



National

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Meeting challenges and making friends



The International Drycleaners Congress gathered for its annual convention in Jakarta, Indonesia, with attendees coming from around the world for four days of fellowship, cultural exchange and gaining insights into the industry.

As it has done every year since 1959, the International Drycleaners Congress gathered some of the world's top drycleaners for convention to learn from each other, make friends from around the world and hash over the state of the industry as it exists in its many and various forms.

Jakarta, Indonesia, was the host of this year's gathering which took place from Sept. 21-24. About half of the 90 people in attendance came from Japan, representing the Japan Cleaning Productivity Council, and were joined by attendees from the United States and Canada, China,

Belgium, Hong Kong, Malaysia, The Netherlands, Russia, Saudi Arabia, Singapore and Taiwan as well as the host country of Indonesia.

After a welcome reception and buffet dinner on Sept. 21, the group got down to business, pursuing the convention's theme of "Meeting the Challenges of the Emerging Market Environment." IDC President Marcus Taslim and IDC Executive Director Chris Tebbs welcomed the delegates, who then boarded buses for a day-long tour of Taslim's Jeeves cleaning operations.

The tour was in two parts. In the morning, the group

visited the massive Jeeves factory which has capabilities for cleaning just about everything — from typical drycleaning and laundry items to curtains, handbags, shoes and even sofas. A lunch was served in the multi-function room at the Jeeves factory.

In the afternoon, the group divided into two for visits to Jeeve's Hang Lekir and Kemang Valet shops to see the retail side of the high-end operation.

The Jeeves concept originated in 1969 when Sydney Jacobs opened the original shop off Belgravia Square in

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Clean Show signup time has begun

If you are looking ahead to the next Clean Show, you can now do more than look. Advance registration for attendees opens this month and reservations at the show's block of hotels can be made now, too.

Discounts on show registrations are available to members of any of the five trade associations that cosponsor the show and everyone who registers in advance receives a discount on the \$169 fee that will be charged at the show.

Advance registration, which must be made by May 31, is \$149. Members of DLI and the other show cosponsors get a further discount; they'll pay \$119 when registering in advance.

The June 20-23 show will be the seventh time that Clean has visited the Crescent City, so most Clean Show veterans are familiar with the set-up.

The Ernest N. Morial Convention Center will be the focus of activities where hundreds of exhibitors will display every imag-

inable product that can be of use in professional fabric care during the four-day run of the show. By mid-October 300 companies has signed up to exhibit.

The show will open on Thursday, June 20. Following a two-hour distributor only session, the hall will officially open at 10 a.m., closing for the day at 5 p.m. On Friday and Saturday, the hall will be open from 9 a.m. to 5 p.m. On Sunday, the final day, it will be open from 9 a.m. to 3 p.m.

The convention hall will also be the scene of a series of seminars offered by the sponsoring associations geared to the interests of their members but open to all registered attendees.

The Clean Show has grown steadily since it last visited New Orleans in 2013 where 422 companies exhibited their wares for 10,300 attendees. That grew to 437 companies and 11,264 attendees in Atlanta in 2015 and 472 companies with 12,563 attendees at the 2017 show in Las Vegas.

That growth earned the Clean Show

recognition by *Trade Show Executive* magazine as among 50 fastest growing shows last year. The Clean Show was included in all three categories of the awards competition: net square feet of exhibit space, number of exhibiting companies and total attendance.

Though 50 trade shows are named in each category, Clean 2017 was one of the few that exceeded the level of growth to be named in all three.

New Orleans will be ready to accommodate the growing show. Clean Show management has arranged for discounts and special amenities at a variety of New Orleans hotels while the five co-sponsoring trade association have designated headquarters hotels for their members.

The Drycleaning and Laundry Institute will headquarter at the Hotel Monteleone, the same hotel the DLI used in New Orleans in 2013. The Monteleone is on Royal Street in the French Quarter, just under one mile from the convention center.

Launched in 1886, the Hotel Monteleone offers easy access to the nightlife of New Orleans. Amenities include a rotating bar, swimming pool, dining options, entertainment, a spa, fitness center, and in-room services.

Reservations for the Hotel Monteleone are open through Connections Housing, the official housing agency for Clean 2019.

To reserve a room at the Hotel Monteleone, visit <https://book.passkey.com/go/DLI2019>.

Other hotels have been selected by each of the sponsoring associations.

The Textile Care Allied Trades Association will headquarter at the New Orleans Downtown Marriott just across the street from the convention center.

The Coin Laundry Association has selected two hotels for headquarters — Loews New Orleans Hotel and the Renaissance New Orleans Arts Hotel.

Two hotels will also be home for the

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Sneak Peek

8 The front of the house

Your call office should be a shining paragon of cleanliness, Larry Siegel advises. After all, you are a cleaner.



18 What's that smell?

An odor that was not noticeable can reveal itself when the garments is worn. Dan Eisen tells how to prevent this.



26 What customers hate

Even if they seem like little things to you, these things are a big deal to your customers, Don Desrosiers says.



30 To tell the truth

How do you sort out who is telling the truth after hearing accusations and denials? Frank Kollman ponders.





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Are you a drycleaning revolutionary?

You might want to be sitting down for this. Are you ready? The new drycleaning revolution is here.

As far as marketing campaigns go, the company making that statement gets points for high drama, anyway. VCleanLife out of the UK has promised that the public will soon say “goodbye to conventional drycleaning” (whatever that means). They recently unveiled their new technological marvel, the VDrop drycleaning vending machine.

Yes, humanity’s two major loves, technology and convenience, have been combined once again. Don’t laugh. There are a lot of strange things you can purchase at vending machines now. In Singapore, there is a 15-story building that serves as such a machine for buying Ferraris, Lamborghinis and Bentleys. That’s just the tip of the vending iceberg, however. Now, you can also buy live crabs, iPods and other electronic gadgets, caviar, birth control, live bait, champagne, cigars, human hair, underwear and even gold bars, as well.

When news of a drycleaning vending machine was announced, it sounded awfully familiar: didn’t this already fail? For consumers, it likely brings up visions of sticking dirty clothes in a machine that somehow washes and press or folds them and returns them in a few minutes. However, as original and ambitious as the product’s marketing promises are, the machine itself is not so original of an idea.

It claims to offer cleaning that is “quick and ridiculously cheap” without any chemicals that are harmful to the environment and it charges £2.50 a shirt (\$3.28) and £3 for other standard items (about \$4). But, when you look deeper at the fine print you realize that the device offers a 24 hour turnaround because essentially the clothing has to be collected, transported to a facility where it goes through the production process, and then returned. If that isn’t conventional drycleaning, then we don’t know what is.

At any rate, this technology has already been around for a long, long time in the states. We call them kiosks or laundry lockers and drycleaners all over the country have utilized them on a daily basis for years. So, it looks like the “new drycleaning revolution” is hyperbolic marketing and nothing more (a surprise to nobody who has been in the industry long enough to see other versions of vending drycleaning machines and home drycleaning products come and go over the years). Still, it’s a good reminder that you may want to revamp your own marketing materials so customers are aware of any “new drycleaning revolution” you have to offer.

Sorting out truth from fiction

In his column this month, Frank Kollman discusses an issue that everybody confronts at some point in both their personal and business lives. Faced with two conflicting stories, how do you tell which one is true? As Kollman notes, employers are often placed in the position of having to make credibility decisions in the workplace.

For example, an employee claims to be the victim of harassment. The alleged harasser denies the allegation. Or suppose an employee says a co-worker is stealing from the company, but the accused denies doing it. Unless you personally have witnessed the behavior, how do you know who is telling the truth?

Kollman points out that even if a story sounds credible, it is not necessarily true. On the other hand, a story that sounds far-fetched may actually be true.

How do you ferret out the truth? You could, like Don Desrosiers described in a recent column about solving problems in the shirt department, put on your Detective Columbo hat and conduct a full investigation. If you have the time, that might get you to the truth of the matter. Or it might create even more doubt.

A lie detector test sounds like a simple answer. But Kollman warns that they are illegal in the workplace in most jurisdictions. And, he adds, they are very unreliable.

When confronted with conflicting versions of events, Kollman says employers should make their own credibility resolutions and act on them. Even if it proves to be incorrect, so long as the decision is made in good faith it is permitted under the law.

One way to avoid these dilemmas is to not hire people who are prone to embellishing the truth or telling outright lies. Employment specialists say many job resumes contain at least some disingenuous information. By taking the time to check the veracity of an applicant’s own words, you can weed out the prevaricators. Save yourself the trouble of having to be judge and jury in these conflicts by hiring only honest people. It’s worth the effort.

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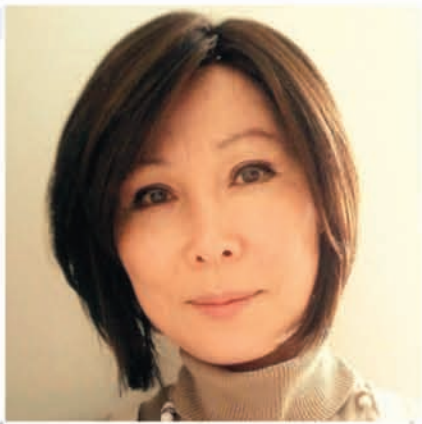


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Partners in grime

With several dozen franchise locations nationwide, earning the Lapels Dry Drycleaning Franchise Owner of the Year award is an impressive feat.

However, this year's recipient, Jay Desai, believes there may have been a mistake.

"Let me put it this way: I think they goofed up. Instead of giving this award to Tiffani, they ended up giving it to me," he said. "From the beginning, before the business was started, I wanted her to run it as an owner/operator and she's my partner as we speak right now."

Even if Jay does not believe he deserves any such praise, Kevin Dubois, the CEO of Lapels Dry Cleaning, had glowing compliments when he handed out the award earlier this year.

"Jay is one of the most impressive individuals we have worked with over the course of Lapels Dry Cleaning's 18-year history," he said.

Regardless who deserves more credit, Jay and Tiffani certainly have made a successful team for the past decade when Tiffani first began cutting hair for one of Jay's Great Clips franchises in Michigan.

"I grew up in Shelby Township. I went to cosmetology school in high school and started working for one of Jay's Great Clips when I was a stylist in 2008," she recalled. "I worked my way into an assistant manager role and then when he opened a new location, I took over as manager of that location and then later I was given the general manager role so I was overseeing multiple locations."

During her time with Great Clips, Tiffani excelled at efficiency, scheduling and other duties to the point that she earned Manager of the Year award twice for the franchise.

At one point, she decided she wanted to pursue a business degree. She eventually received a degree from Wayne University while juggling her duties at Great Clips. Jay worried that once she earned a degree she'd leave the franchise and, in a way, he was right. But then they both moved on to the next project together: the drycleaning industry.

While Tiffani grew up in Michigan, Jay's journey started much further away in India where he studied computer technology and obtained work as an IT engineer.

He worked in an industrialized state in the country called Gujarat in the early 1990s, computerizing and designing more efficient systems and incorporating automation. He was also asked to be a partner.

"Then they asked me to train engineers in the U.S.," he said. "In Indian currency, I used to get paid 100,000 rupees for training one person in the U.S. As an incentive, that was a lot of money at the time."

In 1998 he was asked to go to Georgia and train people in the U.S. Things did not work out for the company, so Jay moved back to India, only to return here a year later, this time in the Detroit area where he was bit hard by an entrepreneurial bug and began purchas-

ing investment properties. Then, he turned his eye on owning a franchise.

He opened his first Great Clips location in 2005, then he built up steam with two more in 2007 and three in 2010. He hasn't slowed down since. In all, he has opened a dozen franchises for the company, but he did have a little help along the way.

"Since 2008, Tiffani and I have been working and growing together," he said. "As we speak, we are Michigan's largest franchise for that business."



Opening a franchise in a different industry meant a lot of research for the two, but as Jay puts it, research is something in which Tiffani excels.

"Tiffani is a hardcore S.M.E., Subject Matter Expert," he said. "She knew the Great Clips business from its core — customer service, how to cut haircuts, what kind of haircuts, why that kind of haircut in a specific season, what they like, what they don't like, what age group it goes with, how to stay profitable, how much time it should take because it might take two hours for a haircut and you charge \$5 and you might take five minutes to do the same haircut and it costs \$5. That is a huge difference in making money."

When they targeted drycleaning, they wanted to find a company that was a good fit for them so they began learning everything they could about the business of cleaning clothes.

Both were impressed with Lapels Drycleaning, a company that in less than two decades has expanded with more than 80 locations across the country.

"There are a lot of unique selling points as far as what sets Lapels apart from other cleaners. First and foremost, we're 100 percent green. GreenEarth is our solvent and it's liquid silicone. It doesn't produce toxic waste," Tiffani emphasized. "Also, Lapels' tagline is 'The future of drycleaning.' We are very, very focussed on customer convenience."

"Since we've opened, this is the third update for the mobile app we have available for customers," she continued. "Customers can request a pickup because we offer free pickup and delivery. They can see all of their orders. There is a price list there. They can update their own profile in our system including leaving their credit card on file

for ease of use. It's very convenient."

The first few months were anything but easy. Both the drycleaning and hair-cutting industries may be service ones, but they couldn't be much more different.

"This has made us rough and tough because this is like being a doctor. No happy patient is going to come to you," Jay noted. "There are problems after problems after problems. Then we started to become immune to that. I used to lose sleep thinking, 'Oh my goodness. We are not able to find that

want to leave room for error."

Jay sees streamlining work as art. With the right kind of communication with team members, "even the most inefficient person" can work seamlessly as a cog in the overall wheel.

His methods have rubbed off on Tiffani, as well, who Jay calls a "one-woman Army" for her ability to handle so much of the load.

"She manages the operation. She manages the recruiting. She also plays an active role in marketing," he said.

Jay Desai & Tiffani Probst

order. How can we deal with this? Now, if somebody says they can't find an order: 'Let me finish my coffee. I'll be there.' That's a big difference. Sometimes it still falls on our nose, don't get me wrong, but we are learning how to handle it."

According to Tiffani, that's one of the biggest advantages of having a franchise blueprint to rely on.

"The good thing about a franchise is that nobody is going to franchise a business that isn't already successful," she noted. "You're not going to have this structure that you sell to other people if you aren't successful yourself. A franchise is a way of opening a business and already having a structure that you know has worked for somebody else instead of creating every process on your own."

Even with a proven model in place, Jay and Tiffani are hardly satisfied with the status quo. They are constantly crunching numbers to see if they can come up with a better solution to everyday problems.

"There are a lot of moving parts to this business," Jay said. "We use technology to monitor and run the business. The idea is to eliminate surprises, whether good or bad. Nobody is caught off-guard."

Jay uses his I.T. engineering background to measure data and break down its components to form better processes and Lapels has even adopted some as a tool for other franchises to utilize.

"The process should be in such a way that it is repeatable and trackable," he said. "So, anything and everything we do, we try to create a process out of it rather than just say, 'Use common sense to handle it.' Yes, it's a good thing to use common sense, but we don't

"She also manages financing, which is the bookkeeping and everything. I still feel that I am not able to utilize the potential which she has. Even though she is doing so much, at the end of the day I keep getting texts from her: 'Hey, I don't have anything to do. Is there anything you are doing which I can take over?'"

Tiffani no longer needs to rely on her "Indian calculator," a term Jay playfully calls himself when talking about his love of examining data and numbers.

"A lot of time I'm doing my own calculation of things. If I'm stuck on something, Jay and I will work on things together," she said.

The partnership is definitely working quite well.

The first location was opened in 2015 in Rochester Hills and since then two more satellite locations were added in 2017 in West Bloomfield and Beverly Hills, MI.

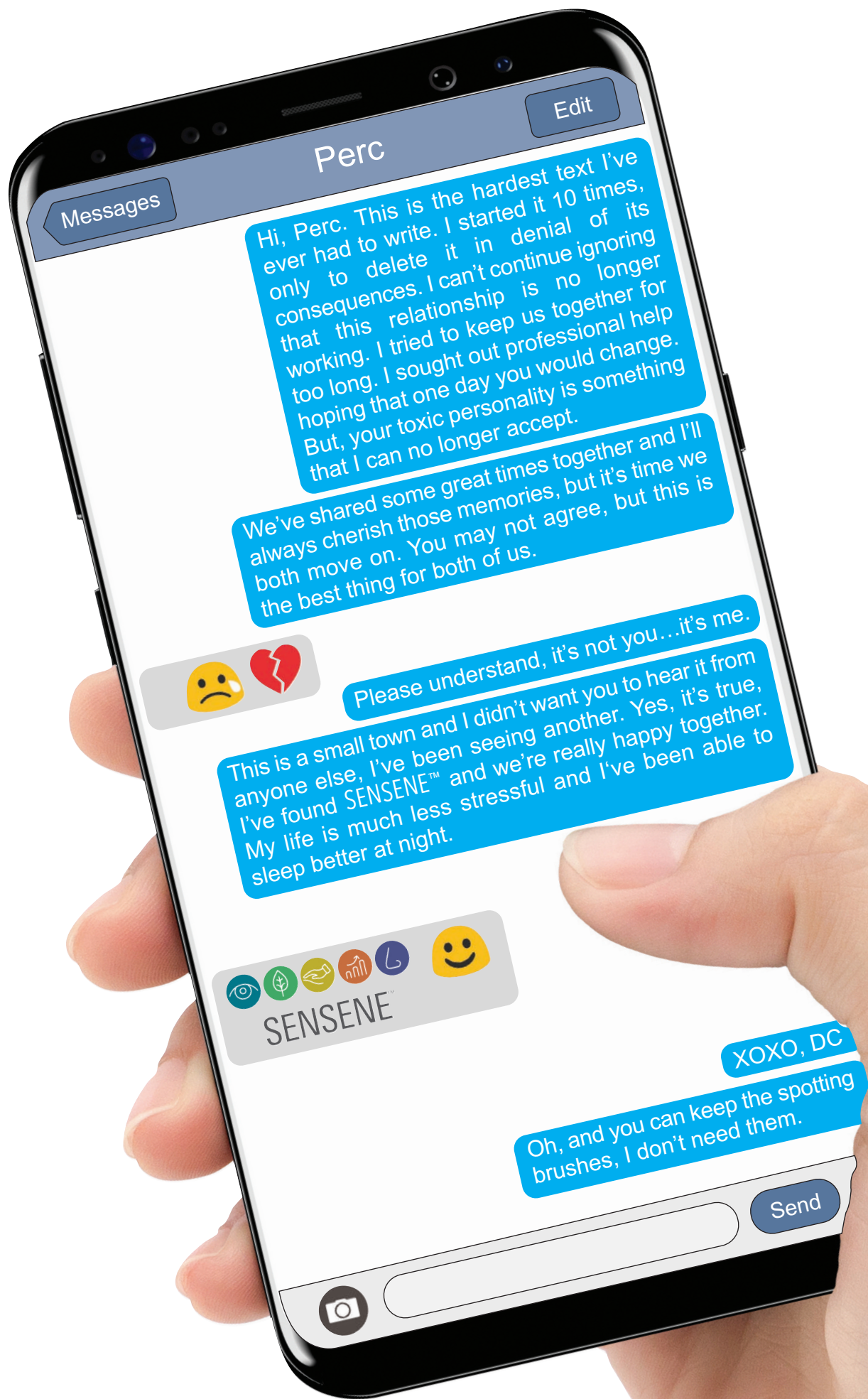
The ultimate goal is to open 16 locations as part of the development deal with Lapels.

The long-term plan will require a lot more work in the future, but both Jay and Tiffani have learned the value of patience since teaming up to try to master the drycleaning industry.

"At times, all the moving parts are so mind-blowing... how to prioritize problems and which one to address first is a big dilemma. It's every day!" Jay exclaimed.

"If we didn't have patience, we would definitely be in rough shape," Tiffani added.

"Don't give up. You can't give up," Jay continued, "We will do it one way or another. If that means pulling up our sleeves and jumping into it, then we jump into it and make it work."



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MARKETINGMAN



BY LARRY SIEGEL

Take care of the front of the house

A few years after I started my marketing consultation business in the early 1990s, I had the good fortune to meet Milt Chortkoff, owner of then Milt & Michael's Drycleaners, now Milt & Edie's.

Milt was one of the sponsors of the Angel of the Year Awards, a non-profit organization of local businesses that honored volunteerism in Bur-

hang tags.

Our relationship continued until his passing last year and I still work with his family to keep his iconic business alive and well.

Milt lived and breathed the cleaning business and made Milt & Edie's one of the most successful stand-alone cleaners ever. And, with a tremendous spirit of generosity, he was willing to share what made his

ated, the same one he would give out at industry seminars.

Milt and I would discuss how excited cleaners were to see the plant operations and how few took an interest in the "front of the house" materials... well, I do recall doing a survey promotion for an out-of-state cleaners many years ago.

In a tribute to Milt, I want to share observations, sugges-

you're not letting things slide — customers have expectations and even little slips can get blown out of proportion thanks to social media.

So, let's go!

Cleanliness

This should go without saying: you're a cleaners, so make sure everything is clean! Fingerprints on glass doors, dust on countertops, trash in the

out of place will be noticed, so make sure labels, pins, hangers, etc. disappear after every customer leaves.

Check that mirrors are spotless, too.

As to bathrooms, treat them like they're in your own home: clean toilet bowl, dry sink top, covered trash bin, clean towels, fan, well-lighted, door lock (here you might consider a "vacant/occupied" slider), air freshener, soap.

People on the run remember where to find nice bathrooms.

A corollary to keeping things clean is making sure things are in working order, like coffee makers and clocks.

I particularly notice lighting, whether outside signage at night or standard ceiling lights. A burned out bulb is a sign that you don't care about your business.

Want to create "clean" thinking with your staff? Find opportunities to help clean something yourself. Getting your hands a bit dirty shows you mean business.

Larry Siegel is a marketing consultant/graphic designer and believes that "marketing is everything!" He specializes in helping businesses with branding, bringing in new customers and loyalty programs. He can be reached at (818) 241-3042 and larrysiegel@charter.net.

Create "clean" thinking with your staff. Find opportunities to help clean something yourself. Getting your hands a bit dirty shows you mean business.

bank, North Hollywood and Toluca Lake for which I was handling promotion and publicity.

After doing a few "affinity" direct mail projects — "affinity" in this case being several businesses sharing a common customer profile in a specific geographic location — Milt hired me to work on a variety of projects, from website development to brochures and

business successful with anyone who was interested. Cleaners from across the United States, from Japan and Korea, from anywhere were welcome to tour the plant and see the conveyor system, check out the equipment layout, etc.

But Milt would often go a step further and provide many visitors with a valuable parting gift: a folder of promotional materials, most of which I cre-

tions and tips for dealing with the "front of the house" in a series of articles focusing on the customer experience, branding, promotion, community interaction, social media, websites, signage... you know, the stuff you have to spend money on to attract customers and keep them coming back.

A lot of what you'll read is common sense and basic, but I challenge you to make sure

parking lot, stained canvas laundry bins, dirty window sills... it never ends, but if we don't keep everything clean it reflects on the quality of our work.

If you have banners hanging outside or posters in your windows, make sure they are not frayed and sun-bleached. I remember a cleaner with a banner outside announcing an award but it had been up for several years and one corner was flapping in the wind — counterproductive!

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The author Larry Siegel is pictured standing with a seated Milt Chortkoff.

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Unimac	75 lb. Reversing Gas Dryer	\$2,200
Milnor	45 lb. Washer	\$2,995
Dexter	55 lb. Washer	\$3,800
✓ Unimac	75 lb. Gas Dryer	\$1,900
	<i>LAUNDRY PRESSES</i>	
✓ Hoffman	Single Legger	\$3,400
Unipress	3TZ Collar and Cuff	\$3,800
Fujistar	Double Buck w/unloader	\$14,000
Unipress	LS Single Buck	\$15,000
Ajax	CBS Sleever	\$3,995
✓ Forenta	54" Apparel Press	\$3,300
Unipress	NT2 Double Buck	\$18,000
	<i>OTHER</i>	
Fimas	Finishing Board	\$1,695
Superstarch	Starch Cooker	\$2,995
Ingersoll Rand	5 HP 120 Gal. Compressor	\$995

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	<i>DRY CLEANING</i>	<i>PRICE</i>
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Hoffman	Dry Cleaning Mushroom Topper	\$5,795
Lattner	15 H.P. Boiler	\$11,495
Forenta	Form Finisher	\$3,995
✓ Unisec	50 lb. Dry to Dry Easysec	\$29,995
	<i>LAUNDRY</i>	
Forenta	19VS Topper	\$4,450
Ipso	50 lb. Gas Dryer	\$3,195
Bantam	Body Press	\$3,995
Wascomat	83 lb. Gas Dryer	\$3,525
LG	35 lb. Soft Mount Washer	\$2,395
Ipso	55 lb. Soft Mount Washer	\$9,995
Electrolux	62 lb. Washer	\$7,995
Forenta	53" Laundry Legger	\$6,695
Miele	45 lb. Soft Mount Washer	\$11,750
Fagor	60 lb. Washer	\$7,295

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Meeting challenges, making friends

Continued from page 1

the heart of London’s prestigious embassy area, just a few blocks away from Buckingham Palace, offering a level of service other laundries and drycleaners were unable to provide.

Jeeves’ reputation for service and quality grew and in 1974 the company was registered and authorized to sell franchises in foreign countries.

Today, Jeeves has franchise locations all over the world — New York, Hong Kong, Bahrain, Singapore, Macao, Manila and Jakarta among others in more than a dozen countries.

Marcus Tamlin founded Jeeves of Belgravia Jakarta in 1996. As an engineer and drycleaning user, Taslim couldn’t find a “good” cleaner in Indonesia. He learned about Jeeves after his wife visited her brother in London and ac-

quired the Jeeves franchise. Taslim became passionate about the business, which now has eight locations in Jakarta, one in Surabaya and a new one in Pondok Indah, all of which are serviced by a central plant.

The central production plant was designed with the goal of wedding technological advances in drycleaning to Jeeves’ professional hand-care for each garment.

At Jeeves, drycleaned clothes pass through a 10 stage process before they are deemed finished. Every item is individually inspected and packaged. Special attention and care is given to tailor-made clothes and haute couture evening wear. Shirts are carefully laundered, hand-finished, inspected and packaged so they are ready to wear.

The day concluded with the IDC gala dinner at the Tugu Kuntkring Paleis, a restaurant and

cultural center.

Back at the hotel the next day, attendees heard presentations from four speakers followed by brief reports presented by speakers from around the world on local developments in the textile care industry.

Speakers included David Bingei, managing director of Fidelitas Capital Pte Ltd., Bobby Patel of Kona Cleaners, BeCreative360 and CRDN California, Musa Widyatmodjo, fashion designer of PT Musa Atelier and Chris Halim, owner of Style Theory Jakarta, a company that rents designer dresses and provides a subscription-based clothing rental service.

Bingei’s accomplishments spanning 23 years have include key strategic and executive roles in structured finance, project finance, mergers and acquisitions, debt capital markets, and business

advisory services in emerging market environments.

Patel purchased Kona Cleaners in California in 1995 and has grown it to 14 different locations throughout Southern California. With Dave Troemel and Bryon Eser he formed BeCreative 360 in 2013 and serves as the firm’s marketing director.

Widyatmodjo, a graduate of Drexel University with a Bachelor of Science degree in 1989, started in the local fashion industry after

he was named a finalist in the 1990 fashion designers competitions. He then set up his own company, PT Musa Atelier, which houses three units: Musa Widyatmodjo, an exclusive for custom-made collection; M by Musa, a ready-to-wear line; and Musa Co. for a collection that features exclusive uniform designs.

Halim’s company is Southeast Asia’s largest fashion rental platform and operates as a “Netflix for fashion.”

Signing up for Clean ’19

Continued from page 1

Textile Rental Services Association — the New Orleans Marriott and the Westin New Orleans Canal Place.

The Association for Linen Management will headquarter at the Royal Sonesta.

All hotels are part of the official Clean Show package which includes 23 hotels in the area around the convention center. Clean Show management has arranged for exclusive discounts

and amenities at these hotels.

One of those amenities is shuttle bus service to and from the convention center. With the exception of hotels within walking distance of the center, the free shuttle service will be provided for the headquarters hotels; all other hotels in the package are within two blocks of a shuttle pickup point.

Reservations must be made through Connections Housing, the official housing agent for Clean

2019, to ensure you receive the contracted amenities. Rates and registration information can be found on the Clean Show website, www.cleanshow.com in both the Attending Information and Contracted Exhibitors sections of the site.

In addition to the website, information is available from the show management firm, Riddle & Associates by phone at (404) 876-1988 or email at info@cleanshow.com.



Zach Hericks, son of Shelly and Jim Hericks, owners of FabriClean Supply in Dallas, TX, was one of 12 swimmers from Texas selected for the National Special Olympics Games in July at the University of Washington. He won three medals in the event held in Seattle, taking home two gold medals and a silver.

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Paula Kostick
Owner, Classic Drycleaners

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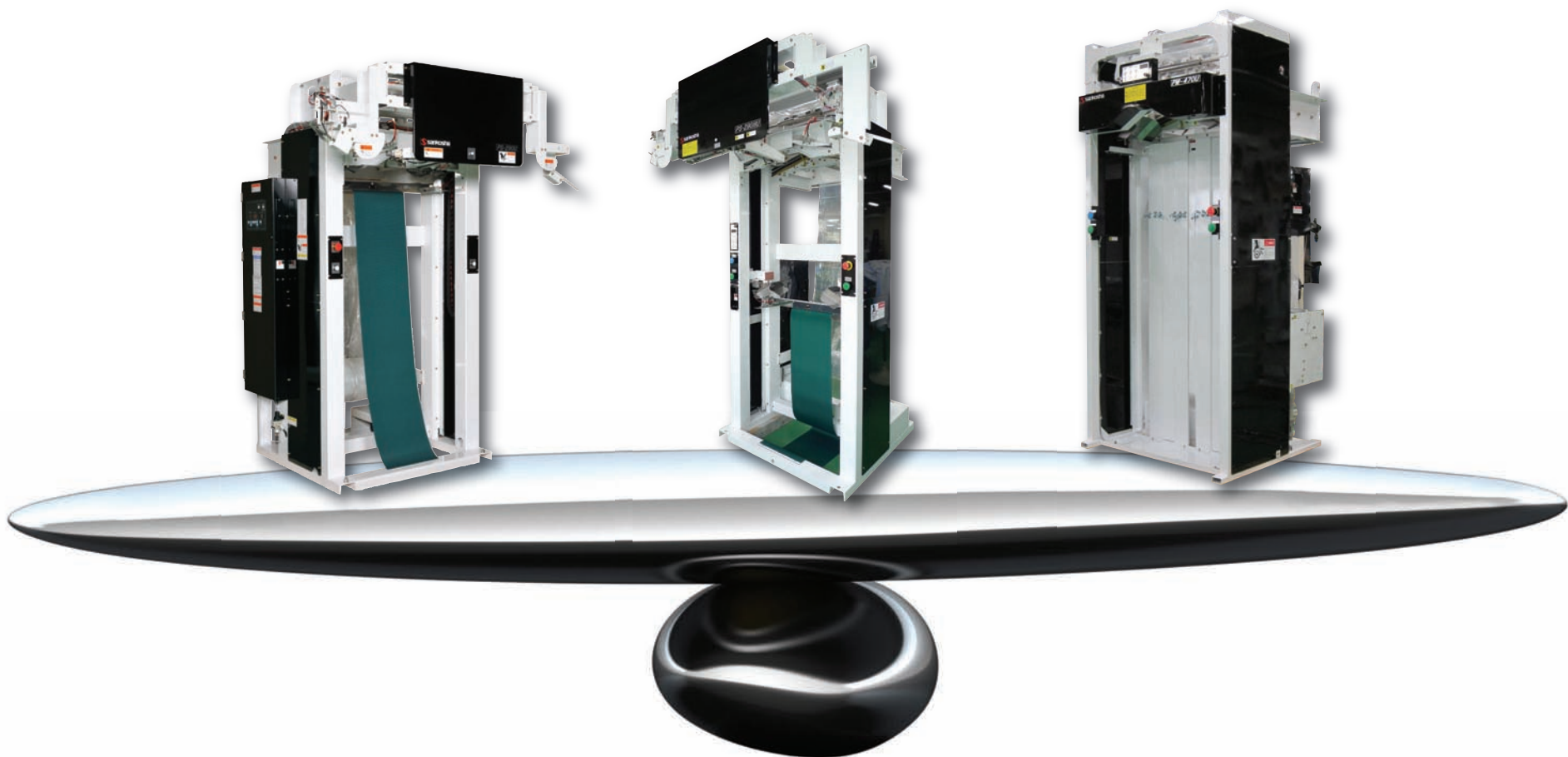
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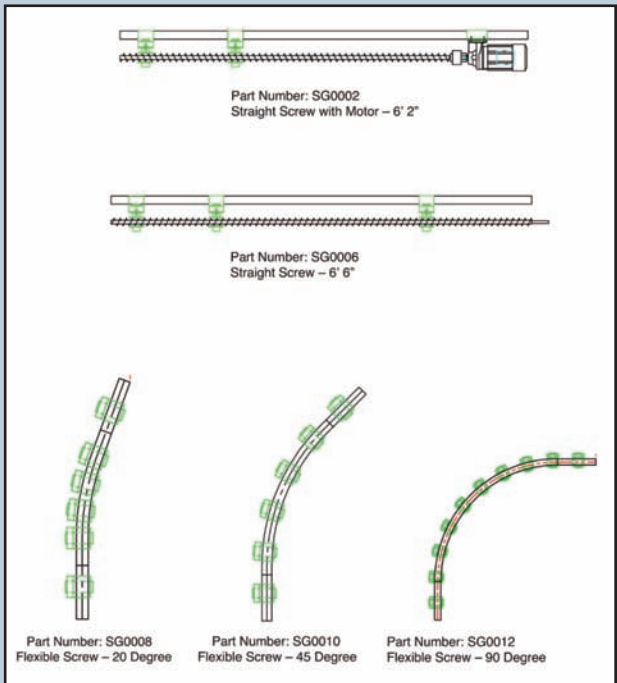


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CARRIAGE TRADE CLEANERS in Feasterville, PA, installed a Unipress Hurricane HS single buck shirt unit. Pictured from left are Nick Kashkashian of Frankford Machinery, Mike Simmons and Brett Sackarowitz of Carriage Trade and Bill Kahan of Unipress.

PDCA ready for Expo in Baltimore this month

As a year of various regional trade shows for the drycleaning industry winds down, there is still one major trade show offering left before cleaners head into a Clean Show year.

The Pennsylvania and Delaware Cleaners Association will host its Drycleaning and Laundry Expo Show from Nov. 9 to 11 in Baltimore, MD.

Those who want to save as much time as possible will want to register online today at the association's web site: www.pd-clean.org.

There will be plenty of informative seminars throughout the weekend as well as live demonstrations and clinics for the general public, all free.

Events will begin on Friday evening at 3 p.m. for those who wish to take part in an optional tour of the Drycleaning and Laundry Institute that will run for about two hours.

Afterward, PDCA will host a Welcome Reception from 6 to 7 p.m. at the host hotel, the Hyatt Regency -- Inner Harbor.

The seminars will kick off on

Saturday morning, beginning with James "Route Pro" Peuster at 9 a.m. who will present "Breaking the 'I Can't Find Good People' Myth." He will try to take the mystery out of the complicated hiring process to help plant owners and managers hire a better crop of employees.

Another program dealing with labor issues will start right after at 10 a.m. and will feature Frank Kollman of Kollman & Saucier, PA speaking about "Keeping on the Right Side of Employment Laws."

Cleaners can learn how to avoid running afoul of labor laws and, more importantly, expensive lawsuits.

The exhibit hall, packed with aisles of the latest drycleaning equipment and services on display, will officially open at 11 a.m. and will remain open until 7 p.m. that night. A cocktail reception will take place there from 5:30 to 7 p.m.

The hall will also be open from 11 a.m. to 4 p.m. on Sunday.

Earlier that morning, keynote speaker Brian Rashid, CEO of A Life in Shorts, will begin his two-hour presentation at 9 a.m. and will examine "Smart Social Media Marketing: Digital Marketing on a Shoestring Budget and How Easy It Can Be."

As an expert in branding, communications and digital media, Rashid specializes in telling stories that sell.

Additionally, there will be live demonstrations and clinics on the show floor, including a two-part session by Jim Groshans of FabriCoach, LLC, who will focus on achieving customer service excellence with a team approach.

Part one will be at 3:30 p.m. on Saturday and part two will begin at 2 p.m. on Sunday afternoon.

A Shirt Finishing Clinic is scheduled to take place at the Unipress booth (#111) at 1:30 p.m. on Saturday and Sankosha will host a Pant Finishing Clinic in Korean at 12:30 p.m. on Sunday at their booth (#501).

Those seeking room arrangements at the Hyatt Regency Baltimore Inner Harbor can click on a link from PDCA's site where a block of discounted rooms are available between the dates of Nov. 5 and 15.

This year's host site is in a popular location in Baltimore, close to several attractions in the area including the Historic Ships in the harbor, the Power Plant Live, the Port Discovery Children's Museum, Camden Yards (home of the Baltimore Orioles and the Baltimore Ravens) and the National Aquarium.

For more information, including a full list of exhibitors or to simply register, visit PDCA online or contact the office directly at (215) 830-8495.



PERFECT CLEANERS WETCLEANS FOR GREATER PROFIT

Since the installation of new Poseidon Textile Care System Wetcleaning Machines and Dryers, Perfect Cleaners, in Detroit, has tripled processing throughput, lowered utility costs, and realized an 8 percent increase in sales volume. Owner Gary Heflin, a dry cleaner of 28 years, has transformed his business from predominately dry cleaning to mostly wetcleaning. Wetcleaning, he maintains, is a more cost-effective, environmentally friendly and productive way to process garments of all types and fabrics.

Boosting Productivity to Make Room for More Accounts

"The Poseidon system allowed us to significantly improve productivity so I could seek out new accounts," said Heflin. "Wetcleaning is so much better and faster than dry cleaning. It uses less water and natural gas and we can wetclean pretty much anything, including suits, uniforms, overcoats, wools, silks and wedding gowns."

Choosing Poseidon

Perfect Cleaners worked with Jeff Quail and Mike "Stucky" Szczotka, of Eagle Star Equipment, in Troy, Mich., to select, install and program its new Poseidon wetcleaning equipment, including two 40- and four 90-pound capacity soft-mount wetcleaning machines, and four 85-pound capacity dryers. The highly programmable Poseidon system offers flexibility and ease-of-use. The wetcleaning machines are set up with 18 different programs for specific item types, including gowns, comforters, napkins, darks, spa sheets, chef coats, shirts, and more. "Soaps and conditioners are automatically injected," said Heflin, "and one wetcleaning machine has steam injection for cleaning chef and lab coats. This eliminates pre-scrubbing labor and time," he said. "The quality is excellent and my customers have

noticed a positive change." Operators simply enter a program number, load the wetcleaning machine and press start. The machine automatically does the rest by combining the right chemicals, water temperatures, water levels, mechanical action, g-force, baths and cycle times.

The Poseidon Dryers, which are engineered to safely and quickly dry wetcleaned items with no shrinkage, according to Quail, offer moisture-sensing technology, on-the-fly adjustments and a flexible control. "They program the dryers to fit the wetcleaning machines by item type," said Heflin. "We have no problems with shrinkage, items come out slightly damp, and finish work takes less time. As soon as the dryer stops, we lay out the garments, which are finished and pressed in 15 percent less time. Before we had the Poseidon Dryers, we had to hang-dry casino drapes. Now they are quickly dried in the Poseidon Dryer, which greatly improves our production," said Heflin.

Wetcleaning is so much better and faster than dry cleaning. It uses less water and natural gas and we can wetclean pretty much anything."

- Gary Heflin Owner Perfect Cleaners

want without the costs. Wetcleaning has enhanced our whole operation and allowed us to do a whole lot more in less time with great quality."



While it takes 60 minutes to dry clean one load, it takes just 35-40 minutes to wetclean and dry the same size load, according to Heflin.

"This allows us to finish our work a couple of hours sooner in the day and turn off the boiler, which saves a ton of money on gas and labor."

Perfect Cleaners, which did very little wetcleaning before, now wetcleans 60 percent of incoming items. Heflin expects that number to grow. "I really wish I had the machines years ago. Poseidon gives you everything a drycleaner would

want without the costs. Wetcleaning has enhanced our whole operation and allowed us to do a whole lot more in less time with great quality."

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Jan Barlow,
owner of Jan’s Professional Dry Cleaners
and former president of DLI
(Dry Cleaning and Laundry Institute)

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NewsMAKERS

Sankosha celebrated its 40th anniversary in September with some 200 guests that included drycleaners and Sankosha dealers from around the world who were invited to Tokyo for the festivities. They viewed Sankosha's modern facility with streamlined processing and sales functions with a tour of the factory that included a visit to the company's history museum.

Sankosha's founder, **Mitsuyuki Uchikoshi**, began as a drycleaner. Always thinking of new machine ideas that could make it easier for drycleaners to

operate their businesses, he eventually decided to become a manufacturer.

He dreamed of marketing his innovative machines beyond Japan and expand into North America. Since he could not speak English, he decided to attend a local English school in Japan where his English teacher was **Wes Nelson**, native of Wisconsin who was living in Japan at the time.

With Nelson's help, he partnered with dealers across the USA who could sell and service the equipment. Nelson became the first employee of **Sankosha USA**

in 1993.

During the celebration in Japan, the company announced the appointment of Nelson as president of Sankosha USA.

In a newly decorated showroom, the latest products were displayed, giving visitors a clear overview of Sankosha's product lines for the present and beyond.

Company President **Yusuke Uchikoshi** in his opening speech said Sankosha is looking in to the future. "We are now proactively dealing with new product development, capital investment and in-house employee education," he

Oceanside Cleaners in Jacksonville, FL, was voted the area's favorite drycleaner in the annual

Bold City Best balloting.

Each year the competition, hosted by **Times-Union Media**,



The staff at Oceanside Cleaners posed for a Facebook photo while celebrating top finish in balloting as the area's top drycleaner in the annual Bold City Best competition in Jacksonville.

gives the community the opportunity to nominate their favorite people, places and businesses in more than 150 categories.

There were two rounds of voting beginning with nominations submitted between June 3 and 17. A second round of voting took place from July 22 through Aug. 5 with the top five nominees in each category advancing. From that three finalists were selected.

The top three finalists and winners in each category received invitations to the Bold City Best gala event at the Florida Theater on Sept. 27, which included live entertainment and a guest appearance by Miss Florida.

In addition to the top honor, two other cleaners made the finalist cut — **Sand Dollar Cleaners** and **Grove Park Cleaners**.



Wes Nelson

told his guests.

Sankosha foresees drastic social and technological changes for the next decade, including further implementation of sensor technologies and a "cashless economy."

Nelson announced that **Darren Squillace** of Providence, RI, will be the company's new regional



Darren Squillace

sales manager for the Northeast part of the United States.

Squillace's industry experience includes working in a family owned drycleaners which was established in 1947 and he owned and operated **Vanity Cleaners Inc.** Before joining Sankosha, he was the manager of market development for **Gurtler Industries**.

Kleerwite Chemical has reached an agreement with **Robert Neuhaus** and **Patricia A. Joubert**, the previous owners of **Neuhaus Chemical Products, Inc.**, to purchase the assets of NCP, including all formulas, trade names, and the customer list. Robert and Patti will provide continued support during the transition.

For more than 50 years, Jinx Ink has been a go-to ink remover for generations of drycleaners. Jinx Ink removes most inks, fingernail polish, glue, lacquer, paste shoe polish, gum, toner, adhesives and fabric chalk on both the wet and dry side.

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Neuhaus Chemical Products is based in San Antonio, TX. Their website is www.jinxink.com. Kleerwite Chemical is based in Richmond, VA; their website is www.kleerwite.com.



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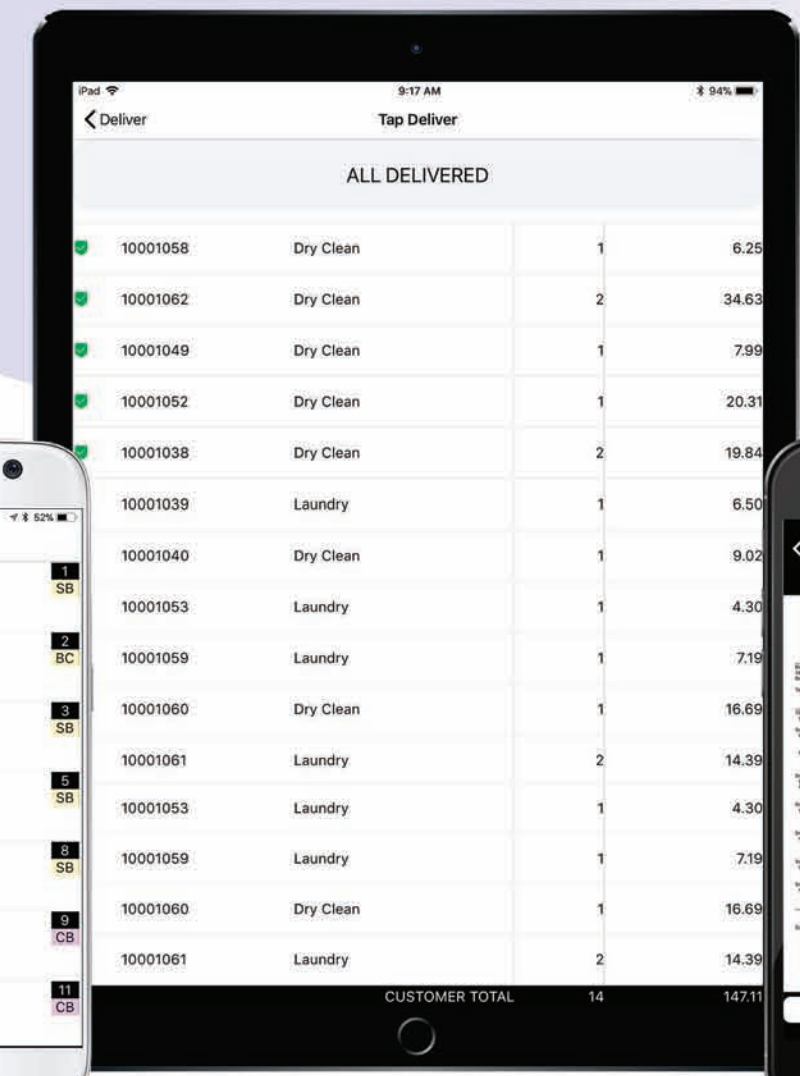
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THE SPOTTING BOARD



BY DAN EISEN

Causes and cures for odor problems

A clean garment is one that is free of stains, soil and has no odor. Bad odor can occur from a number of causes, which include staining, smoke, breakdown of finishing agents used in manufacture, mildew and solvent conditions.

Sometimes odor is not noticeable when the garment is dry. Odor becomes more noticeable on a humid or damp day and when the garment is worn.

The following is a list of odor problems I encountered in on-site consultation. Also listed are some of the effective methods we use for correction.

Perspiration

Perspiration can be a very difficult odor problem. This is due to many factors. Perspira-

tion contains many body acids, Perspiration tends to set in the fabric due to the salt content and alcohol contained in many deodorants.

The following procedure

- G. Flush.
- H. Hydrogen peroxide.

Spray

A very effective odor removal is Lysol unscented. You

moving smoke odor. Ozone machines release free oxygen that combines and neutralizes smoke odor effectively.

I think the best procedure is to first ozone the garment and

and fabric permit. Then wet-clean the garment with detergent and acetic acid. Rinse thoroughly.

Acetic acid has proven to be a very effective agent for

Sometimes odor is not noticeable when the garment is dry, but the odor becomes more noticeable on a humid or damp day and when the garment is worn.

should be used, first to remove the staining and then the perspiration odor.

- A. Flush.
- B. Neutral lubricant.
- C. Protein formula.
- D. Flush.
- E. Cationic detergent plus acetic acid.
- F. Mechanical action.

spray by holding the spray can eight inches from fabric and use a quick spray. Remember not to let the spray directly contact the fabric, but only the fine mist.

Smoke odor

Ozone machines and chambers are very effective for re-

then dryclean. This is to avoid the heat of drycleaning setting the odor and also prevent the the solvent from being contaminated.

Wetcleaning using oxygen bleaches is also effective on smoke odor. This includes hydrogen peroxide, sodium perborate and sodium percarbonate.

Some drycleaners have found it effective, if possible, to have the garments hanging outside the store, exposed to the air.

Fabric finish

Manufacturers may apply a finish to a fabric that gives the fabric characteristics such as wrinkle resistance, hand, luster, body and feel. Some finishes are resins or formaldehyde that can break down causing a fishy or unpleasant odor.

Drycleaning does not correct finish problems. The only solution is wetcleaning. Wet-clean the garment using detergent and oxygen bleach if color

smoke odor removal.

Mildew

Mildew and mildew odor is difficult to correct. The heat of drycleaning may destroy the mildew spore but may not remove the staining or odor.

Perchloroethylene solvent is the best solvent for destroying mildew spore.

Garments may have to be subjected to oxygen bleach for further stain and odor removal. This includes sodium perborate and sodium percarbonate.

If the fabric can withstand sodium hydrochlorite, it is the best bleach for mildew removal.

Remember when using sodium hypochlorite it must first be diluted to 1 percent. Even household bleach is 5.25 percent.

Then use one or two ounces per gallon of water. After treatment, the garment needs to be rinsed and subjected to an acetic acid bath.

Use one or two ounces of acetic acid per gallon of water. Rinse thoroughly.

Drycleaning odor

When fatty acids and pre-spotting chemicals build up in the solvent, odor problems will occur.

More odor problems are due to overusing solvent-based paint removers and some solvent based two-in-one prespotters. Solvent tank contamination with sludge and bacteria are also factors. Stills not operating properly can boil over odor.

Removing odor

1. Sweetener powder.
2. Proper distillation.
3. Cleaning out the tank.
- 4.. Eliminating solvent-based pre-spotters.

Dan Eisen, former chief garment analyst for the National Cleaners Association, can be reached at (772) 340-0909 or (772) 579-5044, by e-mail at cleandan@comcast.net or through his website is www.daneisen.com.



DanEisen (second from right) with the management team of Vero Beach Dry Cleaners — Joseph DiDomenico, Helen Dewees, Otto DiDomenico and Stephen Garabics. Eisen uses Vero Beach Dr Cleaners when instructing people who are going into the drycleaning business since it is an example of cleanliness, well maintained equipment and state-of-the-art wet-cleaning equipment.



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WRENCH WORKS



By BRUCE GROSSMAN

Boiler water treatment, Part III

In this part of the series on the care and feeding of your boiler, I will be discussing the causes of “surging” and “foaming.” So, with no further ado, let’s roll.

Surging and foaming

What is surging or foaming? This is when impurities or in-

ternal damage to the boiler cause very rapid level changes and/or violent bursts of boiling within the boiler pressure vessel. The presence of this condition is usually identified by the rapid change of level in the water column sight glass. Normally the level indicated in the sight glass should change

gradually with the consumption of steam lowering the level and reaction of the condensate pump pushing water into the boiler raising the level. When the boiler is operating properly it is a good idea to take a marking pen and draw lines on the sight glass marking the levels at which the return pump switches on and off.

The most obvious indication of surging (I’ll call both surging and foaming “surging” from now on) is frequent, rapidly occurring low water signals (that loud and annoying low water warning buzzer). This is caused when the surge carries enough water towards the top of the boiler to either drop the water level below the low water sensing electrodes of the water level control or vapor lock in the water column which will have the same result on the water level sensing electrodes.

The results of surging are carryover of scale and other detritus and particulate debris from inside the pressure ves-

sel, out of the boiler and into the steam header. Some of this will eventually work its way through the steam piping, into the machinery and steam traps causing some really difficult to analyze intermittent problems. Also, most of boiler treatment chemicals are formulated for use inside the pressure vessel, not for distribution throughout the steam and return system. Some of this chemistry is corrosive and frequent exposure to these chemicals over a period of time can damage piping and machinery.

What causes surging? In my experience there are three common causes for surging: **Overtreatment with boiler chemistry.** The addition of the correct amount of boiler compound is vital to the operation of your boiler. However, excessive addition of this type of chemistry can often result in surging.

High alkalinity. Common water alkalinities consist of bicarbonate, carbonates, hydroxide, phosphate, and silicate. Also, these alkalinities, especially bicarbonates and carbonates, break down to form carbon dioxide gas in the steam. This is a major factor in the corrosion of condensate lines.

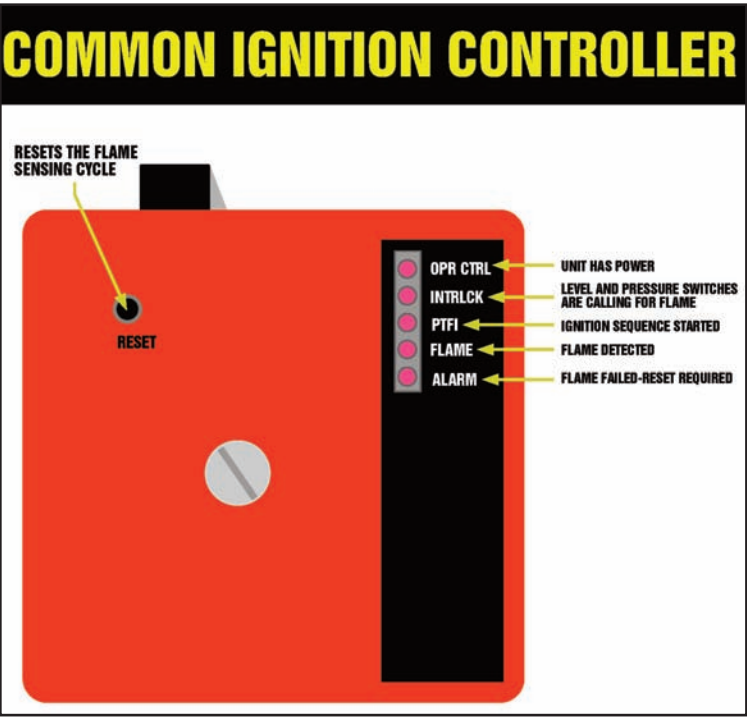
Alkalinity can easily be tested for and is normally controlled by softening the makeup water (using a water softener). **Oil and/or other impurities in the steam and return system.** A new boiler installation or extensive other steam fitting will often result cutting oil remaining in the pipework which will migrate to the boiler.

After installing new machinery or pipefitting, it is always a good idea to leave the

condensate return line open at the outlet of the machine and, using the steam inlet cut off valve, throttle a steam flow through the machine to blow out any debris and oil before it enters the return system. If oil does contaminate the boiler, it usually needs to be treated with tri-sodium phosphate to remove the contamination. This is a somewhat involved process, so if it is required contact your boiler manufacturer for specific details.

That’s it for this month. Next month I’ll be discussing that contentious procedure, blowing down your boiler. This month’s topic really doesn’t lend itself to a diagram or illustration, so I’ve included an illustration showing what to look for when your boiler fails to light. This illustration is of the Fireye model MEC120D ignition controller. Although not all boilers are going to have this controller they are all quite similar in indicators and operation.

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, maker of the new Return Tank Sentinel, a device that essentially ends lost production by boiler shut down caused by most boiler return pump failures. Also, EZ Level return tank water level controls replaces the troublesome ball float valve in the return tank. The Sahara and Drop in the Bucket line of high purity separator water mister/evaporators and the Tattler steam trap tester, which is an accurate and easy to use device are also part of the EZtimer product line. For more information, visit www.eztimers.com. Address any questions or comments to bruce@eztimers.com or call (702)376-6693.



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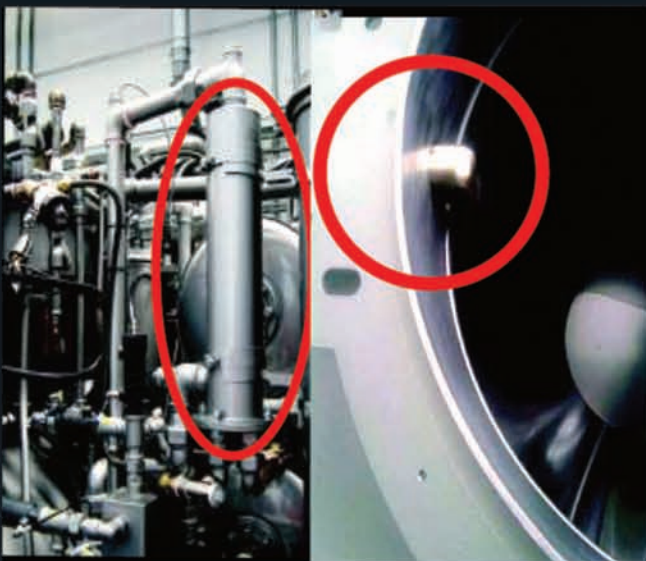
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POST CLEANERS in Fairfield, CT, purchased an Easysec MS 402E through YES Tech. Kevin Jung (left) of YES Tech is pictured with Carlos, the store manager.

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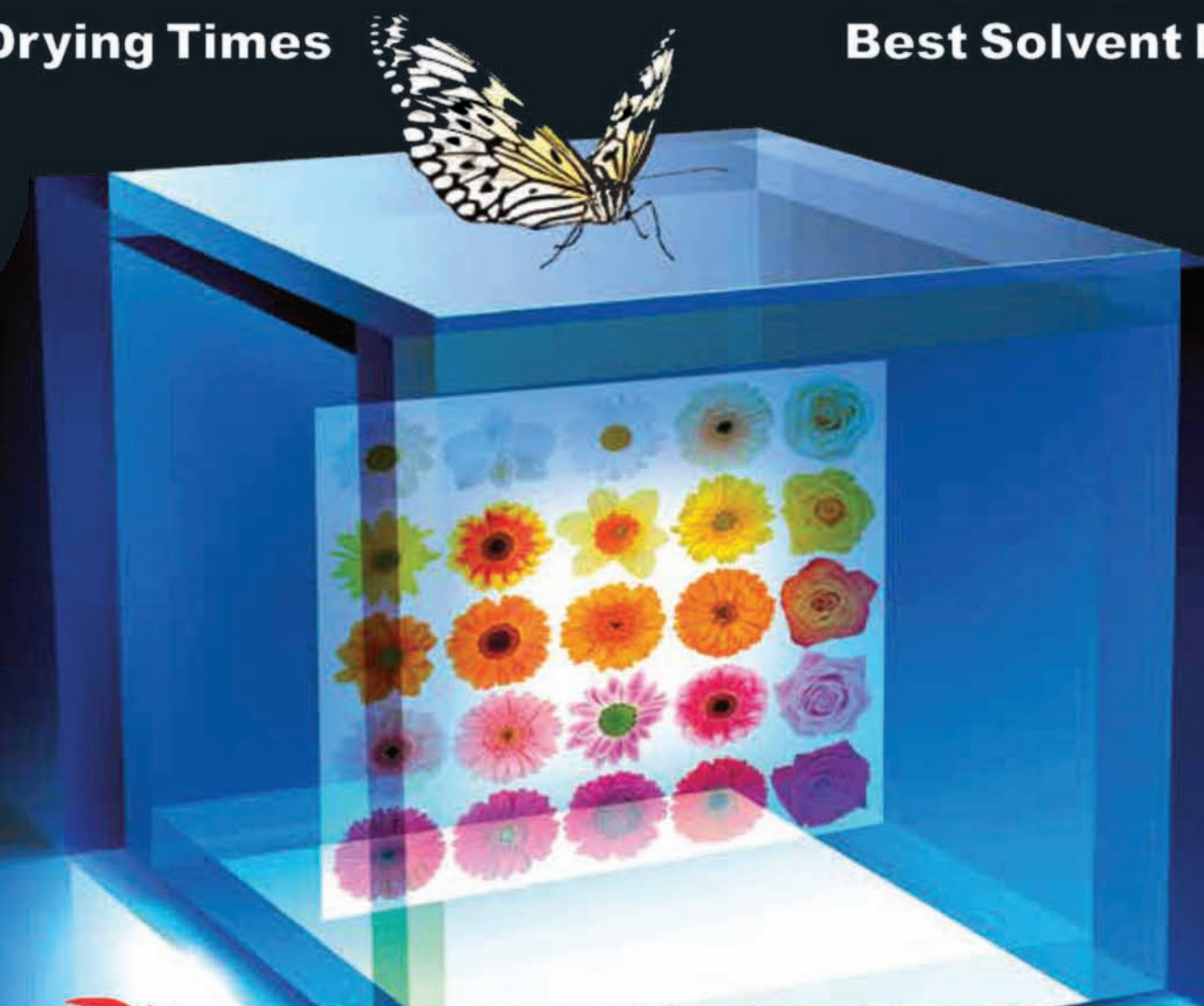


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Obituaries

Bill North, longtime president of Forenta

William L. (Bill) North, longtime president and general manager of Forenta, passed away on Sept. 19 at the age of 90.

From humble beginnings in Pueblo, CO, he received an academic scholarship to Cornell University in Ithaca, NY, graduating



with honors and a bachelor of science degree in civil engineering in 1948.

He began his textile care career as chief engineer with Forse Corporation in Anderson, IN, having been hired to reform the engineering department and get quality to a reputable position.

With labor problems arising, the company was forced to shut down its manufacturing operation in Indiana. In June, 1961, Forse resumed manufacturing in Morristown, TN, under the name Forco with North as its general manager.

Forse continued to sales and engineering in Anderson until finally going out of business in 1970.

In Morristown, new products continued to be developed and machines were then labeled

Cleanamation or Forse/Cleanamation. In the early 1970s, a group of investors based in Germany took over and changed the company name to Forenta.

As plant manager, president and partner, North was instrumental in the company's success from its inception until he officially retired. Always with his finger on the pulse of the business, he led Forenta through some rocky times in the early 1970s, helping the company emerge stronger than before.

He served on the TCATA board from 1985 to 1990 when he retired from Forenta. In 1987, he became chair of the TCATA Scholarship Fund Committee.

In his self-penned obituary, he said he "enjoyed life, the world around him, his wife and family and felt he had a good life."

He was a star prep athlete in Colorado where he still holds the 300 meter high hurdle record. He passed on a football scholarship to attend Cornell University with an academic scholarship.

In addition to his work with Forenta, he was a self-described supporter of entrepreneurship and invested in many local small businesses. He was a founding board member of *The Citizen Tribune* and was instrumental in the newspaper's growth.

He was also active in commu-

nity organizations. A 50-year member of Kiwanis, he was a member of the United Way board, the Mental Health Association and on the original board for Junior Achievement.

He is survived by Marilee, his wife of 68 years, his daughter Susan and her husband David, and two grandchildren.

In lieu of flowers, the family requests donations be made to Hamblen County United Way, PO Box 1794, Morristown, TN 37816.

Bernard Speckhart
Chairman, CEO of White Conveyors

Bernard "Bernie" S. Speckhart, former chairman and chief executive officer of White Conveyor in Kenilworth, NJ, died peacefully

at his home on Sept. 9 at the age of 90.

A leader and innovative inventor in garment and linen material handling solutions, his patented conveyor designs that revolutionized the industry. Under his direction, more than 100,000 conveyors have been installed in the United States and throughout the world.



He was born in Newark, NJ, and grew up in Maplewood, graduating from Columbia High School in 1945 and Newark College of Engineering in 1949 before receiving a bachelor of science in mechanical engineering.

He served in the U.S. Air Force during the Korean War from 1950 to 1954. Upon returning home, he joined his father at White Machine Company, beginning a career that spanned nearly 64 years.

In 1984, White Machine established White Conveyors and full ownership was transferred to Bernie from his father.

In 2008, White acquired Speed Check Conveyor which strengthened the commercial and industrial laundry divisions of the company. During his years with White, he designed and patented many of the garment handling systems still seen in drycleaners and industrial laundries.

In addition to his professional career, he was a devout member of the Catholic Church, served the Boy Scouts of America, and volunteered in the community.

He is survived by his wife of 62 years, M. Lorraine Speckhart, seven children, 22 grandchildren, two great-grandchildren, and a large and loving extended family.

In lieu of flowers, donations may be made to Eternal World Television Network, 5817 Old Leeds Road, Irondale, AL 35210-2164 or The Immaculate Conception Seminary at Seton Hall University, 400 South Orange Ave., South Orange, NJ 07079.



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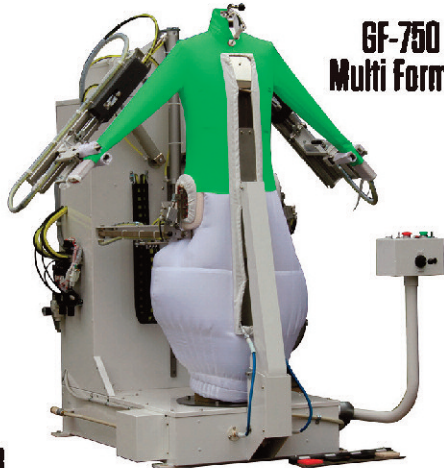
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Bob Hamila (*Lighthouse Cleaners / Palm Beach Gardens, FL*)

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

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Julian Bulsara (*Prestige Cleaners / Lauderhill, FL*)

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SHIRT TALES



BY DON DESROSIERS

What shirt customers hate most

What do shirt customers hate the most?

If we can get inside our customers' heads, if we can understand what makes them happy and what makes them angry or annoys them, then we should be able to follow a path that leads us to a better shirt.

I think that, in reality, we think that we know what is in their heads, but I suspect that many times we concentrate on our own pet peeves and forget to put ourselves in the customer's place. We forget to think like them.

The thing what makes this particular column difficult to write is that if my studies have shown that a missing button is a bigger service/quality violation than, say, a pressed-in crease across the back, there is some kind of implication there that suggests that if a shirt has a missing button and a crease across the back, you must get the button first and, if you have time, fix the crease across the back.

Or if you replace the button but forget to fix the crease, you

are better than if you fix the crease but forget to replace the button.

This is not my intention at all. My intention is to remind you to never forget to think like a customer and see the big picture as well as the details and to see the big picture in spite of the details.

I believe that many launderers may be over-emphasizing one detail while remaining oblivious to the importance of another detail that, to a customer, is at least as significant as your personal pet peeve.

You see, the customer never sees the big picture. All they ever see is their shirts — first soiled and wrinkled, then clean and pressed.

Consider this hypothetical shirt with a missing button and a wrinkle across the back. Assume that the inspection process caught one of the defects, but not the other. Take your pick. It doesn't matter which you did and which you didn't do. There is a part of our brain that wants credit from the customer for the defect that we did fix.

Yes, it may be a subconscious desire for credit. In actuality, we (probably) don't say, "Yes, Mr. Smith, you're right. We smashed the collar buttons on your shirt and left them that way, but there used to be wrinkle in the cuff, and we fixed that. Aren't you glad about that?"

You surely already know that a customer could not possibly care less about anything that you did, but he will likely be perturbed about the things that you didn't do. The realization that doing shirts is a thankless job can't be a surprise.

Coming up with a list of what is important to a customer is arbitrary, but there is some logic and some science to it, so based on my experience as a customer, coupled with my experience as a shirt launderer, here is my semi-subjective list of possible quality defects. There are but two items on the list.

Missing buttons

I'll have to say the worst thing that you can do is send a

shirt back with a critical button missing. A non-critical button would be one that does not render the shirt unwearable, such as a sleeve button or the bottom button on the front or a pocket button. A critical button is probably any of the others.

I remember something that happened to me years ago when I was relatively new in the wholesale shirt business. I expected that I may be recognized as the "shirt guy" when I packed my bags to attend the local DLI affiliate's trade show.

Wanting to make sure that I made a good impression, I packed a neatly and professionally folded button-down dress shirt — just one — to attend the convention. I brought along some casual clothes for the prior evening's festivities.

The morning of the convention, I was absolutely mortified that the singular dress shirt that I packed was missing a collar button! I was frantic, furious and desperate. After all, it was my employee that allowed this to happen.

I sought out one of those little sewing kits that you can get from the front desk at a hotel, cut off the button on the sleeve and used that button to button-down the collar. I then sewed the button that was in the little sewing kit to the sleeve to replace the one that I'd cut off with my Swiss Army knife.

I was extremely unhappy about doing this. I did not think like a shirt launderer or a drycleaner that day. Thinking like a drycleaner may have

happened if I had with me another shirt to wear. I didn't and was suitably annoyed.

This experience taught me to think like a customer. Way before it was fashionable to say "think outside the box," I was out of this box that we refer to as our plants and was thrust into a situation that forced me to experience a problem that a customer could have.

I would have learned little or nothing from this experience if I had simply tossed the unwearable shirt back into my suitcase and worn another one, perhaps just a tad sympathetic to plight of plant employees.

I got my shirts done for free. There were no allowances for that in my thought processes on this particular day. A customer would likely be even more perturbed if he or she had jingled up a couple of bucks for an unwearable garment.

Pressed in wrinkles

If any area in the upper, front part of the shirt has a hard, pressed in wrinkle, like a diagonal crease going from the collar button area down towards the armpit, the shirt is unwearable.

Picture a shirt that is folded over an 8 x 14 shirt board. The collar of the shirt and any other part that is visible while the shirt is folded is the critical part of the shirt. This area is top priority.

I really hate it when I see a touch-up person ironing out the wrinkles in the tail of the shirt, justifying their existence

Continued on page 28

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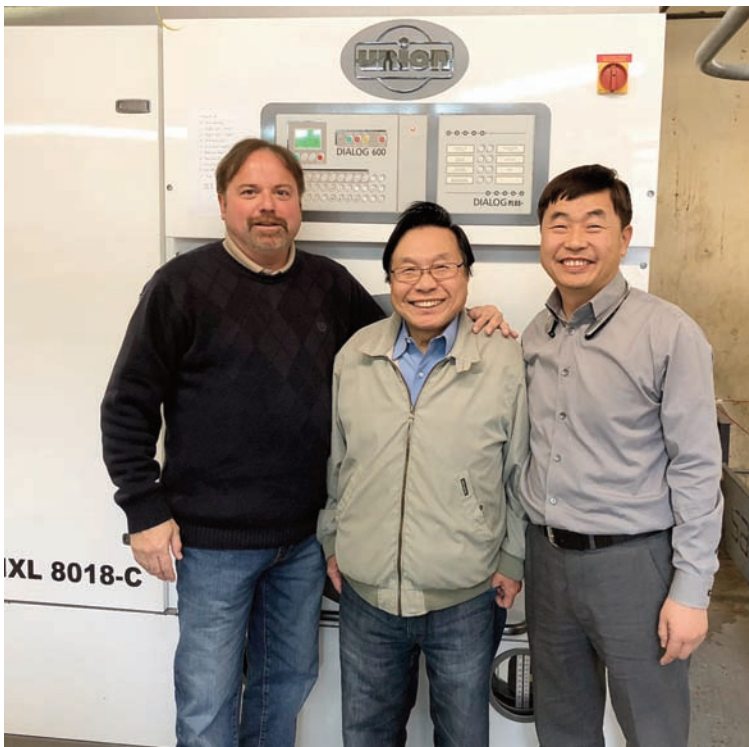
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NORTH DALLAS CLEANERS in Dallas, TX, purchased a Union HXL-8018-C cleaning machine through Gulf State Laundry Equipment. Pictured from left are Matt A. Lipman of Union, Moody Kim, the owner, and James Kim, the manager.



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Don Desrosiers

What shirt customers hate most

Continued from page 26

on the payroll, but leave an ugly crease in the collar or at some other, clearly visible place. I guess that they leave the latter because it's harder to fix.

The problem here, other than simply not doing as good a job as possible, is failure to think like a customer. Do you really think that it matters to the average customer whether or not the tail of the shirt is pressed perfectly wrinkle free? It is a low priority touch-up.

Now my own words are misleading. "Low-priority" touch-up sounds like something that you do when you have run out of high-priority touch-ups or when there are no other high-priority touch-ups to attend to.

This is flawed for at least two reasons: First, it leads to a variable standard. Secondly, it will cause a touch-up person to migrate towards the types of touch-up that are easy to do, not those that are important to the customer.

Outwardly, your touch-up person will look busy always, but the labor used will not be significantly improving your shirts. Doing unnecessary touch-up often leads to excess labor cost. It snowballs into an extraordinarily high labor cost if left unchecked.

When management sets standards for touch-up people, it is easy to measure their effectiveness. For instance, let's say that the standard at XYZ Cleaners is these three quality points:

- All wrinkles removed from the tail of the shirt. The touch-up person must

remove curls or folds that have been pressed in by the body press.

- The box pleats on the back of the shirt need to be within an inch of each other in length. There are some cleaners that have this rule.

Now I want to make clear that I don't disapprove of this rule, it's just that I doubt that a customer would consider it important. More important, there are perhaps more generic — less specific — defects that a customer would object to, but because the quality of the shirt can not be judged so decisively as it can be with a yardstick in this case, management may unconsciously approve a substandard shirt.

- Tail clamp mark must be removed. Just like items one and two, this is easy to evaluate: It is pass or fail, yes or no, black or white.

All of these standards will raise the quality standard of your shirts, but these standards have an unspoken assumption. That assumption is that the shirt is already "perfect." Huh?

If you adopt standards such as these, you must have an exceptional shirt to start off with. All of the things that a customer expects must already be a given.

If you choose to raise the bar beyond that what a customer expects, then you are an exceptional business person. I once wrote: "...exceed a customer's expectations and you will succeed." This is as true as it ever was.

So the key is to know what they expect, never forget it, give them that, then go beyond. Let's take a look at

what they expect:

- A clean shirt, no ring around the collar, no stains.
- A smoothly pressed collar, no wrinkles.
- The collar folded exactly where it should be — right on the seam.

The perfect level of starch (or lack of it). They might not know what it's called — light starch, heavy starch, secret-double heavy starch — but they have in their minds what they think is right and what is wrong.

Two collar buttons in the perfect condition, firmly attached with the proper color thread. If the button is chipped, cracked or broken, they will not understand because they are not likely to be familiar with the processes their shirts undergo. If a button looks like it went to war, the customer may conclude that you put the shirt through a more rigorous ordeal than they do themselves.

- A smooth, hard-pressed button-hole band. No bubbles, wrinkles or rough-dry look.
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- The entire back of the shirt free of pressed-in wrinkles. A perfect box pleat. No rough dry areas here either.

There are lots more things. Frankly, I could go on and on and still forget some specifics. My point, this month, is to remind you to take care of your customers' annoyances before your own, even though you may find that your customers' annoyances

are harder to measure than your own

In a nutshell: ABC Cleaners and XYZ Cleaners both do an extraordinary shirt. ABC Cleaners wants a competitive edge over XYZ. He decides to iron in the sleeve pleats, clip the cuffs together with clips and iron out every little crease in the tail of the shirt. ABC oozes attention to detail and trumps XYZ.

We, of course, must assume that ABC is still doing all of the things that had him doing an extraordinary shirt in the first place. If ABC gets so caught up in doing the three little things that were meant to outdo XYZ, but in the meantime has allowed buttons to become a problem, ring around the collar to become more common and press quality to become an issue, does ABC still trump XYZ?

"If you do what you've always 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.tailwind-systems.com.



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BY FRANK KOLLMAN

Sorting out who is telling the truth

I have read a lot of books on human behavior and I have had plenty of experience dealing with liars as a trial lawyer.

I have also read books on memory, witness identification, and the art of persuasion. Getting to the truth is an important part of my job, and I suspect it is sometimes an important part of yours. Employees lie, customers lie, vendors lie, and according to those books I mentioned, we often lie to ourselves.

Getting to the truth is not

always an easy thing to do. If we want to believe someone, we are more likely to give him the benefit of the doubt. The

son why politicians are tolerated as much as they are.

Sometimes, when preparing a witness for trial, I am told

When employees steal and deny they did it, credibility resolutions must be made.

Often, employers have no

if you cannot prove the theft. Circumstantial evidence tends to be more reliable than eyewitness evidence anyway.

Employers often must make credibility decisions. When an employee claims harassment and the alleged harasser denies the allegation, employers must make judgments.

opposite is also true.

People want to believe information that supports their beliefs, which may be one rea-

absolutely unbelievable stories that are absolutely true. Imagine having to figure out how to make the truth sound truthful. It happens all the time, at least to me.

Clients sometimes think that "his word against mine" makes a case impossible to decide. Untrue. Judges and juries are frequently asked to decide who is telling the truth, and they frequently get it wrong.

When they make these credibility determinations, they are extremely difficult to get reversed on appeal. Perhaps this is one reason to stay out of court.

Don't perjury laws make a difference? No. No one, except high-profile litigants, gets charged with perjury. It's a mess.

Employers are often placed in the position of having to make credibility decisions in the workplace. When an employee claims to be the victim of harassment and the alleged harasser denies the allegation, employers must make judg-

idea who to believe. And just like my case where the truth sounds unbelievable, an employer may be confronted with hard decisions about who and what to believe.

I urge my clients, when confronted with conflicting versions of events, to make their own credibility resolutions and act on them. They are permitted under the law to act on those determinations, even if incorrect, if those determinations are made in good faith.

If circumstances convince you an employee is stealing from you, take action, and do not become paralyzed over your inability to prove — beyond a reasonable doubt — that the employee stole from you.

You may be reluctant to fire someone for "suspicion of theft" under those circumstances, but you can fire them for cash register shortages, missing inventory, or failure to prevent supplies from being depleted.

Describe the "evidence" as the reason for the termination

Never ask for a lie detector test — they are illegal in the workplace in most jurisdictions, and they are very unreliable.

In cases where an employee claims he was the victim of harassment or inappropriate remarks about his race, sex, age, etc., but you believe the denials of the alleged perpetrators, the problem is more difficult. It can be dangerous legally to fire someone because you believe, without proof, that he is lying about the incident. There is nothing wrong, however, with telling the employee that you will take steps to ensure that he is treated properly, but that you have doubts about his story.

I wish I could give you a checklist for determining who to believe, but nothing is foolproof. I joked when my son was young that a passionate denial was a sure sign he did it. Sometimes, you just have to trust your instincts.

In the workplace, I have found that false claims of harassment increase when an employee is warned about job performance. I suppose he thinks that the best defense is a good offense. You just have to be aware of what motivates employees to lie.

In most cases, you will have to make decisions based on what is in the best interest of the business. That may result in an "innocent" person being fired for misconduct, or it may result in you having to keep a liar around just a little while longer until you have a better reason to fire him.

In tough cases, get help from lawyers, other managers, or even law enforcement officers. In other cases, do not hesitate to make credibility resolutions to protect your business.

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. It has articles, sample policies, news and other information on employee/employer relations.



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MIDWEST



TIDE DRY CLEANERS in Kansas City, MO, has installed three QuickSort assembly systems from Garment Management Systems. Pictured with Brett McCleod (center) of Garment Management Systems are Bob Byrnes (left) and Jimmy Barry of Tide Dry Cleaners.

MILD slates two-day Spot Right seminar this month

There are two ways to spot stains out of clothes: the wrong way and the right one.

In November, the Michigan Institute of Laundering and Drycleaning will emphasize the latter.

The association will host a two-day “Spot Right” seminar on Saturday and Sunday, Nov. 10 and 11, at Jan’s Professional Dry Cleaners & Laundromat located in Clio, MI.

Be warned, however, there is only space for 20 people in this

advanced class so signing up ASAP is recommended.

Those who do register will be taught by two excellent, long-time instructors in Dennis Schmitt and Tom Swink from Lindeman’s Cleaning.

Together, the duo have accumulated over 60 years of industry experience.

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

Attendees will learn fabric identification techniques, chemi-

cal dry side spot removal on an assortment of materials and acid and alkali pH tests.

The cost to attend is \$75 each for members and \$150 each for non-members.

For more information or to register, visit MILD’s website at www.mildmi.org.

Click on the “Events” link at the top of the homepage and then click on “Upcoming Events” on the next page.

Information about the Spot Right series can also be obtained by calling the MILD office directly at (877) 390-6453.

Vets to get coats thanks to Zenglers

Zenglers Cleaners has once again teamed up with Libertyville Rotary Sunrise for the annual Coats for Vets drive.

The campaign collects winter coats, jackets and other seasonal apparel for veterans throughout the northern Illinois area.

Donations can be given to any member of Libertyville Rotary Sunrise, or dropped off at either of Zengler Cleaners two Libertyville stores at 539 E. Park Avenue and 1401 Peterson Rd.

“Too many veterans return from their tours of duty, only to find it very challenging to find meaningful work,” said Tom Zengler, President of Zengler Cleaners. “As a result, many live at or below the poverty line – and that’s just not acceptable. We believe it’s our job to support them; after all, every American owes our way of life thanks to the service of our vets.

“With the number of conflicts in today’s world, there’s a continuous stream of veterans coming home who need jobs, food, clothing and housing. ‘Coats for Vets’ is a great opportunity for each of us to address some of those needs and to show our appreciation in a meaningful way.”

Donations will be accepted through the month of October. Once the donations are gathered, the Zengler team inspects them and repairs them as needed. Then they clean every single item.

After the cleaning process is complete, Zengler Cleaners will deliver the renewed items to the VA Hospital in time for Veterans Day on Sunday, November 11.

Zengler is an active Rotarian and charter member of Libertyville Rotary Sunrise. He also is the fifth generation of Zengler family leadership for the Midwest’s oldest and largest cleaner.

For more information, visit www.zenglercleaners.com.

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WEST



DOVE MOUNTAIN CLEANERS in Marana, AZ, purchased a Unisec MS-402N through H&K Arizona Machinery. The owner, Hyun Kim, is pictured with the new machine.

DLI taking introductory course to southern CA

The California Cleaners Association and the Drycleaning Laundry Institute will team up in November to offer a five-day introductory to drycleaning course in South El Monte, CA.

The course is the same one DLI offers throughout the year at its School of Drycleaning Technology in Laurel, MD. However, DLI's last scheduled courses at its school this year began in October.

This course will take place at Washbox, located at 2066 Mountain View Rd.

The class will meet daily from 9 a.m. to 4:30 p.m., Monday through Friday, Nov. 12 to 16. Lunch is included each day.

The instruction is designed to help those who are new to the industry to give them a solid foundation for professional cleaning.

Attendees will learn all the basics, from sorting loads for drycleaning to cleaning garments including silk, satin and more.

Topics such as operating a drycleaning machine to pressing pants, coats and skirts to removing

stains including coffee, ink, grease and more will all be covered. Other topics to be explored during the DLI class include: drycleaning science, fibers and their characteristics, fabric constructions and using tensioning equipment to improve finishing quality.

The course also counts as ten Award of Excellence points.

The cost to take the class is \$1,195 for DLI Budget Members, \$1,095 for DLI Silver Members, \$995 for DLI Gold Members and DLI Premier Members receive one free admission.

Non-members must pay \$1,549 each.

In addition to the DLI introductory course, there will be another special outing in the same time frame: a Parker Boiler tour and seminar.

The event will take place from 4 to 8 p.m. on Wednesday, Nov. 14.

Parker Boiler Company is at 5930 Bandini Blvd. in Commerce, CA, about 12 miles away from Washbox

The seminar will cover the topic of boiler maintenance and water treatment. Dinner will be included.

To register, contact DLI Registrar Melissa Wagner at (800) 637-2627.

More information on DLI's courses can also be found by visiting them online at www.dlionline.com.

TCATA plans 2019 conference for Ojai, CA

Though it's still a long time away, members of the Textile Allied Care Trades Association may want to mark July 31 to Aug. 3 on next year's calendar.

That is the date that the association will host its 2019 Annual Conference.

The event will be held at the Ojai Valley Inn and Spa on Ojai, CA, quite a change of pace from this year's annual conference which was held in Puerto Rico in early May.

Currently, TCATA's Business Program Committee is making plans for the conference.

Committee members include Charles Thompson of American Trades Magazine, who will chair the committee; Rusty Smith of Forenta; Canessa Hericks of Fabriclean Supply; Ben Henke of Intex Distributing; Wesley Nelson of Sankosha USA; and Jenna Johnson of Chicago Dryer.

Russ Poy of Pellerin Milnor will serve as the Conference Chair for the conference.

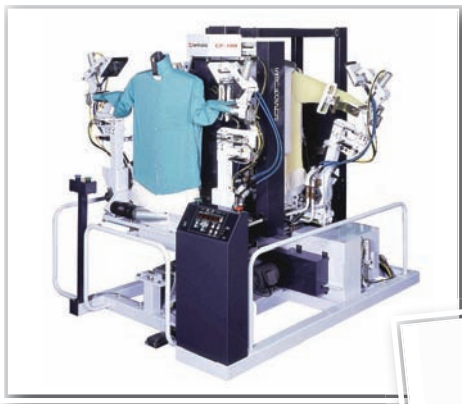
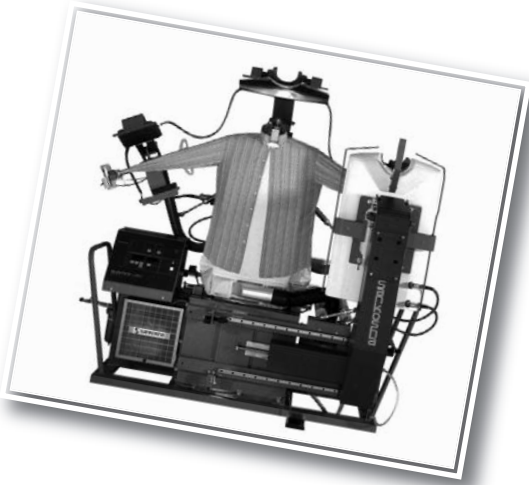
Look for more updates in the future by visiting TCATA online at www.tcata.org.



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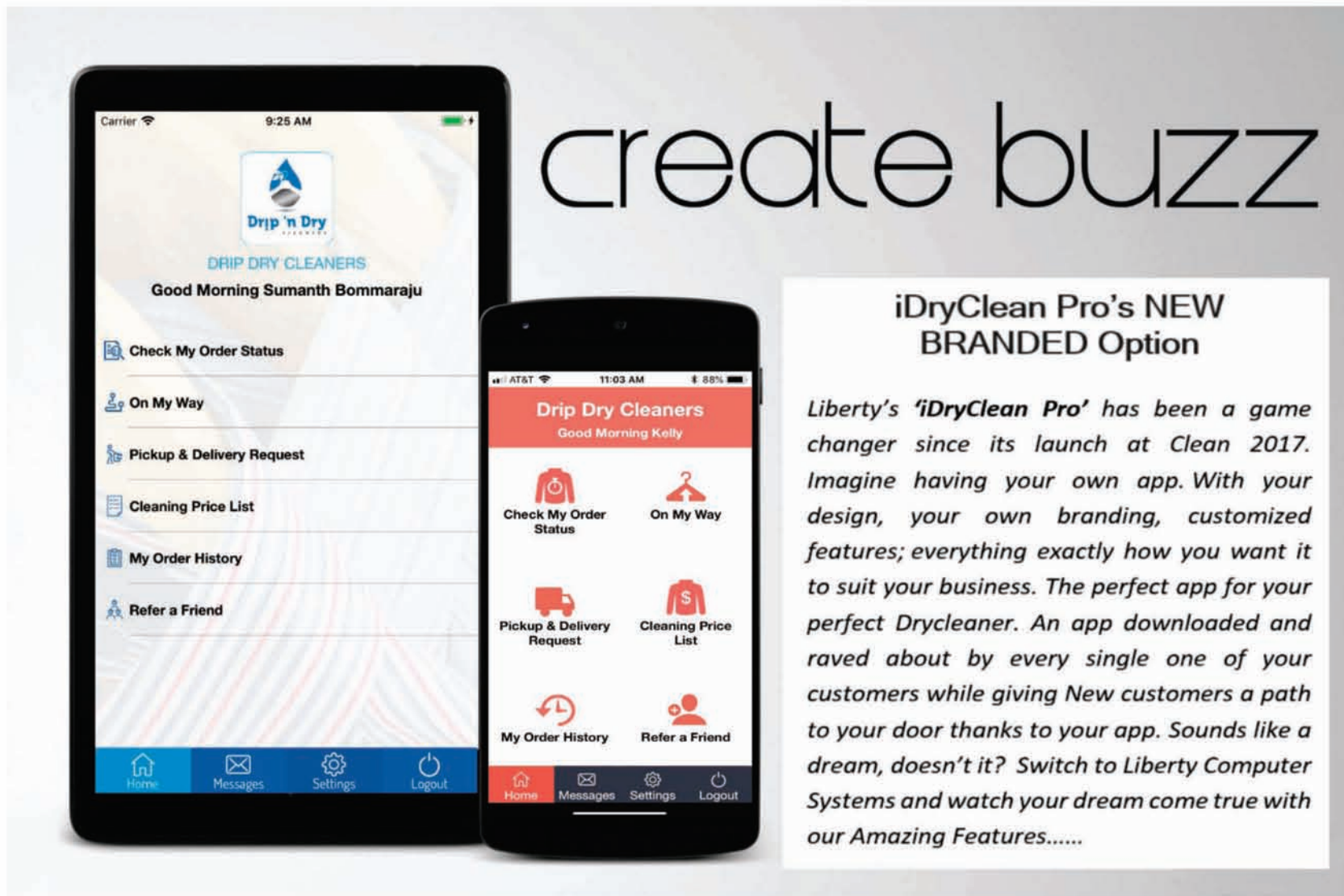
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STATEMENT OF OWNERSHIP, MANAGEMENT & CIRCULATION

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Contact Person: Leslie Schaeffer

Telephone: 215-830-8467

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15. Extent and Nature of Circulation.	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)	17,120	17,850
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)		
(1) Outside County Paid Subscriptions Stated on PS Form 3541	0	0
(2) In-County Paid/Requested Mail subscriptions.	0	0
(3) Sales through Dealers and Carriers, Street Vendors, Counter Sales and Other Paid or Requested Distribution Outside USPS.	0	0
(4) Requested Copies Distributed by Other Mail classes through USPS (e.g., First-Class Mail®)	0	0
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))	0	0
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(3) Nonrequested Copies distributed Through the USPS by Other Classes of Mail.	17,120	16850
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e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))	17,120	16,850
f. Total Distribution (Sum of 15c and 15e)	17,120	16,850
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))	150	200
h. Total (Sum of 15f and g)	17,270	17,050
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17. Signature and Title of Editor, Publisher, Business Manager, or Owner

Date

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3:00 - 5:00 pm

Special Event: *Optional Tour of DLI (meet at DLI)*

6:00 - 7:00 pm

Welcome Reception: *Hyatt Regency - Pisces, 15th Floor*

Saturday, November 10

Stop Laboring Over Your Employees



9:00 am • BCC Room 301

James Peuster, The Route Pro
Breaking the "I can't find good people" Myth



10:00 am • BCC Room 301

Frank Kollman, Kollman & Saucier, PA
Keeping on the Right Side of Employment Laws

5:30 - 7:00 pm

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Brian Rashid, CEO of A Life in Shorts
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Customer Service Excellence
Jim Groshans, FabriCoach, LLC

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Shirt Finishing Clinic • Unipress Booth #111

Sunday at 12:30 pm

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NOVEMBER 2018						
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DECEMBER 2018						
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16	17	18	19	20	21	22
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2018

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

November 10-11 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.

November 12-16 Introduction to Drycleaning Course, presented by the Drycleaning and Laundry Institute and the California Cleaners Association. Washbox, 2066 Mountain View Rd., South El Monte, CA. Call (800) 638-2627.

December 1 Western States Drycleaners and Launderers Association, annual holiday social, Bluewater Grill, 1720 E. Camelback Rd., Phoenix, AZ,

6:30 p.m. Call (877) 342-1114.

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.

January 25-27 North Carolina Association of Launderers and Cleaners winter meeting. Pinehurst Resort, Pinehurst, NC. Call (919) 313-4542.

February 25 Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

March 4 Advanced Drycleaning two-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

March 22-23 Southwest Drycleaners Association board and members meeting. San Antonio, TX. Call (512) 873-8195.

June 20-23 Clean Show, New

Orleans, LA. Call (404) 876-1988.

July 15 Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

July 22 Advanced Drycleaning two-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

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

August 19 Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

October 21 Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

October 28 Advanced Drycleaning two-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

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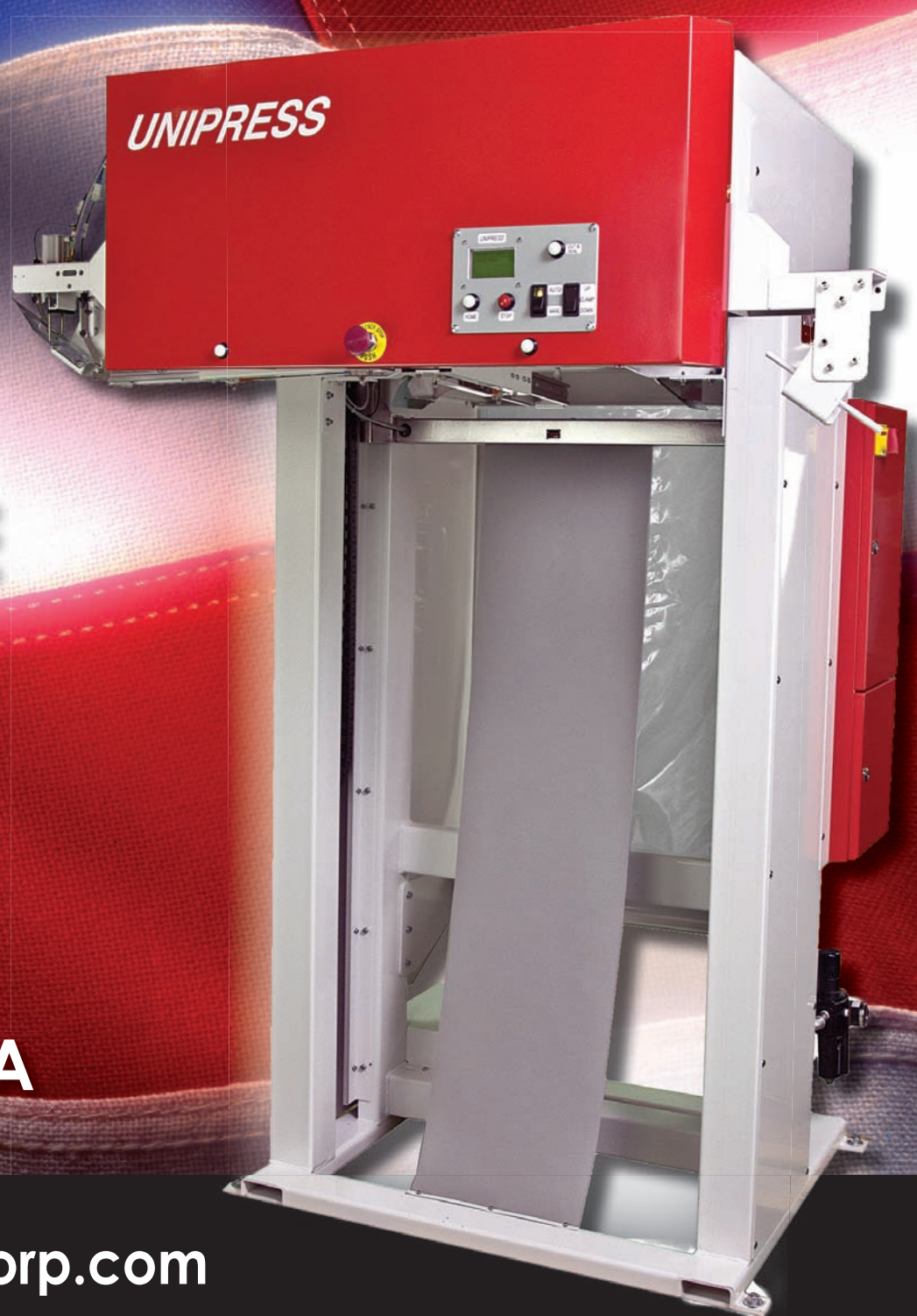
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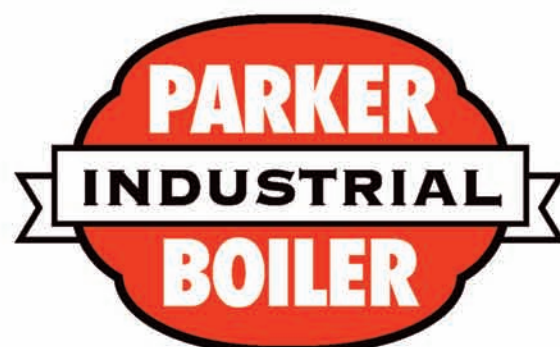
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