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A gathering of past presidents at DLI



Eleven past presidents gathered at the Laurel, MD, headquarters of the Drycleaning and Laundry Institute last month, during the fall board meeting held in conjunction with the Pennsylvania and Delaware Cleaners Association trade show in nearby Baltimore.

The past presidents toured DLI's facil-

ity and caught up with their colleagues and the DLI staff and were invited to attend the fall board meeting and share input and perspectives with the current board.

Pictured in front from left are Lang Houston (2001-2002), Crest Cleaners, Cocoa Beach, FL; Ed Robinson (2008-2009), Ed Robinson Laundry and Drycleaning,

Columbia, SC; Donald Fawcett (2005-2006), Dependable Cleaners, Quincy, MA; Jim Nixon (1992-1993), Nu-Way Cleaners, Greeley, CO; Eric Kloter (1999-2000), Swiss Laundry, Rockville, CT.

In the back row are Allan P. Johnson III (2014-2015), Peerless Cleaners, Corpus Christi, TX; Rick Kasperbauer (2010-

2011), Kasperbauer Cleaners, Carroll, IA; Dan Martino (2004-2005), Martino's Master Drycleaners, Kenosha, WI; Greg Myers (2015-2016), Southside Cleaners, Lakeland, FL; David Beatty (2016-2017), Murrys ville Cleaners, Murrys ville, PA; and Gary Dawson (2005-2006), Belleair Bluffs Cleaners, Belleair Bluffs, FL.

Something of everything in Baltimore

The cycle of regional trade shows ended on a high note last month in Baltimore, MD, where the Pennsylvania and Delaware Cleaners Association set up shop with exhibits and seminars that put most of what drycleaners need to advance their businesses under one roof.

That roof was the Baltimore Convention Center and it housed exhibits by about 60 companies that attracted around 700 clean-

ers who kept the exhibit hall busy on both Saturday and Sunday.

Drycleaning machines, finishing equipment, and computers systems occupied much of the floor space but smaller displays covered a variety of products useful and necessary for running a drycleaning operations — chemical supplies, press pads, insurance, hangers, conveyor systems — you name it, you could find it there.

Clinics held on the exhibit hall floor during the show demonstrated how to put some of that equipment to its best use. At the Unipress booth, Liz Davies explained the finer points of shirt finishing in a Saturday afternoon session while at the Sankosha booth a presentation in Korean on pants finishing was the topic on Sunday.

Jim Groshans, the FabriCoach, led two sessions in the exhibit hall on customer

service excellence, one on Saturday and a second on Sunday. He explained what differentiates various levels of customer service, from meeting basic customer expectations to exceeding those expectations in such a way that the customer will be convinced to return.

Meeting and exceeding customer expectations requires a staff that works as a team.

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Trouble finding good employees? James Peuster said there are ways to do it which he outlined in his presentation during the PDCA Expo in Baltimore last month. A good crowd was on hand for the first presentation of the day.



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Blowing down the boilers may be the most contentious boiler issue. Bruce Grossman digs into the topic.



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Survivor's story

Henry Greenbaum survived the Nazi death camps, became a drycleaner and was dedicated to telling the story.





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Be there where they live

Brian Rashid, the social media expert who spoke at the PDCA Expo convention in Baltimore last month, remarked that “Everybody is living on their phones today.”

That seemed evident just looking around at the convention. At any given moment, you could see people looking at their phones or holding them at ready for that next text message.

According to figures from Statistic Brain in June of last year, Americans were sending 26 billion texts a day, which adds up to 781 billion every month and more than 9.3 trillion a year. No wonder it seems almost like a full-time job for some people. Texting isn’t just for personal communication; most businesses use the communication medium for everything from offering discounts to consumers to scheduling business meetings. That makes sense. The Pew Research Center notes that 81 percent of Americans text regularly and 97 percent of adults text weekly.

Rashid’s point, which is well taken based on both observations and statistics, is that to reach people today, you have to be where they live — and that is on their phone or their tablet or their computer screen.

Rashid offered a detailed plan get you on the screens of your customers and potential customers. You can learn more about it by looking him up on the Google or Youtube or Facebook or Instagram or Twitter or LinkedIn or Snapchat. He’s living somewhere in your phone right now.

Whether you follow his methods or not, the important thing is to take heed of his advice. When somebody is searching for a cleaner, you want to be where they are living, right there in the palm of their hand.

Setting an example for all of us

Let’s forget about drycleaning for a minute and instead focus on America’s dirty laundry. A culture once dubbed to be the “Melting Pot” is in danger of boiling over. Recently, the FBI announced that reported hate crimes have jumped up a disturbing 17 percent last year to a total of 7,175 (a vast majority of hate crimes go unreported) — a spike like that hasn’t been seen since the days following the terrorist attacks on 9/11. It’s just one more sobering reminder of how deeply divided America has become. Anybody who followed the November 6 elections closely witnessed more evidence of a disjointed electorate that appears only to be getting worse.

This writing is not intended to assign blame. This isn’t about Obama or Trump, socialism or nationalism or any other worldview or specific issue that drives a wedge between us. It’s about something much more substantial. It’s an appeal to our humanity as a country — that same humanity that seems to be slipping away.

Less than a week after our country honored all those who have served on Veteran’s Day, a man attending a *Fiddler on the Roof* play in Baltimore raised his arm in a Nazi salute during the performance and shouted “Heil Hitler!” Around the same time, a ten-year-old Muslim girl received threatening notes in her cubby at a Boston elementary school that read: “You’re a terrorist.” and “I will kill you.” Synagogue shootings. These hate-fueled incidents are popping up daily with a frightening frequency and the sad headlines flow like a torrent of blood on America’s streets. Most days, it’s hard to find a little hope, let alone inspiration.

But all is not lost. Many in this country are opposing these incidents of blind prejudice and repulsive behavior. We hear about those stories, too, though admittedly not enough. That’s why it’s so important to honor those who dedicate their lives to resisting such rising evils. It’s hard to find a more dignified personification of this than Henry Greenbaum, a drycleaner by trade for half of his life, who recently passed away at the age of 90 (see obituary on page 30).

Greenbaum was of an increasingly dwindling breed: he was a survivor of the Nazi Holocaust that callously killed some 17 million human beings, including most of the young Orthodox Jewish man’s family and loved ones. The memories he carried with him his entire life were a crushing burden and yet Greenbaum pressed on. Not only did he find the strength to live in the aftermath of such horrors, but he spent the rest of his life on a mission to educate Americans (especially schoolchildren) on this dark chapter in human history.

Earlier this year, he was awarded the Ellie Wiesel Award for his awe-inspiring courage and commitment to making this world a better, more enlightened place. He had a dream that we all could learn from the real nightmares of his past. Such a dream requires an effort from all of us who wish to see our beloved country eradicate hate before it can fester and flourish. Such a dream requires us all to wake up and remember the blood-soaked lessons learned from recent history. Such a dream can become reality if we are all willing to follow his example.

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

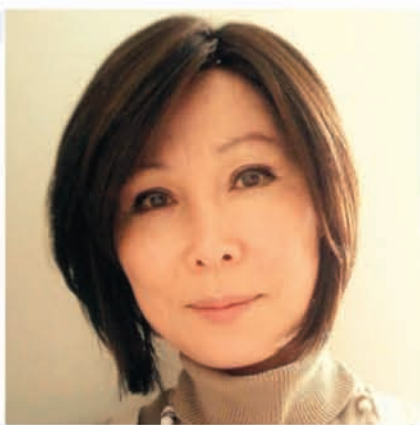


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Today's Date	Location 1 <input type="checkbox"/> Plant <input type="checkbox"/> Drop Store <input type="checkbox"/> Coin Laundry	Location 2 <input type="checkbox"/> Plant <input type="checkbox"/> Drop Store <input type="checkbox"/> Coin Laundry	Location 3 <input type="checkbox"/> Plant <input type="checkbox"/> Drop Store <input type="checkbox"/> Coin Laundry
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The Dry in Drycleaning

People of Albermarle, NC (and its surrounding areas) who want their garments done right have been coming to Dun-Rite Cleaners for almost a century.

Of course, it doesn't hurt that the five generations of the family who have owned and operated the business in all that time seems destined to be in the drycleaning industry. After all, their last name is "Dry."

Originally, the company called itself City Laundry when fourth generation owner Mark Dry's great-grandfather F.O. (Finley Otis) started it.

"He knew there was a demand for laundry services because at that time we did hospital linens, motels, nursing homes... because very few facilities had their own laundries," he explained.

In 1922, the company moved from one side of town to the other and was renamed as Dun-Rite Cleaners. One thing didn't change, though; the company has always prided itself in doing all of its own work in-house and all of its owners, past and present, are not afraid of getting their hands dirty when it comes to cleaning clothes.

F.O. handed the business down to his son, Benton Dry, who in turn handed it down to his son Gene, Mark's father, who helped usher in some big changes.

"They decided to get into the drycleaning end of the industry, also," Mark noted. "My father went to the National Institute of Drycleaning school full time. He got all of his training and came back and we installed multiple petroleum drycleaning machines and my father looked out after all of the drycleaning operations and my grandfather did all of the laundry that came in."

In time, Gene's brother, Benton H. Dry II, left a long career in sales and sales management for The Gillette Company and Black & Decker and joined up with the family business, which now included divisions for carpet care and restoration.

Each Dry family member was content to focus on a division of their own, which is one of the reasons why the business has been able to excel and grow over the years.

Another crucial driving force behind the family business's longevity is its attention to detail and emphasis on providing the highest possible quality. It's a formula that still helps Dun-Rite keep the work coming in today.

"Business is very steady and we have seen growth," Mark said. "A lot of it is [from] being so diversified with what we can do and then a lot of it is our reputation and our demanding quality on every garment. People in this day and time want the best bang for their buck. They want the best quality and that's what we give them."

Obtaining such a high caliber of cleaning means no shortcuts, as Mark found out firsthand on his journey with the company. Though he grew up working at and learning about the business, his father made sure that he considered all options.

"My dad made us go to college and get a college education in case we didn't want to stay in the business,

we'd have something to fall back on," Mark recalled. "I came back and managed the laundry division. Then, I went through all of IFI's classes for drycleaning and also got my laundry certifications from Ken Faig."

He earned his accreditations for CED (Certified Environmental Drycleaner) and CPD (Certified Professional Drycleaner) long before they were fashionable. Mark always knew that his interests tilted toward the drycleaning division which is why he has racked up over 40 years of experience in drycleaning and he has yet to

and floods. Mark's son Taylor, who comprises the fifth generation of family in the business, has helped boost Dun-Rite's restoration services to include everything inside the house and out by overseeing duct and window cleaning and pressure washing.

"The philosophy was that we just saw that there was nobody out there doing some of these things. Or, there were people doing some of these things but they just didn't quite reach that point," Mark noted. "So, we just bought our own equipment and my son went and got trained in that."

In addition to obtaining a multitude

who can get us in the right direction immediately."

The last few years have been tough on the drycleaning industry, most cleaners would agree, but Mark believes the future isn't all doom and gloom.

"I believe that the drycleaning industry is on the rebound," he explained. "With all the new clothing and textiles that are coming out, hopefully we'll start getting some manufacturing back in the United States using natural fibers. They do require a professional finish.



www.dunritecleaners.com

Mark Dry

become burned out.

"Every day you learn something. Every. Single. Day," he added. "A lot of it is pride and I think a lot of it is we really like what we do. We like helping people. We like achieving a good result. We're fanatical about quality in everything that we do, and I mean everything. That kind of sets us apart."

"It's something that I've always wanted to do," he continued. "My passion comes from when I clean garments and look at the finished product. I'm proud to know that I did what was needed to be done to that garment to make it in like new appearance for the consumer. I just enjoy working hands-on with textiles."

At one point in time (quite a few decades ago), Dun-Rite Cleaners had as many as 30 employees; today they employ about 20. It can be a lot to manage for a working owner, but things were much more overwhelming for Mark when he was still a young man.

"My father died back in the early 1970s, and when he died I became the full owner of the company when I was probably around 22 years old," he recalled. "Basically, for the next ten years I never took a vacation. I worked 52 weeks a year, six days a week — never took any time off."

Fortunately, help did eventually come in the form of Mark's brother Benton returning to Dun-Rite.

"I didn't want to get somebody from the outside. I wanted somebody who had a vested interest to come in and to be in the family business and help keep it growing," he said.

One way the business grew was to add restoration services, but not just the textiles that get damaged in fires

of certifications, Dun-Rite has also justified its own name by winning many prestigious honors over the years, including: Stanley County Small Business of the Year, Stanley County Environmental Achievement Award, WSOC 9 Who Cares Award and a North Carolina Governor's Volunteer Service Award.

The company has often been recognized for its community support effort over the years, such as its Coats for Kids annual drive that has collected over 75,000 coats.

"We were one of the first in the state to jump on that and have been doing it for 27 years now and are still doing it," Mark said.

That commitment to the community is a direct by-product of five generations of the Dry family who have all learned that dedication is needed to be successful, and to them, dedication means showing up all the time.

"We are working owners. We're not on the golf course. We're not on the lake fishing," Mark emphasized. "We're here from 7 a.m. to 6 p.m. every single day. We are working managers in our plant on a daily basis. If they come in with a problem garment or a wedding gown to be restored, we are available to talk to them immediately. It absolutely makes a huge, huge difference."

By being present, the Dry family is able to confront problems immediately when they crop up, before they get a chance to grow.

"We face challenges head on like a bulldozer," Mark said. "We roll right through those and that's why we've been in business for 96 years. We don't second guess. If we're not sure how to do something, we'll contact the people

"I can see the younger generation starting to come around as to how they're dressing and how they look. Years ago, the ragged jeans, an old t-shirt — that seemed to be the staple. I think now it's changing. I'm seeing more young professionals who are dressing nice because they want to."

"In looking to the future, you have to be very proactive in looking at their needs, what they're wearing," he added. "They don't want any creases in their sleeves. They don't want any creases in their slacks. They like it to look like it came right out of the dryer, but pressed."

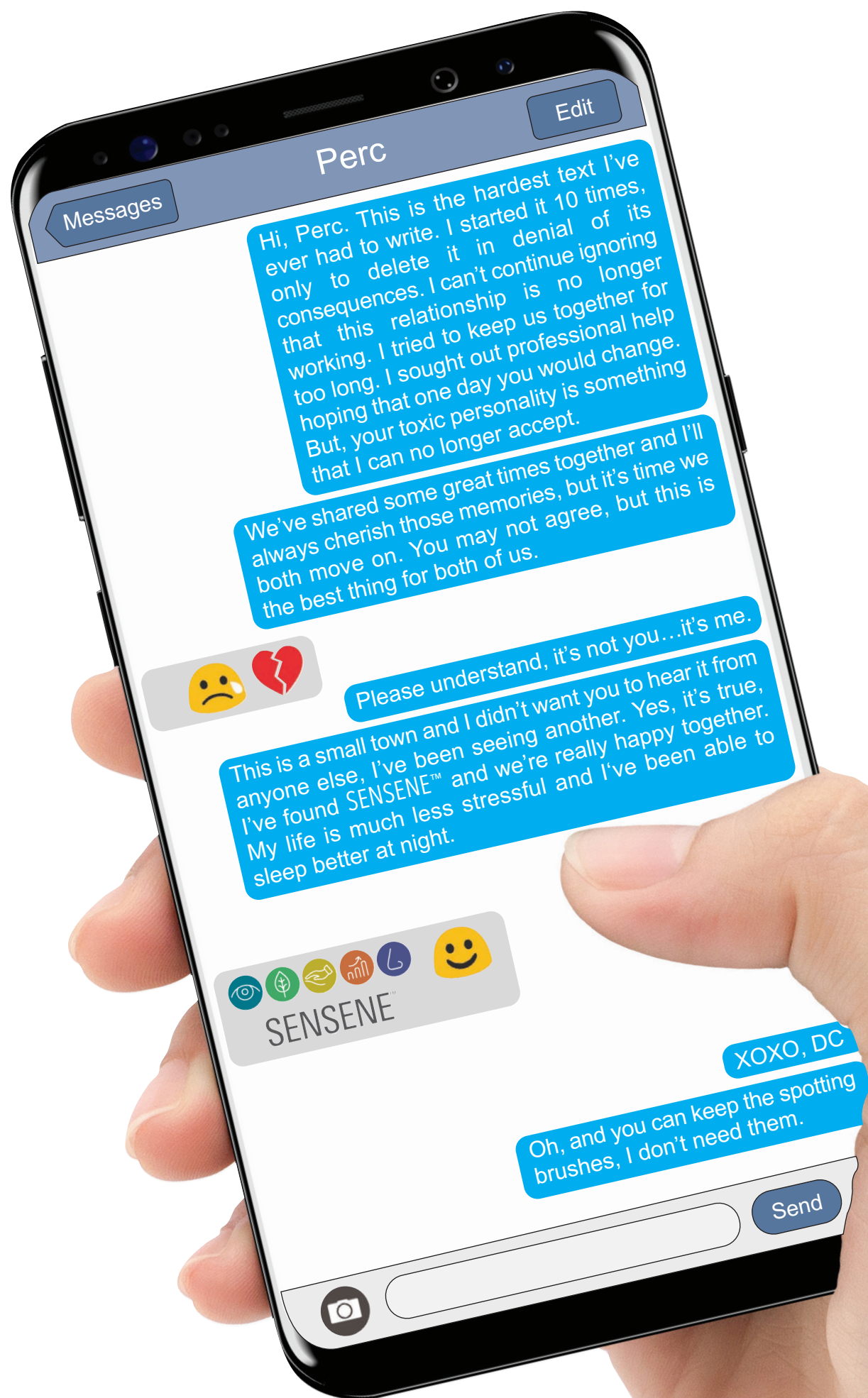
As long as people are dressing in a way that makes them feel better, Mark believes all drycleaners need to respond in the same way.

"The best advice for other cleaners right now is to make sure that every garment that you process, you would be willing to wear yourself anywhere once you get it done," he said. "If you don't want to wear it yourself, if the quality is not there, then it needs to go back through the system."

As Mark sees it, that advice applies to any order on any ticket, not just the highest spending customers.

"We feel fortunate to have the business that we have," said. "We never stop in making sure that we do everything for the customer, whether they have one shirt or multiple pieces. Everything has to be perfect. I cannot reiterate that enough."

"The cleaners now, what they want to do is to get it in, get it clean, get it back, get it out, get it paid for and move on. Shut the doors. Send everybody home. We run 40 hours a week. We feel very luck that our plants operate that many hours a week."



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MARKETINGMAN



BY LARRY SIEGEL

Don't forget to ask the question

When I ask business owners how they get new customers, they typically answer “word-of-mouth.”

Would that be your answer? Is it your answer because you aren't doing any marketing, advertising or promotion so it must be word-of-mouth (please say “No”), or are you just assuming new customers are coming in due to word-of-mouth because you don't actually ask them how they heard about you?

When you discover you have a new customer and ask the question, great! If you're not asking, how do you know what parts of your marketing program are working for you?

If you asked me, a marketing consultant, how I get new clients, my answer would be that I “prefer” to get them by referral — aka word-of-mouth — but I do networking and some local promotions, too.

For example, three of my most recent calls weren't referrals at all: one came from someone who tracked me down through an article in which I was mentioned; another

was from a business card passed out at a networking event (yes, it can happen!); and the last came from a small promotional card I pinned on a community bulletin board.

tions are *not* mutually exclusive... they work together:

- **Advertising.** This probably won't be an answer if you're not doing it, but sometimes people mix you up with

market, anyone coming in with that offer presumably will be a “new customer.”

However, they might not say the offer is how they heard about you! They may say they

ate between referrals from friends/family and business associates, especially if you have targeted promotional programs to each group. And, if you don't, perhaps consider

By tracking results over time you will see what is working for you and, whenever you do something new, you will be able to see changes in the results.

I could have assumed someone told them to call me but I discovered that these other business efforts paid dividends by doing one simple thing: I asked the caller how they heard about me.

There are a few significant reasons a potential new customer is looking for your business: they are new to the area and need a local cleaners; they are unhappy with their regular cleaners; or you offer services and amenities other cleaners don't.

Here are their options to find you, and I'm going to let you in on a little secret now rather than later — these op-

a competitor's ad... lucky you!

Also, unless there's a coupon involved to make it more like direct response, most advertising in the media — radio, cable television, newspaper, magazine, a variety of event programs, etc. — are institutional brand-builders... they'll influence a decision but aren't likely the main “why” people come in.

- **Direct response.** This is anything that contains a coupon or gift certificate, from direct mail and circulars to the backs of cash register receipts.

If you're sending something directly to a dedicated list of “new residents” in your target

drove by or did an online search even though they just handed you a coupon... the offer was the “trigger” to the visit but not the reason they came to you.

Note: if you're doing couponing to your local community in general, current and potential customers are receiving them. Hopefully your POS system is letting you know when you are talking to a “new” customer because they aren't in the system. That's when you give them a big welcoming smile and treat them accordingly.

- **Drive by.** Wherever you are located, people driving by better be able to see your name and that you are a cleaners. And this is where branding pays off!

Logos and signature colors are eye-catchers and build awareness so that when a postcard arrives with the same logos and colors along with an offer, voilà... new customer!

Also, make sure your outdoor signage is well-lit at night so it is always working for you.

- **Online.** This is the catchall for website, internet search (something people frequently do when they move into an area), Facebook and other social media responses. It might even cover an e-mail promotion with an offer, although designating it as “direct response” works if the customer brought in a hard copy.

Comparing Google Analytics and other website traffic data against what people are telling you may show that online is more of an “influence” rather than a “catalyst.”

Another note: If you want to offer coupons online, don't put them on your website. Send people to your Facebook page and create a relationship.

- **Word-of-mouth.** This is the most powerful form of promotion because it means you're doing things so well that people are comfortable and confident referring others to you.

You may want to differenti-

doing a “tell a friend” campaign with your current customers every so often.

In many respects, Yelp and Angie's List-style online sites can be considered word-of-mouth, but I'd tally them under “Online.”

Speaking of tallying, track this information in a manner that works best for you. The simplest method would be a tally sheet at each counter that you collect at the end of the day; or have a central tally sheet all CSRs use and pick up at the end of the week.

If you can create a field in your POS system when you're entering in new customer information, see if you can enter “all that apply” instead of just one. As I said earlier in this article, marketing is multi-layered and many aspects of your promotional activities work together.

At the end of the month, consolidate your tally sheets and do your count. If you're using your POS system, generate a report for these results along with a new customer count. By tracking results over time you'll see what's working for you and, whenever you do something new you'll be able to see changes in the results.

By the way, train your CSRs to use the “How did you hear about us?” question as a way to connect more with the new customer.

If someone was driving by, ask what really caught their attention. If they heard a radio spot, ask which station they were listening to and talk about the station format. Someone gave them a referral? Ask who it was. If the same customer name keeps coming up, send them flowers and a gift certificate for free services!

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.

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KEEP IT LEGAL



BY FRANK KOLLMAN

Keeping an eye on local labor laws

As I write this, the 2018 midterm election results are three days old.

According to people in the know, labor unions were a huge factor in Democratic Party victories around the country. According to the AFL-CIO, 743 union members were elected to office.

The union-backed candidates won in many jurisdictions, although they lost in several states, most notably in Wisconsin, where they tried to take the House seat vacated by Speaker Paul Ryan. On the other hand, public employee unions finally got Scott Walker, the two-term governor there.

Everyone is convinced that this Union wave will be felt more at the local level. On the national level, the loss of the House of Representatives should not result in more pro-employee, anti-employer legislation.

I say "should" because Republicans are not always reliably business-oriented. Nixon was president when OSHA was enacted, and George H.W. Bush was president when the Americans with Disabilities Act was signed into law. Republicans have continued to pull for labor union support, only to be disappointed time and time again.

As I said, the real mischief for companies will take place on the state and local level. It is at that level that sick leave laws, minimum wage laws, and other laws are being passed to provide more employee benefits than federal law.

Four people on a city council can do more damage than 435 Members of Congress and 100 Senators, at least to businesses in their cities. Politicians are learning that local offices are just as valuable to their aims as the sexier national offices.

While federal law normally supersedes state law, in the labor and employment arena, local laws are permitted if they provide more protections or benefits for employees than their national counterpart. That is why certain forms of discrimination can be legal nationally, but illegal in several states.

Federal wage and hour law can provide for exemptions for certain employees only to be superseded by state laws not recognizing the exemption under their wage and hour statutes.

In other words, a federal regulation saying that your method of paying employees is proper is no defense against a state regulation saying that the

method is not.

While the appointment of more conservative federal judges is good for employers, state courts are still filled with less conservative political appointees. For that reason, employers must still be vigilant in how they handle employee discipline, respond to employee complaints, and handle employment policies like leave and benefits. Law schools are still graduating attorneys at an alarming rate, and many of them are finding work suing employers.

One of the phenomena driving anti-company legislation is the "victim" mentality. People who run companies were once admired. Now, they are frequently viewed as greedy, overbearing task masters. It is not as popular to run for office on a pro-business platform, but running against employers can get 743 people elected to office.

Most of the people reading this column run small businesses, and they know how difficult it is to keep the doors open and deal with less than stellar employees. I am not optimistic that even small, struggling businesses will ever be viewed as victims who need rescuing by public officials.

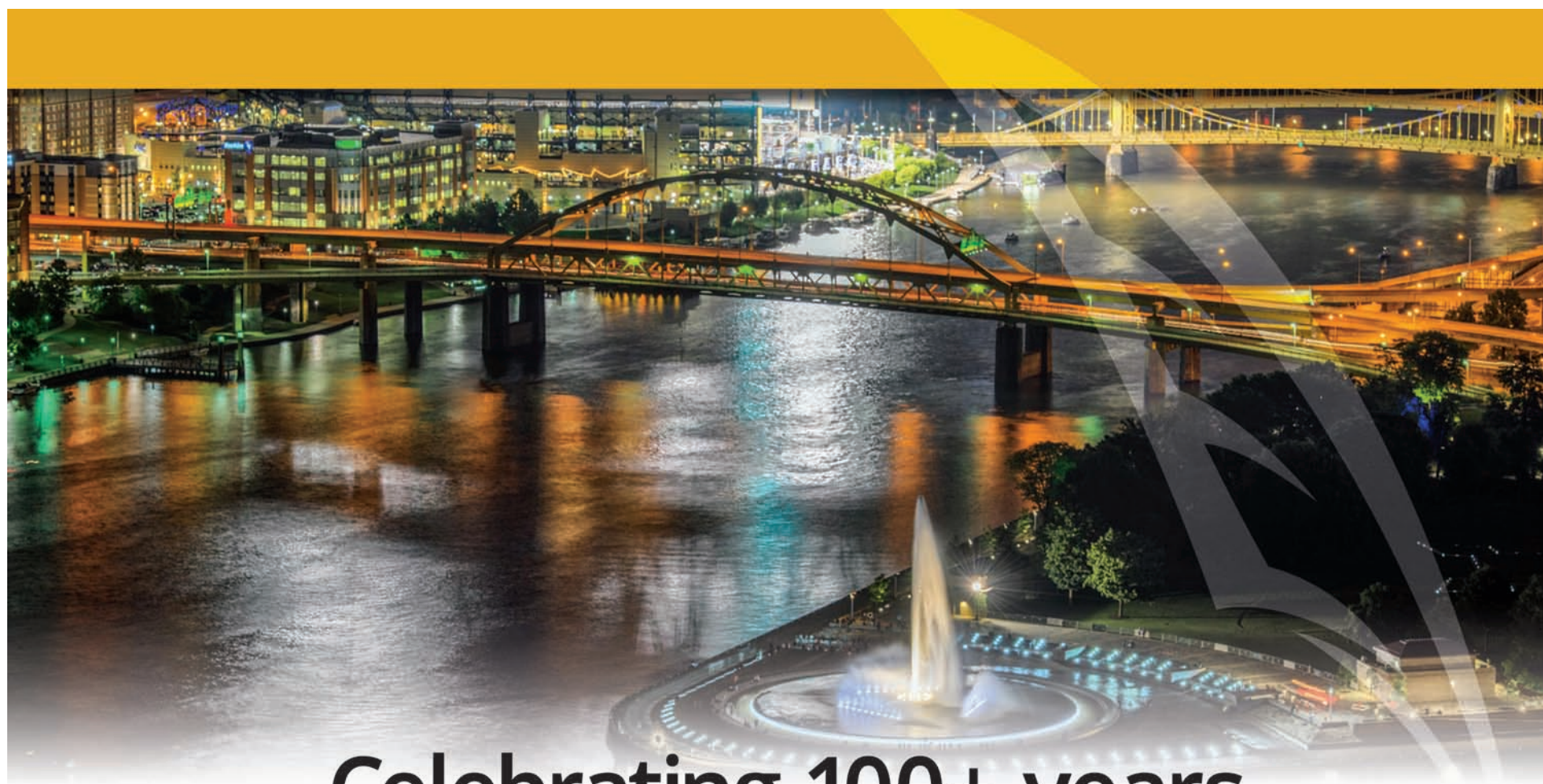
In any event, labor and employment

laws change regularly, even without a change in party control. There are very few scientific studies on the effect of labor and employment laws on productivity, morale, recruitment, retention, and so forth. Most laws are based on unreliable anecdotal evidence or emotion.

Some legislator will read an article in the newspaper about alleged mistreatment of an employee and, before you know it, we have a new employment law to prevent that mistreatment. It is essential that you stay on top of these changes, whatever the cause.

The trend toward local regulation will continue, especially if the deadlock in Washington continues, and that will likely continue. Make sure you get the information you need — perhaps from the local chamber of commerce — to avoid liability under state and local law.

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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NORTHEAST



GLADMORE CLEANERS in Poughkeepsie, NY, purchased an Easysec MS-402E cleaning machine through YES Tech Machinery. The plant owners, Mr. and Mrs. Jung, are pictured with Kevin Jung of YES Tech Machinery.

NEFA covers wide range of topics at annual Fall Fest

The last weekend of October was a eventful for the North Eastern Fabricare Association which held its 12th annual Fall Fest program at the Hotel 1620 in Plymouth Harbor, MA.

NEFA President Larry Fish was excited after the event, calling it “very rewarding.”

“From the first speaker on Saturday, through the final wrap-up on Sunday morning, everything was top quality and worth every penny to be here,” he added. “I

continue to believe this is one of the best events I attend each year, and this one didn’t disappoint. It is really unfortunate for all of the cleaners who desperately needed to hear the messages, but were unable to attend the conference. They really missed out on an incredible opportunity.”

A variety of topics were covered by expert speakers from all over the country. The first session was presented by Brian Rashid of A Life in Shorts.

As a marketing and social media expert, Rashid demonstrated ways companies can utilize all of the tools available in today’s marketplace and also emphasized the importance of establishing a marketing plan and to evaluate your current efforts.

“Like it or not, social media has a great impact on your business,” said Peter Blake, executive vice president of NEFA. “Brian was very passionate about the need to really invest time into doing it right. If you want to succeed in your branding, you had better start doing it now.”

Finding good help was another topic of interest for attendees as James Peuster from The Route Pros revealed secrets of how to use InDeed more effectively to recruit employees and how to relieve staff problems.

“We all share this problem and James really had some creative solutions to helping us find qualified people,” noted attendee Carlyn Parker of Dependable Cleaners.

One of the highlights of the convention was when President Larry Fish hosted a luncheon roundtable of industry experts comprised of Wash Respress of Spot Business Systems, Brian Butler of Dublin Cleaners, Brian Rashid, James Peuster, consultant Trudy Adams and Mike Ross of Aristocraft.

The group brainstormed over best industry practices and how to meet today’s challenges.

Also, during the weekend, NEFA hosted a “Drycleaner Spotlight” with Brian Butler of Dublin Cleaners who walked the audience through his decision to go completely cashless and other dynamic changes that they have implemented.

On Sunday, Trudy Adams used her expertise on customer service to convey how important it is to have CSRs take ownership of the front counter and to be aware of the pivotal role they play in the company’s overall success.

Many of the attendees had positive things to say about the weekend, including Joel Bien-Aime of New Process Cleaners in New York.

“NEFA really knocked it out of the park,” he said. “I make it a priority to come every year. I am very thankful NEFA continues to put on this conference. It gives me an opportunity to learn from the best, see some great companies and exhibits, and even pick up some valuable items at the auction. There really is no other opportunity like this easily available for cleaners like myself.”

NEFA now turns its attention to planning for 2019. For more information on upcoming events, visit www.nefabricare.com.



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



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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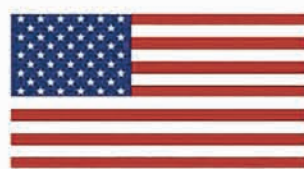


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SB

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SB

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SB

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10001062	Dry Clean	2	34.63
10001049	Dry Clean	1	7.99
10001052	Dry Clean	1	20.31
10001038	Dry Clean	2	19.84
10001039	Laundry	1	6.50
10001040	Dry Clean	1	9.02
10001053	Laundry	1	4.30
10001059	Laundry	1	7.19
10001060	Dry Clean	1	16.69
10001061	Laundry	2	14.39
10001053	Laundry	1	4.30
10001059	Laundry	1	7.19
10001060	Dry Clean	1	16.69
10001061	Laundry	2	14.39

CUSTOMER TOTAL 14 147.11

Deliver

Email Delivery

Delivery Receipt

10001058

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1

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10001062

Dry Clean

2

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10001049

Dry Clean

1

7.99

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Dry Clean

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Laundry

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9.02

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THE SPOTTING BOARD



BY DAN EISEN

Formulations for safer spotting

Chemical manufacturers do not necessarily formulate the same chemical makeup intended for stain removal.

Many drycleaners may have a preference but they should still understand the safety and effectiveness of the chemical they are using. It is also important to explore other formulations and manufacturers to help your effectiveness.

Neutral lubricants

Neutral lubricants are the most important spotting agents a drycleaner can use. They can prevent further use of stronger agents when used properly.

Neutral lubricants are used to break up, emulsify and lift stains from the fabric. They also protect the fabric from damage when using mechanical action.

They are usually anionic in

nature and chemically neutral. Drycleaners have found that some products are more effective than others.

Some manufacturers have a neutral lubricant that is also a leveling agent. This means the lubricant can be used as a post- or pre-spotter. The lubricant used can remove rings and when allowed to dry will rinse out in the drycleaning solvent.

There are also nonionic lubricants but their main effectiveness is for dryside stains.

Protein formula

The protein formula you use should be safe and effective for removing protein stains such as blood and perspiration.

There are some products on the market that may contain stronger alkalis such as ammonia. This would make the product more hazardous to use on silks, wools and other

fabrics with bright vivid colors.

There are some manufacturers making protein formulas with enzymes that make it even safer to use.

Digesters

Digesters are enzymes that break down protein and albuminous stains to sugar so they can be flushed out.

Enzymes may chemically change a stain but they do it differently than alkali. There are several enzyme based products on the market and they have major differences.

Low-temperature powder enzymes. These are the safest enzymes to use. They are used without mechanical action. They only work with critical conditions present.

- Proper heat: 100 to 120°F.
- Neutral — no acid or alkali.
- Must be wet.

- Time: 15 minutes to a half hour

This product is as safe as water.

Powdered enzymes (alkali). These products are alkaline in nature and are not as safe to use on silk and wool. They can be used in higher water temperature and with other chemicals present.

Liquid enzymes. These are neutral in nature and can be used on the spotting board or as a pre-spotter for wetcleaning.

Enzymes and bleach. These products are designed to remove mold and mildew with enzymes and bleach. They cannot be used on wool, silk and colored fabrics.

Rust remover

The strongest rust remover consists of hydrofluoric acid. It is the most effective rust remover on the market, but is dangerous to some fabrics and trimmings.

A safer rust remover is fluoride-free and contains oxalic acid. It is also much safer to handle.

Ink removers

There are many different types of ink removers on the market. Ink is a difficult stain and may require different products.

Oily-type ink remover. These ink removers are acid in nature and can be flushed with water.

Lanolin with alaki. This product is relatively safe but may affect some colors on

wool and silk.

Oily type paint remover containing solvent that will dissolve acetate. These are strong products that will remove ink but will dissolve acetate and affect silk fabrics.

Touch-up spotting

Volatile solvent. These agents can be used to remove surface stains and light oil but in many areas this agent is banned by EPA.

Nonionic detergent with fast agents. These are very good and safe products to use on dry and wet-side touch-up spotting.

Powdered solvents. These are effective agents to use for touch-up spotting on dryside stains and rings.

Oily-type paint removers

There are two types of paint removers on the market now. One type contains solvents and alcohol while the other one is environmentally friendly.

Most of the paint removers sold do not contain solvents due to EPA restrictions in some areas.

Solvent-based paint remover. These differ in strength from company to company. A stronger odor usually indicates a stronger agent. They remove oil-based stains effectively but can be dangerous to silk, acetate and other fabrics when they contact water.

They also can cause odor problems in the drycleaning solvent and affect distillation. They must be used without water and spotted with a black brush that does not contact water.

Solvent-free paint remover. These paint removers can be flushed wet or dry. They do not affect the drycleaning system. These products vary on efficiency from company to company.

Tannin formulas

These agents contain lubricants and acid. Some companies make stronger ones than others that can affect some dyes. Some may contain bisulfate which can affect color on some fabrics.

Always choose the safest brand. If stronger acids are needed acetic acid can be used when the occasion arises.

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.



CAMELOT CLEANERS in Fargo, ND, purchased a Unipress shirt unit through E. Weinberg Supply Co. Pictured from left are Richard Reese of Unipress, and Rial Stedman and Haytham AL Saugh of Camelot Cleaners.

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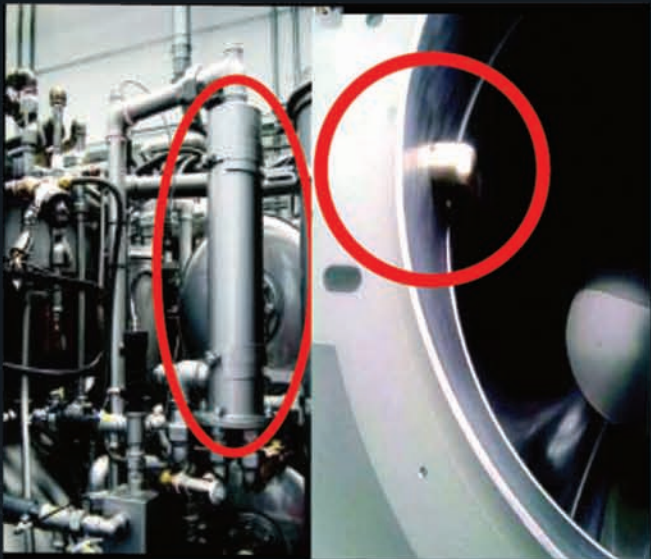
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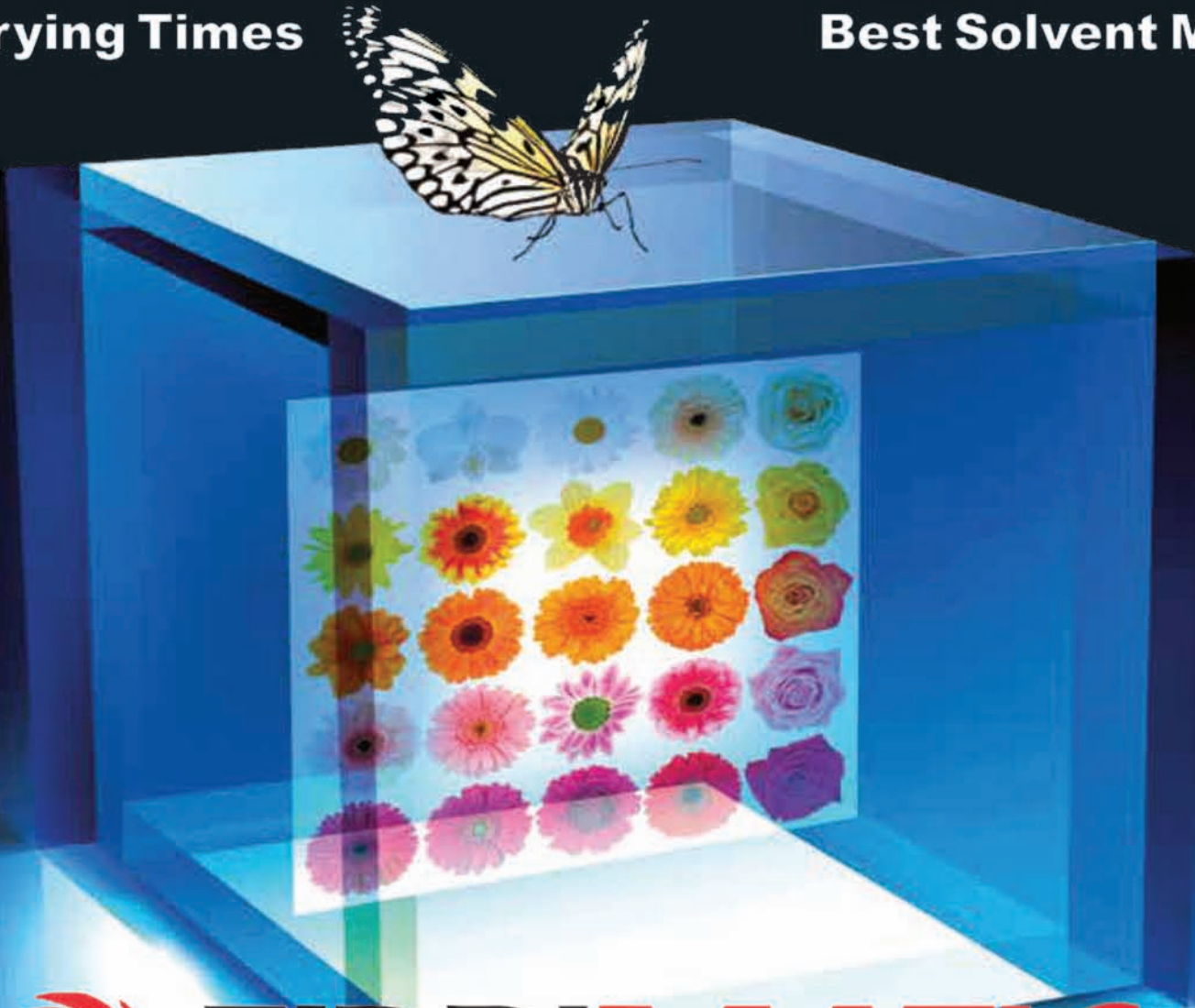


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MIDWEST



AFFILIATES OF AMERICA'S BEST CLEANERS tour Mulberry's Garment Care for a chance to oversee their processes and procedures in operation.

ABC affiliates share ideas in at Minnesota national meeting

America's Best Cleaners (ABC) recently gathered for its Fall National Affiliate meeting in Minneapolis.

The theme of the meeting was Company Culture, though the group also bonded over some American culture by attending a baseball game between the Minnesota Twins and New York Yankees at Target Field. The event was sponsored in part by Cleaner's Supply.

On the following morning, affiliates listened to a variety of guest speakers, including Christo-

pher White and Catherine McCann from America's Best Cleaners.

The duo addressed many topics relevant to drycleaning businesses, such as systems, tools, and programming that can aid in defining, developing, and maintaining strong individual company culture. In turn, that increases overall service quality while improving client and employee retention.

Next, Ryan Luetzow of third-generation, family-owned Luetzow Industries, shared his expert-

ise and knowledge on the current state of the poly bag industry and the numerous ways his business works directly with affiliates to control costs while maintaining a high level of packaging standards.

Also during the meeting, attendees took part in group visioning exercises to better identify, set and work towards future goals.

On the final day of the event, there was a full tour of the facilities of Mulberrys Garment Care where they listened to a best practices presentation.

Dan Miller of the hosting company had positive things to say.

"This year's ABC event was invaluable to our organization. Having the best cleaners in the country come in to evaluate our cleaning facility and share best practices with our team was a real treat," he noted. "We had great discussions about how to grow on-demand routes, evaluating new store opportunities, and building leadership within our companies."

Bob Strong, an ABC affiliate from Country Club Cleaners, echoed the sentiments: "Great meeting. Great city. Mulberry's tour was very informative. Always good to get away from the everyday grind and network with others in the industry."

America's Best Cleaners will next meet in Milan, Italy, Oct. 7-21 of next year.

MI Gov. names Jan Barlow to rules committee

Jan Barlow of Clio, MI, was recently announced to be an initial part of the 12-member Environmental Rules Review Committee (EERC) in Michigan by Governor Rick Snyder.

The committee was created as an independent body that works within the Office of Performance and Transformation which oversees rules initiated by the Michigan Department of Environmental Quality.

Barlow, who is the owner and manager of Jan's Professional Dry Cleaners, will serve a term that expires on Oct. 4, 2020. She has a Bachelor's Degree in English education from Michigan State University.

Her role will be to represent Independents and a statewide organization that represents small businesses.

"The appointees each have different roles in the environmental field, and I am confident they will use their experiences to ensure the DEQ is creating rules that will benefit and protect Michigan's environment and natural resources," Snyder said.

After the initial appointments, members serve four-year terms on the advice and consent of the Senate.



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MIDATLANTIC



HUNTLEY SQUARE CLEANERS in Temple Hills, MD, purchased an Easysec MS-402E cleaning machine through NYM Metropolitan VA. Pictured from left are Mr. Ha, the store owner, Mr. Ha Jr., Sang Kim and Mr. Choe of Metropolitan VA.

DLI sets dates for its 2019 drycleaning courses

The 2019 course schedule released by the Drycleaning and Laundry Institute will have spring, summer and fall sessions of its signature drycleaning courses plus an extra session of its introductory course.

The standard 15-day General Drycleaning Course consists of two sections: a one-week introductory course and a two-week advanced course. The two sections can be taken separately but they are scheduled back to back so students can, if they choose,

take the full set in one three-week period.

Starting dates for the three-week sessions will be Feb. 25, July 15 and October 28.

The introductory course is designed to help industry newcomers or those with less than one year of production experience learn about a variety of topics ranging from sorting drycleaning loads and cleaning theory and drycleaning machine operation to stain removal procedures and using tensioning equipment to im-

prove finishing quality. Stain removal and pressing procedures for coats, pants and skirts are also covered.

The advanced course is for individuals who have completed the introductory course or have hands-on production experience and knowledge of basic stain removal and finishing techniques. This course delves more deeply into fiber characteristics and identification, fabric construction, use of bleaches, wetcleaning wool, silk and other fabrics, distillation, and maintenance and troubleshooting drycleaning machine problems.

Other topics range from current regulations facing the industry to customers service techniques handling wedding gowns and the differences between the various types of drycleaning solvents.

When the full three-week cycle is taken together, the cost per students is less than taking them separately. The tuition for the full three-week set is \$1,995 each for members or \$1,695 each for two or more from the same member company; non-members pay \$2,895 each.

The introductory course when taken alone costs \$1,195 for DLI members or \$1,095 each for two or more from the same member company. Non-members pay \$1,595 each.

The cost of the advanced course is \$1,695 for DLI members or \$1,495 each for two or more from the same member company. Non-members must \$2,195 each.

The tuition covers classroom instruction, lunch, notebooks and other materials. Students must cover other expenses such as breakfast, dinner lodging expenses and travel. Scholarships are available for DLI members located in the United States and Canada.

A stand-alone session of the introductory course will be offered August 19-23.

Courses are held at DLI's School of Drycleaning Technology located in Laurel, MD, just outside of Washington D.C. and Baltimore.

Class hours are from 9 a.m. to 4:30 p.m., Monday through Friday.

For those unable to travel, DLI offers self-study courses on several topics, including stain removal techniques, finishing procedures in drycleaning, drycleaning and the environment and wetcleaning.

For information on any of the DLI offerings as well as the availability of scholarships and questions about making travel and lodging plans, call (800) 638-2627 or visit DLI's website, www.dlionline.org/Drycleaning-School.

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WRENCH WORKS



By BRUCE GROSSMAN

The contentious boiler blow down

Likely the most contentious of all subjects related to boilers is “blowing down the boiler” or just simply the “blow down.”

Let’s begin as if you never operated a boiler then answer the question: What is blow down?

Blow down uses steam pressure to expel impurities from inside the boiler. No matter how efficient the water treatment program, boiler feedwater contains impurities such as suspended and dissolved solids which accumulate inside the boiler during daily operations.

The process of boiling away water leaves these impurities behind. In high enough concentrations these impurities cause foaming and surging inside the boiler, resulting in a carryover of dissolved solids from the boiler water into the steam headers which often damages piping and steam traps.

Inside the boiler, high concentration of suspended solids, even in properly treated water, form a sludge that decreases the efficiency of heat transfer, reducing boiler efficiency and increasing fuel cost.

Perhaps the reason for confusion about proper blow down is the large number of different factors that must be accounted for. Each type of boiler, i.e., water tube, fire tube, tubeless, etc. as well as the different manufacturers and chemical addition providers, often require differ-

ent procedures.

To illustrate these differences, I’ve excerpted a *portion* of the information from the blowdown instructions from three boiler manufacturers commonly found in the drycleaning/laundry industry. To obtain the complete set of instructions, contact the boiler manufacturer.

Parker. While the boiler is up to operating pressure, open main blow-off valve slowly and carefully for approximately three to five seconds. (When second slow opening valve is furnished, always open slowly and carefully after the quick opening valve and close it first.) Next, immediately close and allow boiler to operate in a normal manner.

Lattner. The boiler may be blown down at any pressure, provided the blowdown piping is piped to a safe location (see installation instructions).

To blow down, open the boiler bottom blowdown valve (see assembly print) to the fully open position. Watch the sight glass. When the boiler water level drops about one inch, close the blowdown valve.

Lattner recommends 30 psi. *Never* blow down a hot boiler to a level where no water is visible in the sight glass.

Water column blowdown. Scale can also deposit in the water level controls and piping, just as it can deposit in the boiler. The McDonnell Miller level control and auxiliary low water cut-off water column

must also be blown down daily.

If scale blocks these controls or the piping connected to them, the boiler may dry fire. Dry-firing the boiler will permanently damage the boiler shell.

Fulton. Blow down the boiler each morning by starting the boiler and generating not more than 10 PSI (.703 kg/cm²) of steam.

Turn on tap water to blow-off separator, then open the boiler blow off valve for approximately 10 seconds, then close the valve.

Shut off tap water to blow-off separator. *The blow-off operation may be done once during the working day and once at the end of the day when at 10 PSIG or less.*

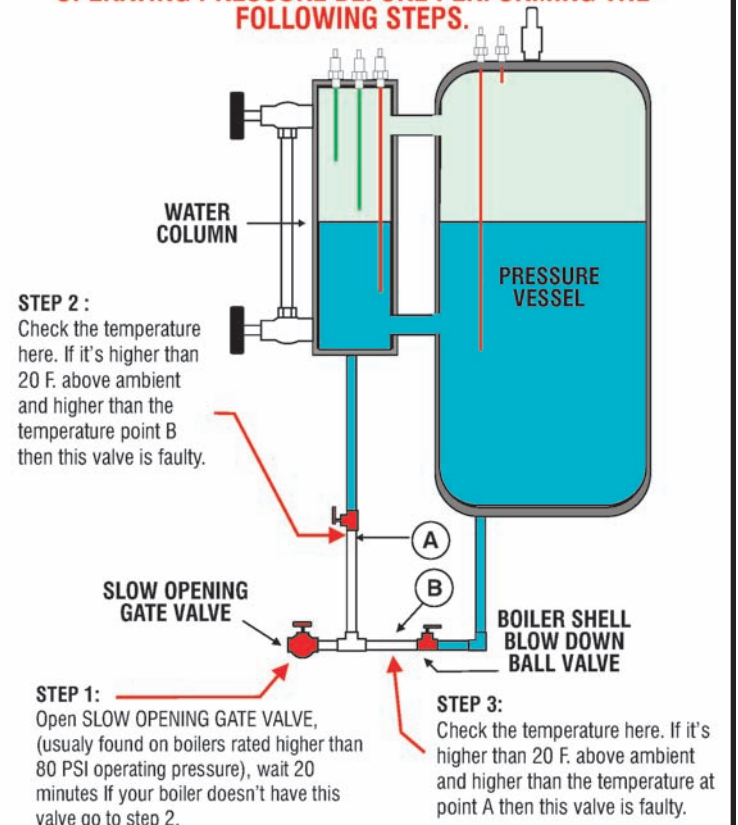
Blow down water column each morning when boiler is at 10 PSI (.703 kg/cm²) by opening the water column and the water gauge blow off valves for approximately five seconds, then close the valves.

Blow down water column each morning by opening the water column and the water gauge blow-off valves. If the feed water is being treated by compounds, make sure that this treatment is carried out carefully and according to the manufacturer’s instructions.

Having read these instructions and spent many years servicing boilers in areas where the water quality is horrible, I have developed a few blow down procedures that keep my customers comparatively trouble free.

CHECKING FOR FAULTY BLOW DOWN VALVES

WAIT AT LEAST 1 HOUR AFTER THE BOILER REACHES OPERATING PRESSURE BEFORE PERFORMING THE FOLLOWING STEPS.



• Blow down at least twice a day, once in the morning when you are starting up the boiler and it has about 10 to 20 psi pressure.

This first blowdown is important because during the boiler down time the particulate impurities will have had a chance to settle to the bottom of the boiler and be easier to flush from the boiler shell.

Be sure the blowdown valves are *fully open* for from 10 to 15 seconds. Schedule your later blowdown for when

your production allows time for the boiler pressure to drop to about the 20 to 40 psi. before blowing down.

• When blowing down, be sure to blow down both the boiler pressure vessel and the water column. Never leave a boiler unfilled overnight.

• I don't recommend blowing all the water out of the boiler at any time. It's wasteful of boiler chemistry and requires the introduction of highly oxygenated new makeup water into the boiler. Some will no doubt differ with this recommendation.

I will likely be taking some heat for the three steps above. Like I said, boiler blowdown seems to be a contentious subject. If anyone has ideas or comments on this issue, let me know and I may publish them the next time I take up this issue. I've included an illustration showing how to test for leaking blowdown valves using a laser thermometer or pyrometer.

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, maker of the EZ Level return tank water level control, which 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, an accurate and easy-to-use device, are also part of the product line. For more information, products visit www.eztimers.com. Address any questions or comments to bruce@eztimers.com or call (702) 376-6693.

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SUN	MON	TUES	WED	THUR	FRI	SAT
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FEBRUARY 2019						
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DATELINE

APRIL 2019						
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AUGUST 2019						
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OCTOBER 2019						
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NOVEMBER 2019						
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DECEMBER 2019						
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29	30	31				

2018

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.

December 5 Illinois Professional Drycleaners and Launderers annual meeting and holiday party. Embassy Suites by Hilton, Lombard, IL. Call (815) 521-1187.

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 As-

sociation 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.

2020

June 20-24 Texcare International, Frankfurt, Germany. Visit www.messefrankfurt.com.

ExpoDetergo in Milan draws from 113 countries

ExpoDetergo International 2018 in Milan, Italy, drew 20,756 visitors from 113 countries, according to the show organizers. Those visitors viewed exhibits by 277 companies from 24 countries at Fiera Milana during the show's Oct. 19-22 run.

The exhibits covered a complete range of textile care technologies, from drycleaning and ironing products to professional detergents and automated lines, including packaging.

Attendees represented a significant in-

crease of visitors from Africa and Asia, while European countries represented the highest number of visitors (71% percent) with Germany ranking first, followed by France, Spain, Russia and Belgium.

"ExpoDetergo International has the strength to group operators from five continents, a clear demonstration of how the Expo is the chance to create real business opportunities even in those developing countries whose growth margins can prove interesting," said Livio Bassan, president

of ExpoDetergo International.

Education played a key role, he said, with a focus on saving resources, whether water, energy, detergents or fabric, representing a central theme.

"Overall, during these days filled with lively trading and professional discussions, we fully expressed the claim 'Less is Better' we used to launch the event," Bassan said. "In fact, competitiveness is now based on money-saving and time-saving strategies and the market is in line with these key as-

pects."

ExpoDetergo also included international events organized by trade associations, including CINET and ETSA, and discussions addressed to Italian operators offered by Assosecco and CNA/Confartigianato.

Exhibitors and visitors were also invited to a presentation of two studies commissioned by Expodetergo that took stock of the industrial laundry and drycleaning markets in Italy to help encourage new business strategies for all industry players.

QUICKSORT

automated assembly system



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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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

Will Santa come through this year?

Dear (and I use that term of endearment loosely) Santa,

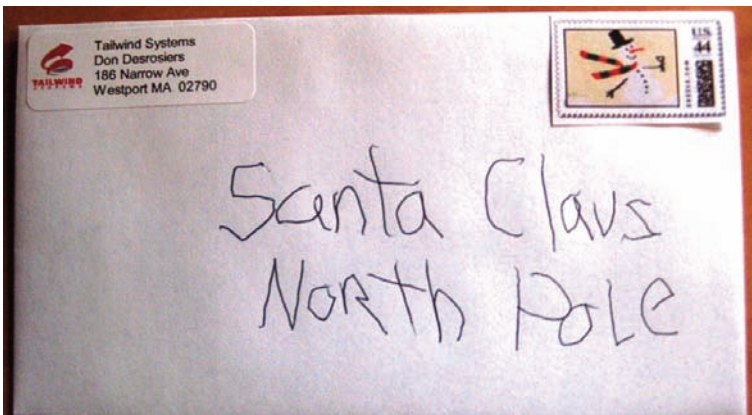
I write my letter to you this year sternly and warn you in advance that my approach this year is heavy-handed.

As you may recall, I write to you at this time of year on behalf of drycleaners and shirt launderers worldwide with bonafide ideas for products that will save them money and improve their lives and their businesses.

I leave the development of these products up to you and your so-called “elves,” who supposedly work year ‘round in their workshops. My analytical mind has come to hypothesize that while you sit upon your ample buttocks for 364 consecutive days, the elves move to Colorado and smoke pot for most of the year! Let’s try to get something done this year!

Shirt folder

Drycleaners need things that help them and things that improve their products and their service.



Folded shirts need help! There is no way to price a folded shirt so that it makes sense.

Any amount that you charge over the cost of a hanged shirt probably goes to the cost of packaging. And it’s worse if you are still using boxes. The shirt board, the poly bag and more, all add up.

It’s crazy. And if you have a good folding machine you can probably fold one shirt per minute. That is the same amount of labor as it takes to press it! So, double the labor cost! Geez!

I don’t think that there is any product that we will ever come up with that will fix this,

but the best that we can do is come up with something that will fold a shirt quickly and without a big investment in a costly folding machine.

The closest thing that I can think of is a Flip-Fold. You know, that crazy blue thing that Sheldon Cooper uses that your elves invented in Colorado.

But the problem is that it is all wrong. The size was not proportioned for the professional. (Obviously by elves, if not elf-sized people) The stationary base needs to be eight inches by 14 inches, the size of a large shirt board (not 8 x 12, a small shirt board). This would solve a good number of

issues.

It could have magnets so that it would not move on ferrous surfaces. Also, Velcro for other surfaces.

Look Santa, this needs to get done. The lack of this product out there is costing this industry millions of dollars while you don’t even seem to notice. Wake up!

Help with buttons

Buttons need help! We can’t go on sewing buttons by hand!

A button sewer is expensive. The drycleaner who doesn’t have one has a hard time getting motivated to drop \$1,000 to \$2,000 on a button sewer. It’s hard to measure the return on investment, but I know that it’s there.

I see employees hanging around after hours for an hour or so to do a handful of shirts. Can we call it \$15 per day wasted?

But then there are the people who actually have a button sewer that doesn’t work or is always failing! Employees don’t use it because they don’t want to break the needle (again) or have to fiddle with it. Or feel stupid because they can’t thread it correctly.

I believe that ultimately, quality suffers. Broken or missing buttons are left for the customer to find.

K.I.S.S. Keep It Simple Santa. Make a hand-held button sewing machine that is easy to use, doesn’t require complicated threading and is so stress-free to use that our employees will want to look for buttons that need replacing!

Placket stretcher

We have all seen those shirts that have the front button-hole placket that shrinks — two,

three, even four inches shorter than the opposite panel that has the buttons.

In theory, you can fix that. But you can also burn the heck out of your hands in the process.

So, Santa Claus, the man with the hair on your jaws, how about coming up with a device, like a spring-loaded 24 to 30-inch rod that attaches at one end to the tail of the shirt and the other at the neck and gently but firmly stretches the fabric while you apply steam from a puffer?

The fabric will stretch just enough, and the shirt will be restored! Then you can go back to eating the brownies that Mrs. Claus says that she baked but actually came from the elves in Colorado.

Look Santa, or whatever your name really is, you haven’t been producing results lately, so I’m taking the hard-line approach this year. Drycleaners need your help! Try to take a little less time off this year and let’s see some action!

*Yours truly,
Don Desrosiers*

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PRIDE CLEANERS in Los Angeles, CA, purchased a Realstar KM703 cleaning machine through JP Trading, Inc. Pictured from left are Mr. Jun of Pride Cleaners, Yong Park of JP Trading, Inc., and Zack Collins of Realstar USA.



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Obituaries

Henry Greenbaum, holocaust survivor

For half of his life, Henry Greenbaum owned and operated a drycleaners in Washington, DC, but it was the other half of his life, both before and after his years as a drycleaner, that made his life particularly noteworthy.

Mr. Greenbaum, who died Oct. 24 at the age of 90, was a survivor of the Nazi Holocaust in the “before” portion of his life, then spent his post-drycleaning years as a volunteer at the U.S. Holocaust Memorial Museum and traveling around the country speaking to schoolchildren, community organizations and military, law enforcement and other government groups.

He was born Chuna Grynbaum in 1928, to an Orthodox Jewish family in Starachowice, Poland. The youngest of nine children — six daughters and three sons — he enjoyed what he described as a happy boyhood, playing soccer

with his friends and attending the synagogue near the family’s home.

His father, who ran a tailor shop out of their home while his mother, Gittel, raised the family’s nine children, died shortly before the outbreak of World War II in 1939. In 1940, the family was placed in the Starachowice ghetto. From there, his mother and two sisters and their families were taken to the Treblinka killing center and murdered.

Mr. Greenbaum was sent to a labor camp with three of his sisters, all of whom would perish there. One, he learned, was buried in a mass grave he had excavated. Another was killed when she and Mr. Greenbaum attempted to escape by slipping through a hole in the camp’s barbed wire. Mr. Greenbaum was shot in the head during the effort.

When he regained conscious-

ness, he went to look for her and found a cousin who tended to his wound. It was not until the next morning’s roll call that he learned she had been killed in the escape attempt.

“She was the only one I had left,” he said in an oral history with the museum. “She was like my mom, my everything. I had somebody to hang on to... You have somebody there, and all of a sudden, I don’t see her. I started screaming, ‘Faye, Faye, Faye!’”

In 1944, at 15, he was transferred to Auschwitz and incarcerated in the Buna-Monowitz subcamp, where the I.G. Farben Company owned a factory for producing synthetic rubber and fuel.

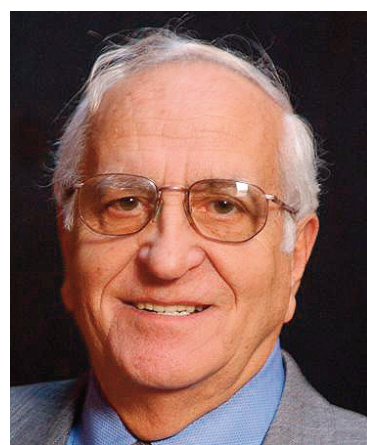
As the Soviet army approached, he was evacuated to Flossenbürg, a concentration camp near the Czechoslovakian border.

As the Allies closed in, the Nazis sent him and other survivors toward Dachau on a death march. On April 25, 1945, “a tank rolled up to us and a skinny little soldier popped his head out of the tank,” he recalled in a speech at Joint Base Andrews outside Washington. “He came up to us, put his hand to his face and said, ‘We are Americans, and you are free.’”

At the time he weighed 75 pounds.

After liberation, he began to search for his family. In Bergen-Belsen he found the cousin who had cared for him after he was shot. The cousin subsequently returned to Poland, where she found Henry’s brother, Zachary, who had been imprisoned in the Vilna ghetto, and told him where he could find Henry.

Once the brothers were reunited, they sent a telegram to their sister Dina in the United



States, letting her know they had survived, and settled at the Zeilshheim displaced persons camp near Frankfurt until she was able to arrange for their immigration.

In the summer of 1946 Henry and Zachary arrived in New York, where they were met by their brother David. Of his immediate family, only Henry, his two brothers, and his sister, Dina, survived.

He worked at a department store in Washington before joining one of his brothers in opening Windsor Valet in Friendship Heights, which he ran from 1954 until he retired in 1998.

He began volunteer work at the museum in 1994, the year after it opened.

Every Friday morning, he donned a suit and carefully coordinated tie, sometimes a pocket square, and traveled from his home in Maryland to the museum in downtown Washington, where he would take a chair at a small desk near the information center and sit from 10 a.m. until 4 p.m., offering a greeting to any visitor who wished to meet him and an answer to anyone, particularly the young, who had a question.

“Sick or not sick,” he said, “I go in.”

“We wanted to tell our story the minute we arrived here,” he once told *The Washington Post* of himself and other victims of the Holocaust. “We promised one another, if you survive, make sure you’ll talk and tell them what they did to us.”

For curious schoolchildren, he would patiently roll up his sleeve to show them the tattoo with the number he was assigned at Auschwitz, A18991. “Have you ever heard of Auschwitz?” he would ask.

He was awarded the Ellie Wiesel Award in 2018, an honor in recognition of his resilience, courage and commitment to holocaust memory and education. He was able to travel back with his three sons to his hometown in Poland; and back to the Flossenbürg Concentration Camp to commemorate the 70th Anniversary of his liberation.

He was a longtime Bethesda, MD, resident. His wife of 63 years, the former Shirley Koperwas, died in 2011. Survivors include their four children, Norman Greenbaum of Clarksburg, MD, Bernard Greenbaum of Rockville, MD, Stanley Greenbaum of Ramsey, NJ, and Gayle Prokopchak of Dickerson, MD; 12 grandchildren; and eight great-grandchildren.

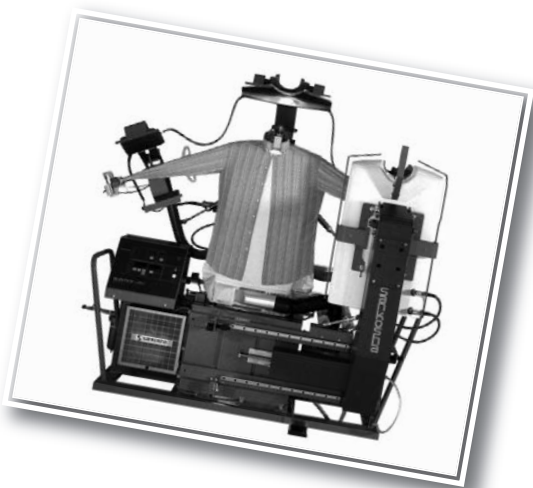
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BROADWAY CLEANERS in Redwood City, CA, has become the world's newest user of the Tailwind Systems. Marti Russell of Broadway Cleaners is pictured with Don Desrosiers, creator and found of Tailwind Systems.

Mulberrys acquires over 350 Laundry Locker locations

In early October, Mulberrys Garment Care announced its acquisition of Laundry Locker, a popular San Francisco laundry and drycleaning company with over 350 locker locations throughout the San Francisco Bay Area. The acquisition makes Mulberrys the largest garment care provider in the northern California region. “Laundry Locker is a beloved company that has served San Francisco well since 2005,” noted Dan Miller, founder and CEO of

Mulberrys Garment Care. “Incorporating their 350+ lockers into Mulberrys’ existing on-demand and storefront service will proved even more Bay Area customers with convenient, affordable and sustainable garment care options.” Prior to founding Mulberrys, Miller worked as a management consultant with McKinsey and Company. He originally became interested in the drycleaning industry as a business possibility over a decade ago when he realized he

was consistently disappointed by his drycleaning experiences, i.e. having to leave the office to get there on time, the stores smelled like chemicals, the staff was grumpy or the company didn’t even have a website. He had an epiphany that he could come up with a better blueprint for success. He founded GreenStreets in 2008 and then Mulberrys the following year and has expanded into new markets since. Laundry Locker, along the same lines, has spread their lockers in the past 13 years in residential and commercial buildings throughout San Francisco and Oakland. The company’s mission is to “Change the way the world does laundry!” The lockers allow customers to quickly and conveniently drop-off and pick-up their clothing 24 hours a day on any day of the week. Those existing lockers will now be rebranded as Mulberrys and more will be added in the near future. Unaffected by the acquisition will be over 40 employees of Laundry Locker who will remain in their positions and have now become Mulberrys employees, giving the company close to 100 altogether. “Mulberrys is truly committed to reimagining the laundry experience, and in an eco-friendly way,” said Arik Levy, founder of Laundry Locker. “We are confident that they will carry on the legacy of Laundry Locker and continue to serve Bay Area customers for years to come.” Named “Best Dry Cleaner” by San Francisco Magazine in July of 2018, Mulberrys has garnered attention for its sustainable, toxin-free laundering practices, bright storefronts and mobile on-demand app (available on iOS and Android) that is designed to make the chore of laundry more convenient. The company, which is a Green Earth affiliate, currently operates ten locations in San Francisco and Silicon Valley and also serves Dallas and Minneapolis where it was founded in 2009. The company provides full benefits for all of its employees. “By combining an exceptional customer experience with eco-friendly cleaning techniques and fostering a positive environment for our employees, Mulberrys has seen great success in California, Minnesota and Texas,” noted Miller. “With the acquisition of Laundry Locker, our service will improve in the Bay Area and position us for further growth across the country.” For information on the company, visit www.mulberryscleaners.com.



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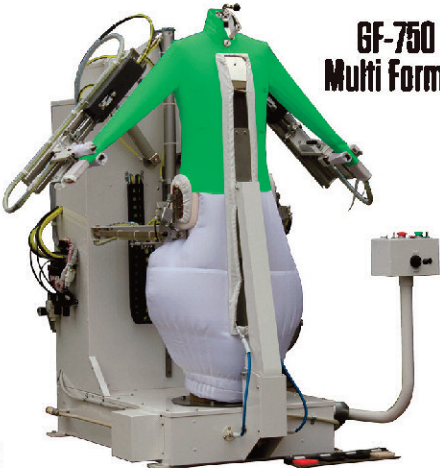
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THE ROUTE PRO



BY JAMES PEUSTER

A living definition of the word mentor

At our annual conference in Kansas City, we inducted Montell White from Puritan Cleaners into our Hall of Fame.

We have had the pleasure to work with Montell for the past seven years and easily can say we have all learned something from him. Overseeing a fleet of drivers and route developers as well as managing operations is a challenge for any individual but Montell makes it look easy. His title is not leader or manager but Route Mentor, and he definitely deserves to be recognized and honored in front of the best of the best who came to Kansas City.

So why should you continue to read this article? Well, the main reason is that there is a lot to learn about people development and, in today's world, it takes a true mentor to help someone achieve their personal and professional goals, especially within the drycleaning industry.

It is amazing to see how many people do not spend any time with their route drivers and yet expect them to make

them money, save them money and take care of their own store on wheels.

Anyone who has driven the van can tell you that you have to deal with obstacles other than just picking up and delivering clothes. You must overcome distractions like kids running in the street, dogs, angry drivers as well as interaction with customers and staff.

Driving a van isn't just sitting in an air-conditioned vehicle playing your favorite music and taking your time. It takes someone who can stay focused and take care of customer service issues as well as develop the route.

This is why Montell is a true mentor. The atmosphere that is transmitted within his route department is overly contagious and every staff member truly comes to work at Puritan happy and ready to go.

The number one thing I learned from Montell is how he is good at the three levels of employee interaction. He starts off with coaching action in which 85 to 90 percent of his time is spent "nudging" the



At the annual conference held in Kansas City, The Route Pros resented Montell White (second from left) from Puritan Cleaners a lifetime achievement award by putting him in their Hall of Fame. From left with White at the trophy presentation are Mark Albrecht, James Peuster and Mike Williams of The Route Pros. "It is an honor I will treasure always," said the route mentor from Richmond, VA, at the conference. He is the fourth individual to be honored with Hall of Fame status by The Route Pros.

employee, as he likes to put it.

Then he spends about six to eight percent of his time in corrective action mode. This is where the nudging turns into

a little bit more of direction and then it ends with final action.

It is easy for me to say that he doesn't deal with a lot of employee turnover and that starts at the head of the route department with Montell White. Anyone can get the title of manager or leader; however, just having the title doesn't entitle you to be a boss.

Look up "mentor" in the dictionary and you'll see Montell White and see why his de-

partment is always growing. You should be able to accomplish this too if your mind and heart are in the right place.

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

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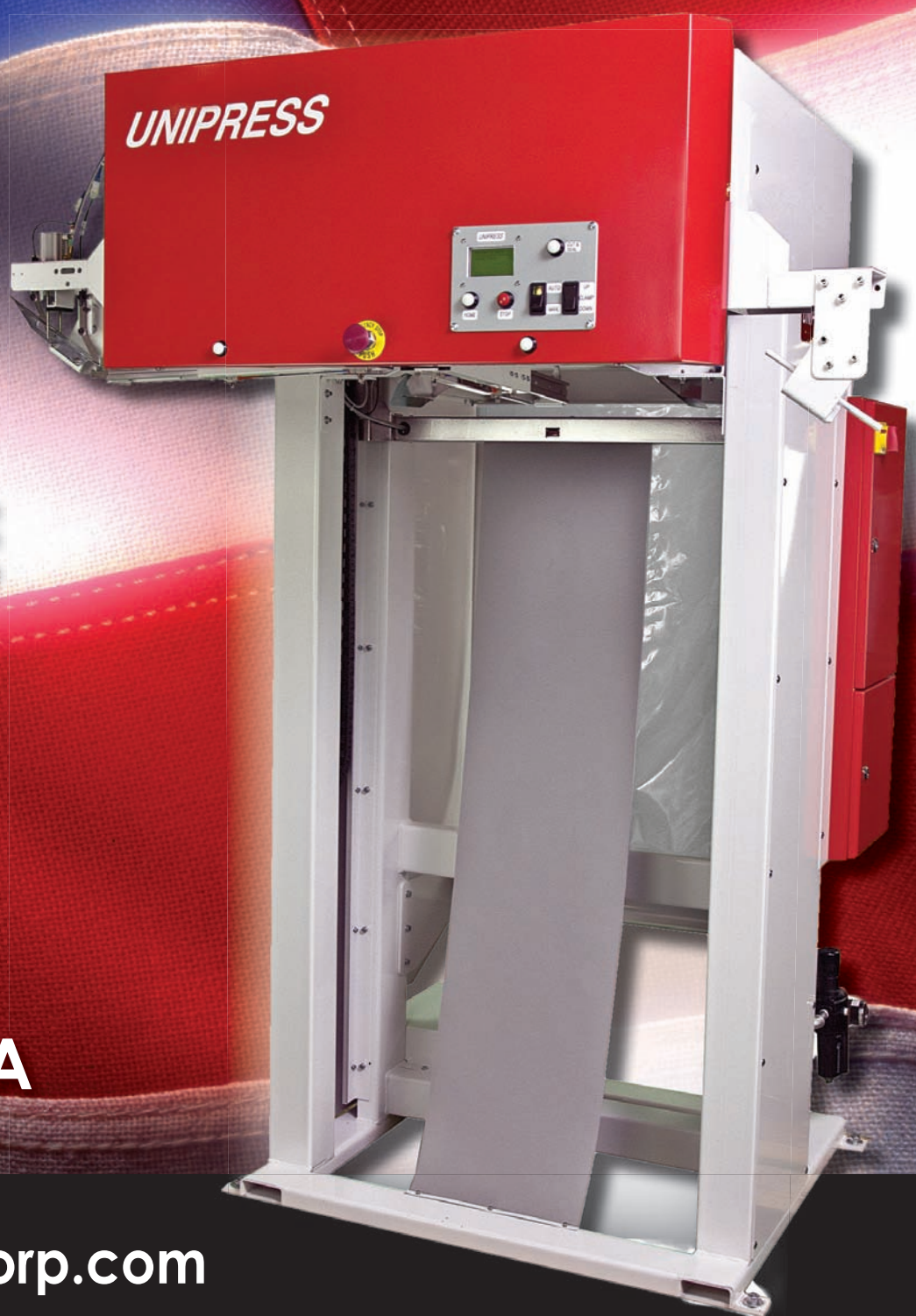
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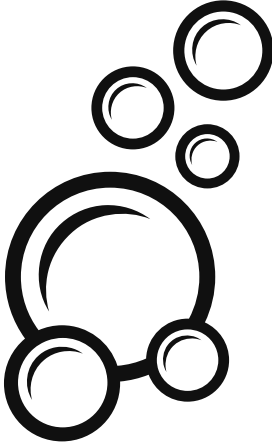
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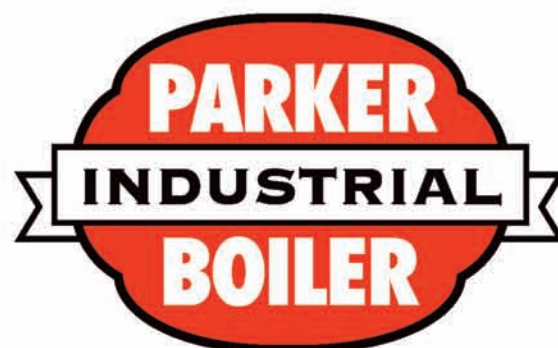
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