



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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
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