



# National Clothesline

March 2019

Volume 60 Number 6

www.natclo.com

## Gowns that go for a good cause



Young women who have personal concerns and interest in combatting Alzheimers were selected as volunteer models for the Ultra Chic Boutique runway show in Omaha last month. Max I. Walker collects and cleans all the gowns donated to the cause.

It has become an annual event that attracts shoppers from all over Nebraska and western Iowa who know a good value — and a good cause — when they see one.

During the year, dresses are brought to Max I. Walker's 22 locations where the Omaha cleaner does its best to make them like new at no charge in preparation for the big sale, which this year took place on Feb.

2 at A View on State Street.

The Ultra Chic Boutique began in 2007 with just a few hundred donated dresses and a small space to sell the gowns. This year hundreds of shoppers lined up for a chance to pick out the perfect dress for their next event — prom, wedding, bridesmaid, or any special occasion.

The price is surely right — all dresses

go for \$30. And all proceeds from the sale go to the Alzheimer's Association Nebraska Chapter. This year 575 dresses were sold, netting more than \$17,000 for the association.

"The entire Max I. Walker team is thrilled with the turnout and success of this year's event. It's a pleasure to witness so many girls and women finding affordable

dresses, and an honor to partner with such a deserving organization," said Steph Dorland, marketing director for Max I. Walker.

"The Walker family knows firsthand the struggles of navigating a dementia diagnosis, so it's important to them to support the Alzheimer's Association's mission," she said. "The Ultra Chic Boutique is the per-

*Continued on page 8*

## Learning drycleaning basics and more

For over 40 years now, there has been a Brisco teaching drycleaning skills to special needs kids and young adults as part of the Dallas Independent School District (ISD) Multiple Careers Magnet Center (MCMC).

Current instructor Tim Brisco recalled when his father brought the drycleaning and laundry program to the MCMC in the late 1970s.

"I used to come up here and help him out... tagging clothes, making sure all of the clothes were done right," he said. "When I helped him out, he'd give me a little money for college."

When his father passed away in 1993, Tim inherited the job, though he wasn't sure at the time if it'd be a good fit for him.

"It ended up being the best thing in my life," he noted.

Year in, year out, he has helped students who are often overlooked by others.

"These kids have disabilities ranging from emo-

tional disabilities to academic disabilities," he said. "Most of them have low reading skills, low writing skills, but they can use their hands and do a job."

Being a part of the drycleaning program at Dallas ISD tends to be a competitive process for those who apply because it's limited to only ten students a semester in order to ensure safety around the hazards of heavy working equipment.

"It's like a privilege to be here. You've got to be picked to be here," Brisco explained. "You've got to fill out an application. You've got to be accepted."

Once enrolled, the students (ranging in ages from 15 to 22) become employees of Quality Control Cleaners to be trained and managed by Brisco.

In addition to learning how to meet and greet actual customers at the front counter, the class teaches filing and bagging clothes, marking and checking garments, as well as washing and pressing clothes.

When students graduate, they are awarded a pro-

*Continued on page 8*



One of the students at the Dallas school where Tim Brisco has been teaching drycleaning for 25 years.



### Sneak Peek

#### 6 The golden rule

For the Golden family, the rule has always been that there will be a Golden present and working in the family business.



#### 10 Accountivation?

It's accountability and motivation and both are needed for a route driver's success, James Peuster explains.



#### 22 Taking back a raise

Sometimes motivation disappears after an employee receives a pay raise. Here's Don Desrosiers' plan to prevent that.



#### 26 Pot policy

You may need to refine company policies on marijuana as legal restrictions are loosened, Frank Kollman says.







# Feel the Power of True Innovation



**Hurricane HS**



**Hurricane HS-2**



**Hurricane HS-1**

## TOUCH SCREEN DISPLAY



*Unsurpassed Quality  
is Just a Touch Away*

## Advanced Technology That Will Blow You Away

The new Hurricane Series has it all. Amazing technology. Easy to use features. Steadfast reliability. Best of all, its superior quality gives you top quality results each and every time. So, put the exciting power, production and profitability in your hands today with the impressive new Hurricane Series.

3501 Queen Palm Drive, Tampa FL 33619

**813.623.3731** [www.UnipressCorp.com](http://www.UnipressCorp.com)







**STEINER-ATLANTIC**

Laundry, Boilers, DryCleaning, Equipment, Parts, Services



**Has it NOW...**



**All Solvents:**

- Hydrocarbon • GreenEarth • K4
- Gen X • K-Tex • Intense • Sensene



**Hurricane HS-2  
Double Buck Shirt Unit**



**Boilers—all sizes in stock**



**Wet Cleaning Washer and Dryer**

**Largest Parts &  
Equipment Inventory  
in the U.S.**

**...at very competitive prices!**



**STEINER-ATLANTIC**

**FAST  
OVERNIGHT SERVICE**

**CALL NOW • 800-333-8883**

Visit our website: [www.steineratlantic.com](http://www.steineratlantic.com)





A national newspaper  
for drycleaners and launderers  
March, 2019  
Volume 60 Number 6

**BPS**  
communications inc.

Publisher of  
NATIONAL CLOTHESLINE  
1001 Easton Rd., Suite 107  
Willow Grove, PA 19090  
Phone: (215) 830-8467  
Fax: (215) 830-8490  
info@natclo.com  
Web: www.natclo.com

PUBLISHER  
Carol Memberg  
EDITOR  
Hal Horning  
CONTRIBUTING WRITER  
Chris Pollay  
MANAGING DIRECTOR  
Leslie Schaeffer  
ADVERTISING  
Richard Cappel  
GRAPHIC DESIGN  
Mary Castro-Regan

NATIONAL CLOTHESLINE is not owned or operated by any national or regional trade association. Advertisers are solely responsible for statements made in their advertising.

NATIONAL CLOTHESLINE (US ISSN #07446306) is an independent trade newspaper published monthly by BPS Communications Inc. Periodical Postage paid at Willow Grove, PA, and at an additional mailing office. Postmaster: Send address changes to: The National Clothesline, 1001 Easton Rd., Suite 107, Willow Grove, PA 19090.

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

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

© 2019 BPS Communications Inc.

# Dealing with a changing cultural trend

It used to be you had to worry that your business was not “green” enough, but now there may be a problem with it being too green. This time, though, we’re not talking about your environmental practices and carbon footprints; the green that could be a potential problem is the rising legality of marijuana. After all, Michigan became the tenth state to legalize recreational marijuana during the recent midterm elections and another 33 altogether have declared it legal for medicinal use.

In fact, a recent poll by the Pew Research Center noted that 62 percent of Americans support legalizing marijuana (including 74 percent of millennials). The world is changing its views on a drug that continues to be illegal on a federal level. According to an article from *Business Insider*, Colorado now has more medical marijuana dispensaries than Starbucks and McDonalds locations combined. Whether you advocate or oppose the legalization of marijuana is beside the point; it’s high time plant owners and managers must deal with this changing cultural trend.

For example, having a zero-tolerance policy on the drug could ensure that fewer Millennials apply for jobs at your company. Yet, at the same time, a drug test policy that screens for it may also protect you from workplace safety concerns from those impaired under its influence. Complicating matters considerably is an Arizona ruling against Wal-Mart for wrongfully firing an employee found with marijuana in her system during a drug test. According to our resident legal expert, Frank Kollman (see page 26), the reasoning of the judge was two-fold: the employee had a medical marijuana permit and a positive drug test was deemed not enough to prove that the employee was under the influence *while at work*.

So, in other words, now is probably a good time to revisit and rethink your employee policy on medical marijuana to reconsider the potential ramifications. Kollman offers some insight on this issue as well as many helpful suggestions to protect your business from being “too green” and leaving the door open to safety and performance issues that could cause irreparable harm.

# It’s time to check your curb appeal

Much has been written and said about how to get new customers. Every cleaner — or at least all of those who have a plan for growth — has some type of program in place to attract customers.

Perhaps more important is how to keep those new customers coming back. You went to a lot of effort and some expense to get that new customer to come in. Will they be back? Last month in a NATIONAL CLOTHESLINE column, marketing pro Larry Siegel laid out plans for making this happen. Loyalty programs and, rewards for good customers and recognition of special occasions such as birthdays can help ties people to your business.

But do you have a program to make sure that you’re not driving customers away? Programs designed to attract customers to your store can be easily defeated by your own actions — or inaction. Dirty looking storefronts and messy looking displays are likely to keep customers from even going into a store. Loud music in the store can be a major turnoff. A store that looks crowded can discourage people from coming inside.

Customers want to do business in stores that give them the sense that “this is the right place.” This requires a clean, organized, efficient and uncrowded store. Loud music or a messy environment conveys to the customer that the staff is not paying attention — either to the clothes or to the customers.

A crowded store with lines at the counter store tells time-pressed customers, “Don’t come in now unless you want to wait.” You won’t even get a chance to tell them about your convenient pick-up and delivery service.

The sights and sounds, and probably the smells, too, that customers get from your store are things that form the all-important first impressions. If that impression is not favorable, you may never get a chance to impress them with your great prices, high quality, friendly staff, wide range of services, loyalty programs or whatever combination you offer that you believe gives you a competitive edge.

The onset of the spring season is a good time to make sure you’re not turning off customers before they even come in. Clean up the customer service area, take down old signs, wash the windows, get the fingerprints off the door, turn down (or off) the music (or the TV).

Some of those little things that you have just learned to “live with” and not even notice may be creating hurdles at your front door, keeping new customers from coming in just as if there were a brick wall instead of an entryway. One of the hardest things to do is to look at something you see every day as if you had never seen it before, but that’s what is needed if you want to evaluate the quality of the first impression your store and counter create.

## Contents

### News & Features

- 6 **The Golden years** Grady Golden left a great job with Sony to be the third generation to run the family cleaners
- 8 **Bolstering business in Boston** A strong educational program highlighted the recent Sanitone licensee meeting
- 32 **Obituary: Walter Hobson** The man known as “The Doctor of Drycleaning” in Buffalo, NY, passed away at 75

### Regions

- 16 **Northeast** DEP levies almost \$84K in fines against Worcester cleaners; Anton’s purchases Champion Cleaners
- 20 **Midatlantic** MAC’s Spring Leadership Conference set for early May; DLI to host three resident courses this summer
- 30 **Midwest** MWDLI plans Indiana Pacers night in late March; WFI baseball outing to be held in late May

### Columns

- 10 **James Peuster** There are five main reasons why you are struggling with your current route driver
- 12 **Dan Eisen** When wetcleaning wools and silks, consider several factors for the best possible quality
- 18 **Bruce Grossman** By being well-versed in how to use an ohm meter, you can test electrical items safer
- 22 **Don Desrosiers** You can pay your shirt production crew more money without regretting it
- 26 **Frank Kollman** With legalized weed on the rise, it’s high time you reviewed your “green” policies

### Departments

### 34 Newsmakers



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

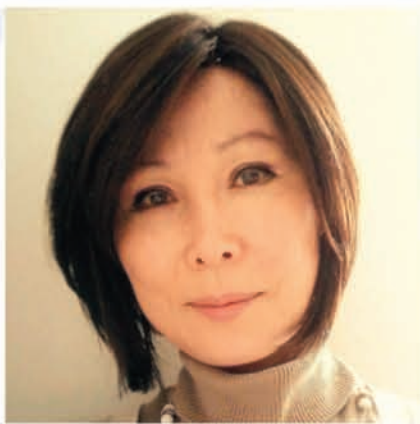


We've personally handled insurance for **thousands** of dry cleaners!  
We've already dealt with most any issue your business is likely to face.  
If you have any questions about insuring dry cleaners, we can and will give you a prompt, clear answer.  
Skeptical? Call us with a question and find out for yourself.

*There's more: We're just three members of NIE's team of experts.  
NIE has been handling fabricare insurance since 1915!*



**Chuck Simpson**  
Fabricare Specialist  
[Simpson@NIEinsurance.com](mailto:Simpson@NIEinsurance.com)



강 명순 입니다. 지금, 연락만 주십시오.  
Director of Korean Operations  
[Kang@NIEinsurance.com](mailto:Kang@NIEinsurance.com)



**Ann Hawkins**  
Vice President  
[Hawkins@NIEinsurance.com](mailto:Hawkins@NIEinsurance.com)

## Quote Request

Business Name			
Mailing Address		<input type="checkbox"/> Individual <input type="checkbox"/> Corporation	
City State Zip Code		<input type="checkbox"/> Partnership <input type="checkbox"/> LLC	
Phone (      )		FEIN:	
Fax (      )		<b>Building Construction*</b> 1. Frame 2. Masonry w/Wood Frame 3. Metal w/Metal Roof 4. Masonry w/Metal Roof 5. Fire-resistive - Precast Concrete Roof	
Contact Name			
Email Address			
Current Policy Expiration Date			
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
Street Address			
City State Zip			
Building Construction*			
Building Value			
Personal Property Value			
Gross Annual Sales			
Long Term Storage Value			
Type of Solvent			

“Devoted **100%** to Insuring Small Business Since 1915”

NIE Insurance • 6030 Bancroft Avenue, St. Louis, MO 63109 • 1-800-325-9522 • fax (314) 832-6775 • [www.NIEinsurance.com](http://www.NIEinsurance.com)

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)



# The Golden Rule

**W**hen Grady Golden left a high-rolling sales job with the Sony Corporation in the 1980s to help his father with the family drycleaning business, he was in for quite a shock.

He recalled showing up at the plant on his first day, all dressed up and raring to go, bright and early at 8 a.m.

"I had a big ego," he said, remembering how his father, Lewis, helped bring him back down to earth.

"My dad said, 'I don't know why you're wearing a suit and tie today. It's kind of hot back there in the plant. Oh, by the way, we start at 6 o'clock here.'"

"God, did I hate it," he added.

The work was much harder. The pay was much less. It was an all-too-humbling experience and Grady immediately regretted the decision until his father told him something he didn't want to hear (even though it was something he needed to hear).

"He said, 'Go do what you love to do or figure out a way to love what you're doing, because until you do one or another you're not going to be very happy,'" he explained. "That was about the best advice I've ever heard. That was a real transformation for me."

Now, Grady has spent the last 29 years of his life owning the third generation Topeka-based Hygienic Golden Touch Cleaners that has been in his family for over three-quarters of a century.

"I definitely went from not working very much and not very hard at all to working an awful lot and fairly hard, compared," he added. "It was night and day. I look back now and think, 'What was I smoking back then?'"

**T**he only generation of the Golden family that hasn't been reluctant to work full-time at the business was the one that first bought the Kansas business back in 1944 when it was a hatters and dyers shop: Grady's grandfather Paul.

According to Grady's father, there were over 90 plants operating in Topeka back in the 1940s. A betting man would not like those odds, but then again, a betting man would be wise not to go up against Paul.

As the legend goes, he was an expert poker player who made extra money on the side to keep the family fed in the hard, early days of the plant. In the beginning, he only had pressing equipment and farmed the cleaning out, but over time he saved up his "pennies, nickels and dimes" to buy his first drycleaning machine in the late 1940s.

The business has grown and survived over the years largely based on a strict business policy.

"The first thing is there was always going to be a Golden on the premises," Grady noted. "We also get to know each customer by name so that they know we are generally interested in them. And, if a counter person doesn't have a 100% definitive answer, they know they can call a Golden to the counter — which means for long hours — but, it's paid off."

Paul's father, Lewis, was hoping to avoid all that. After enlisting in the U.S. Navy and serving the last year-and-a-half of World War II, he earned an ac-

counting degree and worked for Humble Oil Co. in South America for several years. Then, he returned home.

"By the time he came back to Topeka to finally go full time in the drycleaning business, he had enough money saved to buy a house and a car because what my grandad paid wasn't very much money."

**S**imilar to his father, Grady had "absolutely zero" interest in being a part of the family drycleaning business initially. He worked at it part-time over the years, but his main focus

Grady instituted at Golden Touch was adding a free home pickup and delivery route in Lawrence and adding a retail and rental tuxedo and men suit branch of the business. It was something he decided to do because there was a Men's Wearhouse in the area.

"One, they create an awful lot of market awareness for the product," he emphasized. "Two, they love high prices. And, three, they are not home-owned and operated. They don't have the customer service that we do."

That's why having a Golden present at the business is an absolute necessity,

ular.

As an alumni of KU, it's high praise indeed when you can feature a testimonial from Self himself saying: "I demand a lot of my team and my clothes. With the professionals at Hygienic Cleaners, I can look sharp all season long."

**O**ddly enough, the KU basketball team has played an interesting role in the Golden family's business. Grady recalled back in 2008 when the program last won an NCAA championship. One of Grady's sons wanted



www.hygienicdryclean.com

## Grady Golden

according to Grady.

"The fact that we work right along them — nothing helps morale and instills quality — because it's not just lip service," he explained. "I used to envy — now I call it respect — operators who can operate a number of locations and never be there. It makes my job easier just because we're there every day."

**W**hile he may demand a lot from employees, he also gives back. They are salaried to ensure that they get a full paycheck every week, even when business is slow.

"It's not their fault that we don't have as much work on a Thursday as we do on a Monday. I don't want people standing around as one culture put it: 'They make hours,'" he laughed.

Truth is, it's a lot easier to keep customers happy if the employees are happy first. It inspires everybody to try harder.

"I look back over the whole 30 years and nothing is going to replace trying," he began. "We're trying to make progress. We're not perfectionists. We're not saints here. But, I think that just trying every day to put out the best product we can with a hands-on approach to it, there's nothing else that will ensure anybody's success other than that."

Of course, it doesn't hurt to have good word-of-mouth, too. If you could pick one person popular throughout most of the state that could help with that the most, it might well be Bill Self, the head coach of the Kansas University Jayhawks men's basketball team since 2003. He's lead the team to 14 straight Big 12 regular season championships and three Final Four appearances. Needless to say, he's pretty pop-

to go to San Antonio, site of that year's Final Four. That same son was working at Golden Touch at the time.

"I tried to share a story with him," he noted. "Well, back in 1988, the last time we won the national championship [before that], the game was played at Kemper Arena in Kansas City. I said I had some pretty good seats for that game."

"To make a long story short, I didn't get home from work until 9 minutes and 41 seconds left in the second half to watch it on TV from the house."

When his son was flabbergasted that he worked instead of going to the big game, he told him: "I had about half of Topeka's work in my drycleaning plant."

So, Grady missed two Kansan miracles live to run the business: the Danny Manning-lead team from 1988 (dubbed "Danny and the Miracles") and Mario Chalmers' last-second three point shot that propelled the Jayhawks to an overtime win over Memphis.

The story provides an excellent example of the commitment of a drycleaning plant owner and it may have scared away his children from carrying it over into a fourth generation; none seem interested so far.

Still, Grady has to stay focussed more on the immediate future to focus on keeping customers coming back.

"I think piece counts continue to drop so you have to have a pretty darn good product to rely upon the word-of-mouth from the customer," he said.

The trick is no big secret. As your customers' preferences and expectations change, so must you.

"Are we of value to them?" Grady asked, making his point. "Are we of value? And, if we're not of value, we won't be around for the 76th year."



# WELCOME TO YOUR FUTURE



**A**fter waiting several years to choose an alternative solvent and machine, I'm happy I waited. SENSENE™ and Columbia has replaced PERC in our cleaning plant without any increase in labor or decrease in quality of cleaning. I couldn't be happier with my choice."

~Charles D'Angelo, Oak Neck Cleaners  
West Islip, NY, USA

**W**e have been a perc plant for over 50 yrs. None of the alternative solvents out there made us want to switch. Although one in Europe was making its way to the States had us intrigued and that was SENSENE™. Stephen from Columbia Drycleaning Machines gave us the run down on all alternative solvents. We went with SENSENE™. It would clean better than Perc. No odor. We were the 1st Columbia SENSENE™ machine in the state of Ohio. The machine and solvent choice is the best choice for any former perc cleaner. Beads, leather are not a problem anymore, whites are white. The learning curve was minimal. We advise anybody looking for alternative solvents, SENSENE™ and Columbia are the right choice."

~Thayne Albrecht, Manager, Blue Ribbon Cleaners



(800)446-5634 • In NY (631)293-7571 • [www.columbiailsa.com](http://www.columbiailsa.com)

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)



# Sanitone licensees confer in Boston

The 74th annual meeting of New England Sanitone licensees was held January 24-25 at the Four Seasons Hotel in Boston, MA.

Sanitone licensees from across the country met to network, discuss industry updates, attend presentations, and enjoy fine dining.

After a Sanitone update from President John Jordan and Vice President Jeff Jordan, Sean Abbas regaled the crowd with his story about updating the culture of his former company.

Currently the president of Threads Inc. (threadsculture.com), Abbas pointed out some of the ab-

surd policies business owners put in place that fail to create strong culture. He challenged the attendees to think outside the box when evaluating the value an employee brings to your business and warned that many companies are using “culture” as a marketing strategy and not actually developing a rich workplace.

Following a break, Stephen Graham of AEI Consultants shared some of the latest news and trends for environmental cleanup. Bringing more than 30 years of experience conducting investigations and audits to the meeting, Graham showed maps of the width and depth of contamination that might be found at a typical site he has worked on.

Dr. John Denninger followed with his talk “Why Stress is Good

For You” and quipped that environmental updates would probably make any drycleaner stress a little.

Dr. Denninger gave a summary of the evolutionary need for stress in survival but remarked how modern humans are overly stimulated into unnecessary stress. His key takeaways were to get more sleep and meditate often.

After lunch, Sanitone licensee Paul White of Lifestyle Garment Care declared that “It’s Time to Think!”

White shared his experience of looking out the window and watching potential customers walking by and realizing the industry needs to adapt and overcome. He shared the process of converting his company from Roth Cleaners to Lifestyle Gar-

ment Care and offered advice on how to avoid some pitfalls along the way.

Closing out the meeting was Lou D’Autorio, director of operations for Tampa Laundry Company. He echoed the sentiments of the opening speaker, Sean Abbas, on the importance of creating a strong culture, specifically around coaching.

Tampa Laundry Company recently won the 2018 Tampa Small Business of the year as a first-year startup under his direction. D’Autorio gave tips on how to engage staff through mentoring, learning, and personal growth.

The meeting was book-ended by two social events at the Boston Four Seasons that allowed licensees and guests to network and share insights.

## SDA takes annual meeting to historic San Antonio hotel

The annual membership meeting of the Southwest Drycleaners Association will include a plant tour, seminar on tax law changes, a golf outing and several social events.

The historic Menger Hotel in downtown San Antonio will be the headquarters for the March 22-23 gathering.

A golf outing at the Dominion Country Club will get things started on Friday morning. Later on there will be a welcome reception followed by dinner at the Saltgrass Restaurant on the Riverwalk.

Saturday gets underway with a breakfast and SDA board meeting. A plant tour of Five Star Cleaners in San Antonio will begin at 10:15 a.m. Following a noon lunch, the board meeting will reconvene.

A program for spouses will be offered on Saturday morning beginning with breakfast at Hotel Emma at 9 a.m. followed by shopping in Boerne Main Street, then lunch at The Creek before returning to the Menger Hotel.

An overview of recent tax law changes will be presented by Paul Oroian, CPA of Oroian, Guest & Little, P.C. At the 2:45 p.m. program, he will tell how to benefit from the changes and what to avoid, then take questions from the audience.

Those attending the meeting can get a discounted room rate of \$149 per night at the Menger Hotel.

For registration and more information, visit SDA’s website at [www.sda-dryclean.com](http://www.sda-dryclean.com) or call (512) 873-8195.

# Gowns go for a good cause

*Continued from page 1*

fect vehicle for that, and a lot of fun for everyone involved.”

Outside of dress shopping, attendees watched the Dress Raffle Fashion Show, hosted by Cheryl Kaye of STAR 104.5 and featuring models with a personal connection to Alzheimer’s disease. Runway dresses were raffled off to those in attendance.

Volunteer models of all shapes

and sizes were recruited to walk the runway in its fashion show, featuring some of the best and most beautiful gowns that were donated to the sale.

This year, 17 women were selected to model a dress after submitting audition videos through Facebook detailing how they have been affected by Alzheimer’s disease.

In addition, The Dress Flip design competition featured promi-

nent area fashion designers who had created their own masterpieces from donated dresses, with the winning design awarded to Agustin M. Delgado J.

With the 12th year of the fashion event under its belt, Max I. Walker is already looking ahead to next year and will be taking donations again.

For more information about the event, visit the Max I. Walker website, [www.maxiwalker.com/ucb](http://www.maxiwalker.com/ucb).

# Learning drycleaning basics and more

*Continued from page 1*

fessional Dry-Cleaning certificate and are also coached through the hiring and interview processes.

It’s all part of the educational strategy of Dallas ISD which serves over 150,000 students in 230 schools (from pre-kindergarten through 12th grade) in 12

North Texas counties.

Other career disciplines that students can learn about at the MCMC include culinary arts, hospitality and tourism, business

technology, childcare, building maintenance technology and construction technology.

But, in terms of the drycleaning and laundry program, Brisco knows the program works because he’s been through it

“My dad taught me the processes of drycleaning and all that,” Brisco added. “He also taught me how to teach these kids and how you have to make sure that you’re patient... make sure they can do the job and treat them like people, too. It really works.”

Brisco can recall at least five former students finding work (a difficult feat since most of the young adults are limited by transportation issues so they can only apply for nearby jobs). One graduate called him recently.

“He said, ‘Mr. Brisco! I made this much and this much. Now, I’m making this much.’” he recalled. “It really boosted my ego because this kid’s out there be-



Tim Brisco

cause of what I’ve taught him.”

Some of those former students were really hard workers and Brisco certainly misses them, but he knows there will be another batch of kids ready to learn all over again.

“These kids need a chance. They need opportunities to become good citizens,” he said. “I really feel like we give it to them at this school.”



VILLAGE EAST CLEANERS in Henderson, NV, purchased a Unipress Hurricane HS-2 through Frank Giancola. Pictured from left are Eunice Hernandez, Ramona Alvarez, Richard Reese of Unipress and Rachel Hahnfield, Village East owner.

rite-temp *Water Chillers*®

Celebrating

70

years of service

Why would you trust your investment to another company?

We have been building Quality water chillers since 1948!

rite-temp *Water Chillers*® ~ 800/462-3120 ~ [www.ritetemp.com](http://www.ritetemp.com)

MADE IN THE USA

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)



# Mustang Enterprises, LTD.



**SDP-880U Double Legger Press**

- Quality creases for both legs of pants
- Can also be used for touch up work and skirt finishing
- Easy to Set Pants
- Has a true middle press with vacuum



**DF-740UV3 Pants Topper**

- Easy garment setting for greater productivity
- Automatic pants cuff clamp unit to insure proper finish quality
- Manual pre-steam feature to minimize wrinkles

## All Equipment Tested Prior to Shipping Your Satisfaction Assured

### USED\*

Hoyt  
Marvel

### DRYCLEANING EQUIPMENT

100 lb. Petroleum Reclaimer  
30 lb. Transfer Washer/Extractor

### PRICE

\$11,000  
\$3,995

### DRYCLEANING PRESSES

Forenta  
Hoffman  
Unipress

Utility Press  
Mushroom Topper  
V3 Versaform

\$3,195  
\$3,600  
\$8,995

### LAUNDRY WASHERS & DRYERS

✓ Huebsch  
Milnor

75 lb. Gas Dryer  
45 lb. Washer

\$1,995  
\$2,995

### LAUNDRY PRESSES

Hoffman  
Hoffman  
Fujistar  
Unipress  
Ajax  
Forenta  
Unipress  
✓ Forenta

Bantam Body Press  
Double Topper  
Double Buck w/unloader  
TD2 Double Buck  
CBS Sleever  
54" Apparel Press  
NT2 Double Buck  
Collar and Cuff

\$2,995  
\$3,450  
\$14,000  
\$14,995  
\$3,995  
\$3,400  
\$18,000  
\$3,600

### OTHER

Fimas  
Superstarch  
Boch

Finishing Board  
Starch Cooker  
20" Extractor

\$1,695  
\$2,995  
\$3,995

### NEW\*\* EQUIPMENT

#### DRY CLEANING

Sankosha  
Forenta  
Lattner  
Forenta  
Unisec

Triple Puff Iron  
Utility Press  
15 H.P. Boiler  
Form Finisher  
50 lb. Dry to Dry Easysec

PRICE  
\$1,960  
\$6,295  
\$11,495  
\$3,995  
\$29,995

#### LAUNDRY

Forenta  
Ipso  
Bantam  
Wascomat  
Ipso  
Ipso  
Electrolux  
Forenta  
Miele  
Fagor

19VS Topper  
50 lb. Gas Dryer  
Body Press  
83 lb. Gas Dryer  
60 lb. Hard Mount Washer  
55 lb. Soft Mount Washer  
62 lb. Washer  
53" Laundry Legger  
45 lb. Soft Mount Washer  
60 lb. Washer

\$4,595  
\$3,350  
\$3,995  
\$3,675  
\$8,350  
\$9,995  
\$8,195  
\$6,695  
\$11,700  
\$7,695

✓ New Listing • \* Used equipment subject to prior sale FOB San Antonio • \*\* New Equipment FOB Factory



210-734-3644 • [www.MustangEnterprises.com](http://www.MustangEnterprises.com)  
info@mustangenterprises.com • San Antonio, TX



# THE ROUTE PRO



BY JAMES PEUSTER

## It's time for some accountivation

**L**ook it up — it's worth a google. Accountivation is actually a term created by Route Pro Mark Albrecht. It combines accountability and motivation and best describes what is needed in order to establish the foundation of route development.

We often get the question asked about finding someone who can balance driver, servicing and selling. "They are not out there!" I hear over and over again.

Then, you get someone and you find it hard to keep them focused, motivated and on task. You also are up against tag-in schedules, operational concerns and van needs.

Same ol', same ol' as you enter another year of frustration.

But you can do something about it. Here are my top five reasons you struggle with your current driver situation.

**1. You don't challenge your drivers to get out of their comfort zone.**

This is the biggest challenge we face when we go onsite. We are asked to fire up your staff when, in turn, the current driver is doing the minimum required to maintain the routes.

The time is now to face the music and ask yourself one question: "Would you have this driver run, manage and operate a store all by himself?"

Usually the answer is no. Before you fire him, fire him up! Ask if they want to better

themselves.

**2. Your pay structure limits your, and another's opportunity.**

You will get what you pay for and it shows most of the time. Sometimes there is a superstar in waiting, but the motivation to perform is nowhere to be found when the pay structure doesn't exist, and it doesn't provide the opportunity to grow financially with the route.

Take a serious look at the in-

come potential you have provided and restructure when necessary.

**3. You believe that no one is out there.**

This myth has been busted by various drycleaners in almost every market. It may take some time at first, but you must believe that a new hire has the potential to grow your routes. There are plenty of career-minded individuals out there and your job is to invest time, effort, research and money in locating Mr. or Mrs. Right.

**4. You would rather hire people to save you money than make you money.**

Cost groups and consultants often battle with me on this one.

Look at it this way... you should have about a 75 percent retention rate on the route. There are uncontrollable reasons why a customer leaves the route. If you do not have someone in place to replace the loss, then your routes will decrease 25 percent a year. You must look at the top line as well as the bottom line.

**5.. You don't give them enough time to add customers.**

Many are getting out later or having to arrive earlier. Your driver should be dedicated to the route, not to the other activities that do not produce the results you need.

This tends to be a losing battle since cleaners get upset that the driver isn't selling, yet they need the van or the warm body for other reasons.

Bottom line. Route growth depends on the driver more and more to drive sales. Unfortunately, too many cleaners get stuck in one of the five above whirlpools. Finding yourself in more than two of the above circumstances will only lead to more and more frustration.

There is no magic pill when it comes to route development. Change your mindset to change your culture and focus on growing the business as well as maintaining. Your future depends on it.

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



**KM-C**  
Multi-solvent  
Cartridge machines

Realstar... Leading the  
World in Technology  
for Alternative Solvent  
Dry Cleaning Machines

REALSTAR engineers have designed a modern alternative Multi-solvent machines that meet the above requirements for use with any Class III A solvents.

The innovative **REALSTAR** (Multi-solvent) dry cleaning machines, **KM-C Series**, are offered in two sizes, 40 and 60 lb. capacities. This series does not require water, maintenance is simple, and comes with many features that make Realstar machines stand out from the competition.








**REALSTAR**

Realstar, USA

[www.realstarusa.com](http://www.realstarusa.com)

1-888-822-7827







# sankosha® ... ROCK STEADY

“**T**he relationship we developed with Sankosha has been phenomenal. We replaced every single piece of equipment in our plant to their brand. **Switching to them has made a huge impact on our business, keeping excellent quality with minimal touch ups, and a huge increase in our productivity.**

Sankosha equipment is very efficient on the bottom line as well. Our utilities have dropped off substantially. They require less boiler horsepower to run versus the conventional pressing equipment we had in place.

Sankosha is an excellent company to partner up with! **It's always service with a smile and they treat you as their family.** Best investment you can make as an operator. State of the Art Equipment and State of the Art Attitudes. Innovation at its best!

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



## LP-190U Double Buck Shirt Press

- Shoulder Press is standard equipment for much better finishing quality
- “Soft Tensioning” reduces tension on the shirt’s sleeve quickly after finishing
- A new steam injection system covers the entire body width and with a new heated buck body, processing time is reduced
- More powerful motor delivers faster finishing cycle times

## LP-1300U Quadruple Collar & Cuff

- Tensioning function supplies superior quality while preventing/correcting shrinkage
- High Productivity
- Can accommodate up to two double bucks
- Rotary style can handle four shirts at one time



<http://www.sankosha-inc.com>

1901 Landmeier Rd., Elk Grove Village, IL 60007  
 TOLL FREE: (888) 427-9120 • TEL: (847) 427-9120





# THE SPOTTING BOARD



BY DAN EISEN

## Better wetcleaning for wool and silk

Oceanside Cleaners in Jacksonville, FL, is rapidly becoming one of the premier drycleaners in the nation. Michael Harris, the owner, has been on TV shows to give listeners his expertise on clothes care. His TV stint can be seen on his web site.

cleaning. We evaluated the wools and silks for softness, luster, feel, hand, odor and wrinkling. Our objective was to produce a garment that was equal to the one obtained if the garment were drycleaned. To understand how wetcleaning programs can be modified, you must fully un-

fibers such as cashmere, angora and alpaca. The scaly surface must be lubricated at all times. This prevents shrinkage, matting and felting. **Silk** Silk is a natural yarn consisting of long filament fibers. The silk fiber, like wool, must

charge. It consists of surfactants, enzymes, brightness and an acid pH. An acid pH is necessary to set dyes and add softness to a fabric. Cationic detergents tend to bind with the fabric immediately. It is added to the washer based on poundage of clothes rather than volume of water.

5. Hard extract on wools; light extract on silks. 6. Wools should dry three minutes; silks dry until 90 percent dry.

### Results of testing

1. Improve softness.
2. No shrinkage or uneven hemline.
3. No wrinkling.
4. No odor.
5. Fabrics were able to be finished easily.

### Precautions using cationic chemistry

1. Glued on trimming could not be processed safely.
  2. Polyurethane fabrics can separate.
  3. Spandex fibers may lose elasticity.
  4. Anionic spotting agents must be carefully rinsed from fabric or rings can occur.
- Nonionic lubricants and most ink removers can be used safely.

There are some protein and tannin formulas that have a nonionic base.

**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.garmentanalysis.com.**

## We evaluated wools and silks for softness, luster, feel, hand, odor and wrinkling, aiming to for a wetcleaned garment equal to one obtained by drycleaning.

To speed up his ever expanding production and improve quality he invested in multiple pieces of state-of-the-art wetcleaning equipment. He converted his cleaning percentage to 80 percent wetcleaning and 20 percent drycleaning. He runs approximately 20 loads of wool, silk and wedding gowns in his wetcleaning equipment. I do several consultations a year for Oceanside Cleaners and my last one was evaluating and improving his wet-

derstand the characteristics of the fabric you are dealing with. Many manufacturers make different products with different chemistry and it is important to know how and when improvement can be made. Some manufacturers have different views from mine, but it is up to individual drycleaners to evaluate the finished product. **Wool** Wool is a natural fiber consisting of short staple scaly fibers. Wool includes speciality

be lubricated at all times. A well lubricated silk prevents shrinkage, chafing and has depth of color. Drycleaners know that when silk becomes chafed and faded, a mineral oil bath helps the overall appearance. **Cationic detergents** Cationic detergents have a different chemistry than anionic detergents used by several manufacturers. Cationic detergents have a positive anionic surfactant

The recommended amounts are one to one-and-a-half ounces of detergent per ten pounds of clothes. It combines well with other cationic agents such as softness. I also eliminated from the wetcleaning program finishing agents used to give body and hand to the fabric. I felt that the proper softeners did an adequate job on wools and silks. **Program used** 1. Five minute wash with cationic detergent in cool water. 2. Drain. 3. Light extract. 4. Five-minute rinse with softeners added.

## TROLLEY Bearing Co.

Keep Business on Track



### Replace your bearings at half the cost!

Since most conveyor down-time is related to worn-out "trolley" bearings, manufacturers recommend that these bearings should be replaced at least once every 5 years. This allows the conveyor's motor and gear reducer to operate with minimal stress and friction. Our nylon bearings are the same quality bearings used by manufacturers, and **we back our bearings with a 30-day money-back guarantee.**



**SARATOGA / WHITE / RAILEX**  
"Trolley" Bearing  
Manufacturer's Price \$2.72  
Our price \$2.15

**SPEEDCHECK**  
"Trolley" Bearing  
Manufacturer's Price \$7.00  
Our price \$5.50

**WHITE / OLD STYLE**  
"Trolley" Bearing  
Manufacturer's Price \$4.60  
our price \$2.50

**In Stock – Immediate Delivery!**  
**Call Today!**

1-800-392-1769

www.trolleybearingcompany.com

We accept Visa, MasterCard & American Express



**Orders of 200 units or more will be discounted an additional 20%.**

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)

Oceanside Cleaners in Jacksonville, FL, is gaining recognition due to its professionally trained staff and customer satisfaction. Oceanside Cleaners has a separate building with a well-trained technician, Clare Harris, who consults with customers on cleaning wedding gowns and other high fashion fabrics.

A popular television morning show heard about Oceanside Cleaners and wanted Mike Harris, the owner, to appear on their show to tell listeners what to do — and not do — with stains.



Dan Eisen, at far left, who has helped with training at Oceanside Cleaners, is shown with members of the staff, from left, Jaime Rivera, Rosa Elena Rivera-Ramos, Clare Harris, Ivette Serrano-Vargas, Ricardo Rolon and Michael Harris.





## Optional Integrated Vacuums

**\*COMING SOON\***



**44SP Spotting Board w/vacuum**



**49L-SA Automatic Scissor Legger w/vacuum**

- \* Utilizes the quiet, efficient and proven Moro brand vacuum unit
- \* UL and ETL tested and approved for use in North America
- \* Available in either 120/230V 1phase
- \* Available on the following dry-cleaning presses/finishers:  
Scissor Press, Clear Buck Press, Spotting Board,  
Steam-Vacuum Board, Puff Irons, Drapery Press, Flatwork Press

**Industry leader in pressing/finishing equipment options and configurations**

Contact FORENTA or call your local distributor for more information

**FORENTA, LP**  
185 Cold Creek Drive  
PO Box 607  
Morristown, TN 37814



**MADE**  
IN THE  
**USA**

Email: [info@forentausa.com](mailto:info@forentausa.com)

[www.forentausa.com](http://www.forentausa.com)  
Phone 423-586-5370  
Fax 423-586-3470



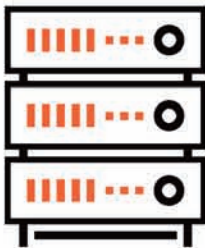


# POINT OF SALES SOLUTIONS

Transactions are easier than ever with our POS software tailored to the specific needs of dry cleaners



## CHOOSE BETWEEN HOSTED OR STANDALONE



No matter the size of your business, you choose the **cloud** or **local server**.



### Route Management

Our route software has everything you need to stay organized and keep track of your routes



### Cloud Based Backup

Our cloud based backup provides you with a secure offsite copy of your data should disaster strike.

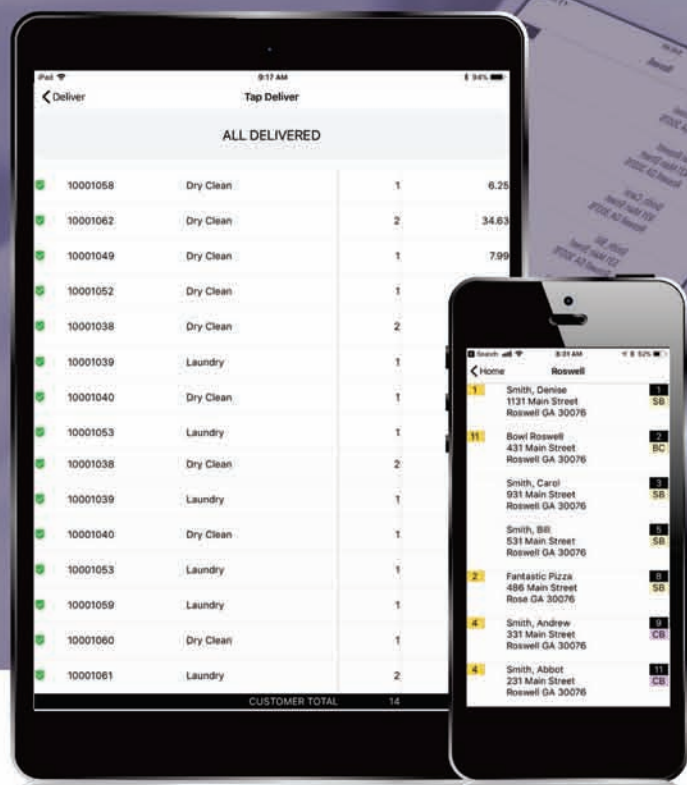


### Assembly Manager

You can enjoy the benefits of an automated assembly conveyor at a fraction of the cost

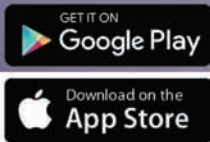
[fabricaremanager.com](http://fabricaremanager.com)





# ROUTEPAL

Route Pal is our latest route app for Apple iOS and Google Android. Drivers can collect, manage, and sync route data as they run their route. The app features bag tag scanning, delivery order scanning, and turn-by-turn directions with traffic avoidance.



**Connects to your route data in Fabricare Manager.**



**Sync collected data back to Fabricare Manager when route is finished.**



**Retains history of finished routes for later review.**



**Contains customer contact information for each stop.**



**Communicate with customers by email, text, or phone call.**



**Navigate to stop using turn-by-turn directions.**

## Fabricare Manager vs Other POS Systems

**No additional texting fees**

**No additional charge for 24 hr support**

**No additional credit card integration fees from Fabricare**

**Supports 2 credit card processors**

**888.299.9493**



# NORTHEAST



**FISHKILL PLAZA CLEANERS** in Fishkill, NY, purchased an Easysec MS-402E through Yes Tech Machinery. Plant owners Mr. and Mrs. Cho are pictured with Mr. Jung of Yes Tech.

## Worcester cleaner hit with environmental fines by DEP

A Worcester, MA, drycleaning business has been fined a total of \$83,946 in penalties for multiple violations of environmental regulations related to the operation of the business.

The Massachusetts Department of Environmental Protection assessed a \$62,098 penalty against Thuy Thi Tran, the owner of White & Brite Cleaners, and a \$21,848 penalty against her son, Tam Vuong, an operator of the business.

They were penalized for violating environmental regulations

involving air quality, hazardous waste, waste site cleanup and the Environmental Results Program (ERP), and failing to address the violations in a timely manner, the DEP said.

The DEP said a release of perchloroethylene to the environment attributed to the drycleaning business was discovered in 2007.

Further testing in 2014 revealed that perc vapors had infiltrated the indoor air in a multi-family building located on the drycleaning property.

At that time, DEP required

White & Brite Cleaners to take immediate actions to address the exposure to residents of the building, but Tran and Vuong failed to take appropriate actions to mitigate the exposure to residents, DEP said.

Several DEP inspections of the business continued to identify violations of the air quality and hazardous waste regulations, and the business also failed to submit Environmental Results Certifications to MassDEP in 2016, 2017 and 2018, as required of all Massachusetts drycleaning operations.

In addition to the assessed penalties, the DEP ordered Tran and Vuong to address the levels of perc in the indoor air at the multi-family residence at the site, to resume the required assessment and cleanup activities, and to take actions to comply with all air quality, hazardous waste management, and ERP certification regulations.

“Persons responsible for releases of hazardous materials to the environment must take prompt action to control the source of and to prevent, eliminate or mitigate exposure to contamination from such releases,” said Mary Jude Pigsley, director of MassDEP’s Central Regional Office in Worcester.

“Drycleaners that use or store hazardous materials or generate hazardous wastes must comply with specific hazardous waste, air quality and environmental certification rules to help prevent unauthorized releases of hazardous materials to the environment,” Pigsley added.

## Anton’s grows by acquiring Champion

Anton’s Cleaners, based in Tewksbury, MA, has acquired Champion Cleaners in Woburn, MA, expanding its footprint in eastern Massachusetts of more than 40 locations.

Alan Kushinsky, previous owner of Champion Cleaners, will remain on the team during the transition of Champion to Anton’s over the next 12 months.

“Anton’s is a family-owned and operated business. After meeting Arthur C. Anton Jr., COO, and Charles Anton, president and CEO, I felt as though this was a natural fit for both myself and Champion Cleaners,” Kushinsky said.

“We are very pleased to bring Champion Cleaners, a quality service provider for the past 15 years, into the Anton’s family,” said Charles Anton, CEO of Anton’s Cleaners.

More information about Anton’s cleaners is available on its website, [www.antons.com](http://www.antons.com).



“Poseidon allows us to wet clean challenging garments like wool suits and wedding gowns without worry. It allows me complete control over my equipment and my destiny.”

– Paul White, Lifestyle Garment Care

## POSEIDON CATERS TO ALL YOUR WET CLEANING NEEDS.

Increase your percentage of wet cleaned garments while dramatically boosting plant production and reducing overhead costs. Thanks to Poseidon, you can safely wet clean, dry and finish even the most delicate fabrics at a fraction of the cost of dry cleaning.

POSEIDON — ECO-FRIENDLY, AFFORDABLE, PRODUCTIVE.



[poseidonwetcleaning.com](http://poseidonwetcleaning.com) • 800-482-3400







# PROVEN PERFORMANCE

WHEN IT COMES TO DRY CLEANING SOLVENTS,  
PERCHLOROETHYLENE HAS REMAINED THE MOST EFFECTIVE PRODUCT  
IN THE INDUSTRY.

Here's why:

- Perc is the most widely used solvent
- Perc is the only Class IV non-combustible solvent available
- Perc provides unmatched cleaning power
- Perc enables faster cycle times for better return on investment
- Perc is backed by more than 70 years of continued use

What's more, HSIA member manufacturers are **committed to supporting the sustainable use, safe-handling, and disposal of our products.** It's what we've done for 70 years, and what we will continue to do. Visit our website to learn more at [www.hsia.org](http://www.hsia.org).





# WRENCH WORKS



By BRUCE GROSSMAN

## What the ohm meter can tell you

In the last article, I covered safety procedures as well as a general description of the Volt/Ohm/Meter commonly referred to as a VOM.

In this article I will be discussing the use of the OHM's scale on the VOM for testing various electrical items commonly found in your plant.

First a bit of background. Georg Simon Ohm was a German physicist, best known for his "Ohm's Law," which states that the current flow through a conductor is directly proportional to the potential difference (voltage) and inversely proportional to the resistance. The physical unit of electrical resistance, the ohm (symbol:  $\Omega$ ), was named after him. Pay attention to this Greek letter  $\Omega$ ; it's the symbol for an ohm.

### Setting up for the test

The first thing to remember when taking ohm measurements (often referred to as "resistance" measurements) is the circuit you are testing cannot have any power going to it.

This rule is ironclad; if you attempt to test a hot circuit with an ohmmeter, you'll at the very least blow a fuse inside the meter; worst case, if there is high enough voltage when testing, the meter will burn up in your hand.

Switch the meter to a resistance scale (OHM) and you'll notice the meter reads all number eights. This indicates very high or infinite resistance.

Next, touch the end of the

leads together and the meter will read close to all zeros. The reason there is any resistance at all being measured is that the meter leads themselves have a small resistance.

### Testing

#### Test #1: Checking fuses.

Almost every plant I ever been in has a bag of mixed fuses, some taken from machines, some bad, some good, some new, some old and nobody knows which are usable.

Here's a dead simple way of checking a fuse. Set up the meter as explained in the preceding paragraph, select the lowest resistance scale, place the leads as shown in the illustration.

The reading should be only a few ohms higher than the resistance of just the leads. If the resistance is more than about 10 ohms the fuse should not be used.

#### Test #2: Wire identification and continuity.

I'm sure at one time or another you've had a wire at one end of a tightly grouped bundle of wires and needed to find the same wire at the other end of the bundle.

Using an ohmmeter to identify the other end of a wire is simple. Clip or hold one lead on one end of the desired wire and one by one touch the other lead to wires on the other end of the bundle.

When you get a low reading on the ohmmeter, you have found the other end of the

### USING THE OHMS/RESISTANCE SCALE

**NOTES**

1. BE SURE POWER TO CIRCUIT IS OFF.
2. CHECK THE METER LEADS AND BATTERY BEFORE RUNNING TESTS BY TOUCHING THE ENDS OF THE METER LEADS TOGETHER. READINGS SHOULD BE CLOSE TO 000 WHEN NOT TOUCHING SHOULD BE 888.
3. WHEN RUNNING THE TESTS PICTURED HERE THE COLORED ARROWS SHOW WHERE THE TIPS OF METER LEADS SHOULD BE PLACED. THE POSITION OF THE RED AND BLACK LEADS ARE INTERCHANGEABLE.

wire.

This same method can be used to check if a wire is broken. However, in this case you must locate the ends of the wire you wish to test and hold a meter lead on each end of the wire.

If the reading is low the wire is OK. If it is above 20 ohms the wire is faulty.

When checking wires for continuity, it's a good idea to shake the wire while you're doing the testing because when wires are faulty, they sometimes make intermittent contact, then separate again

under stress.

#### Test #3: Switch position.

Want to know if a switch is open or closed? I have shown a steam pressure switch used on boilers as an example, however, it could be any switch.

Place a lead on each terminal that you are testing to see if they are connected. If the ohmmeter reads less than 20 ohms the terminals you are testing are closed, higher they are probably opened.

#### Test #4: Solenoid coil condition.

It is easy to determine if a solenoid coil is OK. Switch the

ohmmeter to the next to lowest ohms setting and place a lead on each lead. The resistance of different coils found in a drycleaning/laundry environment will vary anywhere from about 40 to 400 ohms depending on the voltage operating the coil.

Readings below 40 ohms generally means there are shorted windings in the coil; readings over 400 indicate an opened or burned out coil.

The same sort of test can be run on motor windings. In the case of motor windings, you would be looking for very low readings of about 4 to 30 ohms for a good winding; below or above these numbers would indicate a fault.

Keep in mind that I'm covering the greatest percentage of cases you will run across, however, there will be exceptions to the readings I have given.

Well, that's it for this issue. Next well be talking about taking voltage measurements.

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, maker of the EZ Level return tank water level control that replaces the troublesome ball float valve in the return tank. Also, 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 part their product line. For more information on EZtimers products, visit [www.eztimers.com](http://www.eztimers.com). Address any questions or comments to [bruce@eztimers.com](mailto:bruce@eztimers.com) or call (702) 376-6693.

## HI-STEAM

### A Complete Instant Pressing Department

Professional strength vacuum board and mini boiler combination.

Perfect for Tuxedo & Bridal Shops, Clothing Stores, Tailors & Alteration Rooms, Drop-off Stores, Valet Service, and more!

EUROPEAN FINISHING EQUIPMENT CORP.  
SECAUCUS, NJ  
[WWW.HISTEAM.COM](http://WWW.HISTEAM.COM) • [SALES@HISTEAM.COM](mailto:SALES@HISTEAM.COM)  
TOLL FREE: (888) 460-9292

WATCH VIDEO ONLINE  
[WWW.HISTEAM.COM](http://WWW.HISTEAM.COM)



# ELIMINATE UP TO 100% OF YOUR CREDIT CARD PROCESSING FEES!

NAB makes it easy to offset your credit card processing fees with our non-cash adjustment.

## REDUCE YOUR CREDIT CARD PROCESSING FEES



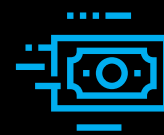
Rates as low as .05%\*



Accept EMV/NFC  
(Apple Pay, ETC.),  
Checks and more



Process credit cards on  
your smartphone



Next Day funding with  
weekend settlement

- ✓ FREE Credit Card Terminal Placement Wireless/Landline/High-Speed/Dial-Up
- ✓ Easy setup (with no setup fees and quick approvals)
- ✓ Seamless integration with your current POS
- ✓ \$295\*\* towards your early termination fee (if you have one) with your current processor
- ✓ Access to Payments Hub – our secure, online merchant portal
- ✓ Free paper\*\*

### COMPATIBLE WITH GAS CARDS



- ✓ WRIGHT EXPRESS
- ✓ FLEET CARDS
- ✓ VOYAGER
- ✓ AND MORE...

### FREE NFC & EMV-READY TERMINAL & PIN PAD OR WIRELESS TERMINAL



GROW YOUR BUSINESS. PARTNER WITH NAB TODAY!

# 866.481.4604

NorthAmerican<sup>®</sup>  
BANCARD

WWW.NYNAB.COM

©2019 North American Bancard is a registered ISO of Wells Fargo Bank, N.A., Concord, CA, and The Bancorp Bank, Philadelphia, PA. American Express may require separate approval. \*Durbin regulated Check Card percentage rate. A per transaction fee will also apply. \*\*Some restrictions apply. This advertisement is sponsored by an ISO of North American Bancard. Apple Pay is a trademark of Apple Inc.



To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)



# MIDATLANTIC



SILVER CLEANERS in Fredericksburg, VA, purchased a Unisec MS-402N equipped with filter dryer through New York Machinery Metropolitan. Silver Cleaners owner Mrs. Park is pictured with Soo Kim of New York Machinery Metropolitan.

## MAC will meet in Virginia Beach for Spring Leadership Conference

Those who have attended past annual Leadership Conferences for the Midatlantic Association of Cleaners will recognize its setting this year: the Founders Inn & Spa in Virginia Beach, VA.

After all, this will be the third time the association has opted to use the site to host the event.

This time out, it will be held on Saturday and Sunday, May 4 and 5, and it will feature top quality speakers designed to help attendees build a better future for the industry.

“We felt the change in dates

would allow for a greater participation” explained Mike McKay, MAC President. “The new weekend is a little earlier in the season so the program can help us prepare and be ready for the upcoming busy season. Additionally, by moving a little further away from Memorial Day weekend, we felt more drycleaners would be able to break away from their businesses.”

MAC’s board opted to move up the date and hopes to continue hosting it on the same weekend on an annual basis because it is

important to be consistent to build the program into a “must-attend” event.

“We are excited to be returning to the Founders Inn,” added Peter Blake, MAC Executive Director. “This was a perfect conference facility. The meeting rooms were perfect for this type of conference and the staff and amenities were all conducive of a great event. The hotel recently joined the Hilton family of hotels, so there have been some upgrades that attendees will enjoy.”

Currently, MAC is working on shoring up the speaker line-up, including deciding on the seminar topics. Members who wish to add their input should contact the association and share their ideas with them.

For more information or to contact the association, visit them at [www.macassociation.org](http://www.macassociation.org) or call them at (800) 235-8360.

## DLI plans trio of summer classes in Laurel

With its first round of 2019 resident classes at its DLI’s School of Drycleaning Technology in Laurel, MD, already taking place in late February to mid-March, the next educational opportunities for introductory and advanced drycleaning courses won’t take place until summer.

DLI has planned a pair of one-week introductory classes set to take place from June 4 to 8 and July 16 to 20 and a two-week offering of the advanced class from July 23 to Aug. 3.

The introductory course, designed for those who are new to the industry or with less than one year of experience, will focus on a wide variety of topics: sorting loads for drycleaning; cleaning silk, satin and other fabrics; operating a drycleaning machine; removing coffee, ink, grease and other stains from clothing; pressing pants, coats and skirts; and using tensioning equipment to improve finishing quality.

The advanced course is more suitable for those who have completed the introductory class or who have hands-on production experience and knowledge of basic stain removal techniques.

It will cover many of the same topics, though much more in-depth, as well as many new ones such as: designing a drycleaning plant with the most effective work flow; current regulations facing the industry; customer service techniques; understanding the differences between solvents including perc, GreenEarth, hydrocarbon and SOLVONK4; and troubleshooting equipment problems.

For more information or to register, visit [www.dlionline.org](http://www.dlionline.org).

## FROM COLLARS AND CUFFS TO THE REALLY TOUGH STUFF...



## THE LAUNDRY TWO™ ARE RIGHT FOR YOU!

When dealing with laundry stains, your reputation rides on getting the outstanding results *The Laundry Two* deliver.

**RiteGo®** laundry spray spotter quickly penetrates to absorb collar & cuff stains, perspiration, ground-in soil and more, all without brushing. Turn to **Laundry TarGo®** to remove any tough oil based stains that remain behind.

Use *The Laundry Two* with confidence on shirts, wedding gowns... anything you're washing or wetcleaning.

Both **Laundry TarGo** and **RiteGo** are chlorinated-solvent free, biodegradable, noncombustible and California 2013 VOC and Prop-65 compliant.

Use them to deliver stain-free laundry and wetcleaning. You'll build your reputation for quality - which is what keeps customers coming back.

To learn more, visit  
**ALWilson.com**  
or call 800-526-1188  
**A. L. WILSON CHEMICAL CO.**



Become a **STAIN WIZARD** at **ALWilson.com**





# IT ALL STARTS WITH A RIGHT CHOICE

## Just better!



**BT-550**  
Double Buck Press

**BT-150**  
Single Buck Press

### Industry Leader in Finishing Equipment

Our patented industry leading design results in higher productivity, higher quality and reliability. This unique buck movement design not only ensures efficient and fast operation, but also leads to smallest footprint letting you maximize your precious floor real estate. Our new and Improved Double/Single Buck Press Machines feature 3 key functions;

Sleeves Angle Adjustment

Backstroke  
**FASTER  
30%  
START-UP**

Vacuum Power 2X  
Blower Power Up



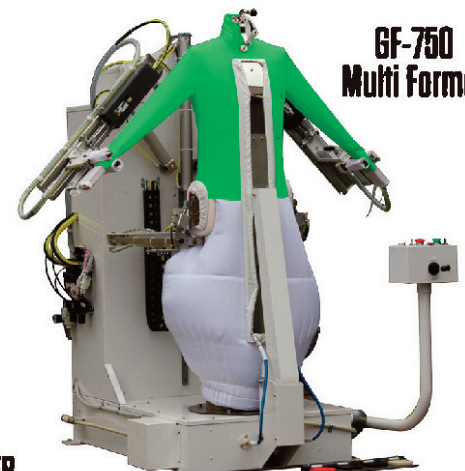
**HF-350** LEGGER



**HF-360**  
UTILITY PRESS



**TO-551**  
PANTS TOPPER



**GF-750**  
Multi Former



7 Reuten Dr., Suite C, Closter NJ 07624  
T: (201) 786-6276 • F: (201) 768-6278  
E: [itsumiUSA@yahoo.com](mailto:itsumiUSA@yahoo.com)

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)



# SHIRT TALES



BY DON DESROSIERS

## Give a pay raise you can take back

Being a man with a business mind and, at the same time, being fascinated with the way that other industries operate and all the while being a huge Red Sox fan, I at times found it puzzling why baseball players command such high salaries.

**Do you think pay should be performance based? Can we make it that way in our shirt laundry? I think so. I came up with a way to give a pay raise that you can take back.**

Studying this over the years, I have learned that it is a good investment for ball club owners to pay huge salaries. Frankly, no one would ever pay a player if there wasn't a tangible ROI (return on investment). True, in some markets, ROI is impossible because there are not enough customers. Still, whatever the salary, an ROI is expected. It would frustrate me greatly when a player having a banner year asks for a raise, gets it and then performs poorly. Don't you think that

pay should be performance based? It will not likely ever be such in professional baseball, but can we make it that way in our shirt laundry? I think so. I came up with a strategy that I call "How to

give a pay raise that you can take back." Certain states, like California, can only dream about things like this, sadly. And union shops rarely have flexibility to pay based on merit, but many plants can benefit from these ideas. I remember a very hard working young man in my employ many years ago. I'll call him Willie. Back then, my company was somewhere in between one shift and two. That means that I did not have the volume to have two eight-hour shifts, or even an eight and a four.

And my staff wasn't interested in splitting 10 hour days 50/50 with another group. Therefore the only solution was to work the staff that I had. That's a euphemism for long hours and overtime

wages. All the while, we had to build sales to the point that we could run two shifts, or at least a shift and a half. Anyhow, Willie was a workhorse. For months, he was at his press station every single minute that my plant was operating. This meant he worked two 14-hour days, a 10-hour day, and a pair of short 8-hour days. He never complained. He never missed a day. He played well with others. Truly a model employee. One day, during a moment of unprecedented generosity, I called him to my office and after basically giving him a very

positive performance review, I gave him a one dollar per hour raise. This was a very large increase. I don't think I had ever given such a raise before or since.

So what did I get for it? He

back to work so fast?" When pressing shirts, the number of shirts is finite. You don't know exactly what that number is, but pressing faster isn't going to make more shirts in need of pressing appear. Piece work however, does work better when there are two equal shirt units. In that case, two pressers may vie for the lion's share of the available shirts.

I wanted to dangle a carrot that was attractive enough to be a sufficient motivator. If it was, indeed, a raise that I could undo, not giving it would be just as bad as getting the increase was good. The penalty would fit the crime, so to speak.

If doing something is worth, say, 50 cents per hour, then not doing the same thing should be worth negative 50 cents per hour. I eventually came up with something that worked almost perfectly.

Paul was a shirt presser who had worked for me for at least a couple of years. He was great. When he was running the body press, I had no need to worry about productivity or quality. He was always on the mark.

Well, almost. When he was not in due to "illness," I suffered. There were times during my growth that he had to be replaced by me at the press station. While it was always good to keep in practice, pressing shirts that day caused other administrative tasks to take a back seat. This was rarely convenient.

The thing about Paul was that when he was in, I would rate him a 10 on a scale of 1 to 10. When he was out, he was a zero. Although his absence wasn't usual, it also wasn't an annual occurrence. I'd guess that it was something that happened two or three times per month.

Interestingly, he is the one that urged me to implement an attendance policy. He shared

*Continued on page 24*

## Rails to fit your van? Oh Yes We Can!

No matter what you're driving,  
we can hook you up!

- Mini
- Regular
- Stretch
- Transit
- Sprinter

Call or go online for details!

**IowaTechniques**  
THE UNIQUE PRODUCTS PEOPLE  
(800) 727+1592

**No Welding!**

(800) 727+1592 | [www.iowatechniques.com](http://www.iowatechniques.com)



PHOENIX CLEANERS in Tulsa, OK, installed two Union HXL8025C cleaning machines. Pictured are Tom Sheridan (left) of Union and Todd Robinson of Phoenix Cleaners.



# DryClean 101

**THE BEST EQUIPMENT at THE BEST PRICE**



**FIRBIMATIC**

- Best Italian Machines
- Multi-Solvent System
- Cooking & No-Cooking
- The Name You Trust



**Fulton**

**REMA**  
Dri-Vac Corporation

**Forenta**



- Best in Business
- Highest Efficiency
- Highest Reliability
- New VSRT Model!



**New Equipment**

**Best Price**

**On-Time Delivery**

**Finance Arrangement**

**We can find you ANY EQUIPMENT!!**

**DryClean101.com 704-281-7185**

**Email: info@dryclean101.com**

DryClean 101.com • 705 Long Point Road • Mount Pleasant, SC 29464

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)



Don Desrosiers

Give a pay raise you can take back

Continued from page 22  
with me the policy of a major local employer for whom he once worked. During a 12-

month period, three missed days brought an oral warning; three more, a written one, three more lead to an automatic one-week suspension and three

more were the last three. Well, the attendance policy was good to have, but it wasn't going to fix Paul's alcoholism. You see, that's why every two

or three Mondays, Paul would call me with remorse already in his voice, minutes before his shift was to start. The key was that when Paul was in, he was really great, not just average.

Then came my brainstorm. At the time, Paul made \$6.10 per hour. (This was a long time ago, so adjust for inflation please.) He was one of my top wage earners. He was worth more, in spite of that except for that key flaw. I called him into my office one day and said "Paul, how would you like to make \$7 per hour?" His eyes lit up and his ears perked up.

"Paul, here's the deal. I will keep your base pay at \$6.10 per hour, but if you arrive on time, work your full shift 7 a.m. until 3:30 p.m. and work every day

that you are scheduled, you will receive a bonus of 90 cents times the number of hours that you work." That is, 40 hours times 90 cents = \$36. This makes his effective hourly rate \$7. The deal was that if he missed a day, came in late or left early (the last two were never an issue), there was no bonus. The cost for that missed day became very dear. Take a look:

40 hours times at \$6.10 per hour = \$244.

Less 25 percent for tax withholding = \$61.

Net pay before bonus plan was put into effect = \$183.

With the bonus plan in place:

40 hours times at \$6.10 per hour = \$244.

90-cent per hour bonus = \$280.

Less 25 percent for tax withholding = \$70.

Net pay with bonus plan = \$210

So his take-home was \$27 more. That doesn't sound like a whole lot (for one thing, this was 30 years ago), but this may have doubled his discretionary income. I assure you, it meant a lot to him.

But how much would it cost him to take a day off? It cost me plenty in the way of productivity and quality and who knows what else. He got me in the wallet, I want to get him right back.

With the bonus plan in place:

32 hours times \$6.10 per hour = \$195.20.

90-cent per hour bonus = no bonus.

Less 25 percent for tax withholding = \$48.80.

Net pay with bonus plan = \$146.40

The day off cost him \$63.60. Ouch! No bonus and a lost day's pay. Whatever his absence actually cost me is perhaps intangible, but that that \$63.60 meant more to him than whatever loss I incurred.

He worked for me many more years. He only missed two more days.

You know what I always say: "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.tailwindsystems.com.



PEERLESS CLEANERS in Corpus Christi, TX, purchased a Union HL860 and an HL890 through Gulf States Laundry Machinery. Pictured in front from left are Allan Johnson, the owner, Susie Rosales, operator, Helen Mechell, production manager, and Doug Johnson, president. In back are Matt A. Lipman of Union, Garry Jackson, general manager, and Jorge Bernaro, operator.



**Leading the way in the Environmentally Friendly Dry Cleaning EM Technology**

For over 40 years, Unisec has been manufacturing dry cleaning machines in Spain and selling them internationally.

Unisec is available through our distributor network or from New York Machinery directly. Please call us for a brochure or check out our website for further information.





**PRODUCTS**



**The ONE and ONLY Original EM Natura Cartridge Filters**

Made with high quality materials.

**Experience the quality of the GENUINE EM PRODUCTS**



**EM Herb**

No worries over smells coming from the drums



**EM Perc**

Perc soap that reduces smell and cooking sludges



**Ninja Wet**

Only wet cleaning product that you'll ever need



**Pre-Spot**

Amazing effect of EM in pretreatment



**Stain Killer**

Water soluble, oil soluble, excellent protein stain elimination



**EM Hydrocarbon**

Product proven over 15 years



Since 1988  
www.unisecusa.com

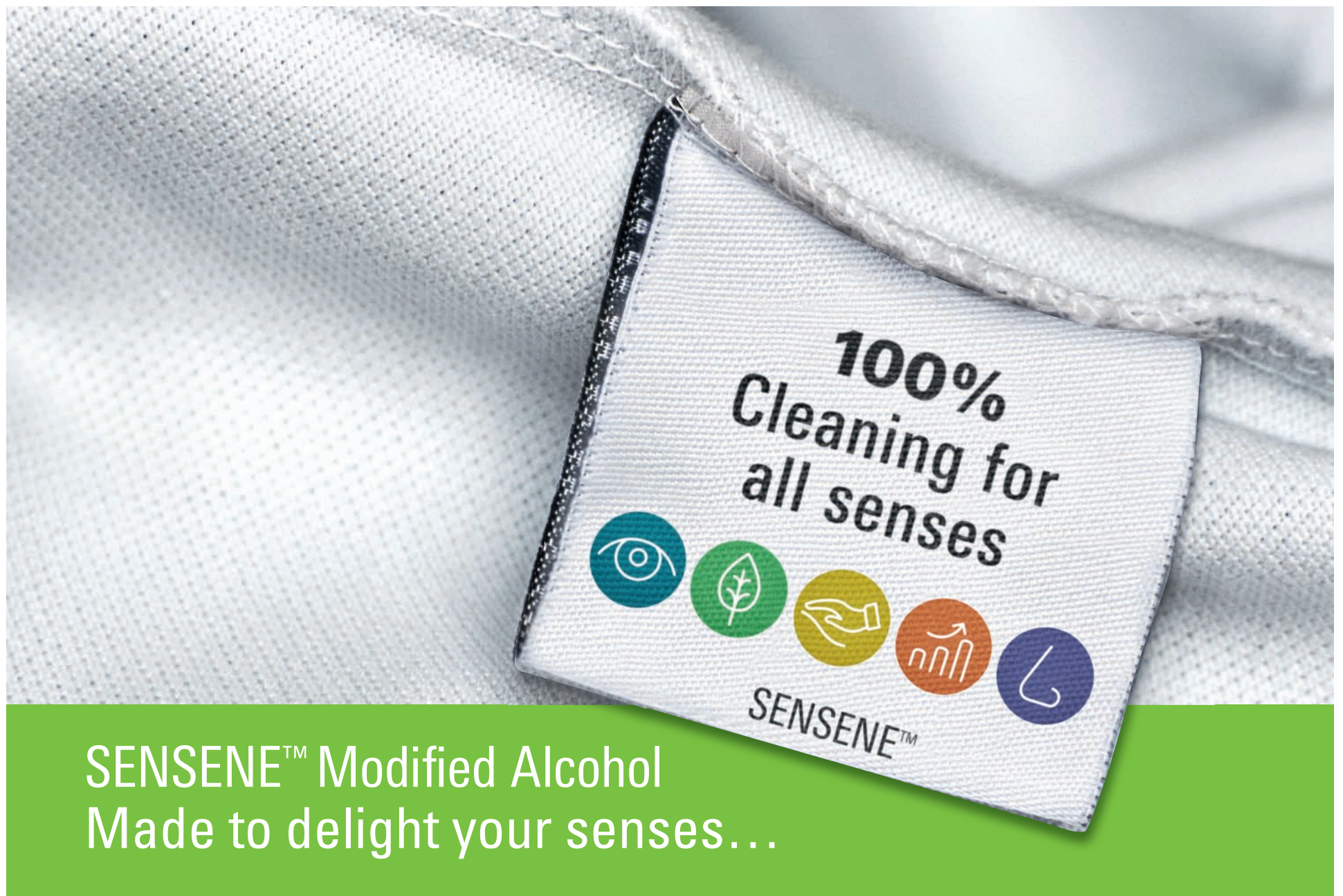
973-375-1111  
info@unisec.com

**NEW YORK MACHINERY, Unisec USA headquarters**

**CALL US FOR ALL YOUR EQUIPMENT NEEDS!** Please visit our website for a full list of our models.

New York Machinery has business experience for over 30 years. Partnered with Unisec, New York Machinery has been making Unisec affordable in the United States and Canada, for the past 6 years.





## SENSENE™ Modified Alcohol Made to delight your senses...

™Trademark of SAFECEM



*"After waiting several years to choose an alternative solvent, I'm happy I waited. SENSENE™ has replaced PERC in our cleaning plant without any increase in labor or decrease in quality of cleaning. I couldn't be happier with my choice."*

**Charles D'Angelo,**  
Oak Neck Cleaners  
West Islip, USA

DISTRIBUTION PARTNER

FOR NORTH AMERICA:

**SEITZ The fresher Company**

5101 Tampa West Blvd. / Suite 300 /

Tampa, FL 33634 / Phone: 813.886.2700

Email: seitz\_inc.office@seitz24.com

[www.safechem.com](http://www.safechem.com)  
[www.senseene.com](http://www.senseene.com)



**SAFECEM**  
be responsible



# KEEP IT LEGAL



BY FRANK KOLLMAN

## Marijuana, medical and otherwise

The following article may be controversial. Stop reading now if you offend easily or think you are smarter than everybody else.

Let me begin by stating that I do not care if you smoke marijuana recreationally. Even though I do not use marijuana, I believe that the criminalization of pot has been a disaster. It should be regulated like alcohol.

On the other hand, I also do not believe that marijuana has very many medicinal qualities. If it relieves pain, I guess it could be considered a pain killer, but I thought there were other pain killers on the market that had been put through rigorous clinical testing. As far as I know, marijuana has never been proven to be medically effective in any properly conducted study. The same is true of red wine, which people claim could increase a person's life expectancy.

Why do I care about this? Many states are passing medical marijuana laws that afford protections to employees who test positive for marijuana.

Recently, Arizona found that an employer had not proven that the employee was "impaired" on the job because (1) he had a medical marijuana permit, and (2) a positive drug test did

not prove the employee was under the influence at work.

My experience as an attorney in drug cases has shown me that it is difficult to prove from drug levels at the time of testing what the drug levels were while the employee was at work. Age, weight, metabolism, and so forth all affect how long it takes for drugs and alcohol levels to decrease. It is almost always impossible to determine when the employee took a drug or smoked marijuana without knowing the dose, so proving he used it at work is extremely difficult.

Many clients are now asking what rights they have to deal with employees who use marijuana with a valid medical permit.

Unfortunately, any policy of automatically firing employees who use medical marijuana probably runs afoul of the Americans With Disabilities Act, as well as the particular medical marijuana law. Therefore, employers have to systematically deal with requests to use medical marijuana, or employees who test positive and then produce a medical permit.

First, you need to have a policy on medical marijuana. Any such policy should state that (1) employees must

immediately advise the employer of the issuance of such a permit, and (2) that the employer will discuss with the employee whether medical marijuana use can be accommodated given the employee's job and duties.

In addition, the policy should also state that working while impaired is grounds for termination, regardless of the medical permit. Review the state law to make sure there are not any odd provisions that tie your hands.

Second, once an employee discloses that he or she has a permit, you should engage in an interactive discussion with the employee to determine if the marijuana use can be accommodated. Find out if there are other alternatives. Question the amount of use, its timing, and other factors that could spill over into working time impairment.

Ironworkers climbing steel may require more scrutiny than other employees. Drivers are another problematic area. You may have to do some research or require the employee to provide detailed information on how their marijuana use will affect motor skills on the day after they "toke."

Third, if you decide to allow the employee to work, consider how you will prove impairment if you need to terminate him or her later. A short video on your phone might be more convincing than a drug test two or three hours later.

If you do take a video, keep in mind that in some states you can record images but not voices without the employee's permission. In those states, make sure the employee knows he is being recorded. If he does not object, permission is implied.

Fourth, write your state officials and complain that medical marijuana laws are a nightmare for employers. Legalization is one thing, but treating marijuana as medicine and rye whiskey as an intoxicant makes no sense. There is no reason to make the giant leap from dangerous drug to miracle cure without scientific evidence. Allowing employees to work impaired is absolutely the wrong thing to do, whether you listened to the Grateful Dead or not.

And "Whoa!"

Frank Kollman is a partner in the law firm of Kollman & Saucier, PA, in Baltimore, MD. He can be reached by phone at (410) 727-4300 or fax (410) 727-4391. His firm's web site can be found at [www.kollmanlaw.com](http://www.kollmanlaw.com). It has articles, sample policies, news and other information on employee/employer relations.

## QUICKSORT<sup>TM</sup>

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."



(501) 420-1682  
[garmentmanagement.com](http://garmentmanagement.com)



# The Most Complete Lineup in Dry Cleaning

From Big to Small. We have it all.

No solvent  
Models

Tandem Models

Space Saving  
Models



Distillation  
Models

Non Distillation  
Models



1-800-433-9401  
[www.uniondc.com](http://www.uniondc.com)

*America's Best Selling Brand of Dry Cleaning Machines*







# SAM-451 and TURBO-JR. *Beautifully Finished Garments*

**SAM-451**



**SAM-451  
MULTI-GARMENT  
FINISHER**

- For shirts, blouses, suit jackets, polo shirts, lab coats, chef coats
- No broken buttons, little or no touch-ups
- No shine or discoloration on dark colored shirts
- All size shirts small to 3XL
- All Fabric types (cotton, linen, silk, spandex, etc.)
- Soft to heavy starch
- Simple to operate; No experience needed



**TURBO-JR  
NEW, HIGH-SPEED,  
HIGH PRODUCTION,  
ECONOMICAL TENSIONING  
SHIRT FINISHER**

- 60+ shirts per hour
- Affordable
- No hot metal buck, no broken buttons, no color loss
- Small shirts to size 3XL
- Fine quality finish
- Easy to operate
- Touch screen control
- Also Available TURBO-Jr.(E), *Electric Shirt Finisher, No Boiler*



**EZ-KWIK  
CUFF CLAMPS**

**WATCH  
VIDEO  
ONLINE**  
[WWW.HISTEAM.COM](http://WWW.HISTEAM.COM)

**EUROPEAN FINISHING EQUIPMENT CORP.**

1 COUNTY ROAD, UNIT A-10, SECAUCUS, NJ 07094  
PHONE: (201) 210-2247 FAX: (201) 210-2549 SALES@HISTEAM.COM  
WWW.HISTEAM.COM  
TOLL FREE: (888) 460-9292





**CUSTOMER  
PROVEN  
VALUE.**

**"Business  
has never been  
better."**



Online Demo  
Available

Since 2003, CBS has given me consistent updates and easy to understand tech support, all at a price that our industry can afford. I would recommend CBS, and I have, to anyone who is still wasting their time and money on those over priced POS systems.

➡ **Dan Loesher**  
*Sunshine Cleaners*



***We Speak Cleaner***  
**800.406.9649**

***sales@cleanerbusiness.com*** • ***www.cleanerbusiness.com***



# MIDWEST



**MASTER CLEANERS** of Mundelein, IL, installed a Columbia/ILSA hydrocarbon cleaning machine. Joe Rizzo (left) of Highland Maintenance is pictured with Mr. and Mrs. Seong Su Hong, owners of Master Cleaners.

## MWDLI plans Night with the Pacers for March 30

Few things (if any) are more popular in the state of Indiana than basketball which is why the Midwest Drycleaning and Laundry Institute will be hosting another “Night with the Pacers” event for members and their families to enjoy a live NBA game in the Hoosier State.

The beloved Pacers have made the playoffs three straight seasons and are in the midst of their fourth as they currently rank 5th in the Eastern Conference overall and second in the Central Division as

they approach the All-Star break.

This year, the game that MWDLI will attend will be on Saturday, March 30 as the home team takes on the Orlando Magic. Tipoff is at 7 p.m.; doors open at 6 p.m.

Those who sign up for the “Night with the Pacers” will watch the game together from a special suite at a discounted ticket price.

The cost is \$195 per person for admission to Suite 34 at Bankers Life Fieldhouse located in down-

town Indianapolis.

The ticket price includes a 10 percent Marion Co. admissions tax. There are no refunds or exchanges.

Those who are interested in attending should register as soon as possible as the deadline for ordering tickets is Friday, March 15.

A registration form can be found at MWDLI’s website, located at [www.mwdli.org](http://www.mwdli.org), by clicking on the “Events” menu option from the top of the home page. Once filled out, the form can be emailed to [midwestdli@gmail.com](mailto:midwestdli@gmail.com).

For more questions or to order tickets by phone, contact Alex Contis at (317) 917-2822 or Jon Meijer at (765) 969-5745.

## WFI plans to visit Brewers game in May

For baseball fans, the wait until the MLB 2019 Opening Day later this month has been a long one, but fortunately for members of the Wisconsin Fabricare Institute, there will be an upcoming opportunity to watch the Milwaukee Brewers host the Philadelphia Phillies on Friday, May 24.

The first pitch is set to begin at 7:10 p.m.

The cost is \$60 per person and it includes admission to the Johnsonville Party Deck, which features a full buffet of bratwursts, hot dogs, sirloin burgers, chicken tenders, pasta salad, Wisconsin mac and cheese, mixed salad, kettle chips, cookies and unlimited soft drinks.

The buffet will begin 60 minutes prior to the first pitch and conclude two hours later.

Each ticket also comes with two complimentary beers per adult and access to a private bar and restrooms and flat screen high definition TVs. Ticket holders will be able to watch the game from assigned seating in the loge bleachers in right field.

Those who wish to buy tickets can visit WFI’s website located at [www.wiscleaners.com](http://www.wiscleaners.com) and click on the link at the top of the home page that says “2019 Brewers Game Registration/Information.” There is a limited number of tickets available so signing up early is highly recommended.

Fill out the form and send it to the WFI office by May 17. You can also contact the association’s office directly for information by calling (414) 488-1692.

There is also an option on the registration form to sponsor the event: Diamond level, \$500, includes two tickets; Gold Level, \$300, includes one ticket; and Silver Level, \$150.

## sankosha® ... ALL IN PERFECT BALANCE

“What a blessing! The PS290U auto bagger from Sankosha is a *dream come true!* We started barcoding shirt laundry and dry cleaning with auto assembly before all the best places for barcodes were discovered.

As the economy changed, the labor savings from barcoding was wonderful. We didn’t realize the additional labor savings we would immediately realize with the PS290U.

Adding the PS290U has made IAB Inspection - Assembly Bagging, a ONE person job! *This addition has saved my company time, money and labor.*”

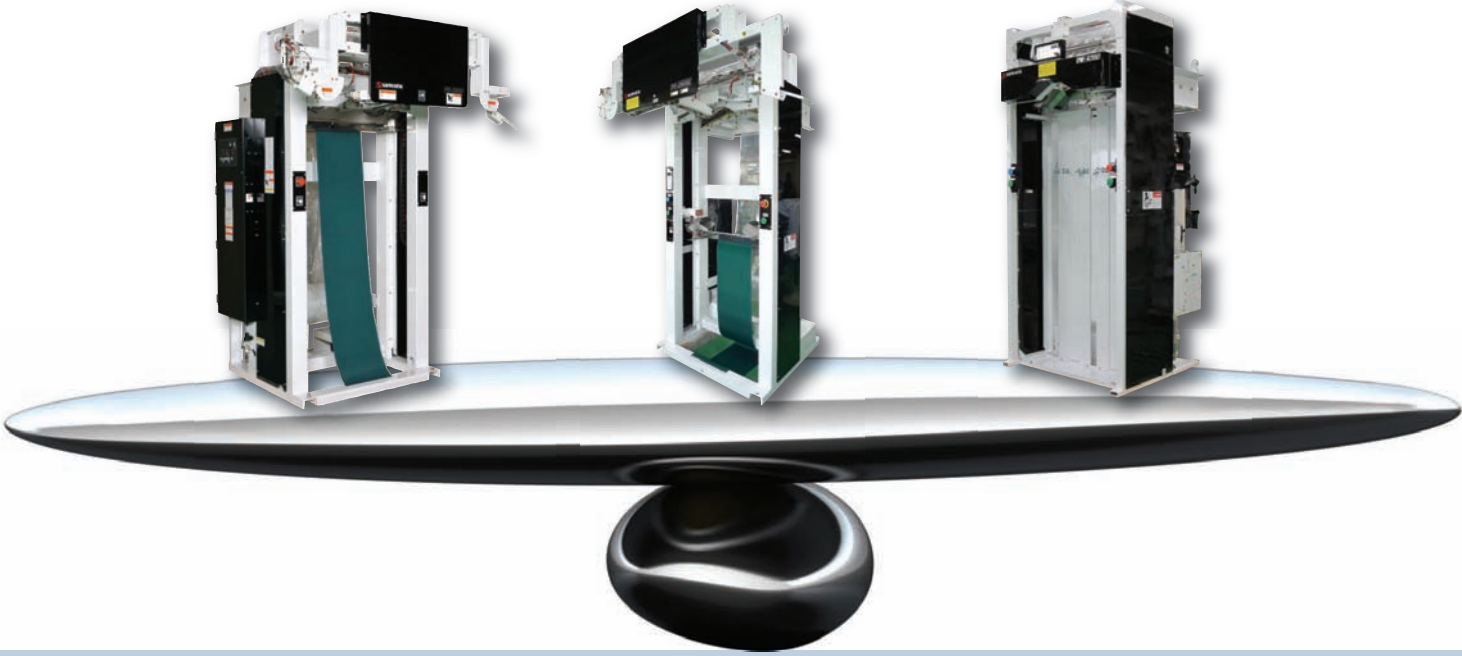
~ Jan Caon Barlow, CED, CPD, CPW  
Jan’s Professional Dry Cleaners



**PS-290U**  
Automatic

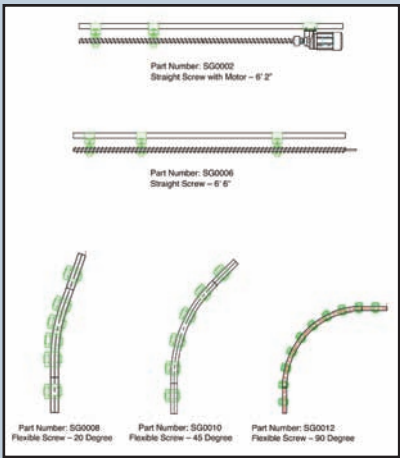
**PS-290HU**  
Industrial Automatic

**PM-470U**  
Semi-Automatic



- Increases Your Profits & Efficiency
- Easy to Add to Your Production Line
- Loads from Either Side

### Screw Conveyor Parts



<http://www.sankosha-inc.com>  
1901 Landmeier Rd., Elk Grove Village, IL 60007  
TOLL FREE: (888) 427-9120 • TEL: (847) 427-9120

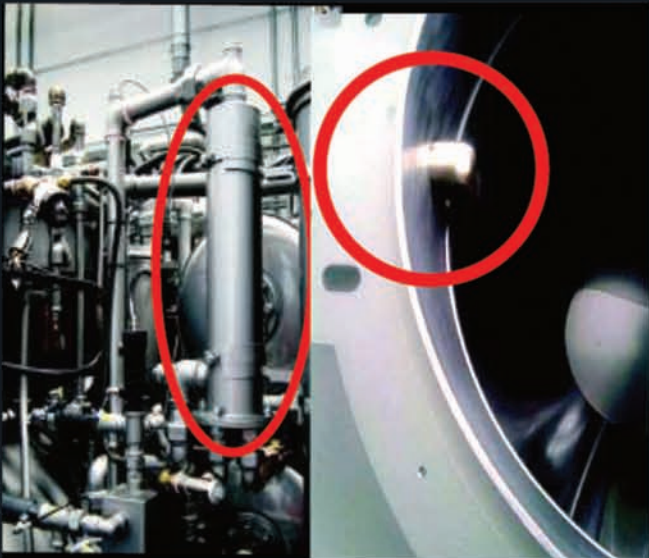






CLEAN CLOTHES

HAPPY CUSTOMERS

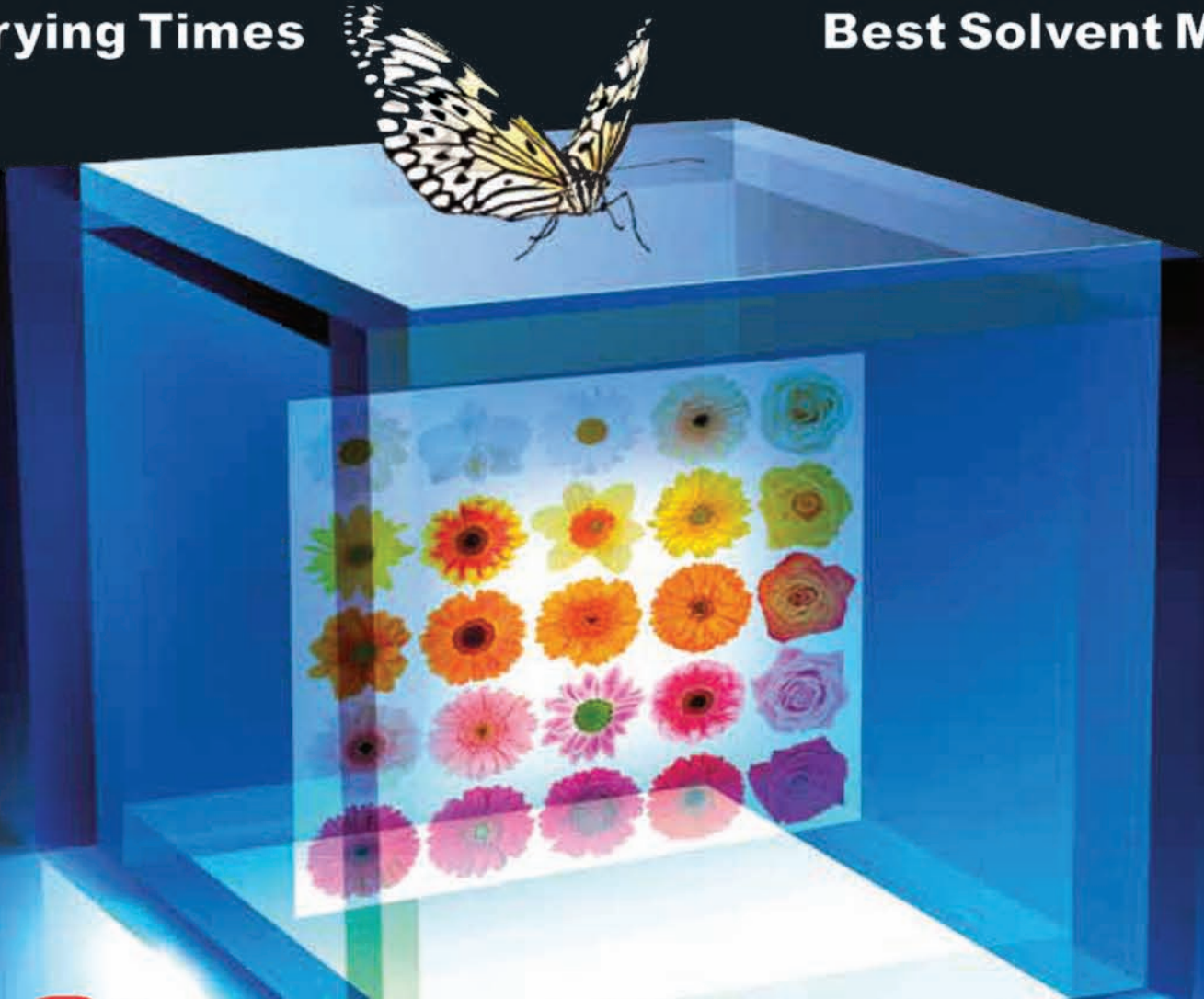


Hydrocarbon  
Featuring  
Solvent Heater  
and  
Jet Spray



Fastest Drying Times

Best Solvent Mileage



FIRBIMATIC

800-220-0630

[www.firbimaticusa.com](http://www.firbimaticusa.com)



# TCATA sets speakers for Ojai conference

When the Textile Care Allied Trades Association hosts its 2019 Annual Conference at the Ojai Valley Inn and Spa in California later this year, they will feature a speaker program consisting of several ideas to grow sales and profits as well as an insider's view of what to expect in the future from Congress and the White House.

The event is scheduled to take place from July 31 to Aug. 3. It will be the first time TCATA has hosted its annual conference in California since 2015 when it took place in Napa Valley.

First on the list will be Richard Hadden, a certified speaking professional and workplace expert who has over two decades of experience studying the connection between people practices and profit performance.

During his program, "Contented Cows Give Better Milk: Your People... Your Profit," Hadden will emphasize how in a tight and competitive marketplace, having a focused, engaged and capable led workforce is vital for a business's bottom line.

He will examine questions concerning the topic of employee

engagement: What is it? Why do I want it? How do I get it?

Hadden is the author of the popular *Contented Cows* leadership book series and has appeared on television in addition to having work published in *Business Week*, *Entrepreneur* and *Inc.* magazines. He has also delivered presentations and training programs for more than 850 audiences on five continents.

Also invited to present at the conference is Sam Richter, an award-winning speaker and best-selling author who believes that the new rules of business are very simple: to win, you not only have to be interesting, but you have to genuinely be interested; not only do you have to be found, you also need to control what the other person finds.

Considered a leading expert on sales intelligence and online rep-

utation management, he will explore the topic of how to win in today's digital world.

He will offer examples in the real world and use humor and high energy to guide the audience through the virtual world of information, how to find it in ways most never thought possible, and how to use it to win in business and in life.

Richter's methods have been used to leverage online information to grow millions of dollars of new business sales. As a result, he has won numerous awards, including a Codie Award, which some consider the Oscars of the software industry. He was also a finalist for Inc. Magazine's Entrepreneur of the Year and is a member of the Minnesota Speakers Hall of Fame.

Lastly, Jade West, senior vice president-government relations

for the National Association of Wholesaler-Distributors (NAW), will draw on her experience as the executive director of the NAW Political Action Committee and director of the Business Industry Political Action Committee to examine what is currently happening in Congress and with President Trump and the impact it will have on business. She will also discuss the major issues anticipated for the coming year.

Before joining NAW in 2002, West was a senior aide on Capitol Hill for more than 20 years. She is also the founder of the trade association Get Out the Vote Best Practices Group.

She has been a popular speaker in the past and will devote time to answer questions from attendees, as well.

For more information, visit TCATA's website, [www.tcata.org](http://www.tcata.org).

## Miller to speak on innovating to SoCal cleaners group

Dan Miller, president and founder of Mulberry's Garment Care, will speak on "Thinking Lazy: Innovating in Your Drycleaning Business and Your Life" at a SoCal Cleaners Association meeting on Wednesday, March 13.



**Dan Miller** Under Miller's leadership at Mulberry's, the company has grown from one store in Minneapolis in 2009 to 23 stores in Minneapolis-St. Paul, the San Francisco Bay Area and Dallas, TX.

Prior to Mulberry's, he served as a management consultant with McKinsey and Co. where he focused on improvements in the retail and service sectors which he has applied to the drycleaning industry.

The meeting will be at Stevens Steakhouse, 5332 Stevens Pl. in Commerce, CA, beginning at 6:30 p.m. The event is sponsored by United Fabricare Inc.

Dinner will be provided and reservations are a must. The cost is \$5 for SoCal members and \$85 for non-members. For reservations, call (714) 494-9350 or visit [www.socalcleaners.org](http://www.socalcleaners.org).

## Obituary

# Walter Hobson

## "The Doctor of Drycleaning"

Walter Hobson, who became known as The Doctor of Drycleaning in Buffalo, NY, died Jan. 27 at the age of 75.

He inherited his work ethic through his grandparents who raised him in Somerville, TN, just outside Memphis. In his youth, he worked on both the family farm and in the family funeral home while his grandfather, Raymond Hobson, impressed on his grandchildren the importance of being

entrepreneurs.

"I was taught, 'Boy, get your own business,'" Mr. Hobson said in a 2003 interview with *The Buffalo News*.

His grandfather also told him, "Whatever you do, make sure you are the best at it."

But first there was military service. He joined the U.S. Army in 1965 and was stationed in Germany where he served as a medic.

After an honorable discharge in 1967, he worked as a bus driver for the Niagara Frontier Transportation Authority, saving every penny for a nest egg to open a business. His family said that during those years, he often slept on the bus so he could be there early and he worked many double shifts.

He got his nest egg and more. One day, distracted by a beautiful passenger he saw in his rearview mirror, he had a minor fender bender.



The passenger who had caught his eye, Bonnie Overholt, was taking secretarial classes, and she offered to assist him in filling out the accident paperwork. They married in 1971, in Bethel AME Church, the same year they opened their first drycleaning and laundromat at French and Kehr Streets.

To set the business apart, Mr. Hobson chose a theme that capitalized on his Army medical training, his daughter, Peggy Turner, told *The Buffalo News*.

"They always wore white coats, and there were signs that said things like, 'The doctor will inspect the clothing,'" she said.

The business expanded to as many as five locations, including some drop-off shops. Today it has one central location, Hobson's One-Hour Cleaners on East Delavan Avenue.

Through the years, Mr. Hobson gave many people their first jobs, Peggy Turner said.

"It was very important for him to give back," she said. "He gave people so many chances and always tried to help."

"He believed that if you try your best and work hard at being a fair and honest person and respect the people around you, you will be blessed in return."

In 2003, he spoke to *The Buffalo News* about the challenges of entrepreneurship. "I think a person has to be a workaholic to be self-employed," he said. "You have to be willing to be there 24 hours a day."

Mr. Hobson received many honors, including the 1993 Bigger and Better Business Award from the Phi Beta Sigma Fraternity and the Community Award at the 2016 Rev. Martin Luther King Jr. celebration.

He was a member of Ionic Lodge 88 Prince Hall Free and Accepted Masons. He worked with local pastors and business and community leaders to mentor young people, offer them jobs and visit schools to inspire them. He supported anti-bullying, prison prevention and after-school programs.

Besides his wife of almost 48 years, Bonnie Hobson, and daughter, he is survived by two sons, Raymond Hobson and Elvis Duncan; a second daughter, Tina Brice; sisters Marie Dalton and Joanne Kee; a brother, Venris Brooks; and eight grandchildren.

To continue his legacy, his children established the Walter C. Hobson Community Outreach Foundation to support the education and advancement of young people in Buffalo. Contributions may be made to the foundation at 166 Defense Highway, Suite 102, Annapolis, MD 21401.

### STOP PAYING TO HAUL SEPARATOR WATER!

**ULTRA RELIABLE 3 YEAR TOTAL WARRANTY**

**EASY INSTALL NO COSTLY PIPING MODIFICATIONS TO STEAM HEADER all installation parts included**

**Complies with most Federal, State and Local environmental regulations**

**No costly filter cartridges uses replaceable inexpensive granulated carbon**

**THE LAST EVAPORATOR/MISTER YOU'LL EVER BUY**  
*SO RELIABLE, YOU'LL FORGET IT'S EVEN THERE*

**SAHARA \$1,895**

**DIB-m \$1,595**

**ALL SOLVENTS**

skims, purifies then mists outside the plant - fully automatic up to 18 gallons / 8hr. day

skims, purifies then mists outside the plant - fully automatic up to 10 gallons / 8hr.

**STOP BOILER DAMAGE AND SCALING BY REPLACING THAT TROUBLESOME BALL FLOAT VALVE IN YOUR RETURN TANK - ELECTRONICALLY CONTROL RETURN TANK WATER LEVEL**

**REPLACE THAT LEAKY BALL FLOAT VALVE**

**STOPS BOILER DAMAGE**

**IF YOU'RE FAITHFULLY TREATING YOUR BOILER WATER AND STILL HAVE EXCESSIVE SCALE AND/OR NEED TO REPAIR YOUR BOILERS INTERNAL PARTS OR REPLACE YOUR BOILER IN LESS THAN 10 YEARS THE LIKELY PROBLEM IS A LEAKY BALL FLOAT VALVE.**

**\$495\***

**EZ-TIMERS**  
MANUFACTURING  
[www.eztimers.com](http://www.eztimers.com)  
702-376-6693

\*REQUIRES 24 VAC SOLENOID

**BIG SOLUTIONS IN A LITTLE BOX**





The fresher company.



#### READ WHAT OUR SATISFIED CUSTOMERS HAVE TO SAY:

When I found out I had to change from perc after 14 years, I was very concerned that I would have to deal with the "alternative solvent" headaches I had heard so much about. To my surprise, since switching to **intense**® I have had none of the issues I was worried about. My cleaning results have been nothing short of amazing. My customers have noticed that there is no chemical smell on their garments anymore and are pleased with the feel and cleanliness of their clothes, as well as the idea that we are more environmentally responsible now. **intense**® was the right move for us.

**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*)

## A highly effective solvent for state-of-the-art textile cleaning.

### **intense**®

- is intensive, efficient and effective
- has a high cleaning effect
- ensures smooth goods and reduces the ironing effort
- ensures exceptional cleanliness
- is odorless and pleasant to handle
- is excellent in removing water soluble stains
- is gentle to fabrics
- reduces the need for pre-spotting
- can be used in any multi-solvent machine
- can be disposed of the same as any hydrocarbon
- does not contain CMR substances
- reduces the effort when finishing

This new Solution is a real alternative in Textile Cleaning.

**intense**® has an outstanding cleaning effect, but is also suitable for sensitive, high-quality textiles with delicate, decorative trim.

## Please contact us soon to learn more about intense®!

SEITZ, Inc. • 5101 Tampa West Blvd., Suite 300 • Tampa, FL 33634 • phone: 813-886-2700 • mail: seitz\_inc.office@seitz24.com • www.seitz24.com



# NewsMAKERS

**Zengeler Cleaners** has launched the company's 2019 collection drive for donations to the **Glass Slipper Project**, a volunteer organization that provides an opportunity for area high school women to experience their senior prom.

Zengeler Cleaners' eight locations serve as drop-off points for donations as part of its 17th year partnering with GSP.

Since 1999, GSP has helped tens of thousands of area high school women who couldn't oth-

erwise afford those expenses enjoy their prom, made possible by the donations of lovingly-worn dresses and accessories from other Chicagoland high school students.

Donations received from other local organizations, businesses and even generous Zengeler customers have helped GSP expand the number of students they can assist with this worthy cause.

"The Glass Slipper Project is Zengeler Cleaners' largest community outreach program and it's also one of our favorite times of

the year," said **Tom Zengeler**, President of the Midwest's oldest and largest cleaners.

"Our goal is to collect at least 3,000 dresses every year and we've surpassed our goal every year for the past 10 years. Thanks to the continued support of area businesses, local schools and our customers, we're confident we'll exceed that number again in 2019. In fact, we're off to a great start and have already started to receive donations!"

Zengeler Cleaners' customers

contribute to the cause including purchasing and donating dresses directly without ever being worn — some even with the price tags still on them.

The combination of 6,342 dresses and hundreds of accessories, shoes and jewelry collected in 2018 had an estimated value in excess of \$4.2 million, bringing the total number of dresses collected by the Zengeler team to 56,752.

The annual collection drive culminates with two Saturday shopping opportunities, tentatively scheduled this year on March 30 and April 6. The items

are distributed free of charge to high school seniors at Glass Slipper boutiques, where each student receives individual assistance from a volunteer personal shopper, allowing each plenty of time to shop for their perfect dress and accessories.

Zengeler Cleaners' stores are located in Deerfield, Hubbard Woods, Northfield, Winnetka, Long Grove, with two in Libertyville and the company's newest store on Skokie Boulevard in Northbrook.

For more information about Zengeler Cleaners visit [www.zengelercleaners.com](http://www.zengelercleaners.com).



**Tom Zengeler, president of Zengeler Cleaners, shows some of the dresses collected in the company's annual participation in the Glass Slipper Project.**

The 74th annual meeting of **New England Sanitone licensees** was held January 24-25 at the Four Seasons Hotel in Boston, MA.

With five-star accommodations and unseasonably fair weather, Sanitone Licensees from across the country met to network, discuss the industry updates, attend informative presentations, and enjoy some fine dining.

After a Sanitone update from President **John Jordan** and Vice President **Jeff Jordan**, **Sean Abbas** regaled the crowd with his story about updating the culture of his former company.

Currently the president of Threads Inc. ([threadsculture.com](http://threadsculture.com)), Abbas pointed out some of the absurd policies business owners put in place that fail to create strong culture.

He challenged the attendees to think outside the box when evaluating the value an employee brings to your business and warned that many companies are using "culture" as a marketing strategy and not actually developing a rich workplace.

Following a break, **Stephen Graham** of **AEI Consultants** shared some of the latest news and trends for environmental cleanup.

Bringing more than 30 years of experience conducting investigations and audits to the meeting, Graham showed maps of the width and depth of contamination that might be found at a typical site he has worked on.

**Dr. John Denninger** followed with his talk "Why Stress is Good For You" and quipped that environmental updates would probably make any drycleaner stress a

little.

Dr. Denninger gave a summary of the evolutionary need for stress in survival but remarked how modern humans are overly stimulated into unnecessary stress responses. His key takeaways were to get more sleep and meditate often.

After lunch, Sanitone Licensee **Paul White of Lifestyle Garment Care** declared that "It's Time to Think!"

White shared his experience of looking out the window and watching potential customers walking by and realizing the industry needs to adapt and overcome.

White explained the process of converting his company from **Roth Cleaners** to Lifestyle Garment Care and offered advice on how to avoid some pitfalls along the way.

Closing out the meeting was **Lou D'Autorio**, director of operations for **Tampa Laundry Company**. He echoed the sentiments of the opening speaker, Sean Abbas, on the importance of creating a strong culture, specifically around coaching.

Tampa Laundry Company recently won the 2018 Tampa Small Business of the year as a first-year startup under his direction. D'Autorio gave tips on how to engage staff through mentoring, learning, and personal growth.

The annual meeting was bookended by two social events at the Boston Four Seasons that allowed Sanitone licensees and special guests to network and share insights.

## WANT TO IMPROVE YOUR PLANT'S PRODUCTIVITY?



### CONTACT DON DESROSIERS

Over 40 years of experience in dry clean operations, workflow engineering and management consulting means that you will be in good hands! Solutions for all types of plant operations; bar codes, automated assembly and conventional tag systems.

617.207.5218 | [TAILWINDSYSTEMS.COM](http://TAILWINDSYSTEMS.COM)





# UNIPRESS

## BAG-XL

Automatic Bagger  
Garments Up To 60"

# Slash Labor Cost!

- ★ FAST
- ★ QUIET
- ★ RELIABLE
- ★ EASY TO  
CHANGE  
POLY

MADE IN THE USA

813.623.3731  
UnipressCorp.com  
3501 Queen Palm Drive, Tampa FL 33619





Coils Designed To Meet Your Specific Needs

At Factory Direct Pricing



All types of Coils

DX Coils   Steam Coils   **Booster Coils**



Hot Water Coils   **Condenser Coils**   Chilled Water Coils

**Heat Pump Coils**   Heat Reclaimer Coils

Steam Distributing Coils   **Insulated Coil Sections**

Chiller Tube Bundles   Construction Materials   Copper   Aluminum

Steel   Stainless Steel   Cupro-Nickel...and more



COMMERCIAL COILS, INC.™

213 Chesterfield Industrial Blvd.

Chesterfield, MO 63005

636-532-1523 • 800-532-2645

Fax: 636-532-8259

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)

EzProducts International, Inc.



garment labelling experts since 1989

custom solutions for all budgets

Save Time, Labor and Money with EzProducts




Heat Seal Presses

You Deserve the Best! The Ultimate Heat Seal Machine

Choose from 3 models, 7 interchangeable lower platens, single or dual heat


115V or 230V   2 Year Warranty

Proudly Made in the USA • Built to OSHA Standards



Scanner/barcode


Pre-printed sequentially numbered heat seal barcode labels in one day, Four sizes with or without a side stripe



Text Label Printer


Permanent Clothing Label Cartridges

Eliminate paper tags




EzLabelOff

Removes heat sealed labels from most fabrics



Molly the HangerDolly

Easily store and transport 500 hangers



Stop Shaking Out Shirts

Genuine MBH Rope-Ties & Zip-Ties

Five Colors available for special handling, finishing or routes

Toll Free

877.906.1818

[www.ezpi.us](http://www.ezpi.us)

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)

CASH IN ON SPRING CLEANING WITH THE DRY CLEANERS BEST FRIEND...

Silk Magic!

An Exceptional, Proven Dry Cleaning Prespotter That Does Not Leave Rings.

Great For Use On:

◆ Bed Comforters   ◆ Bed Spreads

◆ Pillow Shams & Skirts

◆ Water Sensitive Duvet Covers (Silk, Rayon, Wool, Linen)

◆ Snow/Rain Marked Silk or Silk Blend Clothing

◆ Winter Wool or Wool Blend Coats for Storage

◆ Curtains (Wool, Linen, Ramie, Rayon or Silk)

ENVIRONMENTALLY SAFE AND COMPATIBLE WITH ALL DRY CLEANING FLUIDS



Silk Magic...

Our #1 Seller and As Reliable As Your Old Dog!

Contact Your Distributor or Call Royaltone today

 **1-800-331-5506**

[www.royaltone.com](http://www.royaltone.com)


To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)

THE 21st CENTURY CONSUMER HAS CHANGED

HAVE YOU?



YOUR BEST ROUTE TO SUCCESS



THE ROUTE PRO

[WWW.THEROUTEPRO.COM](http://WWW.THEROUTEPRO.COM)

(816) 739-2066

To learn more, see the Index of Advertisers on page 38 or visit [www.natclo.com/ads](http://www.natclo.com/ads)



# CLEAN 2019

JUNE 20 - 23  
NEW ORLEANS, USA

# LEARN TOGETHER

## WITH OVER 30 HOURS OF EDUCATIONAL SEMINARS

- 450+ EXHIBITING COMPANIES exhibiting over one-quarter-million net square feet
- 11,000+ PEOPLE from 100 countries
- LIVE DEMONSTRATIONS of the latest equipment and technology
- NETWORKING with manufacturers, suppliers and industry peers



CLEANSHOW.COM  
ERNEST N. MORIAL  
CONVENTION CENTER









## THE TRUTH ABOUT TOTAL COST OF OWNERSHIP

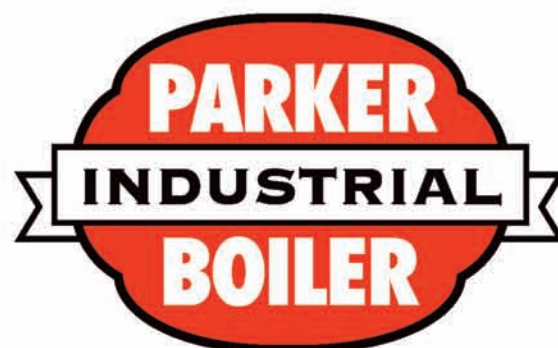
---

# Higher Initial Cost?

- + Lower Operating Cost
  - + Lower Startup Costs
  - + Lower Maintenance Costs
  - + Lower Fuel Consumption
  - + Longer Operating Life
- 

## = Long Term Savings!

**It turns out the lowest cost of operation  
doesn't require the most investment!  
(and you still get the best quality!)**



**Call (323)727-9800 today and we'll give you the exact numbers for your application!**

---

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



# TREVIL

AMERICA

## The Future Is Here!



### INTRODUCING PRESTO FC

#### Single Buck Hot Plate Shirt Finisher

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

## NO MORE SHINE

### PRINCESS ULTRA



#### Tensioning Blouse/Shirt/Jacket/Form Finisher

- Sizes From 0 Petite To 3 XL and larger
- Blouses, Shirts, Jackets, Labcoats
  - Wet or Dry
- Dual, Rotating Front Clamps (Patented System)
- One Heated For Wet Shirts/Blouses
- One Unheated For Drycleaned Shirts/Blouses
- Front Clamps Pivot & Rotate



*No Need To Disconnect & Store Unused Clamp*



### PANTASTAR

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

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

# TREVIL

AMERICA

P.O. Box 127 - Mamaroneck, NY 10543  
Telephone (973) 535-8305  
E-Mail: [info@trevilamerica.com](mailto:info@trevilamerica.com)

Toll Free (877) TREVIL 1  
[www.TrevilAmerica.com](http://www.TrevilAmerica.com)