



National

# Clothesline

August 2018

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## *Hello, customers! We're over here!*



**Huge banners hang on the back wall of Hilltop Cleaners, designed to draw customers of the upscale Gelson's Market in Encino, CA. Owner Ben Kohan had long pondered how to get the market's customers to come to his cleaners and this was his answer.**

For a long time, Ben Kohan, owners of Hilltop Cleaners in Encino, CA, had pondered how to get customers of upscale supermarket Gelson's, to drive half a block further to his cleaners.

The answer, he decided, was to get right into the faces of the customers of the market, which has a reputation for celebrity clientele and pricey imported foods.

He commissioned four huge banners to hang on the back of the cleaner's building adjacent to Gelson's parking lot.

"We use lots of posters and banners inside our plant to promote our services and some of them are up to five feet tall since we have high ceilings," said Kohan. "But filling a 95-foot long wall is on a whole different scale... literally."

Turning to his marketing consultant/graphic designer, Larry Siegel, who has helped Hilltop with branding since 2010, it was determined that "playful" illustrations would convey Hilltop's core messaging: name recognition; environmentally-friendly; tailoring; and being open 24/7/365.

"Then Ben said to add some ballet graphics, too, since the cleaners leases part of its building to a ballet studio," Siegel said, noting that what could have been a hurdle turned into a visual thread that tied the first banner to the last.

Anchoring the first 20' x 18' banner with an illustration of a "retro" woman hanging clothes on a clothesline that Hilltop had used in promotions eight years ago, the banners had elements that linked them together: the clothes-

line started in the first banner ended in the second; running dogs and clouds appear in the second banner and continue into the third; and ballet figures in the first banner are the focal point in the last.

A huge red directional arrow on the fourth banner leaves no doubt as to where Hilltop Cleaners is located and that it is open 24 hours a day.

The banners were installed in late May and they are definitely having an impact, according to Raquel Toledo, Hilltop's office manager. "Nearly every day CSRs tell me comments from customers relating how the banners are attention-getting and cute. Definitely the desired result," she said.

Kohan has advice for any cleaner with a big space to fill: "Be bold. Be creative. But, mainly, do something!"

## Making the best out of the worst

As a man who regularly moves back and forth between three very different lives, Chuck Horst still isn't quite content. Instead, he continues to look for new challenges to occupy his time.

At times, he's a professor of Astronomy at San Diego State University, and at other

times, he develops apps and software for his software company or oversees his family's 61-year-old business, Margaret's Cleaners of San Diego, CA.

Now, he is trying to expand the scope of his drycleaning company by helping cleaners from all over handle specialty items.

"Now we are starting to do a fair amount more with other drycleaners, about 20 drycleaners now send us predominantly handbags, leathers, some of the real, real high end wedding gowns and some of their problem garments, but the bulk of it is handbags and leathers that make up proba-

bly a little over 50 percent of what comes in from other drycleaners," noted Horst.

"That's been our whole purpose in life is to differentiate ourselves and not try to take away the work from the more typical drycleaner, not trying to compete with the typical drycleaner, just do the other stuff," he added. "Everything is done here by people who are highly trained."

Margaret's has about 100 employees altogether with five locations including a 23,000 sq. ft. processing facility. They have a full-time re-beading specialist, multiple seamstresses, a full-time cobbler and several leather cleaning experts on staff.

However, having the right employees to handle special garments is not enough; Horst also insists on using the right equipment... and not just being able to process several solvent options such as GreenEarth,

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**A mold-encrusted leather jacket was made like new by the restorationists at Margaret's Cleaners.**



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## Another marketing method to consider

As the old cliché goes... a picture is worth a thousand words. With inflation and a changing culture, it may be worth much more than that these days. Prehistoric humans once communicated via cave paintings long before the first form of written symbols as language began to surface. Today, humans still foster their love of communicative imagery; they are far more likely to watch TV than read a book. After all, there are hundreds of channels available and watching a television program doesn't require as much effort or attention span. We have become more and more image-oriented, which explains the extreme popularity of emojis, selfies, memes, SnapChat, YouTube and Instagram.

While drycleaners are starting to catch up on social media technology like web sites and Facebook, they are still lagging considerably when it comes to faster image-sharing programs like Instagram, for example, that are embraced more by younger Americans. This is a mistake. As communication tools go, it has incredible potential. According to Omnicore Agency, statistics updated last year indicated that there were 77.6 million Instagram users in the U.S. and 59 percent of internet users between the ages of 18 and 29 and 33 percent of the users between 30 and 49 use it.

Other industries and businesses have capitalized on this market already as there are over 25 million business profiles on Instagram (according to the company) and over 200 million users visit a business profile at least once a day. When you factor in that drycleaners have had difficulty connecting with Millennials (who are now the largest generation that comprise the U.S. workforce according to Pew Research Center), it is certainly worth exploring.

It's time to create a business Instagram account. Use the platform to showcase your expertise from stain removal tips to a picture or video of an expensive wedding dress or difficult cosplay costume or mascot head — whatever interesting item has come through your plant lately. In other words, show your services in action in a quick, concise format. Post customer testimonials and inspire followers with brief success stories. Use the technology to connect with potential customers and build a relationship... even if it is largely a visual one. At least you know that visual communication is more popular than ever and it is more unforgettable, especially to those who comprise the largest percentage of your potential marketplace now and in the future.

## Changing times means time to move

Much has changed in the technology of drycleaning over the past 20-some years: many new cleaning solvents, advanced wetcleaning systems, widespread use of point-of-sale computers, better and more efficient finishing systems, new chemical formulations to meet environmental requirements, automated sorting and bagging equipment... the list goes on. And, of course, the ubiquitous Internet, which has profoundly changed the way businesses and customers interact.

Still, if Rip Van Winkle had been working in a drycleaning plant when he fell asleep in 1995, he'd probably pretty much recognize the business for what it is upon awakening in 2018. Plant layout is basically the same, the machinery, though more advanced, looks like it did when he fell asleep and, after an updating tutorial, he'd feel pretty much at home and be ready to get to work.

NATIONAL CLOTHESLINE has chronicled all these changes over the years. During that same time, the other business we are involved in — printing and publishing — has undergone even more extreme changes. Gone are the typesetting machines, darkroom cameras, paste-up easels and layout boards, waxers, opaquing tools, and the small army of people it took to put all the parts and pieces together for what would become a printed newspaper.

If Rip Van Winkle's brother had been working for NATIONAL CLOTHESLINE and fell asleep in 1995, he'd look around after waking today, rub his eyes and ask, "What happened to everything and everybody?" All that equipment has been replaced by computers and the software that lets one or two people do the work done by many in the past. That makes it possible for us to do our work in much less space than what have been using since 1995.

So it occurred to us that we don't really need all the space we have been renting over the years. In fact, it looks like we need maybe only about a third of that space. As a result, we are moving — after we get rid of all the stuff we no longer use or need. We're only moving a couple of blocks down the street. Our telephone and fax numbers will remain the same as will our email addresses, so nothing will change except our mailing address. And even that will still have the same zip code. But our next issue will be produced at our new location and, if you want to send us mail or pay us a visit, that new address will be 1001 Easton Rd., Suite 107, Willow Grove, PA 19090.

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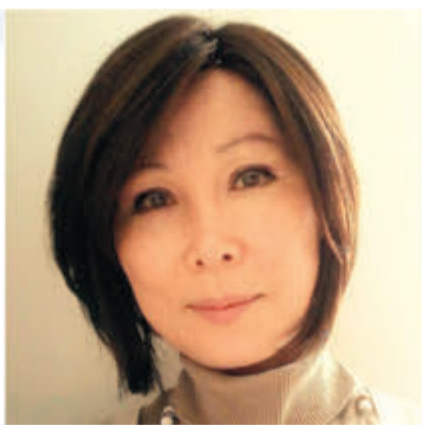


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# Controlled chaos

It's always wise to set good goals and FabriCoach Jim Groshans certainly aims high with his plans for the future: "I want to coach one of my teams to a national championship," he said, laughing.

Of course, his "teams" are his clients and there might not be a drycleaning national championship, but there is definitely success that can be measured and he hopes to lead as many drycleaning companies as he can up to the top of that scale.

After spending a lifetime in drycleaning, Jim certainly has the experience and knowledge to help cleaners improve, but he doesn't consider himself simply a trainer.

"It's not about me transferring that knowledge. It's about interaction and getting people involved and that's really when people learn," he explained. "Everything I do is about coaching."

He teaches and inspires, as well as offers "plays" for the many situations a business might face. He seeks to transform employees of all different departments into one smoother running team and, like any good coach, knows when to sit on the sidelines and let players do what they do best.

"You have to have a good buy-in, just like a good coach does for a good sports team. I'm a huge college football fan so I've studied a lot of good coaches and great coaches and that's really the difference. It's getting the most out of your players, the most out of your team," he added. "It's collaborative. It's two-way interaction. I find that a whole lot better because everything I do with all of my programs is talking about team building."

Long before his recent role as the FabriCoach, Jim learned about all things drycleaning growing up around his family's business, Sauk Valley Cleaners, in northern Illinois.

"So, I learned everything for the BOH (back of the house) from my father and the service (front of the house) from my mother," he said. "I learned every aspect of the family business, everything from front to back. But my stain removal education was through IFI, which as you know now is called DLI, and it was all on cassette tapes and everything was mailed back and forth."

Jim worked at the family cleaners until he was 26 when he was hired by R.R. Street & Co., Inc. His first technical services and sales territory was in North Carolina.

"There's nothing like a Yankee moving to the South," he joked. "It was one of the best moves I've ever made in my life."

Jim enjoyed working for a leading manufacturer whose products were proven to work and who was willing to invest back into the industry that supported them. It was a great learning experience.

"When I was in sales, I really did not know the price of the products. I didn't sell products based on price," he recalled. "I didn't even look at myself as being a salesman. I understood the value of building and maintaining relationships and the products, basically at that point, sold themselves."

North Carolina was very good to Jim. After all, he met his wife-to-be, Yancy, and enjoyed his job quite a bit, but he later transferred to south Florida where he eventually was part of Streets' management team for seven years.

Overall, he worked for the company for 26 years, including special projects that took him all over the U.S. and in Europe, South America and the Caribbean. Last year,

He also maintains a strong relationship with DLI and serves as an educational instructor. He spends about ten weeks out of the year at their headquarters in Laurel, MD.

On top of that, he has been a recent speaker addition to the regional drycleaning trade show circuit. This suits him well as he is a big proponent of the industry.

"Leading by example is a good motto to follow," he said. "Why would

tem available, but it still boils down to properly exchanging vital information. A customer may inform the CSR there is a coffee stain on a shirt, but are they asking the right follow-up question: Do you put anything in your coffee? If they add cream, that's two different stains, he explained.

"I call it being disruptive. It doesn't allow the garments to flow through the plant. You know every time we touch a garment, there's a cost associated with that," he said. "So, if we touch the gar-



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## FabriCoach Jim Groshans

that all changed.

"I was ready for a new challenge. It was something I had thought about, but I wasn't sure what that new challenge was going to be," he recalled.

He thought of leaving the industry but didn't want to leave all of his contacts and relationships behind. "It just didn't feel right," he added.

While mulling over his options, Jim kept going back to something he had read in a book called *Good to Great* by author Jim Collins.

In it, Collins uses an analogy for success that says the company you work for is a bus and you need the right people in the right seats to move forward. Business leaders are the bus drivers who get things rolling and steer its direction.

"I wanted to take a bus that was moving in a direction that I am passionate about," he noted. "I decided that I wanted to start my own company. I wanted a coaching role and I wanted it to be team-based. The end result that came out of this is that I ended up driving my own bus."

As Jim remembers it, the decision itself might not have been easy, but the transition to make it happen was.

"All due to great support from my wife, family, friends and industry associates," he explained. "It all goes back to managing and respecting relationships. It's always about people."

As the FabriCoach, Jim's two most popular coaching programs are Technical SOILutionsSM (engineering and operator coaching and focussing on equipment processes) and Customer Service (a team-based approach to achieving excellence).

He often coaches for the hospitality industry, such as high end resorts and cruise ships, to help them upkeep their drycleaning equipment and clean more effectively and odor-free.

you suggest clients or customers to invest in their education through industry schools or certifications if you don't do it yourself?

True to his word, Jim has obtained all three DLI certifications: CPD (Certified Professional Drycleaner), CPW (Certified Professional Wetcleaner and CED (Certified Environmental Drycleaner).

One strength that helps him reach a wider range of clients is that he tries to remain product neutral.

"I have reached out to all of my former competitor companies and let them know that I'm working with DLI, we are updating training materials or I will work with them to collaborate on different kind of spotting events and different kind of coaching events," Jim said. "It's amazing the results I've gotten back from all these different companies who were my competitors in the past."

Like any good coach, Jim has a playbook on hand — a plant flow chart — that helps operators control the chaos of the complicated cleaning process, from check-in to production and then back to the customer.

"The plant flow is about where you are on the team. So, if we're talking customer service we're at the front, or the driver with routes. I show how they will impact the rest of the team in the back," he emphasized. "If we're talking about stain removal or drycleaning, I show you your position in the team and how you impact the finishing, how you impact the front counter if you don't press the garments properly. The flow chart is kind of a cornerstone to all the training programs because that's how I train the team — by showing how everybody communicates here."

As an example, Jim noted that you can have a well-trained customer service staff and the best POS computer sys-

ment up front. We check it in. We put a tag on there saying there's coffee and cream on the shirt. It gets sorted properly. The stain gets removed properly. We process it. We finish it. We do inspection, assembly and bagging and out it goes. If it's the right flow — if it isn't disruptive — we make money."

Chaos can happen at any time in the cleaning process, but Jim coaches teams to be united in an effort to sidestep any avoidable problems. That way, cleaners can focus on what their customers need the most.

"We need to be absolutely certain that we are providing a product, garments in this case, in a like new, ready-to-wear condition on a consistent basis," he asserted. "We need to provide a product that the consumer cannot get at home and I can't stress that enough because our biggest competition isn't necessarily the cleaners down the street. It's the home washing machine. The average consumer, in a lot of cases, can do as good of a job as a professional, a fabric care specialist. We need to make sure that we are doing our absolute best."

While the overall volume of drycleaning isn't what it used to be, Jim is still confident that the industry has a strong future.

"There's a reason why drycleaning has changed, but the service will be there. It's a matter of: Is it going to be the same? It will never come back. I don't care what anyone says," he said. "It's just not coming back to where it was in the heyday, but it will always be there."

"The thing about it is, we're not drycleaners anymore. We're stressing the fact that we are first and foremost in the people business and we just have to clean things. Everybody's diversifying and that's exactly what needs to be done."



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

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*~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, 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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# SOUTH WEST

## Mulberrys entering Dallas market

Mulberrys Garment Care announced last month its entry into Dallas, TX, the company's third market expansion after Minneapolis and San Francisco.

Mulberrys currently operates ten locations in San Francisco and Silicon Valley, California, and six in Minnesota's Twin Cities of Minneapolis and St. Paul.



**TIP TOP CLEANERS** in Ada, OK, purchased a new Columbia Model HCS Compact 255C3 drycleaning machine through the GoHard Group. The owners, Janice and Jerald Taylor, are pictured with Chris Hogard (right), factory representative for Columbia.

In Dallas, Mulberrys will offer on-demand service via its mobile app, including options of one-hour pick-up and 48-hour return delivery.

Customers can also track their garments' cleaning progress and monitor its location via the app.

Additional services include tailoring and alterations, leather cleaning and wedding dress restoration.

Mulberrys' coverage area in Dallas will include the neighborhoods of Downtown, Uptown, Oak Lawn, University Park, North Dallas, Preston Hollow, and Highland Park and will expand to the greater Dallas area in coming months.

In addition, Mulberrys plans to open four new retail locations in Dallas over the next 18 months. Mulberrys storefronts feature bright and modern decor, free coffee and snacks, and 24-hour drop boxes.

"Mulberrys is on a mission to establish the first truly national garment care brand. Now with locations in the south, north and west regions of the U.S., we feel we are well on our way. We look further to increased expansion

throughout Texas and the country," said Dan Miller, Mulberrys founder & CEO.

"Our ability to combine speed, sustainability and service is unmatched in the garment care industry," he added. "We are confident that Dallas's discerning consumers will embrace our high

quality, eco-friendly, and affordable service."

The company said it uses "toxin-free" drycleaning, environmentally-friendly laundry detergents, biodegradable and recycled packaging and wood hangers.

The company's website is [www.mulberryscleaners.com](http://www.mulberryscleaners.com).



**DRY CLEAN SUPER CENTER** in Murphy, TX, installed InnoClean AC600 60-lb. and AC900 90-lb. cleaning machines. KTE's Kim Cheol (left) is pictured with Mr. Andy, president of Dry Clean Super Center.

A large, scenic nighttime photograph of a city. In the foreground, a large, ornate fountain with multiple water jets is illuminated. Behind it, a large, multi-arched bridge spans a river. The city skyline is visible in the background with many lights reflecting on the water. A large, stylized '100+' logo is overlaid on the right side of the image.

## Celebrating 100+ years with a clean new look.

The logo for Laundry Owners Mutual (LOM) features the letters 'LOM' in a large, bold, serif font. Below it, the words 'Laundry Owners Mutual' are written in a smaller, sans-serif font. To the right of the text is a small graphic of a laundry basket. Below the main text, it says 'PA Workers' Comp Insurance Since 1915'.

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A circular gold seal with a scalloped edge. Inside the seal, the text '100+' is written in a large, bold font, with 'YEARS' written in a smaller font below it.

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~ **Steven Toltz**  
President of Dependable Cleaners  
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# WRENCH WORKS



By BRUCE GROSSMAN

## Dealing with return pump problems

**L**iving and servicing equipment during the summer in Las Vegas gives one the opportunity to deal with heat-related failures to machinery in general, and boiler room machinery in particular.

The leading A list celeb on the hit parade of failure is the condensate return pump.

Vapor lock or “pump cavitation” (the more scientific name) is when bubbles of steam vapor form between the impellor (rotating part of pump) and raceway (stationary part of pump) of the return pump.

This condition prevents the pump from pushing water under pressure into the boiler. The most frequent cause of this condition is probably faulty check valves.

Check valves allow fluids (water in this case) to flow in only one direction. The direction in this case would be from the return pump into the boiler.

The boiler water inlet piping as well as the check valves are subject to both rapid pipe corrosion and accumulations of scale.

The reasons for this corrosion and scale are high oxygen content and elevated levels of dissolved solids present in the untreated water.

Untreated or “city water” is water added to maintain the proper water level in the condensate return tank. This untreated water is high in dis-

solved oxygen content. Oxygen in the water combines with carbon dioxide to form carbonic acid which corrodes and clogs your piping.

Elevated levels of dissolved solids present in untreated water form scale, contributing to the clogging of pipes, valves and boiler tubes.

*Soft water and boiler compound are essential* in controlling these twin bogeys.

A condition I frequently see is leaking ball float valves used to add make-up water valves. This is often the root cause of rapidly developing piping failure.

This family of valve uses a ball-shaped float (similar in operation to the valve in your toilet tank) to control the addition of new untreated water to the condensate return tank.

When these valves leak, and most do, untreated oxygen rich water, usually containing high levels of dissolved solids, continuously bleeds into the return tank, diluting boiler compound and wasting energy by cooling the condensate return tank.

Back to the problem check valves. Scale and debris in the piping and return tank often break off and prevent these valves from shutting completely.

When this occurs, water under high pressure in the boiler (remember this water is above the normal boiling point because it is under pressure) is

forced back through the piping into the pump.

As the pressure on the heated water is reduced, the water flashes (boils) into steam inside the pump which prevents the pump from pushing more water (condensate) into the boiler. Hence, vapor lock.

You can often identify this problem by the “knocking” sound coming from the return tank and very hot piping from the boiler to the pump. (If the check valves are faulty, spit will evaporate in a second or two on these pipes).

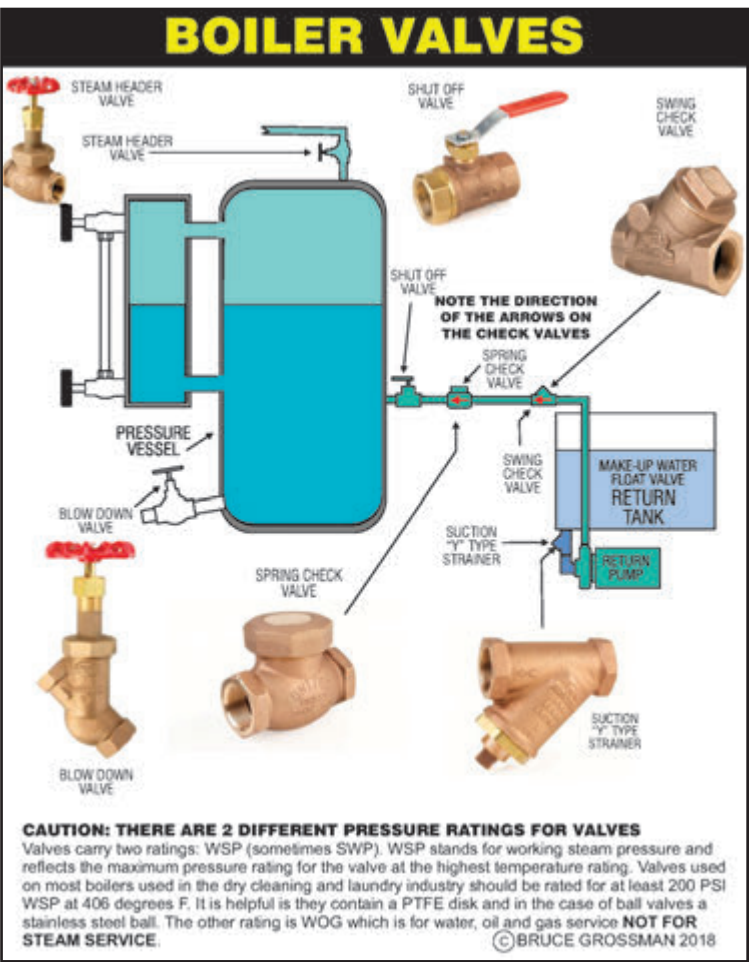
In order to repair this problem, *you must shut off the boiler and blow down until there is no boiler pressure! Do not do any repairs on a boiler under pressure under any circumstance!*

When the boiler has no pressure, disassemble the check valves (you might as well do them all), clean out any debris from the valve and any scale from the valve parts using a wire brush and/or emery cloth or, even better, soak them in a commercially available scale dissolving liquid.

Be prepared for discovering a lot of damaged piping when you start repairs in this area. While you’re knee deep in alligators you might as well clean the Y strainer between the return tank and condensate pump.

Another cause of vapor lock is excessive temperature in the return tank.

This is generally the result



of steam traps sticking open (blowing through) and allowing a continuous flow of steam back into the return tank, thereby raising the water temperature to a point where the pump becomes ineffective.

The mechanical action of the pump and extra heat supplied by the pump motor are enough to heat the water inside the pump to the boiling point.

Voila! Vapor lock by another route.

If there are several traps blowing through, there will be a continuous stream of steam from the return tank vent on the roof.

An easy way to troubleshoot this problem from the pump point of view is to get a bag of ice and place it on the pump (not the pump motor but the pump where the piping is).

Also, if you have access to the make-up water valve you can add cold water to the tank itself. Within a minute or two the pump will begin to move water into the boiler.

Obviously, if this is the problem you need to find and repair/replace the faulty steam traps.

Well dear reader that’s it for this month. Contact me with any suggestions for future articles of service questions.

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



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# SOUTH



Waite's Cleaners in Mobie, AL, installed an 18-ft. Quicksort conveyor from Garment Management Systems. Brett McCleod of Garment Management Systems is pictured with Leiland Waite of Waite's Cleaners.

## New SEFA program could cash in unclaimed clothes

A new program that could help cleaners recover some costs of dead inventory was presented at the South Eastern Fabricare Association's trade show in Birmingham, AL, in June.

Clothing that customers haven't picked up and is past the cleaner's holding period policy and bailment period for the state could be turned into cash by program participants.

The program, operated by Unclaimed Baggage Center, will pay for these clothes to help offset the lost revenue.

SEFA members who signed up for the program at the show received bags and shipping labels to get started as soon as they got home. Unclaimed Baggage Center is buying these clothes to sell at its 40,000-sq.-ft. retail store in Scottsboro, AL.

The company has been in business since 1970 selling salvaged items lost in the travel and transportation industries. Unclaimed Baggage is working with SEFA to find more diverse sources of unclaimed items.

The program is designed to be



SEFA show attendees check out the new offering from Unclaimed Baggage Center as a means to recover costs from dead inventory.

simple. When a cleaners has more than 25 acceptable items available, a bag of items is sent to Unclaimed Baggage along with a form to ensure payment is sent to the right location. The shipping is free.

Unclaimed Baggage will open the bag and pay for any items they can sell in their store. Any items that cannot be sold will be donated to charity or recycled if possible. The cleaner will not be paid for items that cannot be sold nor will the items be returned.

Payment will be made within 90 days of the day the bag is received.

Accepted sellable items are paid at the following set prices:

- \$1 for children's items, gloves, scarves, hats, ties, and other miscellaneous accessories.
- \$2 for men's and women's shirts, pants, or skirts.
- \$5 for men's and women's coats, jackets, dresses, pairs of shoes, and handbags.
- \$10 for formalwear and wedding dresses.

Bedding, linens, and underwear are not accepted.

The program is just launching and SEFA will provide more news and changes to the program over the next few months. SEFA is piloting this program with DLI and Unclaimed Baggage Center.

SEFA advises that questions and comments can be directed to the company at [drycleaning@unclaimedbaggage.com](mailto:drycleaning@unclaimedbaggage.com).

The company's website is [www.unclaimedbaggage.com](http://www.unclaimedbaggage.com).

## NCALC plans fall convention in Raleigh

The North Carolina Association of Launderers and Cleaners will hold its 2018 annual convention from Oct. 19-21 at the State View Hotel, Autograph Collection, in Raleigh, NC.

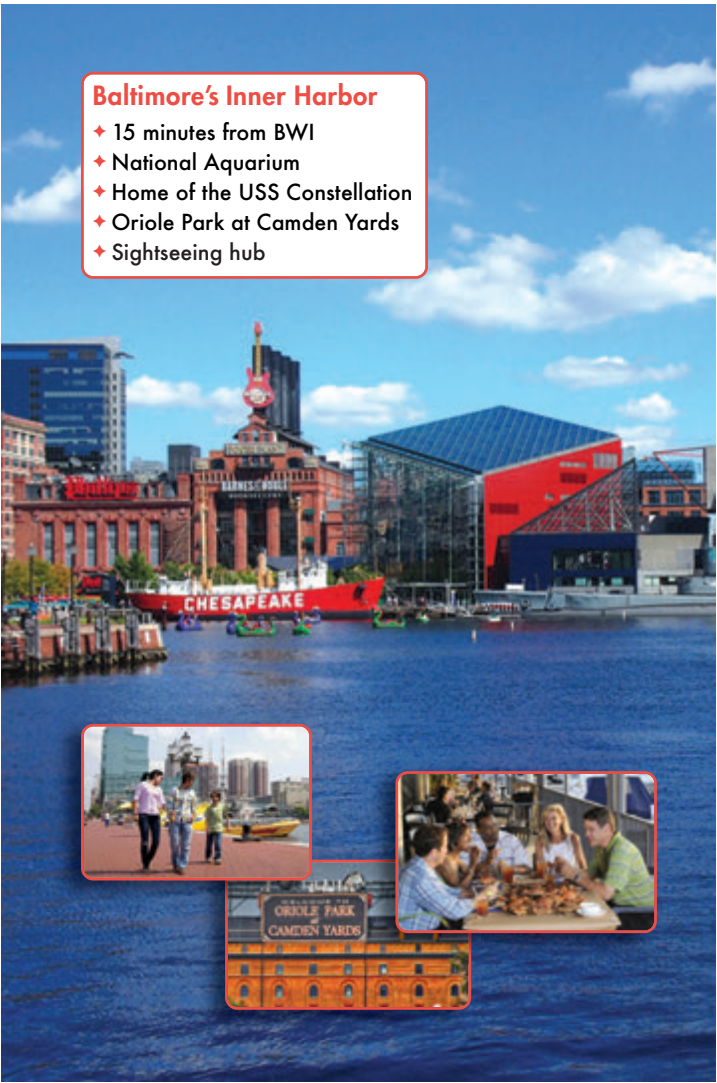
Events will include a Friday evening dinner social, a Saturday morning annual membership and board meeting and a Saturday evening recognition banquet.

For more information check NCALC's website at [www.ncalc.org](http://www.ncalc.org) or call (919) 313-4542.

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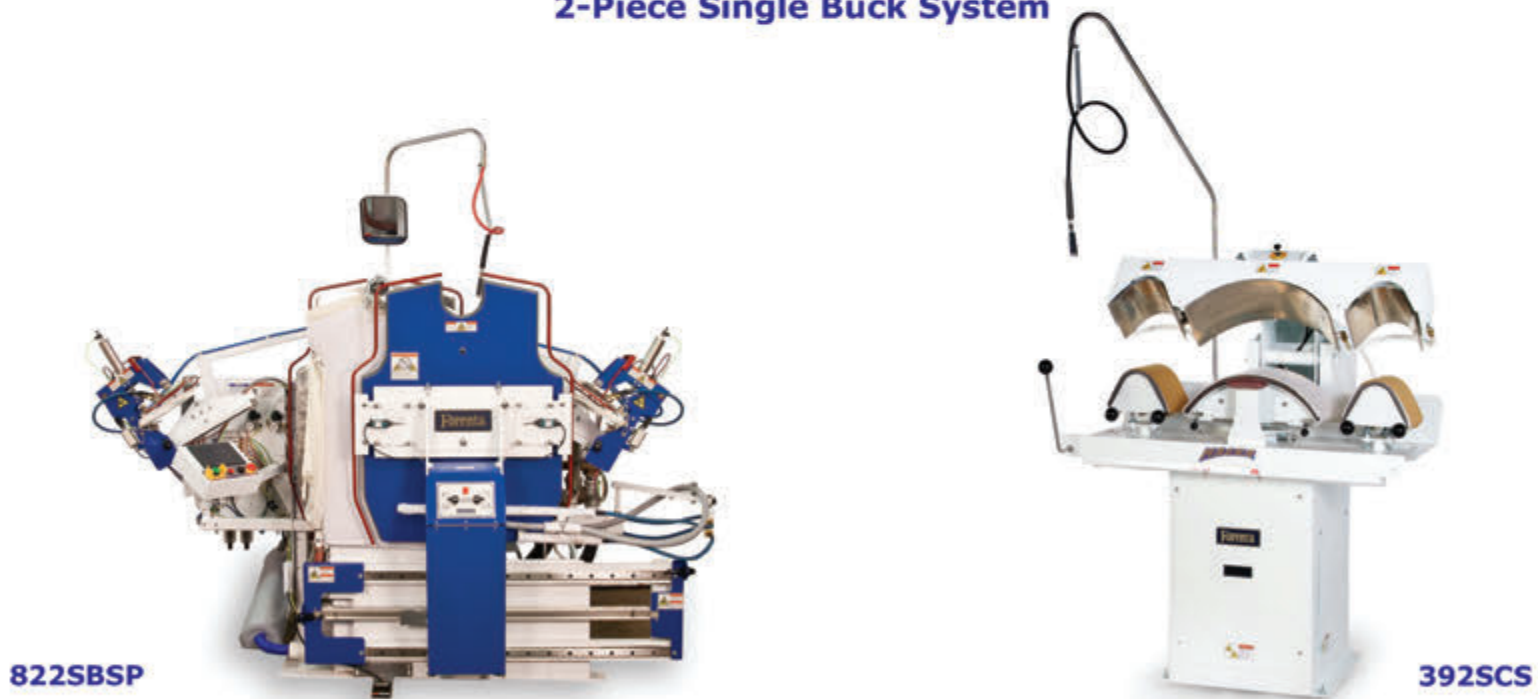
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# MIDWEST

## Zengeler marks anniversaries for stores

Even though Zengeler Cleaners has survived through five generations of the same family and has been in business for 161 years, it still works hard to stay modern and at the very cutting edge. One priority of the company is to invest in new technology that places a high priority on environmental friendliness and its two newest locations in Long Grove and Northbrook, IL, are prime ex-

amples of that commitment. That's why the cleaners recently celebrated those locations anniversaries — the Long Grove location just hit its 7th anniversary and the Northbrook store which opened three years ago.

In fact, Zengeler's Long Grove location was one of the first in the nation to feature a fully-automated kiosk with 24/7/365 pickup and dropoff.

The automatic handling, sorting, bagging and invoicing of each order is a technology that customers have been quick to embrace since then.

"Zengeler Cleaners is proud of the success of our Long Grove and Northbrook locations," said Tom Zengeler, president of the family-owned drycleaner. "Our customers love our friendly service, they appreciate our concern for the environment and their communities, and they enjoy the ability to pick up orders 24 x 7 using the stores' self-serve kiosks. This combination of service, technology and sensitivity to the environment are very important to all the stakeholders: our customers, our employees and to the Zengeler family."

In addition to the Long Grove and Northbrook stores, the company has six other locations: Deerfield, Hubbard Woods, Northfield, Winnetka and two stores in Libertyville, along with eight home pick-up and delivery routes.

Recently, the company once again partnered with the Glass Slipper Project that helps junior and senior girls afford attending their proms in style.

The 2018 drive resulted in collecting over 6,300 gowns to end up helping 500 Chicago teens altogether.

It was the 16th year of the Glass Slipper Project. Since 1999, it has worked to assist over 20,000 young women attend their prom in fashion.

The company also is known for running an annual Coats for Veterans drive every winter.

In their 2017 effort, they collected over 5,200 garments valued at over a half a million dollars.

For more information, visit [www.zengelercleaners.com](http://www.zengelercleaners.com).

## Fall conference plans in the works for WFI

The Wisconsin Fabricare Institute will be hosting its annual Fall Conference in October later this year.

The event is set to take place at WFI's new headquarters, located at 118081 W. Silver Spring Drive in Milwaukee, WI.

Look for more information in the future by visiting WFI's website at [www.wiscleaners.com](http://www.wiscleaners.com) or contact the office directly by calling (414) 488-1692.

### MILD makes plans for Nov. Spot Right offering

The drycleaning duo of Dennis Schmitt and Tom Swink have been tasked with presenting a two-day advanced spotting course.

Both men hail from Lindeman's Cleaning and together have amassed over 60 years of industry experience and have spent years traveling around the country offering their "Spot Right" clinics.

The sessions will cover fabric identification techniques, chemical dryside spot removal and acid and alkali pH tests.

It will be a hands-on program for spotting board techniques and maintenance.

The course will be held on Nov. 10 and 11 at Jan's Professional Dry Cleaners & Laundromat, located at 130 Griffes St. in Clio, MI.

Class begins on Saturday morning at 9 a.m. and runs until 4:30 p.m.

The second day begins on the following morning at 8:30 a.m. and is set to conclude around noon.

The class is limited to a class size of 20 so early registration is highly recommended.

The cost to register for the two-day advanced spotting class is \$75 for MILD members; a single registration allows for up to three students from the same plant to attend. Non-member plants must pay \$150 each for registration.

Register by either calling the MILD office, (877) 390-6453, or visit them at [www.mildmi.org](http://www.mildmi.org).

## MAKING CENTS OF THE DOLLARS

### COMPARING WET CLEANING & DRY CLEANING COSTS

New technologies allow wet cleaning to significantly improve throughput production over traditional dry cleaning. This makes a strong case for the eco-friendly wet cleaning process. But what about the costs associated with wet cleaning versus dry cleaning? When compared — dollar for dollar — wet cleaning is thousands less.

#### INITIAL INVESTMENT

First, let's evaluate the initial cost of each system. This is the amount required to purchase new alternative-solvent dry cleaning machines versus similarly sized Poseidon wet cleaning systems.

When the numbers are crunched, there's a \$67,000-\$72,000 cost differential in favor of Poseidon wet cleaning. But that's just the tip of the iceberg. Let's dig deeper.

#### 1) Additional Capital Expenditures

Often, there are additional costs associated with operating a new dry cleaning machine, including upgrading boilers, chillers, air compressors and electrical. If you have to upgrade any of these because of your new dry cleaning machine, you'll fork out considerably more. Whereas, if you go with a wet cleaning system, you won't.

For example, a customer is installing an 80-pound capacity dry cleaning machine at a cost north of \$100,000 list price. It's going into an existing facility. To operate correctly, the dry cleaning machine will require the purchase of another chiller (\$16,000) and an 80 amp breaker. Additionally, the new chiller will require another 70 amp breaker. In the end, the new dry cleaning machine not only requires a new chiller, it demands a costly electrical upgrade. All this adds up.

By comparison, an 80-pound capacity Poseidon wet cleaning system, which operates on 15 amp breakers, doesn't require anything extra. So, if you add a wet cleaning system, you'll likely not have to purchase or upgrade anything else.

#### 2) Operational Costs

We know now that the minimal initial investment of a 60-pound capacity dry cleaning machine is at least \$67,000 greater than that of a similarly sized wet cleaning system. We also know other capital expenditures and upgrades are also part of the installation and operational equation. Now, let's compare labor, chemistry/solvent, regulatory/licensing fees and utility costs.

**Chemistry** — Initial start-up costs for chemistry for a 60-pound wet cleaning machine is around \$2,000. It's \$6,000 for a 60-pound dry cleaning machine. From there on, there is not a huge difference.

**Water** — Water usage can vary. On the dry cleaning side, when a chiller is utilized to recycle water through a dry cleaning machine, very little water is used. But, a chiller costs between \$15,000 and \$30,000.

In general, a 60-pound wet cleaning machine uses 40 gallons of water per load, and over the course of a year, would go through as much water as a dry cleaning machine hooked to a water tower. A dry cleaning machine hooked to a chiller is the most water efficient. The only problem is that this scenario requires a costly initial investment.

**Electricity** — When it comes to electricity, wet cleaning comes out ahead. This is because a dry cleaning machine requires 60-90 amps to operate, whereas a wet cleaning system requires just 15.

**Natural Gas** — The boiler needed to operate a dry cleaning machine uses 670,000 BTUs, which dwarfs the wet cleaning requirement of 118,000 BTUs. Plus, a boiler will run until all plant production is completed for the day. A wet cleaning system dryer operates in 15-20 minute increments a dozen times a day. Again, wet cleaning wins.

**Labor** — When compared, labor costs are very similar in both dry cleaning and wet cleaning.

#### 3) Regulatory & Waste Disposal Fees

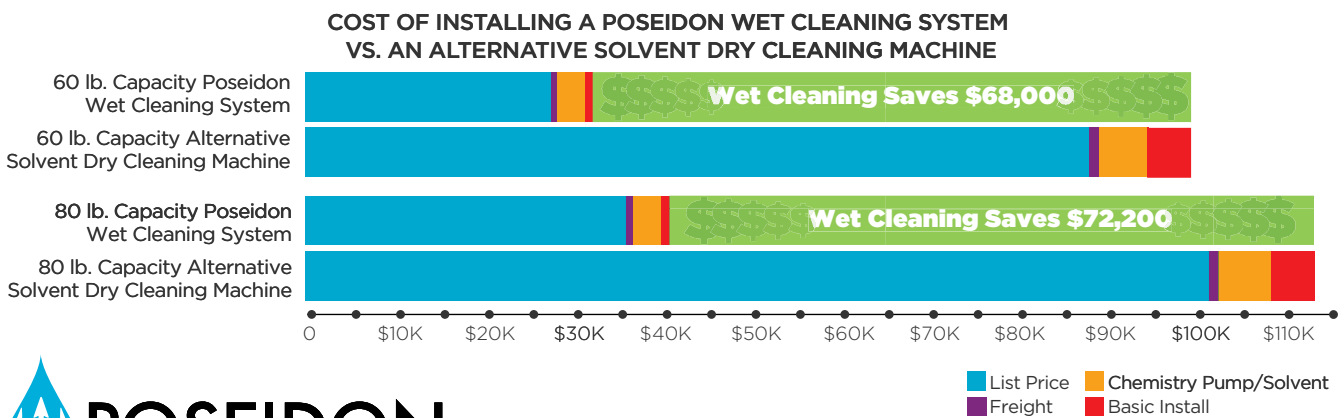
Finally, regulatory fees and waste disposal costs are not uniform across the country because each state has its own set of laws. Typically, it costs hundreds per drum for removal of dry cleaning still-bottom-solvent wastes.

On the flip side, there are never disposal or regulatory costs for wet cleaning.

#### WET CLEANING — A THIRD OF THE COST OF DRY CLEANING

At the end of the day — when all factors are considered — wet cleaning costs are thousands less than those of dry cleaning. Plus, wet cleaning delivers 50 percent more throughput. That's a one-two punch that's hard to reckon with.

Please contact Jeff Quail at [jquail@poseidonwetcleaning.com](mailto:jquail@poseidonwetcleaning.com) with any questions.



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# MIDATLANTIC

## PDCA slates speakers for Expo

The Pennsylvania and Delaware Cleaner Association is taking its Drycleaning and Laundry Expo 2018 to Baltimore November 9-11 and in addition to a large and varied exhibit, there will be a wide range of seminars and activities.

On Sunday, the keynote speaker will be Brian Rashid, CEO of A Life in Shorts, whose talk, “Smart Digital Marketing,” will explain digital marketing on a shoestring and how easy it can be. Rashid’s company emphasizes modern

day branding in the digital age and focusses on helping his clients communicate their story like it’s never been told before. His clients range from the biggest brands in the world to new solo entrepreneurs just getting started.

Saturday’s program will center on employee problems.

“Stop Laboring Over Your Employees” will feature James Peuster, who will break the myth of “I Can’t Find Good People.”

Through his company The Route Pros, Peuster has been advising cleaners on how to start and build routes for a number of years and knows the importance of having the right people in place to foster growth.

Frank Kollman, a partner in the Kollman and Saucier, law firm in Maryland, will show how to keep on the right side of employment laws. He has been advising and

representing business owners in employment law and related matters for many years.

To further increase your profits, Jim Groshans, FabriCoach, LLC, will explain how to achieve a team approach to building customer service excellence.

The show’s convention center location at the Inner Harbor gives attendees the opportunity to enjoy a family friendly fun-filled weekend with lots to do.

The exhibit hall will be open from 11 a.m. until 7 p.m. on Saturday and from 10 a.m. until 4 p.m. on Sunday.

For updates on the exhibit, speakers and activities, check the Expo 2018 section on PDCA’s website, [www.pdclean.org](http://www.pdclean.org).

Companies interested in arranging for exhibit space can contact Leslie Schaeffer, the show manager, at (800) 822 7352.



CARRIAGE TRADE CLEANERS in Feasterville, PA, purchased a Unipress Hurricane HS single buck shirt unit through Frankford Machinery. Pictured from left are Nick Kashkashian of Frankford, Mike Simmons of Carriage Trade, Brett Sackarowitz, owner of Carriage Trade and Bill Kahan of Unipress.



Brian Rashid      Frank Kollman      Jim Groshans      James Peuster



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# WEST



**FIREWEED CLEANERS in Anchorage, AK, installed a Union HL-840 K4 system. Pictured from left are JT Hampton, the owner, with Matt A. Lipman of Union Drycleaning Products and Boyet Nery, the operator.**

# CCA ready for a weekend of fun, education and a busy exhibit hall

The long wait for the Long Beach show is almost over; this month the California Cleaners Association kicks off its Fabricare 2018 Show with a busy three-day itinerary.

Starting on Friday, Aug. 17, the association will present a special Management Leadership Day that includes registration separate from the convention.

The themes of the day's seminars will focus on branding, social media marketing and business succession.

First up is Krista Clive-Smith,

a nationally recognized expert in the field of branding, will present "Get Noticed. Be Remembered." covering the topics of how to create a personal brand, brand recognition and a strategy for success. Her program runs from 10 a.m. until noon.

Afterward, Riaz Chauthani will deliver an hour-long address during lunch on "Business Valuation and Preparing for Business Succession."

Rounding out the day's schedule will be a program on "Smart Social Media Marketing" by

Brian Rashid from 1 to 3 p.m. He will explore how easy and effective marketing on a shoestring budget can be.

The cost to take part in CCA's Management Leadership Day is \$160 for association members and \$250 for non-members.

The official Fabricare programming begins on Saturday at 9:30 a.m. when Chris Moreno of Laundry Locker will offer ideas on how to maximize your revenue streams by using services and technology like wash-n-fold, lockers and apps.

Next up will be attorney Jibit Cinar who will give a critical update on California human resources and employment issues, including minimum wage, sexual harassment, hiring and firing and much more.

On Sunday morning, Kyle Nesbit of MW Cleaners will reveal tried-and-true strategies for marketing for profit beginning at 10 a.m.

His seminar will be followed by one by FabriCoach Jim Groshans who will outline a team approach to building excellent customer service.

Also throughout the weekend, there will be live clinics and demonstrations for shirt finishing, stain removal, pants finishing and laundry on the show floor in the exhibit hall.

The exhibit hall itself will feature over 120 booths from over 60 companies and will display all the latest innovations and ideas for the drycleaning industry.

The exhibit hall 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. Admission to the exhibit hall is free for attendees.

Hotel accommodations, naturally, are a different matter. CCA has secured rooms at two nearby places, including the Renaissance Long Beach located nearby. The rate is \$189 per night for those who call the hotel directly at (562) 437-5900 and mention their affiliation with Fabricare 2018.

"This is a first class property," noted Leslie Schaeffer, CCA's show managers, "and we are excited about all the amenities it has available. The room rate was very attractive and the hotel is beautiful."

Also available are rooms at the Hyatt Long Beach, located adjacent to the Long Beach Convention Center. The special show discount rate is \$219 per night. To make reservations, contact the hotel at (562) 491-1234 and mention the CCA show.

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, as well as links to sign up for hotel reservations. There is also an updated map of the exhibit hall and a list of exhibitors.

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## August 18-19

Long Beach Convention Center • Long Beach, California

**SHOW HOURS**  
Saturday: 10am - 5:30pm  
Sunday: 10am - 4pm  
**LIVE Clinics**  
on the show floor

### 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**

### Hotel Information

**Host Hotel:**  
Renaissance Long Beach, 562-437-5900 • Show Rate: \$189  
Hyatt Regency Long Beach, 562-491-1234 • Show Rate: \$210  
Reserve rooms at [www.calcleaners.org](http://www.calcleaners.org)  
Discount Hotel Rooms Available (Expires July 25)

### Things To Do in Long Beach



**Pine Avenue Restaurants • Aquarium of the Pacific**  
**The Queen Mary • Long Beach Museum of Art**  
**Beach City Food Tours • Knott's Berry Farm Theme Park**

### Event 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

**Show Hours: 10:00am - 5:30pm**



**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

**President's Reception**  
Renaissance Long Beach Hotel  
5:30 - 7:00pm

**Sunday, August 19**



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

**Show Hours: 10:00am - 4:00pm**



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

**Non-Members Full Registration**  
Early Bird Pricing - \$55, \$75 after August 1 • Individual Day - \$40

**CCA Members**  
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### LIVE Clinics on the Show Floor

**Saturday, August 18**

**Shirt Finishing Clinic**  
Presented by Unipress  
12:30 pm

**Stain Removal Clinic**  
Presented by A.L. Wilson  
2:00 pm

**Laundry Clinic**  
Presented by Faultless Starch  
3:30 pm

**Sunday, August 19**

**Pants Finishing Clinic**  
Presented by Sankosha  
12:00 pm

**Stain Removal Clinic**  
Presented by R.R. Street & Co. Inc.  
2:00 pm

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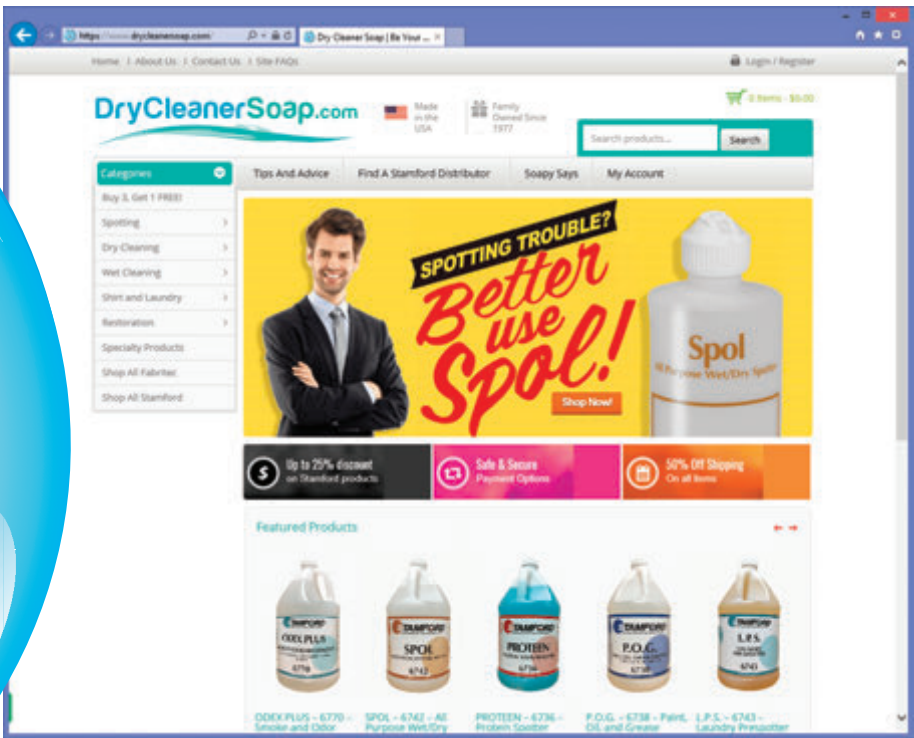
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# THE ROUTE PRO



BY JAMES PEUSTER

## Thank you, Wally ‘Famous’ Amos

I have had the pleasure to meet inspirational speakers, business individuals and colleagues that have influenced my path for business as well as life.

Some have overcome hurdles, obstacles while others have the Midas touch for success.

Anyone who has the desire to better themselves and the world around them should strive to learn from those who

For those who need positive, inspiring words; simply read any of his books. For me, here are the top ten

baggage we carry, the easier the ride. 9. There are two reasons why people fail. One is irresponsibility. The other is

**Anyone who has the desire to better themselves and the world around them should strive to learn from those who look at life in a positive way.**



Wally Amos

look at life in a positive way. For me, one individual stands out — Wally “Famous” Amos!

My wife and I had the privilege of meeting Wally a few years ago on a trip to Hawaii. He was continuing to make cookies better than anyone out there. While his journey may not have produced the financial gain he deserved, the lives he touched and continues to influence is priceless.

Our Route Pro members recently had the privilege to have Wally on one of our conference calls. It was one that most will never forget. I personally will not forget my conversations leading up to the call as well as much more afterwards.

quotes I personally love from Wally.

1. Be positive, regardless.
2. You are the only obstacle in your life.
3. Nothing is an obstacle unless you say it is.
4. We are so focused on the material aspects of life that we lose sight of everything else.
5. Life is just like a mirror, of what you see out there, you must first see inside of you
6. You may not be responsible for getting knocked down, but you are certainly responsible for getting back up.
7. Commitment is the match that starts the fire.
8. Life truly is a journey. The less

fear.

10. The thing is not to leave unfinished business. Make every day count. No matter what your position is in the company, most of the above should speak to you. No matter where you are in life, all of the above should speak to you.

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

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

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

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

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

**Bill Wright** (Royal Fine Cleaners / Northport, AL)

For as long as I've been in dry cleaning, I've been using Seitz products. From their spotting chemicals to dry cleaning detergents, all performed beyond my expectations. So when it came time to make the switch from Perc to an environmentally friendly solvent, I turned to SEITZ. Their answer was **intense**®. 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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# SHIRT TALES



BY DON DESROSIERS

## Easy ways to improve shirt quality

Most plant operators have some sort of an idea of the quality of the shirts that they produce. My experience has shown that they really are quite objective.

I don't recall anyone proclaiming that their shirts are a "ten." Most say that their shirts are a "seven." They are about right.

The problem is that they all seem to be at a loss as to how to raise them to even an "eight." They're stuck at the rating that they are at, with no clue and perhaps no inclination to raise it.

Customers seem OK with it too, so the plant staffers, as a whole, collectively, have bigger fish to fry and leave the shirt quality where it is at.

Is it "good enough"? Evidently so. Our final inspectors, the customers, aren't particularly dissatisfied, so we move on to something else. Complacency is the name of the game.

But this month, I want to show you how easy it is to raise that level of quality without putting much effort into it. And best of all, it'll be a picture

book!

Look at the circled "hole" in Figure 1. This is a very common error and it contributes to all sorts of quality issues on every brand of shirt presses. If blown air is allowed to escape through the hole pictured here:

1. The sleeve can be dried in

a distorted fashion.

2. The fabric may not dry completely.

3. The timer may be set for too long of a cycle so that the fabric has time to dry.

4. Productivity may suffer as an indirect result.

Doing this correctly, that is,

avoiding the hole, doesn't take any additional time.

Look at Figure 2. This is a result of simply not paying attention. A customer will notice this error and every customer will note this as carelessness. It doesn't take any longer to do it right.

Look at Figure 3. If you are careless about how you lay the sleeve gusset, you will end up with a careless looking press job like the one you see in Figure 4. There is no reason for it. Careless in = careless out.

Yes, all of these things can

*Continued on page 30*

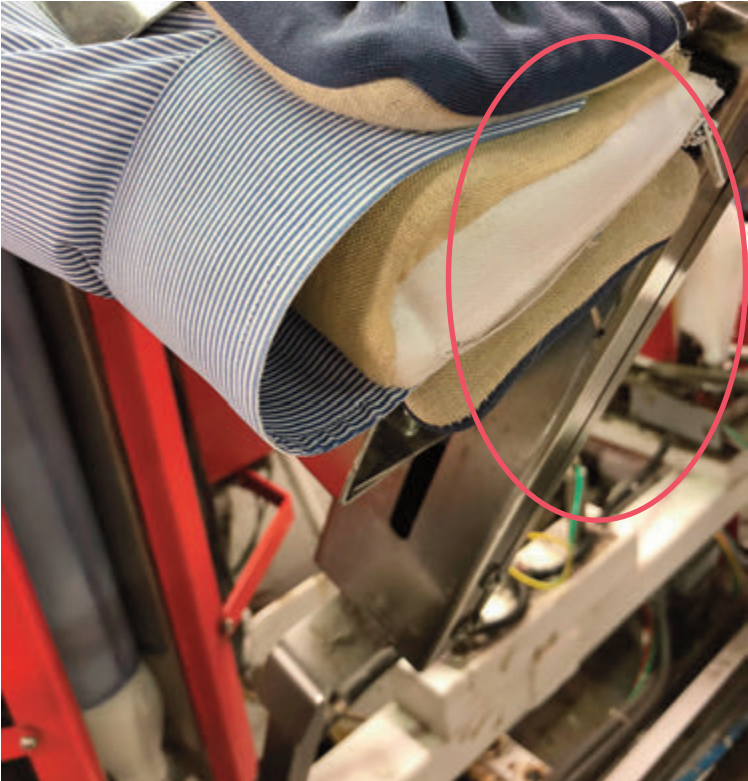


Figure 1.



Figure 2.



Figure 3.



Figure 4.

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Don Desrosiers

Easy ways to improve shirt quality

Continued from page 28  
be “touched up” but touch up is to do the parts of the shirts that your shirt press is incapable of pressing correctly. It

is not to fix the parts of the shirts that the presser didn’t do correctly. That is a manager’s job... training employees.  
And speaking of touch up, Figure 5 shows the best press

for doing shirt touch up.  
Yep, a hot head mushroom press. It gives the best finish and is very fast. Furthermore, it can fix multiple defects on the back of a shirt with one lay!

See Figure 6  
Oh! And one more thing. I love touching up shirts on a hot head because of the speed and finish that they provide, but maybe you disagree.

Very often I find that they are misadjusted. There is a critical squeeze pressure adjustment on these machines. If this is set incorrectly, the press will not give the desired quality result.  
As the steel mesh compresses, the squeeze pressure needs to be tweaked to compensate. The brand of machine that you have may look different but on this Forenta 19VS (Figure 7), the space between the roller and the end of the track needs to be 3/4 of an inch. If the roller “bottoms out,” the steam chest may not be squeezing to full pressure.  
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](mailto:tailwindsystems@charter.net). The Tailwind web site is [www.tailwindsystems.com](http://www.tailwindsystems.com).



Figure 5.



Figure 6.



Figure 7.

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Paula Kostick  
Owner, Classic Drycleaners

“My company, Classic Drycleaners, completed a one million dollar plant renovation in 2017. Our goal was to purchase and install the best equipment we could while staying within our budget. We chose QuickSort as our automated assembly system after much research and plant visits to see not only QuickSort, but two other well-known assembly systems. I highly recommend this system to be reliable, employee friendly, and affordable.”



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# NORTHEAST



**GREEN VALUE CLEANERS** in Parsippany, NJ, installed a **Pony Model DB360** rotary double buck shirt unit. **Damiano Castoldi**, head technician for Pony, is pictured with two employees of Green Value Cleaners.

## After successful golf outing, NEFA turns to Fall Fest

Now that its Brad Friel Memorial Clean Classic golf outing has concluded successfully, the North East Fabricare Association will focus on its next big event on the schedule: Fall Fest 2018.

In June, more than 40 golfers enjoyed ideal weather at the golf course as first place honors for the tournament went to John Dallas, John Winters and the Makkas brothers.

Alan Kushinsky, Bob Carozza, John Winters and Peter Blake won

the Closest to the Pin contest.

Individual honors were given to Kevin Dubois for the Longest Drive of the day and Tim Avallone who took first place in the putting contest.

“This was really a great day,” noted Peter Blake, executive director of NEFA, “and I really loved seeing everyone enjoying themselves and having fun. Sometimes I fear we have lost a little of the camaraderie in the industry, but after events like this — and

the recent NEFA Night at Fenway — it reaffirms just how important these types of events are. People get the opportunity to share experiences, challenges, and have a chance to know they are not alone in the industry.

“I can’t express my gratitude enough to the sponsors of the event. These companies continually support our members — and really the entire industry.”

Already, the association has begun developing plans for the 2019 Clean Classic.

In the more immediate future, however, the association will look forward to its next big event, Fall Fest 2018, which is scheduled to take place from Oct. 26 to 28 at the Hotel 1620 located in Plymouth, MA.

The conference and tabletop exhibit will pair informational seminars from various industry experts with tabletop exhibits offering the latest and greatest products and services the industry has to offer.

The final topics and speakers have yet to be released, but NEFA plans on hosting an interactive luncheon with a panel, as well as inviting an innovative drycleaning company that will shine a “Spotlight on the Industry” by sharing some of its memorable experiences.

The Allied Trades tabletop exhibits are also an excellent source of information as they allow attendees ample time to speak to vendors about their products and services as well as a chance to network with many of their peers.

Speaking of networking, NEFA will host several social events such as its Silent Auction and Cocktail Reception during the event.

As for the headquarters hotel for Fall Fest 2018, the 1620 Plymouth Harbor Hotel is located across the street from the bay and is only a 15-minute walk from Mayflower II and Plymouth Rock.

It also features many amenities for the business and leisure traveler, including an indoor swimming pool, fitness center, business center and the 1620 Bistro.

It is the largest lodging and event center in the area with 15,000 sq. ft. of well-equipped meeting space overall. Go to [www.hotel1620.com](http://www.hotel1620.com) for more details.

NEFA has arranged for a special rate during the weekend of its Fall Fest.

Attendees pay \$159 per night. Conference registration details will be made available by the association soon.

For more information on NEFA’s Fall Fest, contact the association directly by calling (603) 635-0322 or the association’s website at [www.nefabricare.com](http://www.nefabricare.com).

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# NewsMAKERS

**FabriClean Supply**, based in Dallas, TX, has announced several promotions to its executive management team.

**Trevor Hericks**, who has served in numerous operational and management roles since joining the company in 1998 has been promoted to president.

**Jeff Joyce** has been named vice president-administration. He has extensive distribution management experience and currently serves as the company's controller.

**Canessa Hericks** has been promoted to chief information officer, a role that includes managing computer and communication systems as well as human resources and internal audit. She joined the company in 2001 and has broad experience managing administrative functions.

**Joann Sheridan** has been named director of purchasing. She has been involved in the industry in purchasing for Dallas Tailor, Phenix Supply and FabriClean Supply for the past 24 years.

Other key members of the senior management team include **Hoppy Williams** who has served as vice president operations for more than 20 years, and **Orville Johnson**, a 30-year industry veteran who serves as vice president sales and marketing.

According to **Jim Hericks**, FabriClean's CEO, "These organizational changes are designed to support the company's continued growth by placing proven, experienced managers in more senior roles."

FabriClean Supply is America's largest local source of operating supplies, solvents, chemicals and janitorial supplies for professional drycleaners and laundries. With distribution centers in 18 cities, FabriClean provides customer friendly service from West Texas to South Florida and from Kansas to Virginia and points in between.

The company's website is [www.fabricleansupply.com](http://www.fabricleansupply.com).



**Trevor Hericks**

**Faye's Laundry & Dry Cleaning** got help in celebrating its 50th anniversary in business from **SPOT Business Systems, LLC**, which provided branded materials, including commemorative "Faye's 50th Anniversary" store signage and giveaways for customers at their three locations in Layton, Kaysville and Syracuse in Utah.

Faye's Laundry & Dry Cleaning is the namesake of the late **Faye Cummings**, who, along with her husband, **Russ**, started the business in 1968 with their first location in Layton.

In 1989, Faye's daughter, **Sharon Dutcher**, and her husband, **Cliff**, purchased Faye's and ran the business for another 25 years before selling the business to their oldest daughter, **Coral Peterson** and her husband Alex. Faye's remains a family affair, with three generations of Cummings' descendants in the business.

Over the past 50 years, Faye's grew from a single drycleaning service to become a full-service fabric care specialist, offering laundromat/do-it-yourself and wetcleaning services, alterations and repairs, wash-and-fold services and specialty-item cleaning for everything from wedding dresses to window treatments.

Today Faye's serves more than 25,000 customers at three locations, including laundromat and drycleaning services in Layton and Kaysville, and drycleaning-only services in Syracuse. Despite the changes over the last 50 years, the family's focus has been consistent: to be the trusted hometown cleaner in the communities they serve.

"One thing that my mother instilled in me, along with every member of our family, is the importance of going the extra mile for our customers," said

Sharon Dutcher, who still works every day at Faye's, despite passing the business down to her daughter in 2014. "From preserving heirloom clothing in acid-free packaging to sewing on buttons as needed, we strive daily to put out a product that we – and our customers, can be proud of."

In 1991, not long after taking over the business from her mother, Dutcher sought a service to help digitally track customer orders and monitor cashflow. She chose a new company, SPOT Business Systems, to handle these duties so she could focus on the business of cleaning.

Over the next 29 years, the relationship between Faye's and SPOT has grown to include a variety of hosting services. All Faye's stores are now digitally linked, and SPOT backs up all of Faye's information/transactions daily. Additionally, SPOT has automated several key processes, including barcoding, texting for pick-up and delivery services and email outreach to customers.

"SPOT has been a trusted partner for nearly 30 years, and they have consistently met our growing needs," added Dutcher. "SPOT made us a better company – more efficient, more effective, and better able to keep in touch with our customers. We couldn't do what we do without them."

"We're proud of our long, successful relationship with Faye's, and we couldn't be happier for the family as they celebrate such an important milestone," said **Mark Jones**, director of operations for SPOT Business Systems, LLC. "We look forward to enjoying many more years of partnership, and we are confident we can continue to meet their needs."

Faye's website is [www.fayeslaundry.com](http://www.fayeslaundry.com). Spot's home on the web is [www.spotpos.com](http://www.spotpos.com).

Chicago-based drycleaning startup **Pressbox** is being acquired by **Procter & Gamble**, the companies announced last month.

Pressbox, launched in 2013 by University of Notre Dame graduates **Vijen Patel** and **Drew McKenna**, allows customers to drop off their dirty laundry at any

time in one of the company's lockers, mainly located in high-rise apartment buildings and offices. Customers can use the Pressbox app to track their laundry as it's taken for cleaning and are notified when it is ready for pickup.

The companies declined to dis-

close the terms of the deal.

With the acquisition, Cincinnati-based Procter & Gamble Co. adds Pressbox to its existing laundry services, including **Tide Spin** pickup service, **Tide Dry Cleaners** and **Tide University Laundry**.

Pressbox, which employs 60

people nationally will work closely with Tide Spin.

Patel, CEO of Pressbox, and McKenna, the chief operating officer, decided to start the company because of typical drycleaners' limited hours.

Pressbox has about 250 locker locations in the Chicago area and another 250 in Washington, D.C., Philadelphia, PA, and Nashville, TN. The company plans to launch in Dallas.

While the companies offer similar services, Tide Spin users place their laundry outside their residences for pickup. Items are washed or drycleaned and brought back within two to three days, all tracked on the Tide Spin app.

However, while Pressbox locations are open all the time, Tide Spin charges an extra \$5.99 for pickups from 6 to 10 p.m.

"We feel like they've been smart about figuring out how to

crack the urban pickup and delivery business, and it just fits well with what we've been learning with Tide Spin," Tide Spin CEO **David VanHimbergen** said.

"They've been successful in multiple markets, and it just kind of accelerates our learning and opportunities to scale," he added.

Patel and McKenna will stay on and lead Pressbox, focusing on the urban delivery model, VanHimbergen said, although exact plans for integrating the companies have not yet been decided.

"This will attract people to Tide services and products through Pressbox," Patel said.

Pressbox owns 100 percent of its operations, from pickup and delivery logistics to the maintenance of pressing machines.

"The fact that we're vertically integrated only helps with us being able to have a seamless transition," Patel said.

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**Xeros Cleaning Technologies**, the developer of water-saving commercial laundry solutions, changed its name to **Hydrofinity** effective July 10.

The company previewed its new brand identity at the Hotel Show Africa in Johannesburg South Africa in June and expects the name change to be implemented in all the countries where it is active by August

"Our choice of new company name represents our key objective of helping to sustain the world's water supplies for current and future generations. We must work to tackle global water crises now and can no longer take water for granted," said **Mike Ferrand**, managing director at Hydrofinity.

Hydrofinity uses sustainable cleaning and fabric care technologies provided by Xeros Technology Group. Compared to traditional machines, the near-waterless Hydrofinity wash process replaces up to 85 percent of water with XOrbs, unique spheres that employ a gentle yet effective mechanical wash action on linens, ensuring powerful stain removal results for a visibly superior clean.

XOrbs can wash in ambient temperature water, eliminating the need to heat water, thereby creating additional energy savings and keeping linens looking newer for longer. XOrbs last for up to a thousand washes before needing to be replaced, and are collected by the company to be recycled.

Operating globally, with offices in the UK and the US, Hydrofinity is a division of the Xeros Technology Group plc. The company website is [www.hydrofinity.com](http://www.hydrofinity.com).





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

### UNISEC Customer Testimonial



"I am happy on my own thanks to Unisec"

Since 1986, I have worked with many dry cleaning machines, therefore I have an extensive knowledge about dry cleaning. At the beginning of my laundry career, I have tried to use a Korean Perc machine named RAK 35. However I switched to a 50 pound Columbia three years later. For 20 years I used the 50 pound Columbia. I finally switched to an Easysec 40 pounds. Currently I have been using my Easysec machine for almost 2 years now. Even though I was aware of the cons of Perc machines, I still used Perc machines for 30 years. I also had been using a Lynx machine and a Hydro-carbon machine. Then I used Easysec and it was the best decision of my life.

Knowing that my Easysec doesn't have distillation makes me happy. I struggled with using machines that only had distillation. I found out about Easysec and at first, I was hesitant in switching because other dry cleaners does not use non distillation machines in the area. Finally I decided to try Easysec and when I used it for the first time I was really surprised. I wondered why I waited so long to switch to Easysec. All my hesitations disappeared once I saw how efficient and easy it was to use an Easysec machine. I strongly recommend Easysec because it really works!

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# THE SPOTTING BOARD



BY DAN EISEN

## Finishes to impart fabric quality

Some drycleaners have heard from customers stating “The garment does not feel or look like new.” They are making reference to fabric finish.

Manufacturers impart fabric finishes to give fabrics characteristics desirable for consumer appeal. These include stain and water repellency, luster and sheen, fitness and body, wrinkle or crease resistance, and stabilizing against shrinking.

After drycleaning or wet-cleaning, these finishes might

be lost. It is the drycleaner’s responsibility to restore the finish. Sometimes the manufacturer’s finish may break down causing problems.

**Application of fabric finish**

**Stain repellence.** I have been working with rental manufacturers of garments who impart a finish to keep their garments from being stain and soiled during wear.

The new finishing agent I have been working with does not impart stiffness or streak-

ing. It does not change the hand and feel of silk and other delicate fabrics. These agents are not solvent-based and are easy to apply in a spray.

Some drycleaners I know sell this process to customers for furniture covers, pocket-books and other items.

**Garment feel and body.** There are agents used in the drycleaning system that can impart body and feel to fabrics. They do not impart stiffness to the fabric but also aids in a better pressed garment.

It is important not to use too

much of this product since it can cause sludge in the base tank.

**Luster and sheen (wet-cleaning).** There are agents that work very well in imparting a luster to fabrics in wet-cleaning. In studies, these agents impart a luster and sheen not achieved by softening agents. They work very well for silks and cotton knit shirts to improve the dull and lusterless appearance of the fabric.

**Imparting sheen to silk.** There are products available

that impart sheen to silk. They are normally solvents mixed with mineral oil. I recommend a less expensive and safer method. Purchase from your drug store a bottle of mineral oil and use the following method:

- Put in 15 ounces of mineral oil to 15 gallons of solvent in drycleaning wheel.
- Batch two minutes.
- Short extraction.
- Dry.

**Easier pressing**

A properly finished garment is easier to press. Ocean-side Cleaners in Jacksonville, FL, has a method to make their jeans softer and easier to press, using a cationic detergent and softening agent. This relaxes the fabric, making pressing easier.

**Shirt stiffness**

Customers often complain that their shirts have not been properly starched or are not stiff enough. The reason is that the stiffening agent may not be right for the job.

There are two types of stiffening agents used in laundering. Starch is one, which is a natural water soluble product. These agents work well on cottons but do not have much of an effect on polyester.

Polyvinyl acetate is a thermo plastic resin that attaches itself to all fabrics giving more stiffness. It is more permanent than starch and cannot be easily removed from the fabric.

**Rings from breakdown of fabric finish**

**Rayon and silk.** These rings are usually caused by water soluble sizing. Use the fogging method to correct. Hold steam gun away from fabric while steaming and then dry quickly.

**Satin and taffeta.** These rings are caused from a plastic resin sizing. Prespot with amyl acetate and re-clean. If amyl acetate can not be used, use an oily-based ink remover.

**Yellowing and odor.** Soak in sodium percarbonate for an hour. Rinse, neutralize with acetic acid and rinse again.

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



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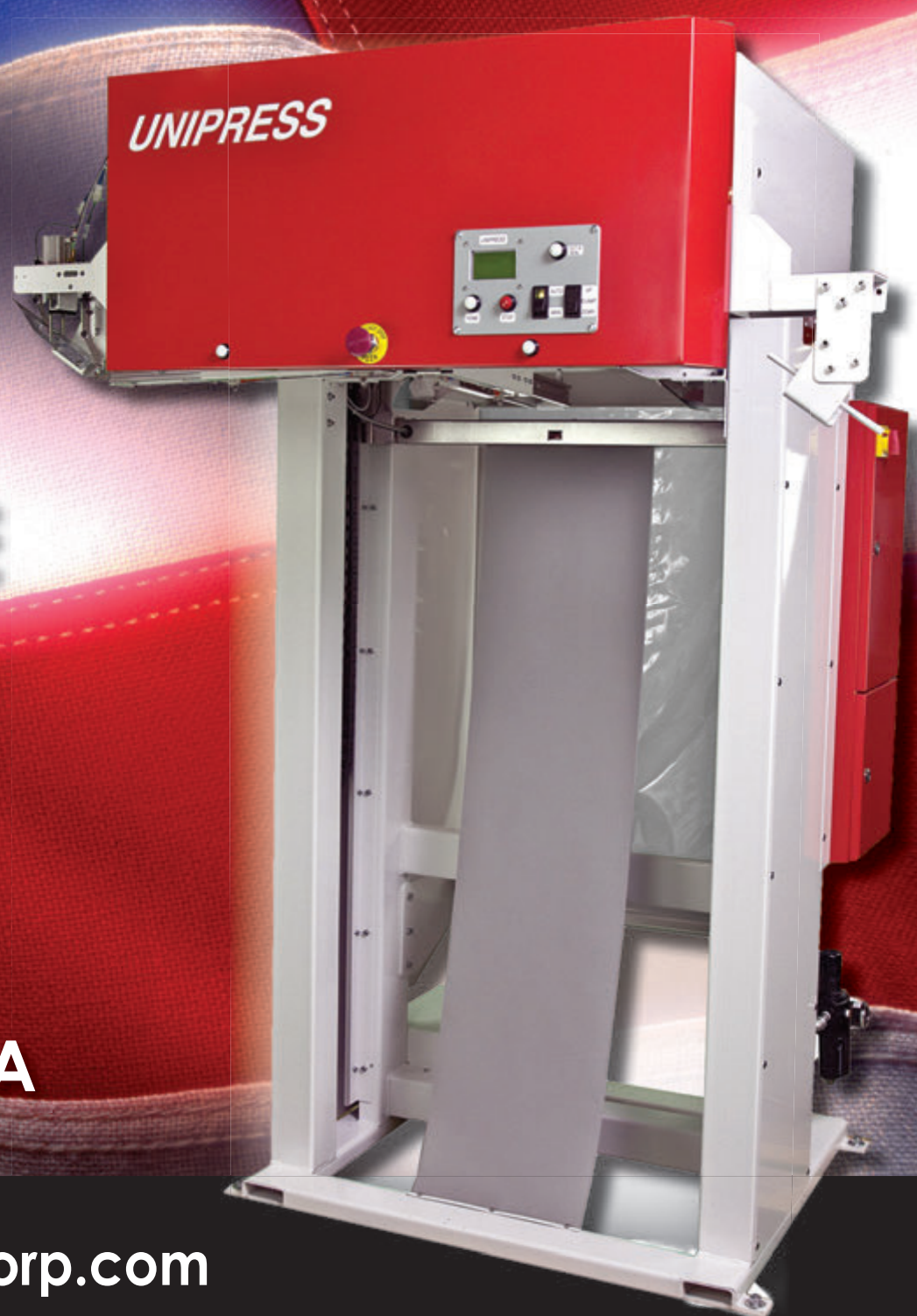
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# KEEP IT LEGAL



BY FRANK KOLLMAN

## When should you call *your* lawyer

**N**o one likes to call a lawyer unless there is no choice. I understand that.

Lawyers can be expensive, and their answers are sometimes difficult to follow. There's a joke about two men lost in a hot air balloon who call down to a man on the ground: "Where are we?" The man on the ground responds: "You are in a balloon."

One man in the balloon says to the other: "He must be a lawyer. His answer was perfectly accurate and completely useless."

If that is your lawyer, lose him in a hot air balloon. When you call a lawyer, you want to get good business advice in the context of the law, not a legal brief on what the law says. Good legal advice is good business advice.

But when are the times that you need that good business advice? Read on.

First, however, in the spirit of full disclosure, you need a good accountant more than a good lawyer. Most accountants have training in many areas of business law, and many times, a good accountant can give

you good business advice. There are instances when a good accountant is not enough to keep you out of trouble, so lawyers have their usefulness.

You should call a lawyer almost every time you have to terminate an employee, or deal with an employee who may have protections under the Civil Rights laws or disability laws.

For the cost of a 15-minute phone call, you may find out that what you were about to do would have cost you thousands of dollars under the Americans With Disabilities Act or the Family and Medical Leave Act.

Leave laws are tricky. If you are about to fire an employee, you might need advice on exactly what to say to the employee to avoid discrimination problems down the road.

So often, justifiable dis-

charge decisions are screwed up by bad implementation. Good business and legal advice would involve what to say and what not to say to the em-

ployee being terminated.

You should call a lawyer whenever you make a policy change that could affect wages, hours, or significant working conditions. A change in employee handbook language could violate the wage and hour laws, or the National Labor Relations Act. A good lawyer will tell you if the change is problematic, but more importantly, he or she will tell you how to do it legally and accomplish the same result.

Any changes in overtime practices should be reviewed, regardless of your confidence that the change is legal.

Never sign a lease, loan document, or contract without

running it by a lawyer first. You might find that there is language in it that means something different than what you thought.

in another lawsuit. You may end up in litigation yourself if you disclose documents you should not have produced, or you fail to take out information

### Commercial companies are not protected from "lawyer language" in agreements, so you cannot later say "I didn't understand what I was signing."

For example, many contracts contain indemnification clauses, which means that you will pay all the costs the other party incurs, including attorneys' fees, arising out of that indemnification agreement.

If you agree to indemnify the other guy for your negligence, that's one thing. If you agree to indemnify the other guy for claims arising out of your work, you are agreeing to pay him even if you've done nothing wrong. Big difference, right?

If you are worried about a long contract and the cost of a lawyer's review, call him to discuss the clauses you do not understand. The judicial system, in any event, takes the position that commercial companies are not protected from "lawyer language" in agreements, so you cannot later say "I didn't understand what I was signing."

If the government contacts you in any way — in person or by letter (or other communication) — call a lawyer.

I understand that you may have nothing to hide, but OSHA, for example, does not make inspections in the hope of *not* issuing citations. Government employees want to find violations, and you need to make sure you are not helping them do that.

You should call your lawyer if you get a subpoena to produce witnesses or documents

required by law, like a person's social security number.

You should call a lawyer if you plan to make any changes in the business structure, including promising an employee an interest in the business.

Oral promises are frequently enforceable, regardless of what you may think. If you want to make someone sign a non-compete agreement, call your lawyer to make sure it is legal and enforceable.

There are many other instances where calling a lawyer may be appropriate. These, however, are some of the key reasons.

If you do not have a lawyer, get one. You can start with a legal directory like [www.martindale.com](http://www.martindale.com).

Find a law firm with business lawyers, contact a couple, and ask if you can come in to interview them. When you find one that seems to fit your personality and needs, figure out the best financial arrangement so you will use him or her whenever you need to, as outlined above.

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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# DATELINE

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JULY 2018						
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8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30	31				

AUGUST 2018						
SUN	MON	TUE	WED	THUR	FRI	SAT
					1	2
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17	18	19	20	21	22	23
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31						

SEPTEMBER 2018						
SUN	MON	TUE	WED	THUR	FRI	SAT
						1
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30						

OCTOBER 2018						
SUN	MON	TUE	WED	THUR	FRI	SAT
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NOVEMBER 2018						
SUN	MON	TUE	WED	THUR	FRI	SAT
				1	2	3
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DECEMBER 2018						
SUN	MON	TUE	WED	THUR	FRI	SAT
						1
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30	31					

## 2018

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

**August 18-19** Fabricare trade show sponsored by the California Cleaners Association, Long Beach, CA. Call (215) 830-8495.  
**August 25** Mid-Atlantic Association of Cleaners board meeting.

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

**October 10** Midwest Drycleaning Expo, sponsored by the Wisconsin Fabricare Institute, WFI headquarters and training facility, Milwaukee, WI. Call (414) 488-1692.

**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** Southwest Drycleaners Association board and members meeting. Courtyard by Marriott Gulfport Beachfront, Gulfport, MS. Call (512) 873-8195.

**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.

**Nov. 10-11** Two-day advanced spotting course sponsored by the Michigan Institute of Laundering and Drycleaning, Jan's Professional Dry Cleaners & Laundromat, Clio, MI. Call (877) 390-6453.

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

## 2019

**January 17-20** Brainstorming and Five Stars conference, sponsored by the National Cleaners Association and the Drycleaning and Laundry Institute. Sonesta Ocean Point Resort, St. Maarten. Call (800) 888-1622.

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

**July 31-August 3** Textile Care Allied Trades Association annual conference. Ojai Valley Inn & Spa, Ojai, CA. Call (813) 348-0075.

## Milan to host Expodetergo show in October

EXPOdetergo International is planning its 18th international exhibition dedicated to machinery, technology, products and services for textile care services which will take place Oct. 19-22 in Fiera Milano, Halls 1 and 3 in Milan, Italy.

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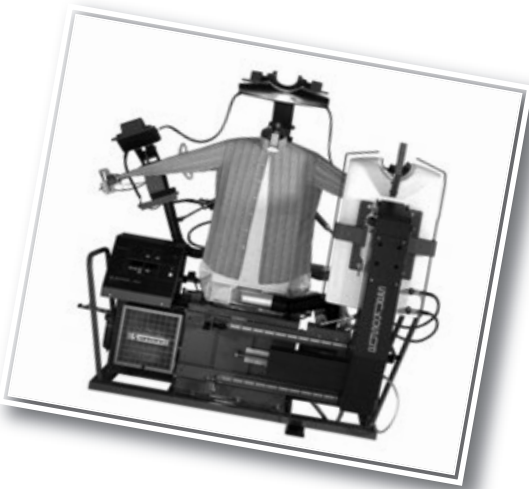
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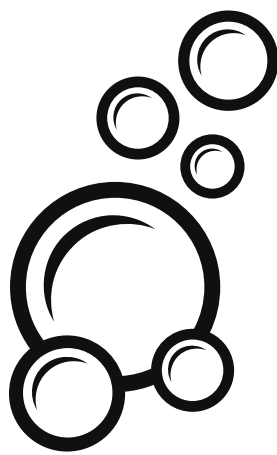
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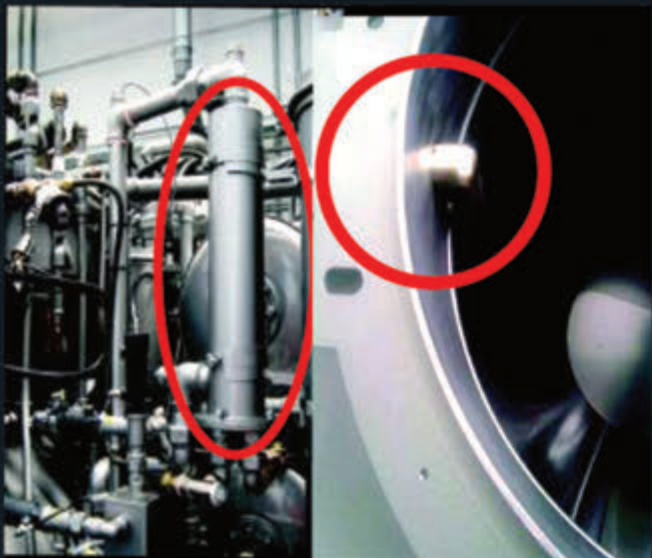
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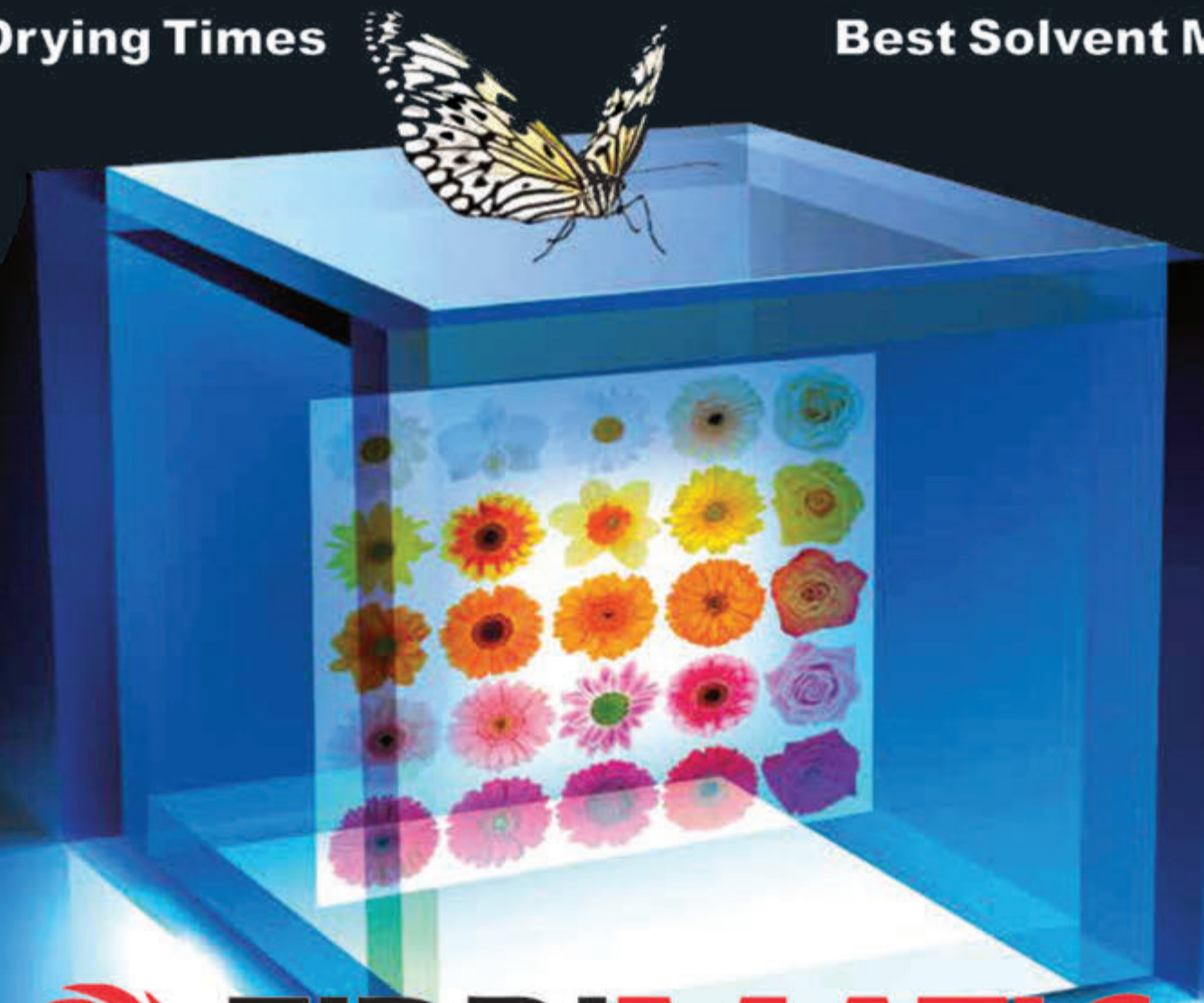


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