



# National Clothesline

June 2018

Volume 59 Number 9

www.natclo.com

## An intimate gathering for TCATA

Although attendance was lighter than usual, networking, knowledge sharing and social interaction at TCATA's annual management conference was abundant. In fact, several attendees said that the re-

duced attendance made for increased opportunities to get to know other members in a more intimate setting.

The Wyndham Rio Mar Resort in Puerto Rico was the scene for the May 2-

5 conference and despite Puerto Rico's struggles to recover from last year's devastating hurricane, the conference went off without a hitch.

Keynote speaker Herb Meyer, a former

high ranking official at the CIA, provided his perspective on global economic and political developments, noting that there is much good news — though often unreported — around the world.

Meyer was vice chair of the CIA's National Intelligence Council under President Reagan. It was the second time around for Meyer with TCATA; he also spoke at the 2010 conference.

Meyer is often credited with being the first senior U.S. government official to forecast the collapse of the Soviet Union, a forecast for which he later was awarded the U.S. National Intelligence Distinguished Service Medal, which is the intelligence community's highest honor.

He discussed a variety of worldwide trends, including demographic changes, the balance of political and economic power, terrorism and other issues that affect everyone who runs a business.

A key takeaway for all businesses is that there are growing numbers of people around the world emerging from poverty, creating an expanding market for all kinds of products and services. He cited the

*Continued on page 8*



Speaking at the TCATA conference, Gene Marks updated attendees on political, economic, tech and management trends that will affect businesses in the coming years.

## His behind the scenes work is awarded

It took Broadway actress Kelli O'Hara six nominations before she finally won her first Tony Award in 2015 when she took home the trophy for "Best Performance by an Actress in a Leading Role in a Musical" for her performance in *The King and I*.

For Ernest Winzer Cleaners of New York, the wait for a Tony was quite a bit longer: 110 years, in fact. But, as the old stage saying goes... all's well that ends well.

In late April, the Tony Awards Administration Committee announced three contributors who earned special Tony honors this year: *New York Times*' culture photographer Sara Krulwich; costume beader Bessie Nelson; and Ernest Winzer Cleaners.

"This year's group of Tony Honors for Excellence in the Theatre award recipients perfectly exemplify the scope of work in our industry," jointly noted Heather Hitchens, president and CEO of the American Theatre Wing and Charlotte St. Martin, president of The Broadway League. "Each one has left such a mark on the Broadway community in such different ways, and we're proud to be able to honor their contributions."

For Ernest Winzer Cleaners, that mark dates back to when the company began in 1908 as the company quickly earned a reputation for being the master drycleaner for the stage productions on Broadway at the time.

That legacy was preserved when current owner Bruce Barrish's grandfather, Al Steinhorn, purchased the business and it has been in the family ever since. The company has also remained the go-to business for Broadway.

"Pretty much all of Broadway, we do. We've been constantly 90 to 95 percent," explained Barrish. "Maybe there's one show that doesn't use us that's been a long-running show, but outside of that, pretty much everything that runs on Broadway uses us."

Some current productions that rely on Ernest Winzer include *Harry Potter*, *Anastasia*, *Summer: The Donna Summer Musical*, *The Lion King*, *The Phantom of the Opera* and *My Fair Lady*.

The last on the list holds a special place in the heart of Barrish's family. Grandpa Al was prone to say after seeing most shows: "*It's not My Fair Lady*."

Still, singling out any production is hard

with such a huge body of work, but there are still a few jobs that stick out for being so challenging.

"We've been doing the Christmas Spectacular since day one, which is somewhere around 80 years at this point. That in itself is thousands of garments every year," Barrish recalled.

Of course, the job itself pales in comparison to one where the production's host setting, Radio City Music Hall, needed Ernest Winzer for help with a very unusual job.

"You know when you walk into the venue and you can look up at basically all three stories? There's drapes there three stories high," he explained.

About ten years ago, representatives from Radio City Music Hall called Barrish in to figure out how to clean those draperies.

"When they called me in, my first thought was even if we could figure out a way to get them down, I would never find a machine that we could put them in."

"When they built the building, there's a track that goes around the top of the ceiling, so like when they clean mirrors and stuff,

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Sarah and Bruce Barrish, owners of Ernest Winzer posed for photographers at the 2018 Tony Awards Meet the Nominees press event held on May 2. They will be honored during the awards program June 10 at Radio City Music Hall.



### Sneak Peek

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A national newspaper  
for drycleaners and launderers  
June, 2018  
Volume 59, Number 9

**BPS**  
communications inc.

Publisher of  
NATIONAL CLOTHESLINE  
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Willow Grove, PA 19090-0340  
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NATIONAL CLOTHESLINE (US ISSN #07446306) is an independent trade newspaper published monthly by BPS Communications Inc. Periodical Postage paid at Willow Grove, PA, and at an additional mailing office. Postmaster: Send address changes to: The National Clothesline, PO Box 340, Willow Grove, PA 19090-0340.

•Subscription price for anyone actively engaged in the drycleaning and laundry industry in the United States: \$35; Canada \$40 (US); All others, \$75 (US).

•This newspaper is published in two separate sections. If you do not receive all sections, please notify our office.

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# The amazing people of drycleaning

There are a lot of amazing people in the drycleaning industry and one of the distinct advantages of covering the latest news for it every month is that we often get a firsthand chance to talk to them. Perhaps what is more amazing is that there never seems to be a shortage of more amazing people to come along with more stories to tell.

This month, we cover two interesting individuals with extraordinary tales. As you probably already saw on the front page, one drycleaning company (Ernest Winzer Cleaners of New York) was lauded recently with a 2018 Tony Honors for Excellence in the Theatre award from the Tony Awards Administration Committee.

No, long-time owner Bruce Barrish and his third-generation family business (they purchased it from the Winzers in 1952) wasn't singled out for a riveting on-stage performance in a musical production called *Too Much Starch!* Instead, the company was honored for satisfying the demands of countless Broadway stage productions since its inception in 1908.

To put that in perspective, the Tony Awards are celebrating their 72nd annual awards show this year; Ernest Winzer Cleaners has been around for 110 years and they've cleaned the costumes of just about every conceivable show ever to grace the bright lights of the Theater District in Midtown Manhattan.

"It's a unique thing," Barrish admitted. "People say to me, 'Has this ever happened before?' Obviously not. It if took 110 years I don't think it's going to happen again, either."

On the other end of the spectrum is a story that would probably be dramatic enough for its own stage production. This month's profile (see page 6) is on Flor Castillo, who faced a long, uphill struggle when her family immigrated from Parral, Chihuahua, Mexico to the U.S. when she was only 9 years old.

She comes from a family of women who all know a thing or two about overcoming hardship and finding success. Flor's grandmother earned a scholarship in Mexico and became the first anesthesiologist in the small town where she lived. She started her own clinic and helped deliver many townfolk, including her grandchildren.

Then, her daughter followed in her footsteps, coming to America and working her way through school to become a registered nurse, paving the way for Flor to continue the tradition, though there were some twists and turns along the way.

When Flor decided she was ready to buy the drycleaning business she had worked at for almost a decade, the deal fell apart. Of course, that wasn't the ending of the tale. For the rest of the story, go now and read about her.

# Getting ready for that final customer

Amidst the daily concerns serving your business's next customer, it's easy to forget about your business's final customer. That customer won't be coming to you with a bundle of dirty laundry. No, that customer, you hope, will be coming with a bundle of money to buy your business.

That day may seem far in the future, but whether it comes next month or next year or is a decade or more away, it's something to think about now. And while it's a different proposition than serving customers day to day, there are some similarities.

Cleaners are often advised to step outside their role as owner/manager and look at the business from the customer's point of view. This involves the curb appeal of the storefront, cleanliness of the counter area and other "first impression" factors. Those will be important for that final customer, too, but there's more. Step back and ask, "Would I buy this business from me?"

Curiously, the things that make your business attractive to potential customers are many of the things that also make it look good to a potential buyer. So whether you plan to sell soon or at some undetermined point in the distant future, it pays both short term and long to make improvements and modifications that increase both the value and appeal of your business.

Ask yourself: Would your business look like a solid investment to a buyer? Or would that new owner be buying old problems that need yet more investment to fix? Perhaps the reasons for selling are the very reasons that would make a potential buyer back off.

If you hope to receive maximum value for your business, consider other things that buyer will be looking for, things that go beyond what drycleaning customers are interested in. For example, equipment in good operating condition with at least a few years of life left; a long-term lease; financial records that are accurate and can be verified; employees who are paid "on the books;" a point-of-sale computer.

All of these are issues to address now as part of your exit plan. Your mission to maximize the value of your business before putting it on the market begins today no matter when that search for the last customer begins.

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# How Many Dry Cleaners Has Your Insurance Agent Handled? One or Two? Three?

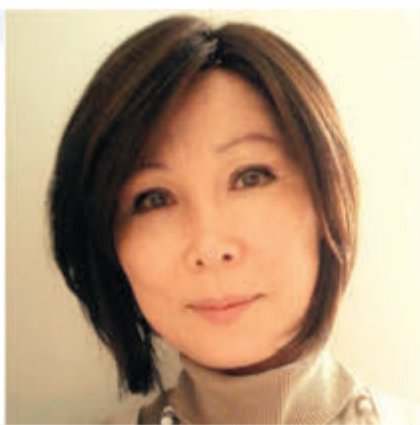


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# Her own two hands

After spending a decade working at Lloyd's Cleaners of Sierra Vista, AZ, Flor Castillo was ready to buy it and make her heartfelt dream of owning her own business come true. Then, the unthinkable happened: the deal fell through.

"At that time when I walked out, it was my dream and I had been working in that store day and night. I was practically running it like it was mine," she recalled. "For a whole week, I did not eat. I did not sleep. I did not shower. I had tasted something in my life that I never had tasted, which was to be an entrepreneur... just any entrepreneur, an immigrant entrepreneur. So, I wiped my tears from my face and I took a shower and I said, 'I can do this on my own.'"

Instead of buying an existing business, she became determined to create her own drycleaning operation from scratch.

Flor soon discovered that while she was an expert on all things related to the operational side of drycleaning, she had a lot to learn about the financial aspect of owning her own company. It was a long, difficult process.

"I went back to the bank because, of course, I was starting all over again," she recalled. "I started a brand new business plan. I got rejected a couple of times."

Still, persistence paid off and eventually she invested her entire life savings to start Flora's Dry Cleaning. With everything on the line, she was ready to open. Unfortunately, when Hurricanes Harvey and Irma tore through Texas, her equipment from Gulf States Machinery was understandably delayed by the devastation.

That's when Flor opted to be creative to get her business as ready as possible for when it finally could open.

Flor decided to turn her garage at home into a working drycleaning plant model so she could start training her employees, none of whom had any industry experience.

"I started molding and training them about two months before we opened," she said. "What I did, I put rods up and made it like they were the lines. Then, I gathered two ladders and put up another pole and I made it like that was the clothes coming out. So, literally I made a little counter. I pretended that was a drycleaners... how are they supposed to greet the customer, how they are supposed to tag the clothes, how they are supposed to check the pockets. I really went into drycleaning mode and they literally trained there every day for two months before we opened."

Looking back, the preparation was the easy part; the hardest part was the fear of how the locals would respond to the business.

"I did not know how the community would accept me because we live in a town where my competitors have been here for 35 years. I was prepared because my grandma taught me to always be prepared for anything and everything. I was prepared for the sleepless nights and the long working days, for struggling with the competition, but the only thing that really, re-

ally, really scared me was how the community was going to react."

The first three months that reaction was mostly silent. The work slowly trickled in and the pressure continued to mount.

"I think the first week we were making like \$30. \$30!" she exclaimed.

Making matters worse, one of her first customers was skeptical that she could remove stains from an expensive pair of pants for all the wrong reasons.

"I just don't think you are capable of

gained a loving influential step-father, Manuel Romero.

"My work ethic I learned from my father," she said. "How I run my store comes from what my father taught me."

Initially, Flor had designs on the medical industry, but her path seldom ran smoothly after she fell in with a bad crowd at a young age.

"Life here moves a lot faster than over there [Mexico]," she observed. "I dropped out of school. I'm not high

ter and he needed his suit because he needed to go to court. He needed it, too, to go to an interview."

Flor, no stranger to the need for a second chance, empathized with the man and thought about some words of wisdom that she had been raised with long ago.

"My grandma always taught me that everybody deserves a second chance. I cleaned his suit for free," she recalled. "That's just how I was brought up. Grandma says you have two hands:



## Flor Castillo

doing anything with it," she recalled him telling her, "First I think you're going to have a problem because the label is in English."

"I said, 'Listen. Judge me by my work. Give me the pants. Let me show you my work. Don't judge me by... I'm a Hispanic, I'm a woman and the way that I look. Just judge me by the way that I work,'" she recalled.

He is a regular customer now. In fact, Flora's has a lot of regulars who have certainly embraced the service. The business has grown quickly in the past six months.

"I'll tell you, the community has reacted amazingly," she emphasized.

Some first reactions are stronger than others, like Flor's feelings when she immigrated from Parral, Chihuahua, Mexico to El Paso, TX, during the late 1980s. She was nine years old at the time.

"It was very hard on me, actually, being so young and being taken away from everything that I knew to somewhere that I didn't know anything about," she explained.

She also missed her grandmother terribly because she had chosen to stay in Mexico where she was needed.

"My grandmother was the first anesthesiologist in our little town where we lived. Very, very humble people," she said. "My grandmother didn't have money to buy books. Fortunately, somebody had left a scholarship and they offered it to my grandma and that's how she went to school. My grandma had her own clinic. She delivered myself, most of my cousins, my brother... so she stayed behind to run her business."

In time, Flor's mother put herself through school and became a registered nurse and her brother is also an anesthesiologist. Along the way, Flor also

school educated. I'm not college educated. I can tell you that I'm life educated. Everything that I went through made me the woman I am today."

During her twenties, Flor got an abrupt wake-up call. Her grandmother became ill and moved to the U.S. Flor straightened up and took care of her full time for years which helped turn her life around.

When her grandma passed away, she was lost again, wanting to find direction in her life. She found it in the drycleaning industry and soon became determined to be an entrepreneur and follow in her grandmother's footsteps.

Today, she believes her grandmother would be proud of her work at Flora's Dry Cleaning. She regularly starts her work day at 3:30 a.m., (so early that the police once knocked on the business's door to make sure the early morning lights were supposed to be on). That hard work has paid off.

"Walking into Flora's is not like walking into a regular drycleaners," she said. "We have such a strong bond with our customers. I have customers who, when I'm on the spotting board, will walk from the counter to the spotting board to hug me, to give me coffee. Here, it's like a family home. This is my home and mi casa es su casa."

It's a small business with a small crew (Flor, her cousin Abraham Reyes, and two other irreplaceable employees who didn't jump ship even back when there was only a pair of a pants and a shirt for the cleaning inventory), but Flor has tried to generate a big impact on the community.

"There was a gentleman who came in who needed drycleaning and he was literally pulling coins out of his pocket. I asked him what he wanted his suit for. He said he was staying at the shel-

one to receive and one to give."

Whether offering free cleaning or discounts to those in need or those who serve in the military or local community, Flor is savvy enough to know that Sierra Vista will thrive more if everybody works together.

"If Flora's does well, everybody does well," she explained. "My employees do well. My community does well. I'm able to donate stuff to my community."

When trying to buy Lloyd's fell through, Flor had been devastated and depressed; but now she realizes it probably all worked out for the best.

Instead of owning a business that had "equipment older than me," Flor was forced to learn more about the industry and make helpful contacts.

"The people in the industry, the turnaround I've had from them, the welcoming from them has been amazing. I am so thankful and grateful that I run into people like them."

She is hoping to use that knowledge and assistance to grow the business in time. Her main goal is to continue educating herself every day.

She aims to be successful, but that isn't necessarily defined by how much money comes in through the front door.

"I don't intend to become a millionaire or a billionaire," she said. "My father always taught me having a normal, humble, comfortable life is all you need."

So far, her family's teachings have served her well. Even with a significant amount of trouble in the rear view mirror, Flor continues to move forward without any regrets.

"There is nothing in my life that I would change because it made me who I am today and it taught me to appreciate a lot of things in life," she said.



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*~Craig Ford, Owner/Operator, SeaBreeze Cleaners*

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*~Robert Marks, Ruthie'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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# SHIRT TALES



BY DON DESROSIERS

## Are you selling a 13-ounce pound?

I was in a hotel one morning and as I was putting sugar in my coffee, I came up with the idea for this column.

If you read the writings of a frequent contributor of virtually any publication, I bet that one time or another, sooner or later, you wonder how the author continues to come up with ideas for columns, month after month. I'm always thinking. So, for me, I come up with ideas all the time and those ideas are sparked by an infinite array of triggers.

This column was triggered by sugar in my coffee.

When I pour coffee into a standard size mug, I put four packets of sugar into it as well.

I know that I have just made some of you nauseous and some of you are thinking things like; "Hey Don, do you like a little coffee in your sugar" and other such "wise guy" remarks, but bear with me for a minute. I have a point to make.

It used to be that a packet of sugar contained "one level teaspoon." And it said so on the package. It doesn't say that

anymore and has not, actually, for years.

It also used to be true that a pound of coffee actually weighed, well, one pound. It doesn't, and has not for years. When a packet of sugar contained a teaspoon of sugar, I used two of them. When I actually bought a pound of coffee — a real 16-ounce pound — it went 25-30 percent further than it goes now.

The people who sell these items — arguably — aren't deceiving you. It says "13 oz." on the coffee can and it doesn't say "one level teaspoon" on the sugar packet. No deception involved, but perhaps a clue that prices haven't gone up as sharply as they actually have. I haven't a clue what a restaurant pays for a case of sugar packets now or what they paid for them in the old days.

My point is that they are giving you less. They may want to fool you for as long as they can, but in reality, they have reduced what you get and charged you more for it.

Are you doing that with your shirts?

Have you stopped replacing buttons to keep the costs of a button inventory and a button machine out of the equation?

Have you stopped repairing your shirt equipment because the parts are too expensive?

Have you reduced the wages of your employees so that you can charge less for shirts or so that you can make more profit?

Have you begun to underportion your detergent with the hopes that customers won't notice the shirts getting a little bit dingier month after month?

Have you stopped using the collar cone because the light bulb burned out and replacing it simply isn't in the budget?

Have you quit replacing pads and covers with the knowledge that customers never see that shredded cover or blown-out air bag.

Have you quit attending trade shows, seminars or peer-group meetings because they offer no value?

Have you started to stuff ten shirts into a poly bag to keep the supplies budget in line?

Have you quit using hot water, arguing that you are simply flushing it down the drain?

Have you become an innovator and decided to reuse mark-in tags by simply handwriting a new number on the back of the old one?

My bet is that you haven't done a single one of these things. In fact, you have continued to do everything that you have always done in order to be certain that your customers get the same thing that have always received from you.

Yet, because of the pressures from the world around us, we drag our feet when it comes to raising prices. I submit that this is because we aren't prepared to explain why, if and when we are approached.

The reasons why are simple. It continually costs more and more to maintain our desired level of service and quality, regardless of how high or how low our standard may be. Absorbing those costs — even once — can have deadly consequences.

If we are resistant to increasing prices, we, in turn fear that our customers view rising prices like we do. We have become an industry of survivors. This may have come about because we view one supplier as pretty much the same as his competitor.

Both sell hangers that do the same thing. I'll buy the cheaper one.

Both sell poly. What's the difference? I'll buy the cheaper one. You'll buy a truck load of

things from the catalog because you'll save a bundle. As a direct result, we assume that our customers will go elsewhere to save a dollar here and there.

You may be quick to insist that they will. Although in my heart of hearts, I want to disagree, let's go with your thought that they will drop you without a second thought.

You must believe that when they visit your competitor they will notice a difference. What kind of a difference will it be? You have control over this if you think about it for a minute.

If you fear that your customer will be more pleased with your competitor than they are with you, then you really need to raise your standards, don't you think?

Maybe your "packet of sugar" no longer contains "one level teaspoon."

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

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

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**MARTINIZING CLEANERS in Austin, TX, installed a Columbia C550VGKS cleaning machine running Sensene solvent. Chris Hogard (left) of Columbia is pictured with Karla Schurman, the owner, and Lee Arnold, the operator.**

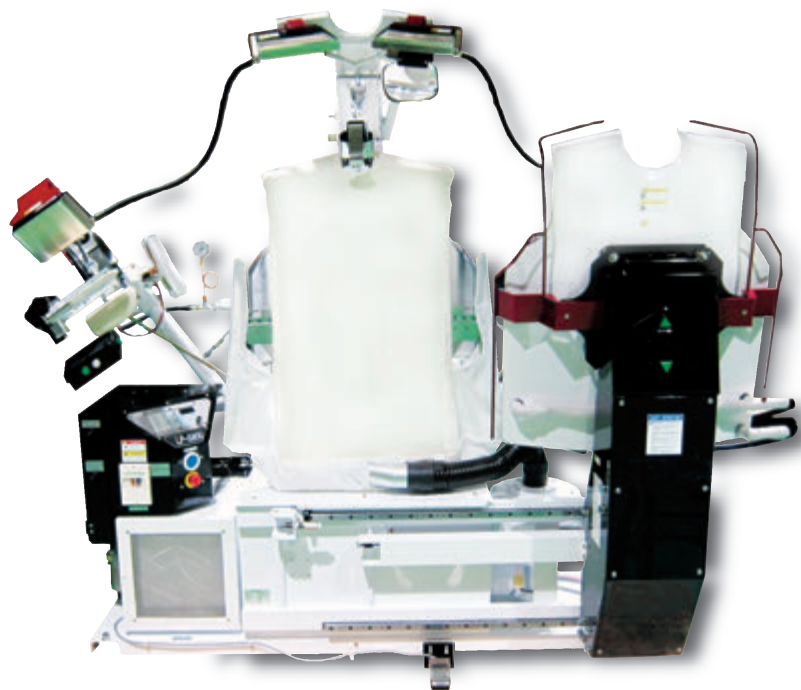


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# TCATA hears from variety of experts

*Continued from page 1*  
emergence and exponential growth of a global middle class which means that each year the total customer base for all products and services grows by 50 million to 100 million new customers.  
Also speaking was Gene Marks of the Marks Group, a company that provides technology and consulting services to small and medium sized businesses.  
Marks updated attendees on political, economic, tech and man-

agement trends that will affect businesses in the coming years, many because of the recent tax bill.  
A third speaker, Bill Graham of Graham Communications, discussed tangible ways to increase your personal likability, resulting in better business and personal relationships. A key to likability and communication, he believes, is using an emotional connection through telling a good story.  
Conference attendees also enjoyed a Thursday dinner party at

the Siesta Alegre, a beautiful and unique house located in the El Yunque Rain Forest. Spouses and guests got to know each other during a luncheon in which they learned how to make some local drinks.  
The conference ended with Saturday night's closing dinner in which Gerald Henke, Intex Distributing, was honored as he retired as TCATA president. Leslie Schaeffer of NATIONAL CLOTHESLINE was installed as the new president of the association.

Schaeffer, vice president of NATIONAL CLOTHESLINE based near Philadelphia, will serve a two-year term as president.  
She has been active in TCATA for many years, having served on annual conference committees, as chair of both the site selection and membership committees, and as a board member.

A strong believer in the value of trade associations, she plans to continue the work that TCATA has been doing for years, particularly protecting members' interest in the legislative and regulatory area.  
Schaeffer is not only the first female president of TCATA she is also the first to serve from the "related trades" category, meaning she is the first president who is not a manufacturer or distributor.  
She has worked in various positions at NATIONAL CLOTHESLINE since the 1980s, a business started by her parents in 1959, eventually working her way up to vice president. She also manages several re-

gional drycleaning trade shows.  
John Silverman of Tschopp Supply in Buffalo, NY, assumed the post of treasurer. He has been active in TCATA over the years, including serving currently on the membership committee.  
Also elected as officers were Peter Limoncelli of Yankee Laundry Equipment, vice president of the Distribution Division; Michael Leeming of Parker Boiler, vice president of the Machinery Manufacturers Division; and Gene Williams of American Laundry Products, vice president of Supply Manufacturers Division.  
Newly elected board members are Mack Magnus of M & B Hangers, Matt Lamons of Loomis Brothers Equipment Company, and Kelly Kelleher of Kelleher Equipment.  
Reelected board members include Bill Brooks of Alliance Laundry Systems-UniMac, Bill



**Leslie Schaeffer**  
Schnitzer of Quality Fabricators, Orville Johnson of FabriClean Supply, and Charlie Thompson of American Trade Magazines.  
The next TCATA conference will be July 31-August 3 at Ojai Valley Inn & Spa in Ojai, CA.  
For information on the association, call (813) 348-0075 or visit its website, [www.tcata.org](http://www.tcata.org).



Current and retiring TCATA board members gathered for a photo are, in front from left, Bill Brooks, Matt Lamons, Kurt Wickiser, Alexander Seitz and Gerald Henke. In the second row are Charlie Thompson, Jim Horwath, Peter Limoncelli, and Bill Schnitzer. In back are Gene Williams and Mike Leeming.



Attendees enjoyed a dinner party at the Siesta Alegre, a unique house located in the El Yunque Rain Forest.

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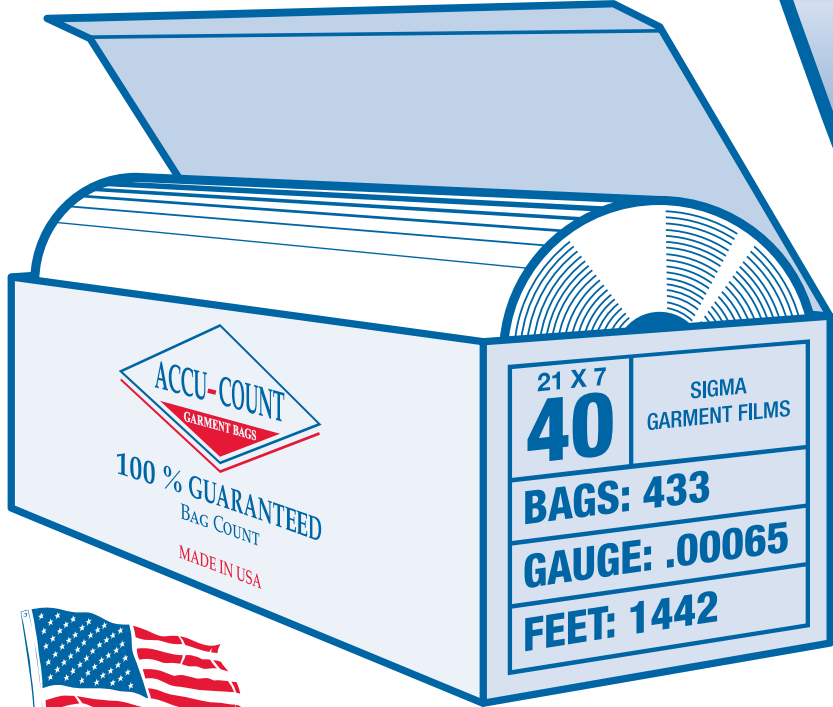
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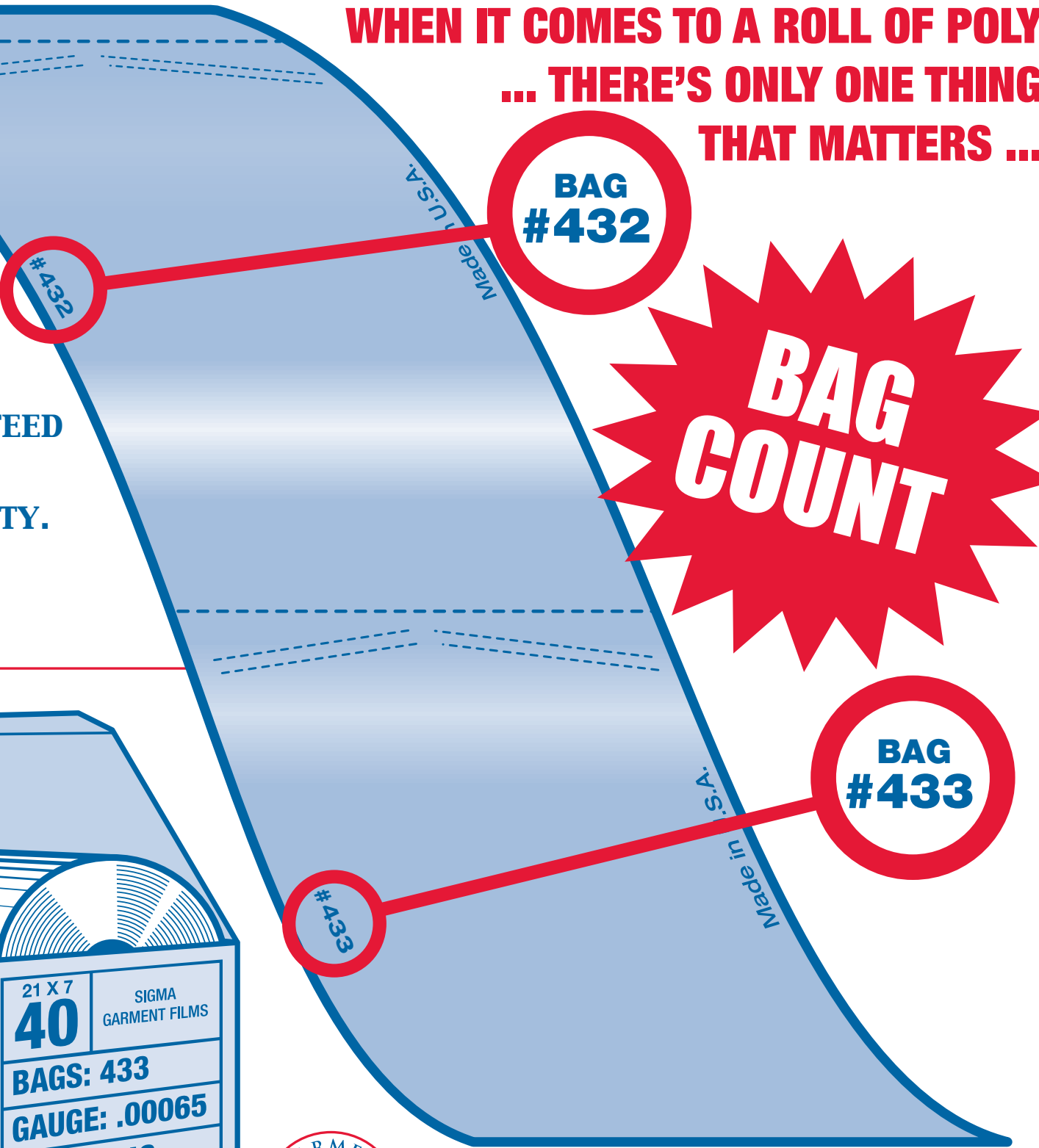
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# SOUTH



Dennis Harker, CEO of Savemore Commercial Laundry Equipment, has installed Forenta equipment in his newest Lightning Laundry that provides wash, dry and fold laundry services. The new operation also offers shirt finishing and press finishing on other garments.

## SEFA is ready for trade show in Birmingham this month

The wait is over and it's now officially the last minute if you still need to make preparations for the South Eastern Fabricare Association's Southern Dry Cleaners and Launderers Show.

The event runs from June 8 to 10 at the Birmingham-Jefferson Convention Complex, 2100 Richard Arrington Jr. Blvd, close to the Alabama Sport Hall of Fame and the Birmingham Mu-

seum of Art.

The exhibit hall will be filled with all the latest drycleaning machines, pressing equipment, coin laundry equipment and supplies, computers and much more. It will be open from 10 a.m. to 5 p.m. on Saturday, June 9, and from 10 a.m. to 3 p.m. on Sunday, June 10.

In addition to live demonstrations on the show floor, attendees will also want to make time to see various clinics that will take place there. Topics on Saturday will include shirt finishing and stain removal. On Sunday, there will be a stain removal program in Korean and a clinic on pants finishing.

Then, there are the main educational seminars planned for both mornings.

On Saturday morning, Brian Rashid, CEO of A Life in Shorts, will discuss a hot topic of late: Smart Social Media Spending.

His program will be followed by the Route Pro, James Peuster, who will present "Breaking the 'I Can't Find Good People' Myth" at 10:30 a.m.

Two more sessions are planned for Sunday morning starting with Jim Groshans of FabriCoach, LLC, who will offers tips on "Achieving Customers Service Excellence" at 9 a.m.

Krista Clive-Smith, CEO of Clutch, will follow at 10 a.m. with "Get Noticed. Be Remembered."

In addition to the morning seminars there will be live demonstrations in the exhibit hall. Saturday programs will feature shirt finishing and stain removal. Program on stain removal and pants finishing will be offered in Korean on Sunday.

There will also be time set aside for social events, such as the Welcome Cocktail Reception that will offer a preview of the exhibits from 6 to 8 p.m. on Friday evening.

Earlier in the day, there will be a tour of the state-of-the-art M&B Hangers factory from 3 to 5 p.m. The company has been producing hangers since 1943.

The tour is limited to the first 70 people so signing up early is highly recommended.

To register, visit the association's web site at [www.sefa.org](http://www.sefa.org). Drycleaners can enjoy free admission to the seminars and exhibit hall.

SEFA has secured a block of rooms for the show between the dates of June 4 to 13 at the Sheraton Birmingham Hotel. For reservations, call (800) 325-3535 or (205) 324-5000 and mention SEFA's Southern Drycleaners and Launderers Show.

The cost is \$129 per night for single or double occupancy. There is also a link through SEFA's web-site.

Call (215) 830-8467 for more information.



Rashid



Peuster



Groshans



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# MIDWEST



A1 Cleaners in Petoskey, MI, purchased a Columbia cleaning machine using Sensene solvent through Mark and Luke Schaap of J&M Service. Jackie Smooth of A1 is shown with the machine.

## Boyne Highland Resort to host MILD conference

The Michigan Institute of Laundering and Drycleaning will be heading to Harbor Springs for its summer convention scheduled to be held July 20 to 22.

The event will take place at the Boyne Highland Resort, home to 72 holes of championship golf, a par-three course, spa, horseback trail rides and scenic chairlift rides.

It will also be home to a busy agenda for the association, beginning on Friday with a board meeting and a welcome reception.

On Saturday, Nora Nealis, executive director of the National Cleaners Association, will deliver a keynote address.

Her presentation will offer advice on what cleaners can do to succeed, from a look at industry disruptors, to fashion trends that demand more than traditional drycleaning, to opportunities for growth. She will also discuss millennial behavior and explore drycleaning service enhancements, apps and other “hooks” that appeal to millennials.

Then, golf lovers can enjoy a nine-hole outing before the evening concludes with a MILD President’s Reception and Awards Dinner.

On Sunday, the audience can hear from a panel of solvent users.

The cost of registration for the conference is \$250 for members, then \$75 for an adult guest, \$25 for children between eight and 17, and children under eight can attend for free.

Non-members pay \$300 each with \$100 for an adult guest, \$25 for children between eight and 17, and free for children under eight.

For room accommodations at the Boyne Highlands Resort, there is a special rate of \$116 per room per night, call (800) 462-6963 and ask for the MILD room block.

For more information or to register, call MILD, (877) 390-6453 or visit [www.mildmi.org](http://www.mildmi.org).

## WFI, IPDL will host golf outings in June

Both the Wisconsin Fabricare Institute and the Illinois Professional Drycleaners and Launderers will be hosting golf tournaments this month.

First up is WFI’s 15th Annual Fitzgerald Scholarship Classic that will take place on Tuesday, June 19 at the River Club of Mequon.

The cost of \$135 covers 18 holes of golf with cart, lunch, a sleeve of commemorative golf balls, special hole events, refreshments, prizes, dinner and more.

Golfers can register at 11 a.m. at the event and take part in the qualifying round of a putting contest. Then, WFI will host lunch on the Sundeck at 11:30 a.m.

A shotgun start will take place at 12:30 p.m. When the golfing concludes, attendees will enjoy cocktails and a putting contest at 5 p.m. that will feature \$200 in cash prizes. Dinner will begin at 6 p.m.

Proceeds from the event go to fund WFI’s Fitzgerald Scholarship to help cover travel expenses and tuition for qualifying employers, employees or immediate family members who are selected.

Next up is the IPDL annual golf outing which tees off on Thursday, June 28.

It will take place at the Arrowhead Golf Club located at 26W151 Butterfield Rd. in Wheaton, IL.

The cost is \$135 for a box lunch prior to tee off, 18 holes with a cart, a buffet dinner after golf and a chance at door prizes.

For more information, contact IPDL’s office by calling (815) 521-1187 or visit them online at [www.ipdl.org](http://www.ipdl.org).



## 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 greatest service team in the industry. That’s what sets us apart.”

“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 Poseidon 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.

Mike “Stucky” Szczotka, of Poseidon, in Troy, Mich., worked with Schaefer to retool her plant with appropriately sized Poseidon equipment. 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.”

Poseidon machines supply us with the tools to make the wet cleaning process quick, efficient and profitable.

— Jacqui Schaefer, Owner, Recovery Cleaners

“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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# WRENCH WORKS



By BRUCE GROSSMAN

## Hot weather cooling problems

**W**ith summer upon us, your drycleaning machine's cooling system will be under greater stress.

It doesn't matter if you are using a water tower, chiller or city water for cooling, conditions that weren't an issue during the cooler months may become problems as the ambient (surrounding) temperature rises.

Most of the cooling problems will rear their ugly heads during the drying segment of the drycleaning cycle. Drying, in the drycleaning machine sense, is all about moving heat energy. The media which moves all this heat is called a refrigerant (most machines use R22 Freon. Some of the newer models and the K4 machines

use R400 Freon as refrigerants) and some form of coolant (generally water or a water and glycol mixture).

It doesn't matter which Freon is used, the process itself requires a device called a *refrigeration condenser* which changes hot, vapor rich, Freon gas back into liquid Freon which is constantly being recycled during the drying segment of the drycleaning cycle.

In almost every case, this condenser is cooled by a liquid (there are a few air cooled condensers which are not the topic of this article). Hot, compressed Freon gas is forced by the *refrigeration compressor* into the *refrigeration condenser* where it is cooled and condensed by water (called a *coolant*).

In this case we are transferring the heat from a vapor rich, hot, compressed Freon gas to the coolant flowing through the refrigeration condenser.

### Three methods of supplying coolant to the refrigerated condenser

**1. City water.** Water from the city main is forced through the drycleaning machine's refrigeration condenser, propelled by existing city water pressure. The exiting water is then sent down the drain.

**2. Water tower.** Water is circulated by a pump through the drycleaning machines refrigeration condenser over an evaporative cooling media (looks like corrugated plastic tubes) which has air forced through aiding in evaporation, then into a sump where the suction inlet of the pump is connected.

The evaporation of the water from the surface of the media cools the remaining water which drops into the sump for recirculation through the drycleaning machines refrigeration condenser.

**3. Chiller.** water or a mixture of water and glycol (this mixture is called a brine) is circulated by a pump through the drycleaning machines refrigeration condenser; cooled by a separate refrigeration system; re-circulated through the drycleaning machines refrigeration condenser.

No matter what method is used for cooling and circulating the coolant through the re-

frigeration condenser, the efficiency of the process is dependent on two factors:

- Coolant flow, the amount of coolant moving through the condenser.
- Heat transfer efficiency, the ability of the condenser to move heat to the coolant.

Each of the above factors can be easily monitored using pressure and temperature as indicators of what is going on in the coolant system.

A pressure gage and thermometer at the inlet and outlet of the coolant system located near the drycleaning machine are vital for monitoring the cooling system performance.

The pump must supply enough pressure as well as flow in sufficient quantity to push coolant through the components that require cooling on the drycleaning machine (on most machines this would include not only the refrigeration condenser but also the still condenser and solvent cooler); in the case of water towers and chillers, also back to the tower or chiller sump which are often located on the roof.

Unfortunately, there is no hard and fast rule for what the pressure readings should be.

The best method for obtaining the "numbers" is to note the drycleaning machine inlet and outlet pressure and temperature readings for future reference when the drycleaning machine is working properly.

Let's have a look at what the

thermometers and pressure gages can tell us about the condition of the coolant system.

The following are some possible scenarios for different combinations of qualitative data:

**1. Inlet pressure high/outlet pressure low:**

A. Check for blockage of the inlet flow path — a clogged Y strainer between the pump and the drycleaning machine.

B. Heavy scale build up — a build-up of scale inside the piping of the drycleaning machine.

**2. Inlet and outlet pressure rapidly changing:**

A. Low coolant level in the pumping system.

**3. Low inlet/high outlet pressure:**

A. Open bypass valve on pumping system.

**4. Low inlet/low outlet pressure:**

A. Pump is off.

B. Clogged inlet strainer.

**5. High inlet temperature/high outlet temperature:**

A. Water tower fan not working; chiller refrigeration system faulty.

B. Pump is off.

**6. Slightly higher than normal inlet temperature/high outlet temperature:**

A. Heavy scale build up — a build-up of scale inside the piping of the drycleaning machine.

B. Excessive heat source — still boilover or steam sweep valve open; steam supply valve to steam boost coil or carbon adsorber.

Back to the drycleaning machine operation.

Problems with the cooling system are most likely to appear during the dry cycle. To be more specific, towards the end of the dry cycle when the drycleaning machine goes into cool down mode.

During the drying mode, the heat exchanger coil is transferring much of the heat from the Freon to the air stream and only a small portion of the heat load is being dumped into the refrigeration condenser.

In the cool down mode, solenoids and dampers change and almost the entire heat load is now dumped into the refrigeration condenser.

This type of problem is indicated by the refrigeration compressor going into a high-pressure condition and tripping the refrigeration high pressure safety switch.

Most of the time this would cause an error message on the programmer screen and require a manual reset of the refrigeration high pressure



RICK'S CLEANERS in Austin, TX, installed an 18-ft. Quick-sort conveyor. Brett McLeod (left) of Garment Management Systems and Ian Noble, owner of Rick's, are pictured.



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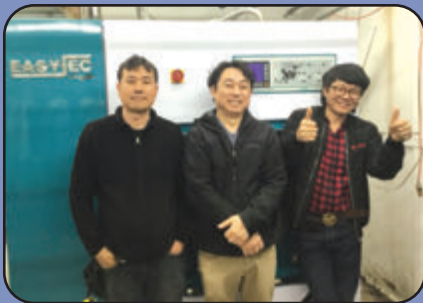




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**What do dry cleaners think about when considering purchasing a new dry cleaning machine?**

*Do they think about make, price, service or reliability?*



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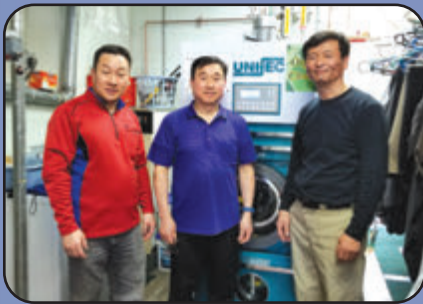
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**Bruce Grossman**

# Hot weather cooling problems

*Continued from page 18*

safety switch. This condition is almost always caused by either a clogged Y strainer or excessive scaling inside the refrigeration condenser.

On most drycleaning machines, there is a *refrigeration head pressure adjusting valve* which controls the refrigeration head pressure by varying flow of coolant to the refrigeration condenser.

This valve is adjusted to give sufficient refrigeration head pressure for efficient refrigeration system operation.

When scale builds up in the refrig-

eration condenser past the point where the normal adjustment of the head pressure adjusting valve can compensate, many drycleaners simply open the valve wider in the *very mistaken* belief they have actually fixed something. What they have done is “kicked the can down the road” and will pay a lot of extra money in solvent and energy for the privilege.

The accompanying illustrations show schematics for typical cooling water installations on systems using a water tower or chiller.

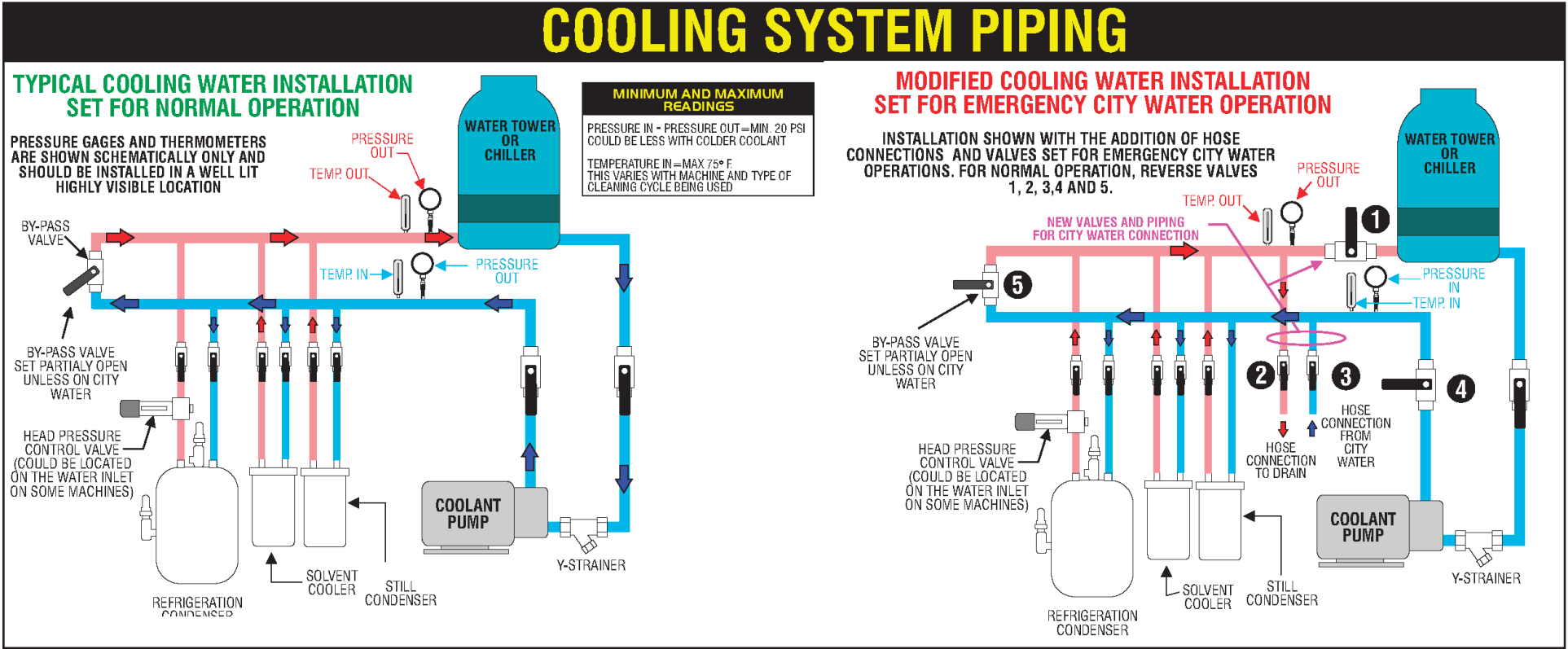
The left half of the illustration is

what is most commonly found; the left side is an installation *with the addition of valves 1,2,3* which are used when a city water hook-up is included in the installation.

This city water hook-up provides not only an emergency back-up for continuing operations when there is a failure in the normal cooling system as well as ready access for connecting a descaling pump.

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, maker of the new EZ Level return tank water level con-

trol. To prevent boiler scaling and other damage, the EZ Level return tank water level control replaces that ball float valve in the condensate return tank. For saving money on handling waste, the Sahara and Drop in the Bucket line of high purity separator water mister/evaporators provide a thrifty, legal method to get rid of the separator water generated by the drycleaning machine. For more information on EZtimers products, visit [www.ez-timers.com](http://www.ez-timers.com). Address any questions or comments for Bruce to [bruce@eztimers.com](mailto:bruce@eztimers.com) or call (702) 376-6693.





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# THE ROUTE PRO



BY JAMES PEUSTER

## The stats on route drivers, updated

I recently rode with by 1,500th driver (unofficially) and decided that it is time to share with the drycleaning industry some numbers that may or may not be of good use to you.

We are in an industry that is all about numbers that reflect productivity and efficiency.

Sure, these various pieces of data are very important in your calculations of profits and losses as well as measuring growth.

But do you really know what numbers you need to monitor your drivers, their performance and your true understanding of the delivery service?

Well, it is time for an article that equates to the TV show, "Magic's Biggest Secrets Revealed." However, you don't need someone in a mask to expose the truth. Let me handle this department.

First of all, a disclaimer. The numbers are not intended to be used against any driver, salesperson, manager, or any other employee involved in the route process. However, it is

time for the truth to be known.

If you are any of the aforementioned parties, you will laugh, cry, hide or lie about what you are about to read, but deep down you will find yourself being included in one of the stats below.

If you are an owner, you will finally be able to measure your overall route operations and either accept what is in front of you, or do something about it.

OK, with that being said, on with the stats that may end up costing someone a job, or me, further clients.

Five out of 100 people will say that they love going door-to-door. However, out of the five, four are lying.

Seven out of 10 drivers say that they never see the customers. The funny thing is that they know everything about them.

Eight out of 10 drivers do not dress anywhere near as nice as they did when they applied and interviewed for the job. Why is that? Shouldn't they represent drycleaning on the route?

One out of three cleaners have or once had a route driver named Bob. Special thanks to Roger's Cleaners in St. Petersburg, FL; all of their drivers are named Bob.

19 out of 20 salespeople fail because of lack of training. Other industries send their sales staff through weeks of training.

Nine out of 10 customers spend 20 to 25 percent more on the route than at the store. Yet six out of 10 operators do not believe in converting at the store.

One out of four route drivers think that they are about to get fired when I ride with them on a project. Many times they are nervous, a couple of times they have cried and one guy actually threw up.

Two out of seven drivers have a bladder the size of a bowling ball.

One out of 500 have actually hit a house. (You know who you are!)

One out of five drivers need to take medication for road rage.

Nine out of 10 drivers talk

to themselves. I never know if they are talking to me.

Eight out of 10 owners love their drivers. Yet, eight out of 10 want them fired for not being able to sell.

Three out of 10 vans have cracked windshields.

One out of 10 drivers are semi-retired. Most of them do not want the route to grow.

Five out of 10 drivers keep dog bones in their van. Two out of 10 actually eat them for lunch.

One out of 50 drivers actually smoke in the van. All of them are convinced that smoke doesn't get on the clothes.

One out of four drivers flirt with their customers. One-hundred percent of the customers flirt back only because they are hoping to get a discount.

One-hundred percent of commissioned drivers love "will calls".

Eight out of 10 owners are discouraged by direct mail marketing. Six out of 10 still do it.

Four hundred and ninety nine out of 500 drivers have misdelivered clothes.

One out of 10 drivers have hit a mailbox while doing the route. Half of the time they tell nobody.

Eight out of 10 drivers get done at least one hour earlier when I ride with them on the route.

Six out of 10 drivers know the names of the dogs they service on the route. One out of 100 drivers have actually hit a dog on the route and only one individual has put the road-kill in a competitor's bag (we all know who that is!).

One out 10 cleaner's best customer is about to serve jail

time for embezzlement.

Three out of five drivers use the manifest correctly. One out of five does not know what a manifest is.

Two out of five drivers pick their nose on the route. No data on where they put it.

Eight out of 10 customers who call and say the driver missed the bag actually missed the driver. See, I am protective of the driver.

Seven out of 10 operators do not have a back-up driver. Sad, but ever so true.

Finally, nine out of 10 routes do not see growth because drivers are not held accountable.

The most important stat is probably the last one. I continue to be amazed with projects in which the driver is in control of the system. Routes done without a manifest, without accountability and without a strategic marketing plan cause limited to no growth. I preach about this article after article, and it rings so true.

With all the negativity going around in this industry and people who are admitting defeat, make an effort to prove the cynical people wrong and build your business. Do it now and let the weak disappear. I truly believe that the more effort you put into marketing your routes, the better off you will be.

**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.therouteapro.com](http://www.therouteapro.com).**

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**DRY CLEAN SUPER CENTER** in Mansfield, TX, purchased a UnionHL840 cleaning system running Ktex solvent through Gulf States Laundry Machinery. Pictured are Johnny and Tom Nguyen of Dry Clean Super Center and Matt A. Lipman of Union Drycleaning Products.



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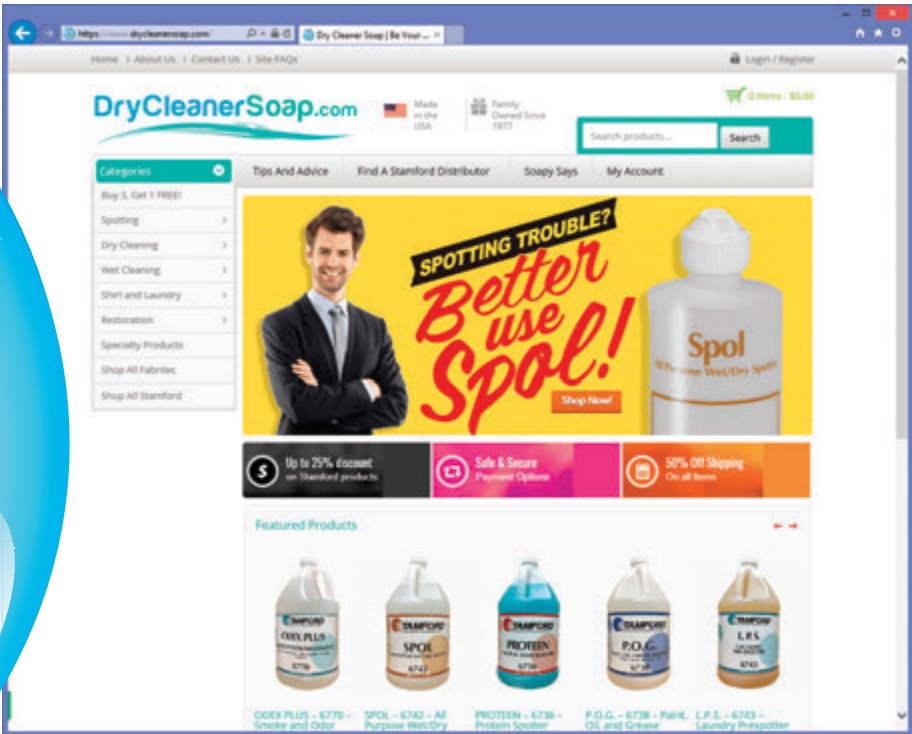
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# THE SPOTTING BOARD



BY DAN EISEN

## Solvents, filtration and brightness

I recently completed a study of different drycleaning systems and the quality they produce.

The drycleaning systems included those using perc, GreenEarth, hydrocarbon and K-4. Some of the systems used distillation and others did not.

We were interested in determining the degree of redeposition of soil and graying.

This is to answer customers' complaints on fabrics not being white enough after drycleaning or not matching half of an outfit that was not cleaned.

### Testing procedures

We used new white cotton swatches for the testing. We used a light meter to calibrate the differences in brightness after cleaning.

We used one drycleaner for reference. We wanted to make sure the drycleaning system can produce a pure white fabric compared to the original without any change. We did not want any change attributed to fluorescent dye breakdown or other finish.

We attached the fabric to a garment to be cleaned in a light load.

### Testing after drycleaning

- We examined the fabric visually for any change compared to the original.

- We used a light meter to determine degree of color change.

- Fatty acids and oils. We applied a drycleaning solvent to clean a sample and noted any rings.

- Redeposition of soil. We applied oily-type paint remover to the sample with ammonia, then tamped and flushed. We checked for rings and light areas.

- Dye redeposition. We applied stripping agents to sample and checked for light areas.

### Results

The different drycleaning solvents did not have an impact on the brightness of the fabric sample. The drycleaners who maintain their equipment and cleaning systems had the best results.

The drycleaning systems using no distillation had equally good results when the operator followed proper cleaning practices and maintenance.

nance.

Drycleaning detergents did add to the brightness due to the brighteners used in the products. The detergent did not change the brightness if the fabric grayed due to redeposition.

### How to check your cleaning system

1. Cut a white sample cotton fabric in half and attach it to a garment to be cleaned in a light load. Compare the sample with the original fabric.

2. Check solvent flow. It should not take more than one minute to fill the wheel when solvent comes from the tank through the filter into the wheel. This is important because you want quick solvent changes to discharge soil to the filter.

3. Check filter pressure. When pressure is five pounds above normal manufacturers' recommendations there is a likelihood of poor cleaning. It may be time to spin the discs or change the cartridges.

4. Solvent clarity. The solvent should be amber or the color of light beer.

5. Solvent temperature. Many drycleaners heat up the solvent to increase the cleaning power of the solvent. The heated solvent makes it more aggressive to remove oil, greases and waxes. It must be noted that the heated solvent removes more dye from fabrics and may use up carbon cartridges quickly.

6. Make sure the still is operating properly. There should be no boil-over and the solvent returned to tank should be crystal clear. Make sure there is the proper amount of sludge left when cleaning out the still.

### Summary

Drycleaners can maintain any cleaning system if proper maintenance is followed.

I have seen some drycleaning systems with a breach in the filtering system that allows soil to redeposit onto fabrics. I have also observed stills that were not operating properly causing poor solvent conditions.

Proper classifications of fabrics and proper prespotting are also important factors.

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](http://www.garmentanalysis.com).



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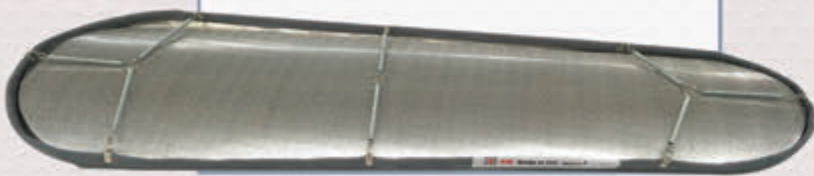
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# MIDATLANTIC

## Altering your business for higher profits

As drycleaners keep on the lookout for new avenues for gaining revenue, the Pennsylvania and Delaware Cleaners Association recently offered a seminar on a tried-and-true option for the industry.

Dale Kaplan hosted a program on turning your alterations and tailoring department into a high profit center at his plant located in Camp Hill, PA, on Tuesday, April 22.

The event was sponsored by Frankford Machinery, Cleaner's Supply, B&G Lieberman and Wedding Gown Preservation.

During the session, Kaplan outlined strategies for getting customers and ways to sell alterations and tailoring services at the front counter.

Social media is important, he noted, offering tips on how to use it effectively.

He also emphasized that the plant needs to stand out to customers.

Let the customers see you and your people working at the machines, he explained, and be sure to use signage and special offers to attract business.

Also during the program, attendees learned detailed methods on how to get wedding, bridesmaids and prom dresses into your plant and how to establish relationships with local stores.

### On the horizon

Next up for the association is an open board meeting on June 23 and 24 that will

be held at the Hyatt Regency Hotel Baltimore Inner Harbor.

There is also an equipment maintenance seminar planned to take place in September in Pittsburgh.

A little further down the road will be the PDCA Drycleaning and Laundry Expo

2018.

This year it is scheduled to take place from Nov. 9 to 11 in a new venue: the Baltimore Convention Center in Maryland.

It will be a busy weekend of visiting an exhibit hall packed with all the best offerings for the industry, as well a chance to

listen to several guest speakers offer great advice on how to make your business better.

Some of the topics on the docket include social media, hiring and retaining employees and live clinics on the show floor that will cover topics such as pressing.

Room reservations at the Hyatt Regency Baltimore Inner Harbor are \$159 per night for single/double occupancy.

The hotel and convention center are located in the heart of Baltimore's Inner Harbor and is an easy walk to area attractions that include the National Aquarium, the USS Constellation, Oriole Park at Camden Yard, Fort McHenry National Monument and Historic Shrine and a host of dining and shopping opportunities.

Trolley tours and harbor cruises are also available.

The hotel itself is designed for both business and vacation travelers with a blend of urban luxury and local hospitality. Breakfast, lunch and dinner are available at the hotel's Bistro 300.

The hotel is also just 15 minutes from BWI airport.

For reservations, call (410) 528-1234 and mention the PDCA Expo.

Early bird pricing is available now for exhibitors. For more information on the event, or to register, contact the association by calling (800) 822-7352 or visit the association's website at [www.pdclean.org](http://www.pdclean.org).



**Dale Kaplan (sitting) demonstrates techniques to upgrade an alterations and tailoring department into a high profit center during the PDCA seminar on April 22.**

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## *Steiner-Atlantic earns top honor from Union*



**Union Drycleaning Products has recognized Steiner Atlantic as a top dealer for 2017. Matt A. Lipman of Union (right) presented Jimmy Goulet, national accounts vice president, for Steiner Atlantic with the 2017 Five Diamond Award.**

## Obituaries

## Jim Isberg, industry veteran

James A. "Jim" Isberg, 75, of Albany, GA, died peacefully on March 30 at his residence. He was 75 years old.

A native of Medicine Hat, Alberta, he worked for more than 40 years in the drycleaning industry as a plant manager, plant owner, distributor salesman and manufacturer's consultant.

He was also the author of *Drycleaning 101*, a drycleaning textbook that was first published in 1989. He once served as chief instructor at Michigan Laundry and Cleaners school and most recently he was a technical service manager for R. R. Street & Co. Inc.

He was introduced to the drycleaning industry in the mid-1960s through his brother, Fred, who worked at a local One Hour Martinizing plant. For over 15 years, he owned a successful

drycleaning plant that he designed and built in Alberta, Canada.

Prior to joining the drycleaning industry, he held jobs with the Canadian Pacific and Canadian National Railways, served as senior rate and claims manager for two of the largest trucking companies in Canada, and was an account executive in both television and radio.

He was a past director of the Alberta Quarter Horse Association and, at one point in his life, was active on the rodeo circuit, riding bulls and bareback horses, calf roping, and team roping, and winning the All-Around Cowboy Championship in 1967 at a local rodeo.

He was also a past director of the Alberta Wild Rose Quarter Horse Journal, a member of the Lions International, a past president of the Ft. Macleod Chamber



of Commerce and a past director of Ft. Macleod Rodeo Association.

He was a member of the Church of Jesus Christ of Latter Day Saints.

Survivors include his wife of 35 years, Sharon K. Isberg of Albany, GA; children, Tim of Sherwood Park, Canada, Lori of High River, Alberta, Canada, Chris of White Lake, MI, Katrina Bergherm of Westmont, IL, Amy Balog of Saratoga, NY, Melanie Skach of Brookfield, IL, and Kimberly of Murfreesboro, TN; 15 grandchildren, and his brother, Alan of Medicine Hat, Alberta, Canada.

He was preceded in his death by his brother, Fred of Woodslee, Ontario, Canada.

The family suggests that suggests that memorials in his name be made to the Humanitarian Aid Fund or to the Fast Fund at the Church of Jesus Christ of Latter Day Saints, 2700 Westgate Blvd., Albany, GA, 31707.

## George Gibbs

*CEO of AC Power*

George Gibbs, CEO of AC Power Co. Inc., died Thursday, April 19 at his home. He was 66 years old.



Born in 1951 in Philadelphia, PA, he was the son of the late George F. Gibbs and the late Isabelle Gibbs.

His family business, located in Ivyland, PA, has served commercial laundry customers throughout Pennsylvania, New Jersey, Delaware, and Maryland since 1971.

He was also a longtime soccer and baseball coach and a regular volunteer at Gift of Life Family House.

Survivors include his wife, Susan, and sons Jeffrey, Jason and Mathews. He was also the father of the late Allison and Katie Gibbs.

Survivors also include seven grandchildren and numerous nieces and nephews.

Funeral services were held at Holy Nativity Episcopal Church in Rockledge, PA.

In lieu of flowers, donations may be made in his memory to Gift of Life Family House, 401 Callowhill Street, Philadelphia, PA 19123.

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## 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 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**

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## 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**  
**Speaker: Kyle Nesbit**  
 10:00am - 11:00am

**The Team Approach to Building Customer Service Excellence**  
**Speaker: Jim Groshans**  
 11:00am - 12:00pm

Registration Fees:

**CCA Members No Charge**  
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**Early Bird Pricing - \$55, \$75 after August 1 • Individual Day - \$40**

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# WEST



PAUL'S CLEANERS in San Luis Obispo, CA, purchased a Union HL890 through Hendricks Mechanical. Owners Jim Morabito (left) and Rod Morabito are pictured with Kendall Hendricks (right) of Hendricks Mechanical.

## Fabricare programs will explore succession, branding, marketing

In addition to educational sessions each morning on Saturday and Sunday, Aug. 18 and 19, the California Cleaners Association will present a special extra "Management Leadership Day" on Friday during the weekend of its Fabricare 2018 show at the Long Beach Convention Center.

Three topics will be explored in depth as part of the Management Leadership Day, which attendees will have to register for separately. The cost is \$160 for CCA members and \$250 for non-members.

Leading off will be a program from 10 a.m. until noon by Krista Clive-Smith, a consumer and branding expert.

She will explain how to "Get Noticed. Be Remembered." through brand recognition and creating a brand and strategy for success.

Afterwards, during lunch time, Riaz Chauthani will talk about "Business Valuation and Preparing for Business Succession" from noon to 1 p.m. Lunch will be included.

Rounding out the special Fri-

day slate of sessions will be one from Brian Rashid, CEO of "A Life in Shorts" who will take to the podium for "Smart Social Media Marketing." He will demonstrate how business owners can digitally market on a shoestring budget.

The rest of the educational programs will be part of the official Fabricare 2018 convention which offers free admission to CCA members.

Non-members can save money by taking advantage of Early Bird Registration prior to Aug. 1 and pay only \$55 each; otherwise the price goes up to \$75 for full registration or \$40 for individual day registration.

The first seminar on Saturday morning will look at "Exploring Revenue Streams." Chris Moreno will cover how to get wash-n-fold, how to attract new customers to new services and the use of new technology such as laundry lockers and apps.

At 10:30 a.m., attorney Jibit Cinar will offer an update on California human resources and employment issues such as the latest news on sexual harassment in the workplace, minimum wage issues and potential problems with firing and hiring.

On the last day of the show, Sunday, Kyle Nesbit of MW Cleaners will offer many ideas on "Marketing for Profits" from 10 a.m. until 11 a.m.

Then, FabriCoach Jim Groshans will speak on "The Team Approach to Customer Service Excellence" from 11 a.m. until noon.

The exhibit hall is expected to be full of the latest technology and services for drycleaners and laundrers. Show hours will be from 10 a.m. until 5:30 p.m. on Saturday and from 10 a.m. until 4 p.m. on Sunday.

There's still time to make reservations at one of the host hotels for Fabricare 2018.

The Renaissance Long Beach will serve as CCA's headquarters during the show. It is located across the street from the Long Beach Convention Center and has a secured block of rooms for attendees at a rate of \$189 per night. For reservations, call (562) 437-5900.

Room are also available at the Hyatt Regency Long Beach, which is 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 CCA Fabricare Show to obtain the special rate.

For more information on the show, call CCA at (916) 239-4070 or visit the association's site at [www.calcleaners.com](http://www.calcleaners.com). The site offers registration links and an updated map of the exhibit hall.

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# NORTHEAST



The May 1 ribbon cutting ceremony included local officials and international guests.

## Whirlpool expands Fall River facility

Whirlpool Corp. Commercial Laundry, a division of Whirlpool Corp., has completed ongoing investments in its commercial laundry production facility in Fall River, MA.

The Fall River manufacturing facility is intended to support customer demand for Whirlpool-built commercial laundry equipment. By continuing to invest in four areas — people, processes, manufacturing, and systems — Whirlpool is focusing on improving its customers' experiences.

The \$35 million project includes upgrades to the 300,000-sq.-ft. commercial laundry state-of-the-art facility, making it the largest plant in the world dedicated to commercial laundry.

"The advanced production here supports the growth of our premium commercial laundry business, which includes some of the most innovative multi-load washers and dryers, specialty products and industrial dryers offered in the marketplace," said Trey Northrup, general manager of Whirlpool Corporation Commercial Laundry.

With the acquisition of the Fall River manufacturing facility by Whirlpool, the Maytag Commercial Laundry brand now has customized production washer capabilities, said Northrup.

"We've done this to continue our leadership in engineering, design, and manufacturing solutions to meet the increasing demands of the commercial laundry industry."

"The Fall River facility allows for flexibility and nimble product offerings through its configure-to-order capability" said Raul Rincon, director of the Fall River plant. The latest platform advancement is a production line solely dedicated to Maytag Commercial Laundry brand's rigid and soft mount multi-load washers.

Hitting the market this summer, the Maytag Commercial Laundry washer can be configured in hundreds of different ways, allowing customers to choose among different water heating options, electrical connections, control interfaces, water inlets, drain systems and cabinet construction options.

As part of the 59th Maytag Commercial Laundry meeting in Fall River, MA, 150 people gathered May 1 for a formal ribbon cutting.

The group included Fall River Mayor Jasiel Correia; City Councilman Cliff Ponte; and Bristol County Chamber of Commerce Manager of Business Development Joe Trilling. Also on hand for the event were Maytag Commercial Laundry trade customers, Robert Stevens and Robert Jackson of Harco Co. Ltd. based in Ontario, Canada, and Victor Hirmas of Intertrade Chile based in Santiago, Chile.

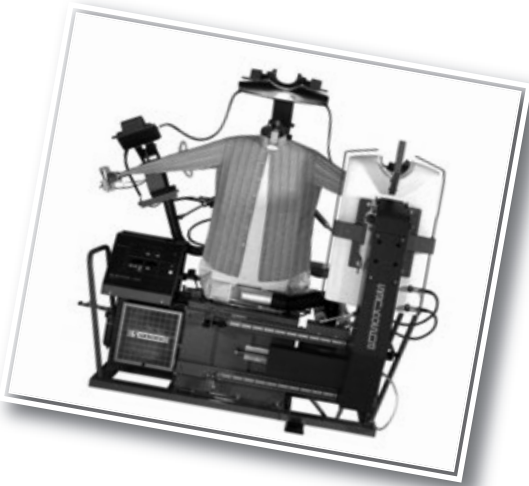
Guests got a firsthand look at the new washer platform to complete Maytag brand's model lineup. The dedicated production line produces customizable, rigid and soft mount washers ranging from 20- to 65-lb. capacities.

In addition to the manufacturing facility, sales and service support have been expanded to include more resources and an enhanced call center located in the Fall River facility.



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# KEEP IT LEGAL



BY FRANK KOLLMAN

## Sometimes winning feels like losing

I was asked recently by a potential client whether an insurance company could sue the company for increased premiums.

In this particular case, the insurance involved was workers' compensation. I explained that workers' compensation insurance was subject to audit by the insurance company to determine if the payroll had been reported correctly when the company paid the premiums. Premiums are usually based on actual payroll while earlier premium quotes are estimates.

The potential client went back to the insurance company and discovered that the auditors were using incorrect figures. The auditors asked her to supply information that would show that the audit was incorrect, and I got the impression that the potential client did not want to do this.

After I advised her to do so, she sent me back an email that began with something like "so you're telling me that..."

Basically, my response gave me the idea for this column. I have been an attorney since 1977, and I can tell you that fairness and justice frequently have nothing to do with the outcome of a legal matter.

People do not go into government service to protect citizens from the government; people do not go to work for insurance companies to protect cus-

tomers from the insurance company; people do not go to work for the Occupational Safety and Health Administration to protect employers from unfair safety regulations; people do not go to work for the National Labor Relations Board because they think unions are bad for America. Likewise, people do not go to work for the FBI or the Justice Department not to keep people out of jail.

Fairness and justice almost always take a back seat to what corporations, government, and individuals who have the upper hand think should happen. The government can usually spend more money than you can defending yourself before you run out of money.

Companies and individuals frequently settle cases because the cost of litigation far exceeds the settlement amount, or the cost of fighting exceeds the benefit.

If you want to make your lawyer happy, constantly tell him or her that (1) it's a matter of principle and (2) that you don't care how much it costs.

Unfortunately, it costs extraordinary sums to be proven right, and standing on principle while your company is destroyed is hardly a good business tactic. Sometimes, you have to make an economic decision, not an emotional one.

Many years ago, I made the decision that talking to a law enforcement officer in an investigation was full of peril.

What would happen if the policeman thought that I had information that could be helpful, although I had committed no crime? Would he figure out a way to threaten me?

If I said something to him that he believed he could argue was untrue, should I risk charges of perjury by talking to them at all? I am sure that Martha Stewart and Scooter Libby have different ideas these days how they would handle such an interview.

Nobody wants to have an investigation without a conclusion that justifies the investigation. That is one of the reasons why I try to limit OSHA inspections, especially those arising out of accidents. Even if the accident was not caused by a violation of the Occupational Safety and Health Act, OSHA wants to do something to justify its existence, so it finds another reason to issue an unrelated citation against the employer.

Many of our labor and employment laws favor employees to the detriment of employers, and I do not mean in a way that's fair or justified. Some of the laws immorally hurt employers, but it is difficult to get sympathy for companies over employees.

Sometimes, the most ridiculous incident reported in a newspaper by an employee results in a ridiculous set of laws that hinder production and advancement all across the country. Many of our labor

and employment laws hurt both employer and employees, primarily because bad employees and bad lawyers have learned how to manipulate the system. Many of our labor and employment laws have become the tools of scoundrels.

That said, however, it is a situation that we must deal with, so when someone says to me "Are you telling me that..." I have to say "Yes, I am telling you that."

Unless you are in a position to change the system, you must learn to work within it. Just be grateful that in the United States at least, bribery is not a cost of doing business, at least not on a regular basis.

Dealing with unfair and unjust situations requires a cost-benefit analysis, not a Custer's-last-stand approach to the situation. If you can avoid being sued, avoid it. Winners often end up feeling like losers, so pick your battles wisely. Do not get hung up on principle, if principle will give you an expensive lesson in futile gestures.

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](http://www.kollmanlaw.com) has articles, sample policies, news and other information on employee/employer relations.

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## 2018

**June 4-8** Introduction to Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**June 8-10** Southern Drycleaners and Launderers Show, sponsored by the South Eastern Fabricare Association. Birmingham-Jefferson Convention Center, Birmingham, AL. Call (215) 830-8495.

**June 19** Fitzgerald scholarship golf outing, sponsored by the Wisconsin Fabricare Institute, at the River Club, Mequon, WI. Call (608) 743-9696.

**June 28** Annual golf outing for the Illinois Professional

Drycleaners and Launderers Association. Arrowhead Golf Club, Wheaton, IL. Call (800) 462-4732.

**July 16-20** Introduction to Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**July 20-22** Michigan Institute of Laundering and Drycleaning summer convention, Boyne Highlands Resort, Harbor Spring, MI. Call (877) 390-6453.

**July 23-August 3** Advanced Drycleaning course at the Drycleaning and Laundry Insti-

tute, Laurel, MD. Call (800) 638-2627.

**August 3-4** Midwest Drycleaning and Laundry Association annual convention, French Lick Resort and Convention Center. Call (765) 939-6630.

**August 11-19** Exam period for DLI certification tests. Register on line in advance or call (800) 638-2627.

**August 17-18** Fabricare trade show sponsored by the California Cleaners Association, Long Beach, CA. Call (215) 830-8495.

**September 21-24** International Drycleaners Congress annual convention, Alila hotel, Jakarta, Indonesia. Call (403) 685-4755.

**September 30-October 3** Independent Textile Rental Association Annual Convention, Casa Marina Resort, Key West, FL. Call (706) 637-6552.

**October 3-4** Midwest Drycleaning Expo, sponsored by the Wisconsin Fabricare Institute, Lake Lawn Resort, Delavan, WI. Call (608) 743-9696.

**October 4-6** Success 2018 conference sponsored by Methods for Management, Hotel Boulderado, Boulder, CO. Call (253) 851-6327.

**October 12-13** Canadian Fabricare Association annual conference, Holiday Inn Yorkdale, Toronto, ON. Call (416) 573-1929.

**October 15-19** Introduction to Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**October 16-18** Annual conference of the Textile Rental Service Association, Napa, CA. Call (877) 770-9274.

**October 19-21** North Carolina Association of Launderers and Cleaners annual convention. Raleigh, NC. Call (919) 313-4542

**October 19-22** Expo Detergo International trade show, Fiera Milano, Italy. Call +39 024997.6214.

**October 22-November 2** Advanced Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**October 27-28** Fall Fest '18, sponsored by the North East Fabricare Association, Plymouth, MA. Call (603) 635-0322.

**November 9-11** Drycleaning and Laundry Expo, sponsored by the Pennsylvania and Delaware Cleaners Association, Baltimore, MD, Convention Center. Call (215) 830-8495.

**November 10-18** Exam period for DLI certification tests. Register on line in advance or call (800) 638-2627.

## 2019

**June 20-23** Clean Show, New Orleans, LA. Call (404) 876-1988.

## IDC to convene this fall in Indonesia

The International Drycleaners Congress will gather in Jakarta, Indonesia for its annual convention this year.

“Meet the challenges of the emerging textile care environment” will be the theme of the convention. The Alila Hotel will host the gathering which takes place Sept. 21-24. Optional post-convention tours will be offered Sept. 25-29.

Details of the convention plans should be available soon and will be posted on the IDC website, [www.idcgroup.org](http://www.idcgroup.org).

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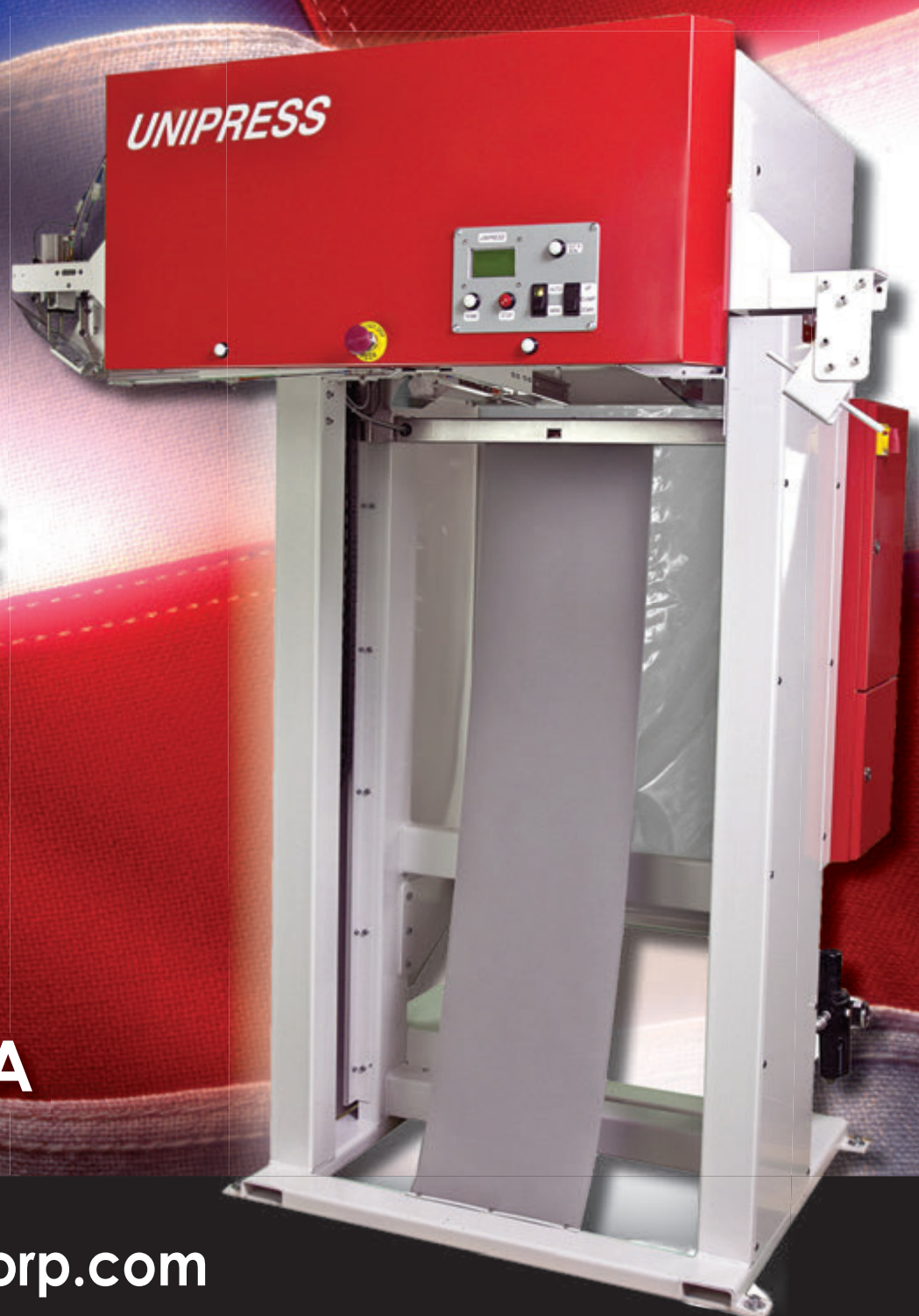
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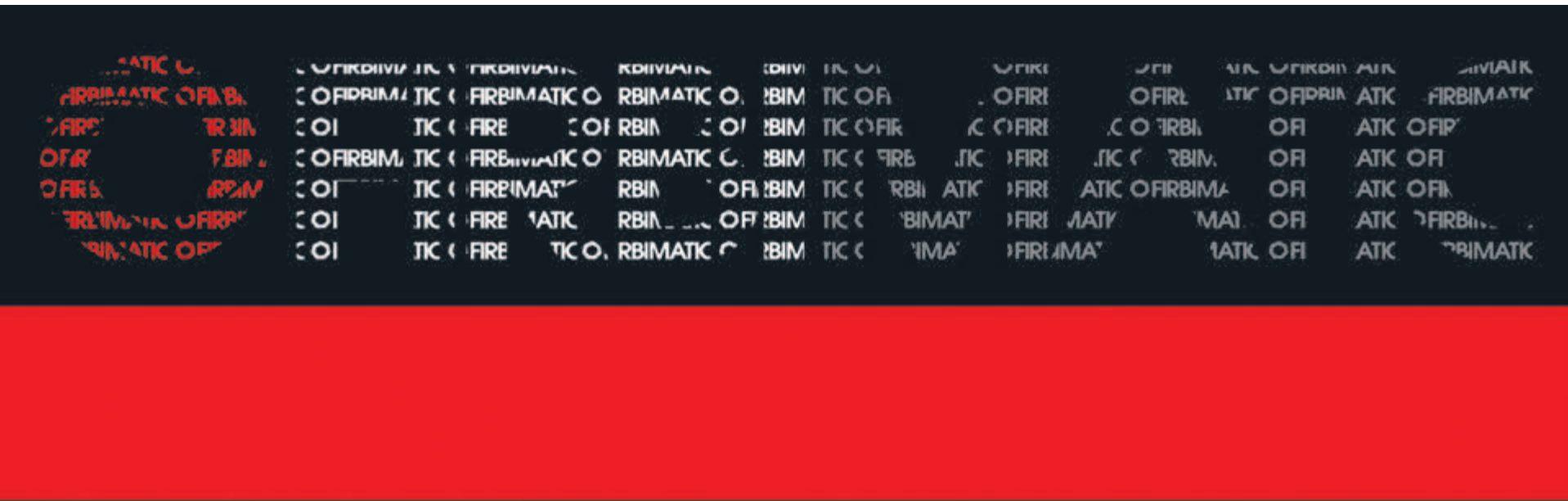
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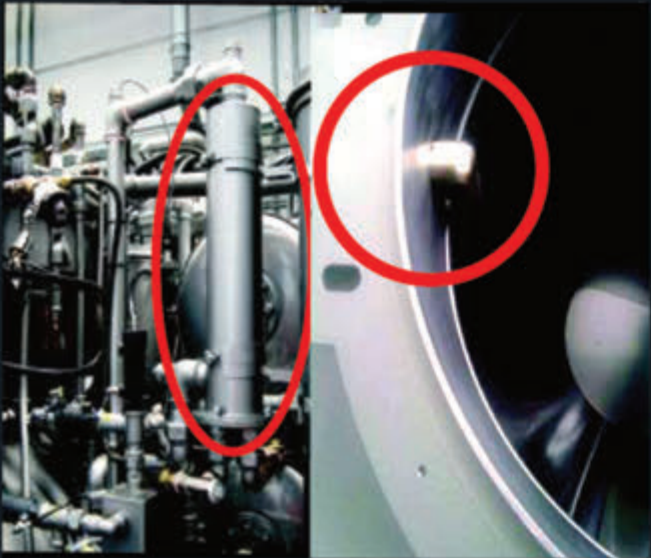






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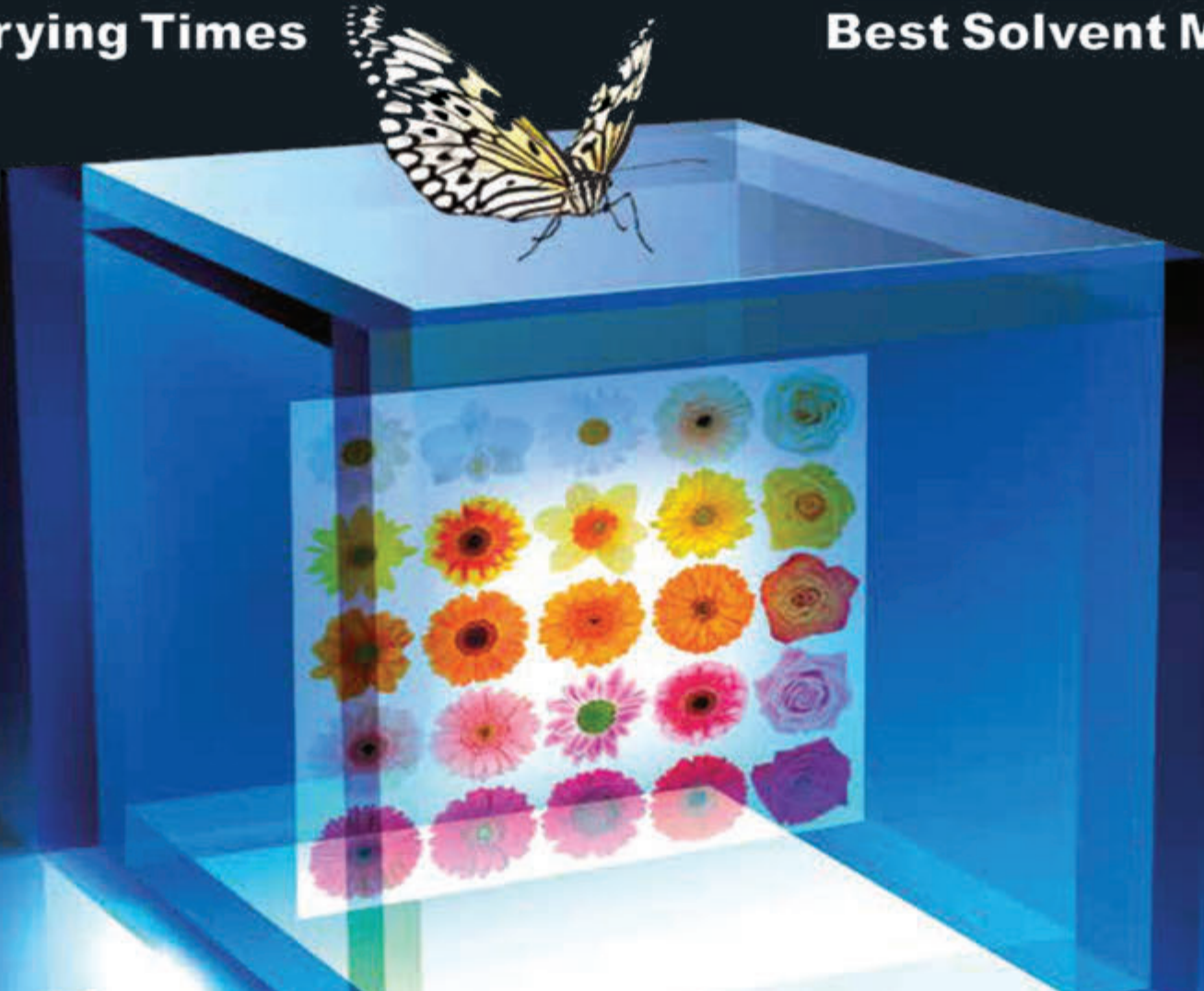


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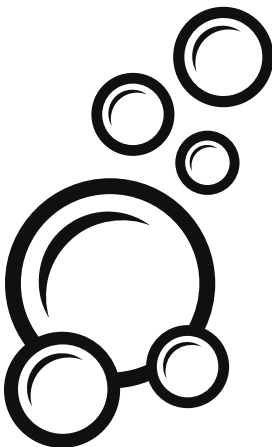
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**Bob Hamila** (*Lighthouse Cleaners / Palm Beach Gardens, FL*)

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**Stephanie Barrero** (*Door2Door Drycleaners / Bluffton, SC*)

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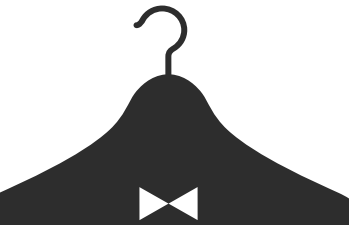
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promotional efforts is important for  
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Finally Adams tells how to do it.  
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**He's a true amigo to these orphans**

For children at the El Estero orphanage in Mexico, Colombia's President Evo Morales (in  
back, center) has become a familiar face and good friend over the years.

It certainly has been a time-consuming commitment. In fact, Ray Rangel, owner of Estero  
Cleaners in Pasadena, CA, estimates that he's made special trips to Mexico "about 10 or 15 times"  
in the past 20 years, but it's all been worth it for something he calls "the best thing that has ever  
happened to me."  
He travels to a small village near Toluca, Mexico, in Baja wine country between four and six  
times a year to visit those who live at the El Estero orphanage. He helps provide money and  
food to improve the quality of life for those whose suffering the early life experience of  
abandonment. Rangel is grateful for the support his efforts have received from several industry  
members cleaners.  
"Jackie Smith from Henderson Insurance Agency and Bobby Patel of Kona Cleaners have come to  
the orphanage a few times and spent weekends with all their families," he said. "They have helped  
with buying essentials."  
For his November trip, Gordon Shaw of Hangers Cleaners in San Diego, David Suber of Perfect  
Cleaners in Los Angeles and Bob Gibson of Sankosha helped with financial support. "There is a  
constant need," he explained. "Over the years - it used to be a money and food. Now, it's really  
love."  
El Estero 20 currently has approximately 75 children residents, but at times that number has  
exceeded 100. It was originally founded back in 1957. (BCL)

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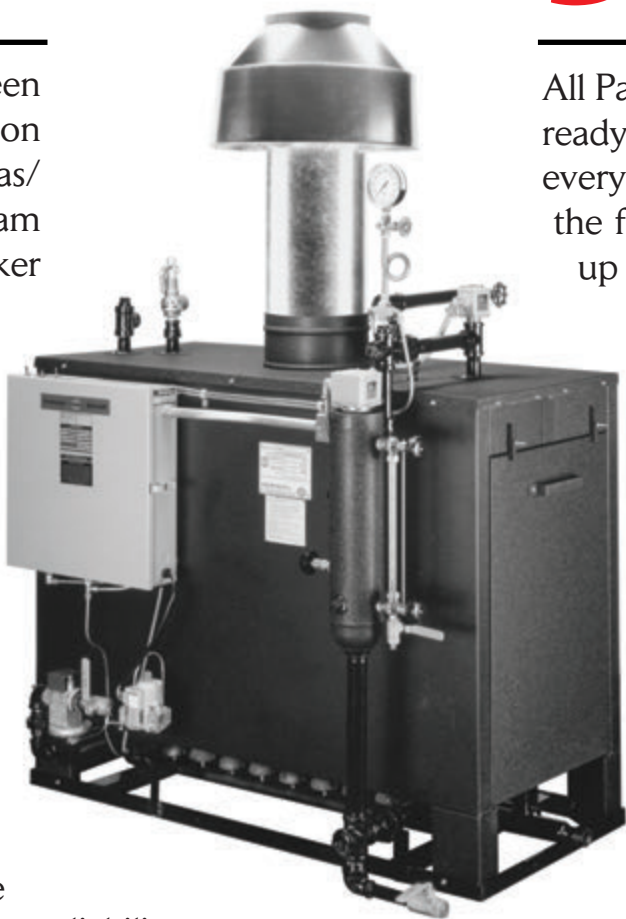
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1 Better Engineered

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).



3 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 return systems are available on 3 to 25 hp boilers to save on installation costs.

4 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.

Visit us at SEFA's Southern Drycleaners Show • Booth 314

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



# TREVIL

AMERICA

## The Future Is Here!



### INTRODUCING PRESTO FC

#### Single Buck Hot Plate Shirt Finisher

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

## NO MORE SHINE

### PRINCESS ULTRA



#### 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*

### PANTASTAR



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

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

# TREVIL

AMERICA

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