



National

Clothesline

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Cleaning up in New Orleans

The Clean Show completed its sixth visit to New Orleans June 23 with a sold-out exhibition hall and jam-packed educational sessions giving attendees every opportunity to see all that is available to improve their businesses and learn ways to do it.

Although final attendance figures were not available at press time, Clean Show manager John Riddle said he expects the final numbers will show a total of about 11,000 attendees, which would put Clean '19 short of the 12,563 mark set at Clean '17 in Las Vegas but in the ballpark of the last New Orleans show in 2013 and the 2015 show in Atlanta where the show will next visit in 2021.

It was Riddle's swan song as manager of the show, a post he and his company, Riddle and Associates, has held since 1992. The show's five co-sponsoring trade associations sold the show to the German firm Messe Frankfurt last year after Riddle had announced his intention to retire.

While that changeover was behind the scenes, another new feature this year was noticed and appreciated by many attendees. That was the addition of a series of afternoon general sessions on topics of interest to a broad cross section of the industry.

As in the past, each of the sponsoring associations presented morning programs on topics of specific interests to their respective memberships. All sessions, both morning and afternoon, were well attended, testimony to the desire of attendees to expand their knowledge to survive and thrive in a changing industry.

Next month's NATIONAL CLOTHESLINE will provide detailed reports on all that went on.



Wielding the ceremonial scissors for the Clean Show ribbon cutting is Iris Jeglitza-Moshage, senior vice president of Messe Frankfurt, the new owners of the biennial exhibition. Representatives of the show's sponsoring organizations took part in the opening. The associations sold the show to Messe Frankfurt last year and will retain a non-ownership role in future shows. Messe Frankfurt has broad experience in organizing trade shows, including laundry and drycleaning exhibitions in Europe and Asia.



An expanded menu of Clean Show educational sessions, which included afternoon general sessions in addition to the usual morning sets, were well attended, some with standing room only, with attendees eager to hear about new ways to advance their businesses.



Sneak Peek

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Things seen at Clean

Don Desrosiers looks back at the parade of pressing improvements that he has seen at Clean Shows past.



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Supervisor training

Can your supervisors deal with the tricky personnel situations that can arise? Frank Kollman advises that they need training.



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It's best to test

Dan Eisen outlines some simple tests to run to avoid damaging fabrics in the cleaning process.



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Stop wasting energy

Tiny leaks can add up to big wastes of energy. Bruce Grossman tell what to look for and how to make corrections.





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The show is over. Now the work begins

Many convention-goers who just spent days at the Clean Show shaking various hands and conversing in the air-conditioned halls of the Ernest N. Morial Convention Center in New Orleans were quick to post about the experience on social media. Meanwhile, the packed educational sessions revealed a strong desire from attendees to learn and improve. There was a lot of enthusiasm to be found everywhere. Combine that with the fun social events and the after-hours release of steam on the streets of the French Quarter, it's hard not to leave the Big Easy with a big list of not-so-easy tasks facing you back home.

Fortunately, though, once you leave a particularly successful show like Clean 2019, it is often accompanied by a renewed sense of inspiration and dedication to go back and try new strategies, install upgraded equipment or even offer a new service. This sense of purpose is perhaps the biggest intangible result of a trade show. It also might be the most important.

The day-to-day grind of working in a tough industry such as drycleaning can leave one feeling exhausted, overwhelmed and more than a little disoriented. However, nothing recharges your batteries like taking a step back from your business to talk to others in your field who have faced similar challenges and obstacles. That, and listening to some divine jazz music while sipping on a hearty hurricane, is usually enough for a person to be able to decompress.

So, now comes the crucial step: the follow-through. It's best to strike while the iron is hot (a cliché and a pun!) and the motivation is high, especially since you've just invested a considerable sum to attend the show. You have now seen all of the latest there is to offer and if Clean didn't have what you were looking for, well, it might not be invented yet. If that is the case, that would mean waiting another two years for the next show. Hopefully that isn't the case because two years can be a lifetime in BST (Business Standard Time), especially in a highly competitive market.

For those who are ready to invest in their business now, however, try not to put off your newly-formed plans until things slow down and "all the fires are out." That will never happen. Chaos is always just around the corner just waiting for a spark to ignite. The only thing procrastination guarantees is that putting your problems aside will allow them to grow bigger (and, inevitably, multiply). We could go on, but as Walt Disney was known to say, "The way to get started is to quit talking and begin doing."

A deadly weapon that can kill a business

In his column this month, Frank Kollman puts it bluntly: "Promotion without training is like giving a supervisor a dangerous weapon to put you out of business."

He is specifically talking about the hazards of rewarding top employees by promoting them to supervisory positions where the skills they bring to the job, regardless of how well suited they were to being a drycleaner/spotter, CSR or finisher, aren't adequate for managing people, particularly in today's environment with layer upon layer of regulations and lawyers who gear their practices to helping employees "get what's coming to them."

The pitfalls are many. Just take a look at his column on page 18 where he lists nine sticky personnel situations that have no easy answer — and where the seemingly sensible solution could be both wrong and costly. Are your managers equipped to handle these situations? Are you?

But it's not just untrained managers who can possess a deadly weapon capable of putting you out of business. Untrained employees at any position can be a threat, too.

What about the CSR who is off-putting to customers? If they don't know how to greet customers, handle their garments, ask the right questions and make sure customers leave feeling good about the experience, how many times do you think that customer will return? Do they know how to respond to complaints? Are they well versed in the services you offer and know how to sell them to customers?

Even the best efforts of a CSR at the counter can be undermined by untrained staff in the back. Many times a customer will bargain a garment to the cleaner because of a stain that they can't remove. Is your staff knowledgeable on stain removal? If they have a question about how to proceed, do they know where to get help? It's readily available if one knows where to look. Don't let that garment that a customer brought in to be "saved" end up being totally ruined. That's definitely bad for business.

No doubt an untrained person in any position has the power to harm the business. And you can't really blame them. Whose job was it to see that they were properly trained and supervised?

If your goal is cheap labor or super quick training, you are ignoring the larger picture. The better your training and development program, the more likely you are to retain employees and see better results, growth and stability.

Your employee culture begins and ends with you. How much time and effort do you spend training them? Are you willing to put in as much effort as you believe they should?

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A work of art

Some might say drycleaning is a science; others even say it's an art. For Alan and Rhonda Wernick, owners of Oakwood the Greener Cleaner in Nashville, TN, their business is equal parts both.

As a lifelong lover of all things artistic, Rhonda brings plenty of the latter to the mix. Alan, on the other hand, worked decades as an accountant and software developer. He paints strokes in a different medium, one of numbers and data, instead of watercolors and oil.

Together they brought their complementary expertise and experience to the business ever since they bought it on April Fool's Day eight years ago.

"I think we've taken it to the next level," Rhonda noted, looking back at that first year. "It was a great business when we first got it. It was very well respected. The prior owner definitely had some personal contact with a lot of the customers and I think we're right now going above and beyond that."

"The basic company and what people think of it has probably not significantly changed in that period of time," Alan surmised. "What we do on the inside is not what they see on the outside."

The couple were probably not as prepared as they wanted to be for the drycleaning industry. It was a much different view from the outside looking in as opposed to inside looking out.

"When we walked in we found the facility for the company was a fire drill every morning. It was. Every. Morning," Alan recalled. "It stayed that way for months. It's not something you fix overnight, especially when you have so many employees."

It didn't take long until problems and complaints began piling up. It was clear that there was no standardization in the company. That had to change.

"I ended up starting weekly meetings on Saturdays with all of the CSRs that ran the entire summer, about 12 to 15 weeks. Basically, we were writing policies and procedures manuals that covered everything from answering the phone to collecting a payment at the end," Alan explained. "We sat down and wrote a two-inch binder's worth of policies for our CSRs and that's what we'd use to train."

Then, when multiple route drivers left the company (for various reasons) in the same time frame, Alan stepped up (and into the driver's seat). The view was enlightening.

"It's good to be in somebody's shoes for a while to see if it's still working properly," Alan noted. "In doing that, I found an awful lot of issues that were — again — no standards of the way things we were doing in the company. Now, doing the driving, I could see how it happened. I made every single one of the mistakes that they made."

Long before realizing he needed to create a new set of protocols for pickup and delivery route drivers, Alan graduated with an accounting degree from the University of Oklahoma in 1977.

Over the next 14 years, he worked at three international accounting firms including Arthur Young, Inc. His C.P.A. skills were top notch, but he also had taken several computer courses in col-

lege, long before the technology was embraced by the public.

"When the laptops came out several years later, the firm I was working for acquired one and I basically acquired it," he laughed.

Down the line, he would combine the disciplines of accounting and computing and start up a prison management company with a partner.

"We built a 30-station computer system to operate the prison and to monitor and keep track of the inmates,

Her favorite part of the business, though, is the wedding gown service. After all, that is the element that requires the most beauty and flair.

"Recently, we did a whole aesthetic change and I redecorated the whole Nashville location," she explained. "We painted it and put in different furniture and made it more of a destination for the bride or somebody who has a special item. We added pulley hooks to the ceiling so we could hang the wedding gown from the hooks so we could walk

were cleaned. If they weren't, they'd either figure out what happened or let me know. The whole issue was: catch it before you leave the store, because it doesn't make your customer very happy when they get something that's not theirs."

Not all missing garment mysteries can be solved, but Alan and Rhonda approach each one with logic and creativity, the same strengths that make their business so successful.



www.oakwoodcleaners.com
www.rhondapolenwernick.com

Alan & Rhonda Wernick

billing, payroll — everything — in a small town where you couldn't find somebody who could run a word processor," he said.

In later years, he worked with various start-up companies, often as chief financial officer, and even consulted from time to time. Ultimately, though, he wanted his own business and he cast a wide search to find the right one. Then, for some reason, he thought that the right one might be a drycleaners.

Growing up, Rhonda took every art class she could ("Back when they still had them," she said.). She never had a doubt in her mind about a life in the arts. After her first year of college, she switched from being a piano performance major at the University of Oklahoma to a graphic arts major ("It was called Commercial Arts then," she mused.)

She worked professionally as a graphic artist and art director for quite a few printers and companies, and she also branched off to teach oil painting, as well. Then, there's the dancing.

"I started ballroom dancing," Rhonda said. "I started a business where I did graphic art for modern dance studios in competitions all over the United States. I travelled to competitions. I did backdrop design for competitions and different showcase-type things."

To sum up, she played music, danced, taught, created and sold art and showed it in galleries in a very full life. Then, they bought Oakwood.

Rhonda wasted no time in adding creative flourishes to the business wherever she could, from a logo redesign to new delivery vehicle wraps.

"When I first got there, because I'm an artist, I started hanging my paintings in there, which was sort of unique for a drycleaner," she said.

around it 360 degrees. We put a little furry white rug under there and they sit in a cushy chair while we inspect it."

The service has been received very well, so Rhonda is trying another one.

"We're offering when a bride brings a wedding gown in, she can choose to have either a watercolor or an oil painting done of her or her gown or maybe a portrait of her bouquet. We are getting some interest in that," she said.

Certainly it was that kind of creativity that helped her earn this year's annual Jack Barth Memorial Award from the Association of Wedding Gown Services — that, and maybe because Oakwood's wedding gown service has grown to almost double in size and now comprises about 10 percent of gross revenues.

Clearly, the "fire drills" are a thing of the past, but that doesn't mean the Wernicks have finished improvements.

"I work from the theory that I want people to know why we need this, because they can't see the whole picture," Alan noted.

Sometimes that means looking at a problem differently (or with more eyes), like when he tried to figure out why pieces would go missing.

"We put in cameras at our facilities. We monitor," he added. "We were losing about two pieces a month, which doesn't sound like much. Typically, they were always expensive pieces."

The cameras revealed that items had been ticketed incorrectly. Alan figured out a way to curb the issue.

"We created a program that interfaced with our POS software that our CSRs would run at the end of every day, and they could use that software and identify, in effect, those missing items and go locate them," he said. "If they could locate them and it made sense why they were there, then they

In fact, Rhonda has taken a break from gallery showings as the stress of creating art in addition to everything else was too exhausting.

Fortunately, the couple's son, Aubrey, has stepped in to help. He gives the family another set of eyes, mostly focussing his attention on the production department.

"He's very much like his mom. He's very creative and not a numbers person," she said. "He's very hands-on. He transformed the production department and made it what it is now."

Today, the entire business is a work of art, or perhaps it's similar to a manufacturing business, depending on which Wernick you ask.

"We have processes. It starts here. It goes there. We clean it, then it goes to the presses, except it's a lot harder than a manufacturing company," Alan noted, expanding the analogy to a car factory. "A person sitting there putting on a steering wheel does the same thing for eight hours a day."

"Our people have to do a lot of different things," he explained. "If I'm looking at a pants presser, not every pair of pants are the same. They are not all cotton. Some are silk. Some are spandex. Some are women's pants. Some have to be creased. Some don't have to be creased. They're having to make decisions while they're working."

Drycleaning has proved to be a difficult industry, but the Wernicks will continue to refine their masterpiece.

"I try to tell people, drycleaning really is an art," Rhonda emphasized. "It really is creative when you really look at it... when you're back there and you need to figure out what to do to get that spot out, or how are you going to press that to make it look its best. There's an art to that. It's really all about how you look at it at the end of the day."



SHIRT TALES



BY DON DESROSIERS

The things we have seen at Clean

The Clean Show has become so much a part of my life that as you read this, I am already thinking about the next one.

Next month, I will have my usual in-depth coverage of this month's show in New Orleans.

need" anything excuse for not going to a Clean Show. I vehemently disagree with that reasoning now. In fact, you should go more urgently if you don't need anything. As I have said, the Clean Show isn't a mall, it's a university.

of movies and pictures on my website. Nonetheless, it was fun to look back at previous Clean Shows. My first Clean Show column was in 2003.

2003

In Las Vegas, Ajax intro-

Hoffman/New Yorker took sleeve presses to the next level (which turned out to be the sleeve's last level). It had all sorts of clamps and holds to hold the sleeve taut while it was pressed. Also, it had a tiny press head to press the sleeve

ucts. Forenta introduced a new shape and size collar cone, available as a single and triple-head configuration. Cleaner's Supply introduced a full-line of those thick buttons that we all hate, so now you could break them in all colors! They also offered replacement canvas for laundry carts, some with a built-in divider.

Wesvic PieceCounter, now pretty much a household word, was first introduced this year. And I was especially proud to announce that SPOT, CompassMAX and DCCS had all become Tailwind Systems compatible.

As for equipment... a banner year. Unipress introduced the Thunder which replaced their old DAYV unit. This became just about the last choice for someone that still wanted to press sleeves on a sleeve press. The Thunder was a body press only.

Forenta finally fixed the short sleeve pressing issue by introducing a shirt unit that had a short sleeve bag that effectively addressed pressing short sleeves on a blown sleeve unit.

Sankosha featured their new LP170u shirt unit. They tweaked a few key things on this unit that now facilitated maximum productivity. You could now enjoy the features of a Sankosha shirt unit without sacrificing productivity!

And speaking of productivity, Hoffman pioneered shirts per hour productivity measurement on their new unit. Hi-Steam displayed their auto-unloader, while Veit came up with a shirt unit that did the whole shirt, cuffs, collars and all, in one step, on one machine.

2009

In 'Nawlins for the introduction of (get this) three new shirt units by Forenta. Unipress added a much-needed feature to its NT line and renamed it the "AP" (for automatic pleater). This moved the sleeve pleating task from the collar/cuff machine, which was a pain, to the body press, where it all happened automatically.

Sankosha showed off some machines for folding shirts. It was great to learn that this could be done with a very slick machine!

Covers Etc. rebranded themselves, YAC introduced a bagging machine and www.collarcad.com became a reality. Spare collar stays, built

As I have said, the Clean Show isn't a mall, it's a university and it is fun to look back at previous Clean Shows. My first Clean Show column was in 2003.

I have been to every show since 1989. If you've been around for a while, you'll remember that it was 18 degrees in Dallas at the start of that show, but it was over 80 before I was homeward. It was the most memorable for me because it was my first.

Two years later, the show moved to Las Vegas for the first time. I didn't think I would like Vegas (but I do) and I didn't expect to go to that show. I had just built a shirt wholesaling mega-facility in April of the previous year.

Back then, I had adopted the all too familiar "I don't

Anyhow, my then-partner and I had recently designed a truck body specifically for delivering shirts. Supreme Truck Bodies built it for us and they were so impressed with our design and their build out that they got a booth at the Clean Show to show it off. Our collective ego flew us to Vegas to see it.

Writing for this publication was still just a gleam in my eye in 1990 and for some reason, in 2001 I did not write a column about the show, specifically. I've long since made my coverage of the show very thorough and hosting a bunch

duced its Legacy shirt unit. It was just like the Classic except that they finally addressed and fixed the quirks in the Classic. Quirks that, among other things, made it a mechanic's nightmare. They also added a back hold-down on their CBS sleeveless.

I might be wrong about this, but I think that they used or modified a product invented by a drycleaner/inventor in Grand Rapids. FujiCar (yeah, it was called FujiCar back then) presented a single-buck unit that they claimed could do 100 shirts per hour with one operator.

pleats. In retrospect, it was a last-ditch effort to save the sleeveless.

Sankosha introduced an amazing concept — actively stretching the collar a split-second before the steam head squeezes it. If I had a nickel for every collar that I have "snapped" to ensure a proper press job, I'd have about 100 million nickels.

Two years before, Unipress introduced their rotary double bucks. This model was called the CRD. In 2003, they modified the way the cuff is held with their new model the CRD-c.

2005

Orlando hosted the Clean Show for the second time. I expanded my coverage to include mention of new products for shirt launderers, as well as new equipment.

I know that there are some of you that don't even know what "Ajax" is but they tweaked the shape of their steam chests for improved quality. Forenta introduced their Magna Shirt Unit which had some super-cool features, not the least of which was an LCD panel.

Unipress combined the best features of Sankosha shirt units, the best of Ajax and combined it with their decades of experience to come up with a completely revamped shirt unit that they called the Unipress NT. FujiStar (yeah, they called it FujiStar by this time) found a way to stretch a collar passively on their collar cuff machines.

Cleaner's Supply introduced a whole bunch of new products that year. They are all mainstream now. Among them is the "BOX" buttonhole tags and their popular Productivity Monitor invented by yours truly.

2007

Back in Nevada, this show, 12 years ago presented a host of new equipment and prod-

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One of the first purchases I made in my business was the 24-hour drop box from Iowa Techniques. Sixteen years later, that drop box is still working great and has never needed any kind of repair or service.

-Mike Astorino, Fabricare Cleaners

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Continued on page 12



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- Blower motor increased to help with laundered garments
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Hoyt	50 lb. Petro-Miser	\$9,500
	DRYCLEANING PRESSES	
Forenta	Utility Press	\$3,195
Hoffman	Mushroom Topper	\$3,600
✓ Forenta	Single Legger	\$3,800
Unipress	V3 Versaform	\$8,995
	LAUNDRY WASHERS & DRYERS	
Milnor	35 lb. Washer	\$2,795
✓ Dexter	60 lb. Washer	\$3,800
✓ Unimac	60 lb. Washer	\$4,595
	LAUNDRY PRESSES	
Hoffman	Bantam Body Press	\$2,995
Hoffman	Double Topper	\$3,450
Fujistar	Double Buck w/unloader	\$14,000
Ajax	CBS Sleever	\$3,995
Forenta	54" Apparel Press	\$3,400
Unipress	NT2 Double Buck	\$18,000
Forenta	Collar and Cuff	\$3,600
	OTHER	
Fimas	Finishing Board	\$1,695
Superstarch	Starch Cooker	\$2,995
Boch	20" Extractor	\$3,995

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	EQUIPMENT	
	DRY CLEANING	PRICE
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Lattner	20 H.P.WLF Boiler	\$14,995
Forenta	Form Finisher	\$3,995
Unisec	50 lb. Dry to Dry Easysec	\$29,995
	LAUNDRY	
Forenta	19VS Topper	\$4,595
Ipso	50 lb. Gas Dryer	\$3,350
Bantam	Body Press	\$3,995
Wascomat	83 lb. Gas Dryer	\$3,675
Ipso	60 lb. Hard Mount Washer	\$7,995
✓ Ipso	55 lb. Soft Mount Washer	\$10,500
Electrolux	62 lb. Washer	\$8,195
Forenta	53" Laundry Legger	\$6,695
Miele	30 lb. Soft Mount Washer	\$7,900
Fagor	60 lb. Washer	\$7,895



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OUR HISTORY

Our Founder, Mitsuyuki Uchikoshi began as a Dry Cleaner. Running a cleaning store, his eyes always went toward one thing – the pressing machines. Eventually, he decided to become a finishing equipment press manufacturer. This was the beginning of Sankosha Manufacturing over 40 years ago.



The Sankosha Dry Cleaning Store provided the inspiration to create new and innovative pressing equipment for future generations of our Industry.



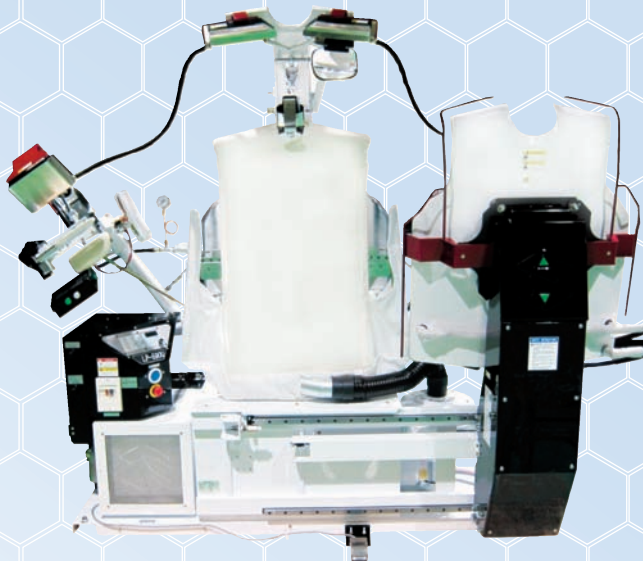
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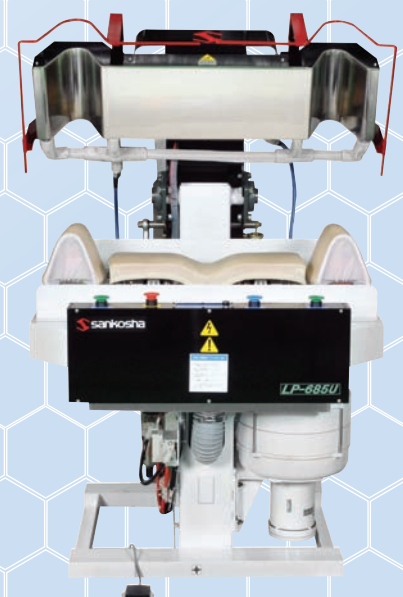
MF-300U
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Don Desrosiers

The things we have seen at Clean

Continued from page 8

into a branded, logoed credit card sized card that you could keep in your wallet.

2011

A couple of years later, Unipress upped the ante (seems appropriate in Las Vegas) on its shirt units by adding a passive shirt-back pull down.

Sankosha presented the LP685u which remains the best collar/cuff press ever. It has every feature, including double production — pressing two shirts at once.

A Korean company called Othis claimed that their new unit produced a shirt that needs — they were adamant about this — no touch-up whatsoever.

Weishi, a Chinese shirt unit manufacturer, famously kicked me out of their booth, because I write for a trade publication.

Itsumi offered their BT500 shirt unit. It has a unique and attractive curved, semi-circle design.

One product that really attracted my attention was something called Touch-Stain. It is software that will guide a novice through stain removal at the spotting board. Nice.

I was packing folding shirts in my travels back then and I wanted them to be a bit better protected. Liberty-Pittsburgh marketed a clear molded plastic “clamshell” to protect a folded shirt.

I never saw this product again. Too bad.

2013

Back in Louisiana for Clean 2013.

Fimas demonstrated its model 296 v2 which featured an oversized steam chest and a touch-screen control panel.

Sankosha's new model LP590u featured an ergonomic control panel and a joystick to tweak the angle at which the body press extends the sleeves.

PONY introduced a shirt unit that won't harm thick buttons, fragile but-

tons or snaps. They proved it by pressing my shirts that have these particular features.

As for products, Tailwind Systems introduced its EasyScheduler Employee work schedule software and Wesvic displayed a PieceCounter with a whole new look and new features.

And then there was a product called “Coffee Wipes” imported by Larry Fish of Pier Cleaners in Rhode Island. This is a terrific product that I personally use all the time. If you spill coffee on your shirt, use this little towelette, rub the stain and its gone. And it works for all types of stains.

Some drycleaners think that this is a bad product because it allows for stain removal at home. Hmmm. Not really. It is an attractive product for someone

that has pride in their appearance. People that have pride in their appearance are perfect drycleaning customers. You want this product in the purses and the pockets of your customers.

2015

So, four years ago, the Clean Show was in Atlanta for the first time since 1987. Cleaners Supply rebranded a full line of eco-friendly packaging products called Eco-2-Go. EZ Products made a dream of mine come true with a machine that makes hangers and DLI introduced its Stain Removal App for your smart phone!

Unipress featured the latest reincarnation of its shirt unit and called it the Hurricane. The unit now featured muffler-type pipe instead of those pesky

hoses.

I loved Trevil's shirt damp box that fits under their collar/cuff machine and features a spring board base that keeps the shirts within easy reach.

2017

Last time we were back in Sin City and that show certainly didn't disappoint. Unipress updated the features on its beautiful full-color screen on their Hurricane shirt units, PONY introduced two great shirt units. Tailwind Systems introduced ground-breaking plant management software called FlightPlan for Profits PRO-flex III.

2019

We rushed to press just hours after the show closed here in New Orleans. It was great to see all my friends in this industry. I can't believe that it has been over 40 years now.

Unipress has continued to be the pioneer in the industry. They have, once again, introduced a new shirt unit. I'll tell you all about it in the coming months as I present my in-depth Clean Show coverage.

Sankosha has a bunch of new equipment to tell you about. And Cleaner's Supply... can you believe what they are offering drycleaners now?! Wow! They are really something else huh? If you missed it, I'll tell you all about it later. Stay tuned!

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



Don Desrosiers at Clean '19, doing what he has done at every Clean Show since 2003 — examining the current finishing equipment on the show floor. He will report on his finding in the next issue of NATIONAL CLOTHESLINE.

On the scene at Clean...



Eager to begin their journey through the exhibition hall, attendees streamed through the entrance (photo at left) when the opening bell rang on Thursday morning. There was plenty to see and hear, including seminars presented by DLI. Jason Loeb of Sudsies (right) told how he has built a company-wide culture in his business during his Saturday morning talk. In the photo below, attendees lined up to speak to Bobby Patel (at left in the photo) after he told how he purchased and revived a sagging cleaning business by improving and updating all of its aspects.





Thank You for Visiting our Booth at CLEAN 2019

Dear CLEAN 2019 Attendees,

We, at FORENTA, would like to thank you for visiting our booth during The Clean Show 2019 in New Orleans. With your valued support, FORENTA was able to have another successful Clean Show.

We hope you were able to look at our Garment Finishing Products which were demonstrated during the show, such as our NEW Scissor Press Series and our NEW Clear Buck Series Dry Cleaning Presses, as well as our Laundry Pressing Equipment, Garment Conveyors and Water Chillers.

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Be sure to check out our website at www.forentausa.com for information about new products and updates. For any assistance, please contact us at info@forentausa.com.

Once again, thank you for your continued support and trust as your source for garment finishing solutions.



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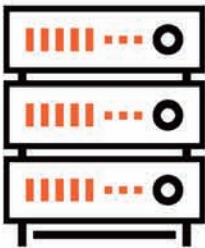


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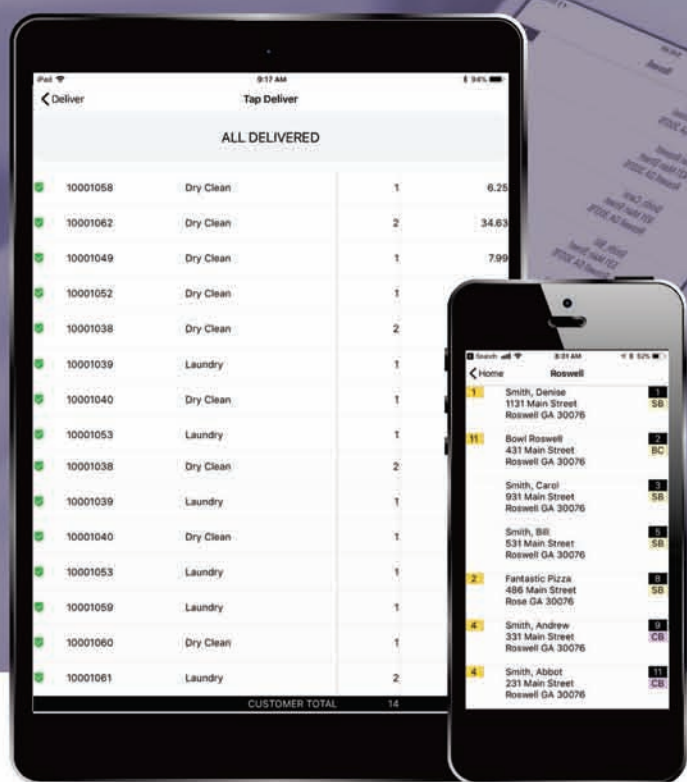
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MIDWEST



PRESTIGE CLEANERS in Columbus, NE purchased a Columbia IporaN through Dynamic Equipment and Consulting. Pictured from left are Eldon Engle, owner of Prestige, Chris Hogard of Columbia/ILSA and Michael McKernan of Dynamic.

Discounts offered for early MWDLI reservations

While the annual convention for the Midwest Drycleaning and Laundry Institute will take place in early August, the deadline for discounted early registration and reservations for the host hotel is much closer: July 11.

Those who sign up prior to that date will avoid the \$20 late registration fee. They will also be able to take advantage of the special \$175 nightly room rate at the Hyatt Regency Cincinnati Hotel at 151 W. 5th St. downtown if they mention their affiliation with

MWDLI's convention.

The event will take place about a month later as the convention runs in Ohio from Aug. 2 to 4.

On Friday morning, there will be an opportunity to play a round of golf at the Devou Park Golf Course.

The cost to take part is \$50 (which is not included with registration).

Later in the evening, the association will offer registration from 5 to 6 p.m. followed by a cocktail reception.

On Saturday, it's time to get down to business. Following welcoming remarks and the installation of officers, the first educational program of the day will feature Jeff Jordan, the vice president of business development at Fabritec International.



Adams

He is going to discuss "Love 'em or Lose 'em! Know What Your Employees Want" from 9 to 10 a.m.

Mary Miller will be up next at 10:30 a.m. with a program on "How Creating Value Drives Results."

She is the CEO of JANCOA Janitorial Service and author of *Changing Direction: Ten Choices That Impact Your Dreams* as well as the recipient of the 2017 EY Ohio Valley Entrepreneur of the Year Lifetime Achievement Award.

After lunch, Brian Rashid, CEO and creator of "A Life in Shorts," a modern day branding, digital media and communications company, will present "Helping You Tell Stories That Sell" from 1:30 to 2:30 p.m.

On Sunday, speaker Trudy Adams will do double duty with a program at 9 a.m. on "Delivering on a Constant Customer Service Promise" and "The Importance of the Customer Service Experience" at noon.

Adams is a familiar speaker to the industry and worked at Cleaner's Supply for many years. Now, she is the principal of Blue Egg Consulting, a sales, marketing and customer service consulting practice.

In addition to the educational programs, MWDLI will also offer vendor exhibits and a silent auction.

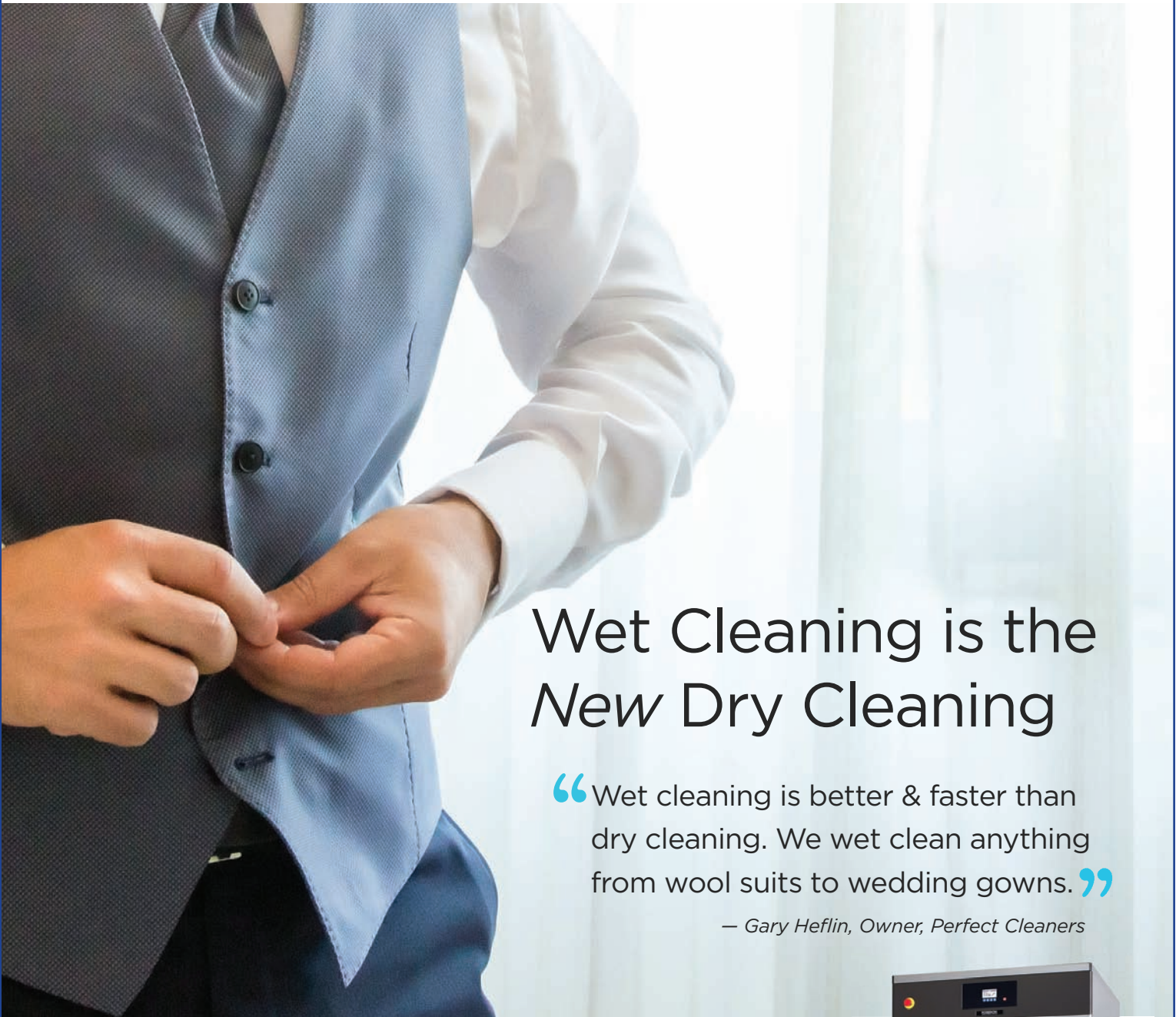
The cost for the full conference registration (prior to the July 11th early deadline) is \$175 per person, which includes the Friday night cocktail reception and all Saturday and Sunday functions. Additional registrations cost \$150 per person.

Attendees who wish to only attend individual events have other options. They can pay \$135 per person for Saturday only sessions, and \$25 per person for the Sunday sessions.

To make reservations at the Hyatt Regency Cincinnati Hotel, call (800) 233-1234 and mention MWDLI or use the direct link online located at the association's website, www.mwdli.org.

Just click on the "Events" link at the top of the homepage.

For more information, call Jon Meijer at (765) 969-5745 or send email to Midwestdli@gmail.com.



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KEEP IT LEGAL



BY FRANK KOLLMAN

Beware the untrained supervisor

Employers sometimes forget that they are responsible for the behavior of their supervisors.

Even when prompt action is taken to correct a supervisor's mistake, it may be too late for the employer to avoid liability under a variety of laws, including labor and employment.

For example, an OSHA fine could turn on whether the person violating a safety rule was an employee or a supervisor. Further, a stray remark by a supervisor can be the difference between winning and losing a discrimination case.

Frequently, employees are promoted based on their skills as mechanics, production employees, salespeople, clerical employees, or administrators. Putting out product, doing construction work, selling service contracts, entering payroll, and preparing budgets do not train individuals to be

good supervisors.

The net result of a promotion of a great employee can often be (1) the loss of a great employee and (2) the addition of an inadequate supervisor. Very few people are promoted because of their apparent supervisory skills.

While some people are not suited to management (I still hate my boss from a summer job nearly 50 years ago), most great employees, if properly trained, can become good to great supervisors. Promotion without training, however, is like giving a supervisor a dangerous weapon to put you out of business. Who needs wage and hour problems, discrimination lawsuits, employee grievances, lost productivity, and constant turmoil?

How many experienced supervisors, much less new ones, would know what to do in the following situations:

1. An employee insists that he does not want to be paid overtime for the extra time he spends redoing work he performed poorly. She is willing to sign a waiver stating that it

bothers her knowing that they talk about her, but she does not want you to do anything. She says she quit her last job because she had problems with the way the manager "glared"

All of these are real problems, and there are real, practical solutions. But would a typical new supervisor know what to do?

There are five areas that

Promotion without training is like giving a supervisor a dangerous weapon to put you out of business.

is her idea not to get paid. As an alternative, she asks if he can work through lunch.

2. An opening in the service department is created. An African-American employee asks to be transferred, but you think a particular white employee has a better personality for service. The white employee expresses no interest in the transfer.

3. It snows on a Thursday, and you close the store at 3 p.m. to allow employees to get home before the roads are impassable. You decide to pay employees for the day. Three of your employees normally leave at 4:30, rather than 5. They ask to leave at 2:30, or be paid a half hour of overtime.

4. An employee puts a sign on the bulletin board that says: "Age Discrimination is Against the Law."

5. A new counter employee dresses provocatively. She hears from one employee that some employees in the plant have been talking about how "hot" she is. She tells you it

at her. That's why she filed a lawsuit against him.

6. A new employee announces that she is pregnant and is due in four months. She wants to know whether her job will be open when she returns from maternity leave.

7. John tells his coworkers that he has received a raise, and it causes morale problems. You need to prevent this kind of fallout in the future.

8. Sally tells you that she has three disabilities: depression, diabetes, and kleptomania. She says she will need to report to work late several days a week, has to have three breaks a day to administer insulin and eat some carbohydrates, and probably will steal worthless trinkets from people's lockers now and again.

9. An exempt (from overtime), salaried employee starts coming in late every day, and leaves early two days a week. He says he has a drug addiction under treatment that will require him to keep this schedule for the next 18 weeks.

need to be covered in supervisor training. A training program, regardless of its length, should cover these topics:

Federal, state, and local laws. State and local laws can be even more important than federal law.

Company policies, especially if there is a union contract.

How to interact with, supervise, and motivate employees.

Writing human resources documents.

Problem solving, such as solving the problems detailed above.

At a bare minimum, two to four hours would be needed to touch on these topics.

Of course, training supervisors costs money and time. That is the main reason why employers take the "sink or swim" approach for supervisors, rather than give them training. Nevertheless, managers or company officials can be "trained to train" new supervisors, drastically reducing the expense.

Labor and employment laws get more complicated each year. Further, employees are more and more inclined to sue, where in the past they merely looked for other work.

If a supervisor mishandles a promotion, termination, salary issue, or leave request, it could cost thousands of dollars to defend, even if the supervisor was not motivated by illegal reasons. Labor and employment laws are too complicated for the average supervisor to administer without some help.

If it is worthwhile to have "orientation" for new hires, it is worthwhile to orient new managers. In the long run, the cost will be far exceeded by the benefit.

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



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

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

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

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

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

For as long as I've been in dry cleaning, I've been using Seitz products. From their spotting chemicals to dry cleaning detergents, all performed beyond my expectations. So when it came time to make the switch from Perc to an environmentally friendly solvent, I turned to SEITZ. Their answer was **intense®**. It's cleaning and grease cutting ability made my transition from Perc very easy. I'm glad I chose SEITZ. Thank you for another quality product!

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

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SOUTH



WHITE SWAN CLEANERS in Florence, SC, purchased a **Union HL860** cleaning machine through **Consolidated Laundry Equipment**. Pictured from left are Wells Sturgeon of White Swan, Kevin Sturgeon, owner of White Swan, Cary Becknell of Consolidated and Greyson Sturgeon of White Swan.

North Carolina House Bill 246 would extend DSCA 10 years

Earlier this year, North Carolina Representative Chuck McGrady (R) introduced House Bill 246 which, among other things, seeks to extend the Drycleaning Solvent Cleanup Act (DSCA) of 1997 another ten years to 2032.

The DSCA program was created 22 years ago to protect human health and the environment by cleaning up sites suspected of perc contamination and in need of remediation.

In addition to providing an extension to the program, the new

bill proposes to revise various fees and funds of the Department of Environmental Quality (DEQ), including increasing the allocation of the Fund balance that the agency can utilize in order to investigate inactive hazardous waste disposable sites.

It will also increase the civil penalties levied against those who incur various hazardous waste violations.

The North Carolina Association of Launderers and Cleaners supports the bill.

In the association's Winter 2019 newsletter *Carolina Clean*, figures for the 2018-19 fiscal year revealed close to \$4.3 million in sales tax revenue and another \$74,583.98 in solvent tax revenues.

To date, that means the program has now raised over \$145 million in total receipts, including over \$12 million in solvent tax revenues and another \$124 million in sales tax revenues.

As of Jan. 14 of this year, the fund balance was just over \$8 million with \$5,899,375.85 committed to outstanding remediation contracts.

During the last fiscal year, over \$4 million was disbursed by the fund, including \$3,264,675.18 in contracts, \$71,050 in hazardous waste fees, \$15,420 in county well permit fees and \$759,809.16 allocated to DEQ administration.

However, total disbursements have exceeded over \$137 million to date, most of which paid contracts exceeding \$107 million altogether.

There is an estimated number of 1,500 contaminated sites altogether, including 494 that are currently operational.

The DSCA has identified 488 contaminated sites to date and has certified 427 and another 29 pending closure.

SEFA to host 2020 show in Orlando

The South Eastern Fabricare Association's board of directors has voted and approved on moving its Southern Drycleaners & Launderers Show to Orlando, FL, next year. The event will be hosted at the Gaylord Palms Hotel from June 12 to 14.

"This is a great opportunity for SEFA," explained Rhonda Eysel, the association's president. "The hotel is gorgeous, the event space is terrific and I think we will have a tremendous show. I think having the hotel and convention center under one roof is a great change."

SEFA Executive Director Peter Blake agreed. "The Gaylord Hotel has a great space and will be able to handle the unique challenges a live equipment show poses. We have been trying to secure a spot in Central Florida for years, and we have finally found a space that is both feasible and relatively affordable. I feel extremely confident that location will translate into some of our biggest attendance numbers in years."

Visit www.sefa.org for more information in the future.



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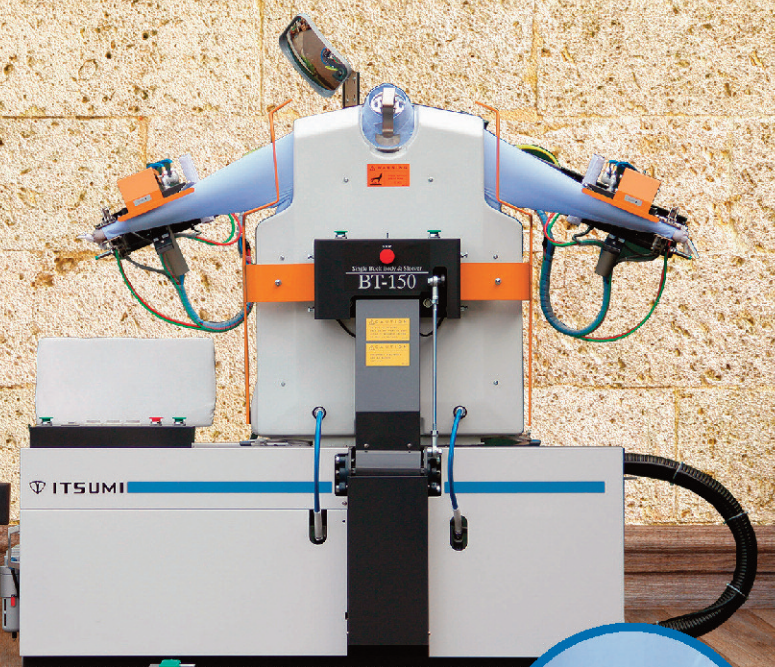


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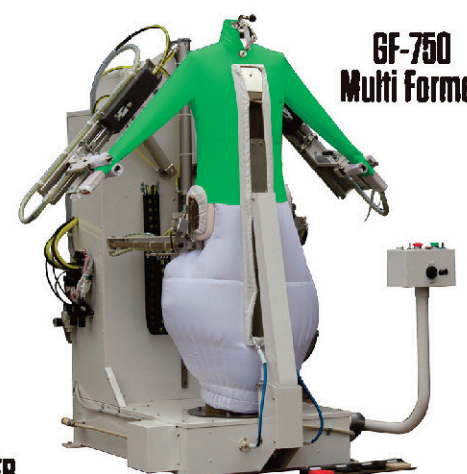
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THE SPOTTING BOARD



BY DAN EISEN

Testing and examination procedures

The professional dry-cleaner who knows how to test fabrics along with drycleaning and wetcleaning procedures will avoid problems and damages from ruined fabrics.

Although there are some tests that require laboratory analysis, many tests can be performed by the knowledgeable drycleaner.

These tests are used to ensure drycleaning, spotting and wetcleaning procedures are done correctly. It is also used to test fabrics for serviceability, drycleaning, spotting and wetcleaning.

Drycleaning

The visual condition of your solvent is important but it is also important to see the re-

sults of fabrics after drycleaning.

Swatch test. Cut a white fabric and attach it to a garment in a light load that is drycleaned.

Testing colors. Saturate a cloth with solvent and rub an unexposed area of fabric with suspected color problems. You may encounter these problems on black and white garments

blended with spandex.

Trimming problems. Test plastic-coated trimming with amyl acetate. You must always test with a solvent stronger than the one you are using. To test color of trimming and sequins, saturate a Q-tip with solvent and rub trimming.

Spotting

Place a white cloth under fabric to be tested. Test dye transfer to cloth when spotting with steam gun and neutral lubricant. Test stronger chemicals on an unexposed seam.

Wetcleaning

1. Test the suspected fabrics for dye serviceability by using a steam gun and neutral lubricant on unexposed area.

2. Test for dye crocking by rubbing a white cloth with neutral lubricant on an unexposed area of garment.

Bleach testing

Use pool testing strips to check bleaching.

1. When bleaching with sodium perborate or sodium percarbonate, test water solution with pool strips. It should show an alkaline concentration.

2. Test effectiveness of hydrogen peroxide by saturating a Q-tip with titanium sulphate and then contacting the peroxide. The Q-tip should turn orange if the peroxide is effective.

Identifying fabrics and fibers

Burn test. It is very easy to

identify fabrics using the burn test. This is used when there is no labeling or indication that lists the fiber content. Take a small sample of fabric from an unexposed area and apply a lite match.

Silk fries and sizzles and ceases to burn after match is removed. It smells like burning feathers or hair and leaves a black bead that can be crushed between your fingers.

Polyester is difficult to burn and shrinks from a flame while melting. It has a pungent odor and the bead it leaves can not be easily crushed between your fingers.

Wool fries and sizzles and does not support a flame. It smells like burning hair or feathers and leaves a bead that can be easily crushed.

Acrylic burns readily with a yellow, purple and orange flame. It leaves a bead that cannot be easily crushed.

Caution: To avoid burns, do not attempt to crush a fiber immediately after burning until it has time to sufficiently cool.

Polyurethane and leather. To tell the difference between these two fabrics, saturate a Q-tip with paint remover. Rub a sample and check if dye transfers to Q-tip. Dye on leather will transfer to Q-tip while dye on polyurethane will not.

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.



Dan Eisen conducted a training program for customer service representatives at Oceanside Cleaners in Jacksonville, FL recently. A customer service representative, he told the 25 attendees, is the face of the organization and as such must be courteous, friendly and have a working knowledge of the service offered. They also need to know the feel of fabrics — stiff, soft, smooth or rough — and have some rudimentary understanding of stain identification.

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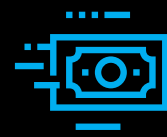
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WEST



STERLING FINE DRYCLEANING in Los Angeles, CA, installed two Union HL880 cleaning machine, David Geoola of Sterling is pictured with Kelly Kelleher of Kelleher Equipment Supply.

TCATA sets busy schedule for its annual conference

From the golf course to the boardroom, with a few stops in between, the Textile Care Allied Trades Association will be hosting its 2019 Annual Management and Education Conference from July 31 to Aug. 3 at the Ojai Valley Inn and Spa in Ojai, CA.

TCATA will hold a board meeting from 1 to 4:30 p.m. on Wednesday, July 31, before presenting an opening reception later in the evening at 7 p.m. at the Orchard Pergola.

Thursday promises to be a relaxing day with golf being the main focus. The association's golf tournament will begin at 8 a.m. and run until about 1 p.m. When the round of golf is done, it will be time for a luncheon in the Demaret Room until 3 p.m.

Additionally, two social outings punctuate the eventing: a Young Executives Reception from 5 to 6 p.m. and dinner at the Farmhouse Kitchen & Library after.

On the following morning, the educational sessions start. A four-hour morning program is set to begin at 8 a.m. and will be called "Every Sales YES Begins with a Know."

Guest speaker Sam Richter will reveal web search secrets to help you find the right prospects at the right time with the right message.

He is considered one of the world's foremost experts on sales intelligence and digital reputation management and is a member of the Minnesota Speakers Hall of Fame. He has won numerous awards, including a Codie Award, considered the "Oscars" of the software industry.

For those who wish to take part in one-on-one consultations with Richter will have a chance between 1 and 4 p.m. that afternoon.

TCATA also has scheduled events for spouses to attend, including an Artist Cottage program from 10 a.m. to 12:30 p.m. and a luncheon in the Olivella Main dining room from 12:30 to 2 p.m.

On Saturday morning, the first program of the day kicks off at 9 a.m. and is called "What is Happening in Washington... and Why" by Jade West, senior vice president of government relations for the National Association of Wholesaler-Distributors (NAW).

She also serves as executive director of the NAW Political Action Committee.

West will outline some of the recent legislative changes from Washington, DC, that will have an impact on business, as well as what to expect to happen in the coming year.

Following her 90-minute session will be another presented by Richard Hadden, author of the popular Contented Cows leadership book series (Contented Cows Give Better Milk, Contented Cows Moove Faster, Contented Cows Still Give Better Milk) and who has delivered presentations and training programs for more than 850 audiences on five continents.

His program will be called "Contented Cows Give Better Milk: Your People... Your Profit." He will explore themes of employee engagement, recruiting and retention. Hadden will also be available for individual consultations between 1 to 4 p.m.

The evening will conclude with a closing reception and dinner from 6 to 10 p.m. at the Anacapa Terrace and Ballroom.

The cost for a full registration package is \$825 for TCATA members and \$400 for spouses. However, those who sign up by July 5 can enjoy a \$50 discount off each registration.

For more information on TCATA's the conference including hotel information, visit them online at www.tcata.org or contact the office directly by calling (813) 348-0075.



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MIDATLANTIC



ZIPS DRY CLEANERS in Fredericksburg, VA, installed a Quicksort garment management system. The owners, Anne Marie and Angel Ramos, are pictured with Brett McLeod of Garment Management Systems.

DLI offers five more dates for '19 drycleaning classes

Five offerings of its signature Introduction to Drycleaning and Advanced Drycleaning courses remain on the 2019 schedule for the Drycleaning and Laundry Institute.

In fact, the next round is set to begin soon as the association will host its one-week introductory course from July 15 to 19 at its School of Drycleaning Technology in Laurel, MD.

The course instruction is ideal for those who are new to the industry or who have less than one

year of production experience.

It covers a lot of ground, from sorting cleaning loads to cleaning silk, satins and other fabrics and operating a drycleaning machine. Students will also learn about removing coffee, ink, grease and other stains from clothing, pressing pants, coats and skirts, and using tensioning equipment to improve finishing quality.

Those who complete the course, or who have a few years of production experience, can improve their skills with DLI's two-

weeks Advanced Drycleaning class, which runs from July 22 to Aug. 2.

The ten-day course covers some of the topics of the introductory class, though more in-depth, plus a lot of other subjects like: identifying cotton, silk, polyester and other fabrics, using bleaches without damaging color, pressing blouses, dresses, ties, pleated garments, silks, velvets and corduroy, wetcleaning wool, silk and more, maintaining and changing filters, troubleshooting drycleaning machine problems and current regulations facing the drycleaning industry.

Customer service techniques, designing a plant work flow and getting clean white laundry will also be emphasized, along with cleaning and preserving wedding gowns, pressing laundered shirts and understanding the differences between the different cleaning solvent options including perc, hydrocarbon, GreenEarth and SOLVON K4.

Both courses can be taken concurrently — known as the 15-day General Drycleaning Course — which is free to all Premier Members.

Premier Membership includes five free in-person class registrations, four free self-studies, three free certifications, a stain removal app, an Encyclopedia of Drycleaning app, 20 free garment analyses and more. With an annual commitment, membership is \$255 per month.

The cost for non-members to attend the classes is \$1,149 for the introductory class, \$2,049 for the advanced, and \$2,795 for those who take both together.

Course fees cover lunch, classroom instruction, a notebook and other materials.

In addition to having the option to take both classes in July, DLI will have another opportunity later this year.

The Introductory Drycleaning course will be held again on Oct. 21 to 25, followed by the Advanced Drycleaning course from Oct. 28 to Nov. 8.

There will also be a special solo offering of the introductory course in August (19 to 23) for those who are interested.

Classes typically meet at the DLI School of Drycleaning Technology from 9 a.m. until 4:30 p.m.

Those who can't make it to Laurel for the classes can still further their industry education by taking part in DLI's Self-Study courses which costs \$139 for members and \$249 for non-members.

Offerings include: Drycleaning Fundamentals, Fibers & Fabrics, Wetcleaning and Stain Removal.

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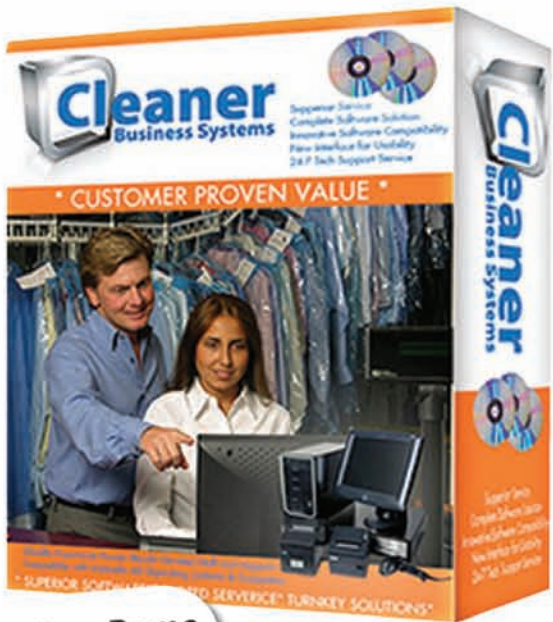
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NORTHEAST



PLAZA CLEANERS AND TAILORS in Weymouth, MA, purchased a Union HL-860 heated hydrocarbon cleaning machine through M&R Machinery. Pictured from left are Michael and Konstantinos Blathras, owners of Plaza Cleaners, and Bob Carozza of M&M Machinery.

DEC certification, training for CSRs highlight NCA classes

A multitude of drycleaning courses covering a variety of topics will be available from the National Cleaners Association in the coming months.

First up will be a one-day, eight hour offering on “Basic Spotting 101 with Alternative Solvents” on July 14 in the Bronx. The class meets from 8:30 a.m. until 4 p.m.

This class, like most of NCA’s one-day courses, is free for Platinum Members and costs \$250 for other members or \$350 for non-members.

For those unable to attend, but interested, the class will be taught again on Nov. 24.

NCA will offer a second class on July 14: the first half of a two-day DEC Certification course required by New York State.

Overall, the course convenes from 9 a.m. to 6 p.m. on consecutive Sundays. In addition to one that meets on July 14 and 21, NCA will host another installment on Oct. 6 and 13, both in New York City.

The cost is \$809 for members

and \$1,309 for non-members.

Another two-day course, this one focusing on pressing and finishing, is set to take place on Aug. 3 and 4 in the Bronx, running from 8:30 a.m. to 5 p.m.

Tuition is \$455 for members and \$1,309 for non-members. Platinum Members may enjoy free admission.

Also in August, NCA has planned a one-day “Advanced Stain Removal and Bleaching” course, meeting from 8:30 a.m. to 5 p.m. in the Bronx. The date is Aug. 18. For those who cannot attend, there will be an additional offering on Dec. 15.

In September, the association’s lone offering will be a one-day course on “Technical Training at the Counter for Customer Service Representatives” in New York City. The class meets on Sept. 22 from 8:30 a.m. until 4 p.m.

Two other events can be found on NCA’s upcoming calendar. The association will host its Texcare 2019 convention on Oct. 19 and 20 in Secaucus, NJ, then in early next year will co-host Brainstorming 2020 with the Drycleaning and Laundry Institute from Jan. 17 to 19.

For more information or to register for any of NCA’s upcoming events, visit www.nca-i.com or call (212) 967-3002.

NEFA hits the fairways for annual Clean Classic

The North East Fabricare Association will be teeing off soon for its 24th Annual Brad Friel Memorial Clean Classic.

This year, the event will be moving to the Cyprian Keyes Golf Club in Boylston, MA. The event will begin at 9:45 a.m. with a shotgun start on Wednesday, July 17.

The association will utilize a popular 2-score, Bramble format this year where all golfers on each four-person team will start their second stroke for every hole from the spot of the best initial drive and then play through.

The cost to play is \$660 per team of four, or \$165 per individual, which includes green fees for 18 holes of golf, a cart, participation in the Longest Drive, Closest to the Pin and other contests, as well as the admission to the awards dinner at 3 p.m.

Additionally, NEFA is offering Tee Sponsorship and Golf Packages for \$330 each.

For more information on the event, or to register, visit www.nefabricare.com or contact them directly at (603) 635-0322.



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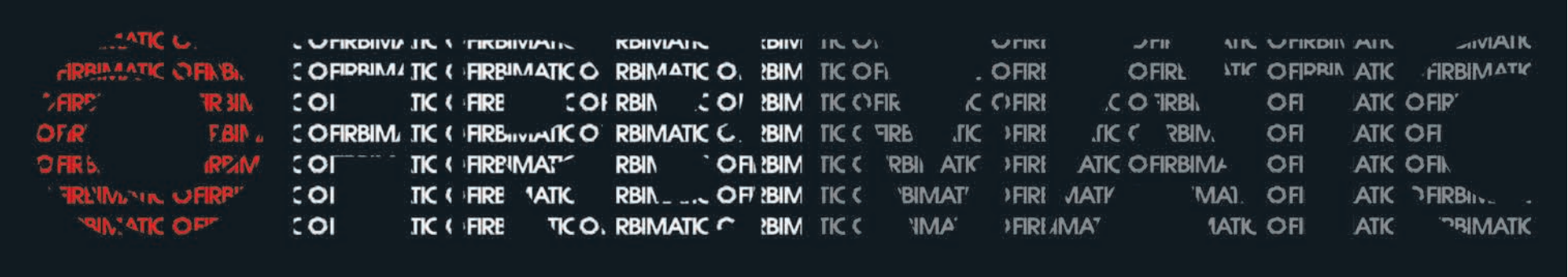
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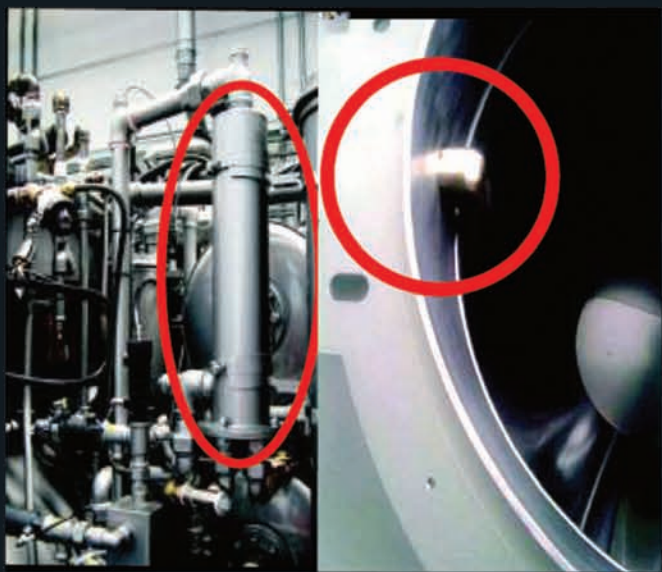


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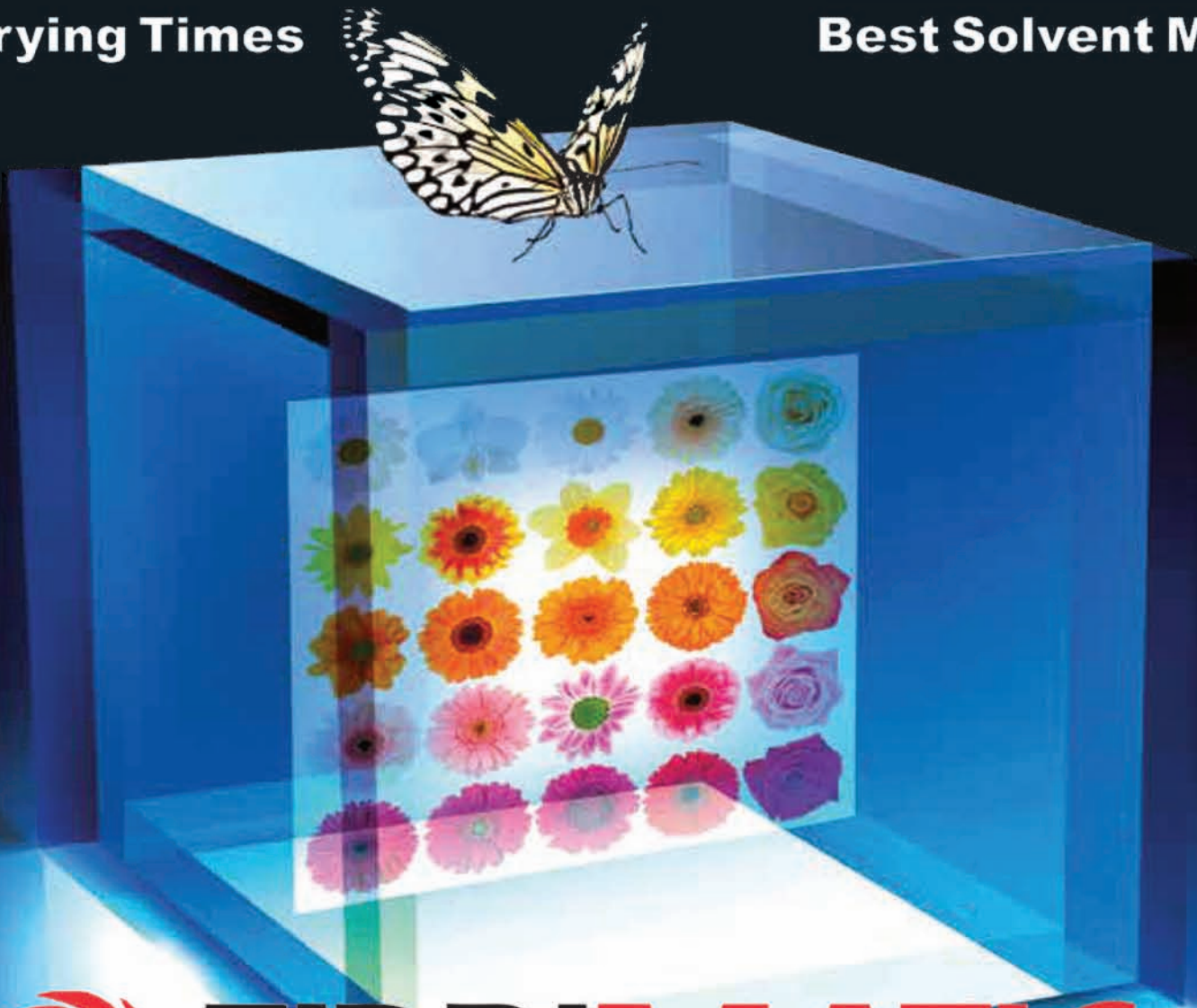


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NEWSMAKERS

The **Tuchman Advisory Group** held a successful meeting on March 27-29, hosted by **Bill Munro** and **Rick Kirksey** of **Munro Cleaners** in Beaumont, TX.

Highlights of the meeting included a tour of Munro Cleaners, Munro's Uniform Rental and Munro's Safety Division, a review of YTD financials, critique of Munro Cleaners operations, and hearing member presentations.

The group welcomed **Mark Porter** of **Porter's Cleaners** as a new member.

Informative and interesting guest speakers in-

cluded: **Vinay Bachireddy**, CEO at HRO Resources whose company offers employee payroll options, tax filing, 401K plans, and employee benefit cost saving plans; **Ray Cheshire**, sales manager, and **Toran Brown**, development director at SPOT, who reviewed current and new features and **Dru Shields**, director of sales at EnviroForensics, who explained how they use historical insurance data to help pay for environmental clean-up.

For more information about the Tuchman Advisory Group, contact Ellen Rothmann, ellenrothmann@yahoo.com.



Tuchman Advisory Group members meeting in Beaumont, TX, included, in back from left, Richard Thum of Five Star Cleaners, Rick Kirksey of Munro Cleaners, Gary Futterman of Flair Cleaners, Ben Combs of Judi's Cleaners, Mark Porter of Porter's Cleaners, Bill Munro of Munro Cleaners, Bruce Frankel, TAG Financial Consultant, and Drew Singer of Flair Cleaners. In the middle row are Mike Poeschl of Revolution Cleaners, Paul Billoni of Colvin Cleaners, Jana Janssen of Martinizing GreenEarth, Cyndee Billoni of Colvin Cleaners, Jeremy Huebel of Munro Cleaners, and Tiffany Horton of Munro Cleaners. In front are Chris Billoni of Colvin Cleaners, Tiffany Slaughter of Munro Cleaners, Grant Carson of Martinizing-Alameda, Ellen Rothmann of the Tuchman Advisory Group, and David Makepeace of Medlin-Davis/North.

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Kassidy Blount of Greenville, NC, is the recipient of the **Textile Care Allied Trades Association** 2019/2020 college scholarship.

She will receive \$2,000 per year for the four years of college. Kassidy plans to attend the University of North Carolina – Asheville.

She has an impressive list of academic and extracurricular accomplishments. Her grades, SAT and ACT scores are at the top of the scale as measured both statewide and nationally. From her sophomore to senior year, she competed in two business-oriented competitions (DECA and FBLA) that take place locally, regionally and nationally. She also competed regionally in both and continued to the national competition in Atlanta.

She also competed in the Quiz Bowl and is a member of the National Honor Society and the Rho Kappa Honors Society.

She has been active in multiple clubs and organizations throughout high school, serves as senior class vice-president, led the cleanup of her school, and served as president of the Beta Club. Her main passion is music — jazz in particular — in which she plans to pursue a degree in at UNC. She started with jazz in middle school, taking saxophone lessons and singing. She went on to perform at several local venues, and is passionate about getting younger musicians to appreciate and perform jazz.

"TCATA is most pleased to assist students like Kassidy achieve their goals in college," noted TCATA president Leslie Schaeffer. "She is the kind of person that the scholarship was set up to help, and we all wish her the very best in her college career and beyond."

Her mother, Laurie, is employed at UNX in Greenville.



The Press of Washington DC has joined the ranks of **America's Best Cleaners** after meeting the requirements of the organization's certification process.

The Press is a family owned and operated drycleaning and laundry brand with three locations in Washington DC, and one in Fairfax, VA.

The Press has more than 40 years of industry experience, providing drycleaning and laundry services to the nation's capital and surrounding areas. They also care about the environment and offer complimentary laundry bags to their delivery customers, and garment bags to all customers at cost, in an effort to reduce their plastic waste products.

"Ever since I first entered the drycleaning industry, I strived to be a part of America's Best Cleaners," said **Je Kang** of The Press. "When I was starting out, I read about the best cleaners and saw one common factor: they were all a part of ABC. I knew if I strived to be a part of ABC it would only improve myself, and if I ever became an affiliate, I knew I had made it as the top of the top."

Diane Lee, also of The Press, echoed his enthusiasm. "Everyone I have met from ABC has inspired me to step back from the day-to-day operations and strategically look at the bigger picture. ABC's knowledge and support is priceless and it is an honor to converse and collaborate with such a successful group of individuals."

America's Best Cleaners is a certification agency and team of consultants who assist owners, managers and team members to realize their full potential while striving for continued personal and professional success.

For more information, visit www.americasbestcleaners.com.

For more information about The Press, visit www.thepressdc.com.

ZIPS Dry Cleaners has named franchise industry veteran **Sam Wong** as its new vice president of franchise sales and development.

With nearly 20 years of experience in the franchise space, Wong will be responsible for implementing new strategies and campaigns to further accelerate the brand's expansion momentum across key U.S. markets.

"Sam not only brings great franchise development experience and expertise to our leadership team, but has a proven track record of growth and success in each of his past roles," said ZIPS CEO **Drew Ritger**. "As we continue to execute our most aggressive franchise growth strategy to date, Sam's broad experience and wealth of knowledge will play an integral role in helping lead our brand into the next phase of its strategic growth and performance."

Before joining ZIPS, Wong worked as the senior director of franchise development at Sonic Drive-In where he led the more than 3,600-unit brand's expansion efforts in various new and existing markets nationwide. He also previously managed franchise development for such brands as Dairy Queen and Popeyes Louisiana Chicken.

"The opportunity to work with ZIPS at this stage of its growing franchise program is energizing," said Wong.

Currently there are nearly 60 ZIPS stores open and operating in eight states, with a total active franchise pipeline that stands at more than 250 stores, all of which are slated to open over the next several years.

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WRENCH WORKS



By BRUCE GROSSMAN

Stop energy-wasting steam loss

The article for this month will be the first of two dealing with locating two of the largest sources of wasted boiler energy.

Visualize a small leak of water under pressure. It won't take long for a slight flow of water to fill a five-gallon bucket — let's say 30 minutes, or another way of calculating the volume would be 10 gallons/hour.

If this same volume of superheated water was leaking from your boiler under 80 PSI, you would be wasting about 120,400 BTUs/HR, which is approximately 3.5 boiler horsepower dribbled away every hour your boiler is running at pressure.

What's really aggravating about this type of loss is, unlike faulty steam traps, the source of this type of loss is easily found and relatively inexpensive to fix.

Ever give any thought as to why elbows in the blowdown lines seem to spring "pin hole" leaks more than the other fit-

ting in the blowdown piping? When you observe the faulty elbow it almost seems like that pin hole was drilled because the area is so small and well defined. The cause of this problem is the same process that created the Grand Canyon, erosion. In the case of the boiler piping this erosion takes on the properties of "sandblasting."

When you blow down the boiler, hard particles of scale, rust and other detritus are exiting the boiler at high speed and keep moving in a straight line (see Newton's first law of motion) slamming into the elbow near the 90 degree bend. This impact blasts away the metal, drilling that well-defined hole.

Now let's take a look the valves used in the blowdown piping. In most boiler installations there are at least two ball valves — one sealing the water column the other sealing the bottom of the boiler pressure vessel.

On boilers operating above

80 PSI, there should also be a third. This would be a globe-type, slow opening valve master blowdown valve.

Let's take a careful look at a ball valve. It's really a marvel of machining and chemical engineering.

The ball itself is usually polished stainless steel or chrome plated brass rotating inside a Teflon seat. In order for these valves to seal properly, tight tolerances must be maintained between that rotating ball and the Teflon seat.

When the valves are being open or closed, the sandblasting effect erodes away the sharp edges of the passageway through the ball as well as scouring the Teflon valve seat.

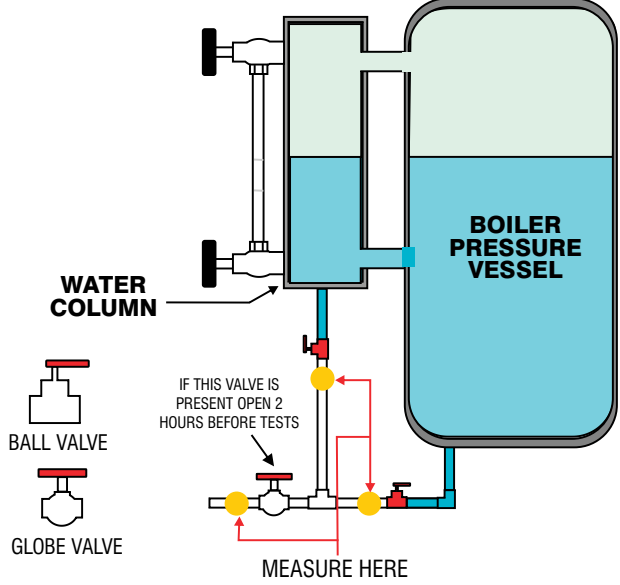
As the spacing between the ball and seat increases, small abrasive particles enter, rapidly adding to the degrading of the ability to contain the water and steam inside the boiler.

Unlike the testing for faulty steam traps, the test for faulty blowdown valves is a slam dunk. Place a one-inch black

pipe elbow on the floor of your boiler room away from the burners or other hot spots and give it about 30 minutes to heat up to the ambient (background) temperature of the boiler room.

Continued from page 35

BLOW DOWN VALVE TESTING



BLOW DOWN VALVE TESTING- Measure the temperature of the pipe right after the blow down valve under test. If this reading is more than 30 degrees F. higher than the temperature of the elbow on the boiler room floor the valve is likely leaking.



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Bruce Grossman

Stop energy-wasting steam loss

Continued from page 34

Remember that useless laser thermometer you bought to test your steam traps to no avail? Hooray! Go get it. We're going to use it.

First a note on obtaining accurate measurements using the laser thermometer.

1. The surface of the target should *not* be a highly reflective color like silver or white or have a highly polished finish like chrome or stainless. If it does, take a black Sharpie marker and blacken an area about the size of a quarter. Use this blackened area as the target spot on the surface to be tested.

2. The laser pointer is normally used to select the target area and illuminates the center of the sensed area. Since the sensor itself measures all of the infrared energy entering the lens, it becomes progressively more accurate the closer you place the sensor to the target area.

When using the laser thermometer to run these tests, be sure to position the lens of the thermometer slightly above the surface of the area being measured; don't just aim it and use the laser pointer to take the temperature.

With the water column and boiler shell blowdown valves shut, open the globe-type, slow opening master blowdown valve (if one is present it will likely have a round handle unlike the ball valves which have a lever shaped handle) and allow the boiler to run at least two hours.

Then use the laser thermometer to obtain the temperature of the one-inch black pipe elbow on the floor mentioned earlier in the article.

Next, measure the temperature of the pipe right after the blowdown valve under test. If this reading is more than 30° F. higher than the temperature of the elbow on the boiler room floor, the valve is likely leaking some very expensive super-heated water.

Keep in mind that there is a blowdown valve for both the water column and the boiler pressure vessel (shell) and a leak in one will interact with measurements taken on either valve.

That's no big deal because once you determine there is a leak, the temperature of the piping closest to the leak will be higher, so just trace back looking for the point of highest temperature and the valve closest to that location will be the one that's faulty.

After having checked the ball valves, if they're OK, close the slow opening master blowdown valve and crack (slightly open) the column blowdown valve.

Wait about a half hour and run the test on the master

blowdown valve. If this valve leaks but the other two are OK, you can get away with postponing a repair for a while. Don't forget to shut whatever valves were opened during testing.

A note on boiler valves

Valves used on boilers should be rated at next higher level of the maximum rated boiler operating pressure.

For example, if the rated op-

erating pressure (usually found on the name plate attached to the boiler) is 150 PSI, then the valve would be steam rated for at least 200 PSI. This rating usually appears on the body of the valve after the SWP abbreviation for "steam working pressure" (you won't find these valves at Home Depot or Lowe's).

The numbers following the abbreviation WOG stands for the pressure rated for use with wa-

ter-oil-gas and is *not the rating for steam service*. In order to comply with code, piping and fittings between the boiler and blowdown tank must be Schedule 80.

Well that's about it for this issue. We will be searching for more easy find and repair, dollar-wasting conditions in next month's issue.

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, maker of the EZ Level return

tank water level control which replaces the troublesome ball float valve in the return tank. The Sahara and Drop in the Bucket line of high purity separator water mister/evaporators and the Tattler steam trap tester, an accurate and easy to use device, are also part of the EZtimer product line. For more information, visit www.eztimers.com. Address any questions or comments to bruce@eztimers.com or call (702) 376-6693.

Keep in mind that there is a blowdown valve for both the water column and the boiler pressure vessel and a leak in one will interact with measurements on either valve.



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INFORMATION CENTRAL

Products and Services for Drycleaners

New York State approval for alternative solvent

TAMPA FL — Intense solvent from Seitz has been added to the list of alternative solvents for use in drycleaning machines by the New York State Department of Environmental Protection (NYS-

DEC).

Intense joins eight previously approved products under new rules adopted by NYSDEC for alternative solvents and more stringent regulations on the use of per-

chloroethylene. Only NYSDEC approved alternative solvents may be used in alternative solvent drycleaning equipment in New York State.

Seitz, The Fresher Company

Inc, based in Tampa FL, has already delivered intense solvent to many customers in New York State.

The solvent was introduced to the North American market four years ago. The decision to add it to the list of alternative solvents in New York State speaks to the momentum this solvent is generating, according to Alexander Seitz, managing director of Seitz GmbH.

The solvent, developed by Seitz GmbH, is based on hydrocarbon solvent and has a KB value of 76, providing increased cleaning effect as compared to hydrocarbon solvents, according to the company. It can save time and money in pre- and post-spotting, dissolving water-soluble stains and it is also suitable for sensitive, high-quality textiles with delicate, decorative trim.

The solvent can be used in any multi-solvent cleaning machine.

In addition to effective cleaning performance, it has demonstrating outstanding efficiency with solvent mileage at or exceeding 100,000 pound per drum.

It is an environmentally neutral solvent with no known harmful influences on humans or the environment, according to Seitz. The higher flashpoint as compared to hydrocarbon solvents also ensures a safer workplace, pleasant operator handling and secure transport. It is a non-hazardous substance.

The solvent is available now in 200-liter drums and 20-liter containers.

The more stringent regulations on the use of perc include the required removal of all perc drycleaning machines from residential buildings by December 21, 2020.

All third-generation perc machines will be phased-out by December 31, 2021.

To learn more, visit www.seitz24.com

Space-saving shirt finisher



SECAUCUS, NJ — Hi-Steam is introducing the Turbo-440 shirt finisher that is fast, gives high production and a beautiful, hand-finished look with few touch-ups.

Unlike traditional shirt finishers, this new machine takes up much less space, uses much less steam and gives a great finish every time.

With no hot metal buck, there are no broken buttons and no shine or color loss. All sizes, from size XS to 3XL, can be finished along with all fabrics from silk, linen, rayon, cotton, and microfiber.

Internally, the double heat exchangers shorten the dry timing with more heat.

Other features include a solid buck, auto collar clamp, auto shoulder expander, auto front paddles, and rounded cuff clamps.

The new unit was demonstrated at the Clean Show.

To learn more, visit www.histeam.com.

DATELINE

2019

- July 12** Michigan Institute of Laundering and Drycleaning, annual membership meeting. Amway Grand Plaza Hotel, Grand Rapids, MI. Call (877) 390-6453.
- July 14** Basic Spotting 101 with Alternative Solvents course sponsored by the Neighborhood Cleaners Association, Bronx, NY. Call (800) 888-1622.
- July 14** DEC Class, two-day

- course on consecutive Sundays, sponsored by the Neighborhood Cleaners Association, New York, NY. Call (800) 888-1622.
- July 15** Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.
- July 17** Brad Friel Memorial Clean Classic, sponsored by the North East Fabricare Association. Cyprian Keyes Golf Club in Boylston, MA. Call (603) 635-0322.

- July 22** Advanced Drycleaning two-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.
- July 29-August 2** Radical Drycleaning/Stain Removal, five-day course sponsored by the Neighborhood Cleaners Association, Bronx, NY. Call (800) 888-1622.
- July 31-August 3** Textile Care Allied Trades Association annual conference. Ojai Valley

- Inn & Spa, Ojai, CA. Call (813) 348-0075.
- August 2-4** Midwest Drycleaning and Laundry Institute annual convention, Cincinnati, OH. Call (765) 969-5745.
- August 3-4** Pressing and Finishing, two-day course sponsored by the Neighborhood Cleaners Association, Bronx, NY. Call (800) 888-1622.
- August 18** Advanced Stain Removal and Bleaching course sponsored by the Neighborhood Cleaners Association,

- Bronx, NY. Call (800) 888-1622.
- August 9** Minnesota Cleaners Association annual meeting, Treasure Island Resort, Welch, MN. Call (763) 213-3231.
- August 19** Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.
- September 14** Day of Education sponsored by the Illinois Professional Drycleaners and Launderers Association, 1901 Landmeier Rd, Elk Grove Village, IL. Call (800) 462-4732.
- September 17-19** Textile Rental Services Association annual conference, Hyatt Regency Boston Harbor, Boston, MA. Call (703) 519-0029.
- September 19-20** Wisconsin Fabricare Institute Dry Cleaning Expo. WFI offices, Milwaukee, WI. Call (414) 78-0640.
- September 21-22, 2019** Green-Earth Workshop, Kansas City, MO. Call (816) 944-3431.
- September 22** Technical Training at the Counter for Customer Service Representatives course sponsored by the Neighborhood Cleaners Association, New York NY. Call (800) 888-1622.
- September 22-25** Independent Textile Rental Association annual convention. Hyatt Regency Tamaya Resort & Spa, Santa Ana Pueblo, NM. Call (706) 637-6552.
- September 25-27** Texcare Asia, Shanghai New International Expo Centre, Shanghai, China.
- October 5** Rocky Mountain Fabricare Association, Fall Conference, Marriott Hotel in the Denver Tech Center. Call (970) 330-0124.

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GreenEarth collects clothes for Earth Day

GreenEarth Cleaning helped mark its 20th anniversary and Earth Day in the form of a clothing drive benefiting Big Brothers Big Sisters as well as other regional non-profits.

“Celebrating all that our planet provides us has been a fixture of GreenEarth Cleaning since the formation of our company 20 years ago,” said Tim Maxwell, president of GreenEarth Cleaning. “With the growing issues surrounding the disposal of waste associated with fast fashion, we felt that collecting clothing for charities fit our network’s focus on sustainable garment care.”

From Connecticut to Colorado to California, 140 affiliated retail locations opted in to the GreenEarth Cleaning 20th Anniversary Earth Day Clothes Drive for the month of April, racking up a combined donation of 20,000 pounds and counting — an average of 150 pounds per store.

At the GreenEarth home office in Kansas City, MO, the team partnered with Big Brothers Big Sisters of Kansas City as well as local taproom Bier Station for a one-day clothes drive event of their own on April 20 to make up their contribution.

Patricia Shaffer, owner of Shaffer Dry Cleaning & Laundry in Tucson, AZ, works with Big Brothers Big Sisters of Southern Arizona year-round already, so she didn’t

think twice about holding a clothes drive at her stores.

“Every day is Earth Day when you recycle your clothing at any of our nine locations,” Shaffer said. “Good for the Earth and good for the kids — what could be better than that?”

Jim Gilligan of Snedcor’s Cleaners in Howell and Brighton, MI, has the same philanthropic mentality as Shaffer. He collaborates with the LACASA Center every spring and fall to host Cinderella’s Closet, which is set up as a boutique to offer low cost, gently worn gowns to high school girls, all proceeds benefiting the local non-profit’s initiatives to protect and advocate for survivors of child abuse, domestic violence and sexual assault.

Jumping on board the collective effort for the Earth Day Clothes Drive and supporting LACASA again he viewed as a no-brainer.

“Participating in the GreenEarth Cleaning 20th Anniversary Earth Day Clothes Drive and collecting clothing for LACASA clients merged beautifully with our core values of helping the less fortunate in our community and caring for planet Earth,” Gilligan said.

OXXO Care Cleaners, which has 45 franchises all exclusively using GreenEarth



At the GreenEarth home office in Kansas City, the team partnered with Big Brothers Big Sisters of Kansas City as well as local taproom Bier Station for a one-day clothes drive event on April 20.

and has been a GreenEarth Member since 2001, was among the participants.

“Together we care for human beings and for the environment,” he said. “Also similar to GreenEarth®, OXXO is very active in the local communities in which we operate to help promote sustainability, so our participation in the recent clothing drive was

logical.”

Other participants included Bridgestone Cleaners, Brooklyn, NY; Colonial Cleaners, Minneapolis, MN; Dry Cleaning Central, Winston-Salem, NC; Dry Cleaning Station, Owasso, OK; Dutch Girl Cleaners, Redlands, CA; Eagle Cleaners, Rochester, NY; El Dorado Cleaners, National City, CA; Fashion Cleaners, Omaha, NE; GreenEarth Cleaners, Castle Pines, CO; Greenest Cleaners 4U, San Jose, CA; Jones Cleaning Center, Fresno, CA; Lapels Dry Cleaning, AZ, CT, MA (42 locations); Martinizing Dry Cleaning, Royal Oak, MI; Martinizing Dry Cleaning, Santa Fe, NM; Martinizing Dry Cleaning, Wichita, KS; Oakwood Cleaners, Nashville and Hermitage, TN; Pratt Abbott Garment Care, Greater Portland, ME; Ray’s Custom Cleaners, Fort Worth, TX; Revolution Cleaners, Denver, CO; Summit Cleaners, Briargate, CO; Swiss the Greener Dry Cleaners, Dallas, TX; and Veribest Cleaners, San Diego, CA.

Lapels clothing drive backs Big Brothers Big Sisters

Lapels Dry Cleaning annual clothing drive to benefit the Big Brothers Big Sisters Foundation collected nearly 15,000 pounds of garments this year.

For 16 years, Lapels Dry Cleaning has held an annual clothing drive to benefit the Big Brothers Big Sisters Foundation in April.

“We really can never say enough about the generosity of our customers and the effort Lapels Dry Cleaning franchise owners put into this drive each year to make it a success. This drive is such a rewarding event in which we really demonstrate the power of being part of the local neighborhoods that we operate in,” said Kevin Dubois, CEO of Lapels Dry Cleaning. “It’s

really become a pride thing with our owners and it’s great to see one of our newer franchise owners, Lan Nguyen of Lapels Dry Cleaning of Wilmington on Main Street, collect the most.”

In addition to Wilmington, Nguyen also has Lapels locations in Concord and North Andover. Nearly four dozen Lapels Dry Cleaning locations collected clothing for the drive.

The clothing donated to Big Brothers Big Sisters Foundation is then sold in bulk online, at auctions, at high-end thrift stores, consignment stores and at universities. The net proceeds from these sales go to support Bigs Brothers Big Sister Foundation’s mentoring programs for girls and boys across this year’s participating states of Massachusetts, Connecticut and Arizona.

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June 2019 National Clothesline

DLI at Clean: DLI plans a mix of fun and business in New Orleans including a big Thursday evening reception.

Out of the ashes: The California Wildfires of 2017 were relentless and destructive. Laurie Corona, who owns and operates Green's Cleaners with her husband Alonso, did what she could to help in the recovery.

Making connections: Larry Siegel says trade shows like Clean are ideal for building your visibility both with the industry and with your customers.

Comfortably uncomfortable: James Feuster says many owners have grown comfortable and complacent with their routes and are doing nothing to make them grow.

What happened? Why did that good customer become an ex-customer? The answer, says Dan Desrosiers, can be valuable information if you are paying attention.

Deduction dilemma: In addition to mandatory wage deductions, employers may be called upon to make other payroll deductions, but as Frank Kallman notes virtually every state has its own rules on these deductions.

Stain wizardry: Jeff "The Stain Wizard" Schwarz will lead a CCA workshop on stains and bleaches in Stockton this month.

The water's fine: Wetcleaning will be the focus of a June 9 open house seminar sponsored by POCA in Doylestown.

Deceased: John Fetters, owner of Sanitary Cleaners in St. Joseph, MI, and a past president of the Drycleaning and Laundry Institute, died May 5 at age 92.

Complete table of contents of this issue [here](#).

[View the flipbook version \[here\]\(#\).](#)

Back to the Big Easy for Clean '19

Bourbon Street nightlife with its clubs, restaurants and people-watching will beckon after the day's work is done at the Clean Show this month.

Photo by Zack Smith, courtesy New Orleans Convention and Visitors Bureau

It looks like a full house of exhibitors will be ready to let the good times roll at New Orleans' Ernest N. Merial Convention Center when the Clean Show opens June 20.

With less than a month to go before the show opens, 441 exhibitors had signed up to put their wares on display to the thousands of industry professionals who will peruse their offerings during the show's four-day run. Many an unclaimed booth space could be found on the show's floor plan — even the nooks and crannies in the far corners of the hall had been claimed.

That means those going to the show will need to plan their time carefully to be sure to take in everything they want to see and leave time to discover the unexpected. And wear comfortable walking shoes.

This will be the sixth time in the show's 42-year history that New Orleans has served as the venue, which will leave it tied with Las Vegas as the most frequented Clean Show city.

Much has changed since that first Clean Show in Chicago in 1977 when six industry associations joined forces to create a biennial trade show which was officially called the World Educational Congress of Laundry and Drycleaning but known universally by the more succinct Clean Show.

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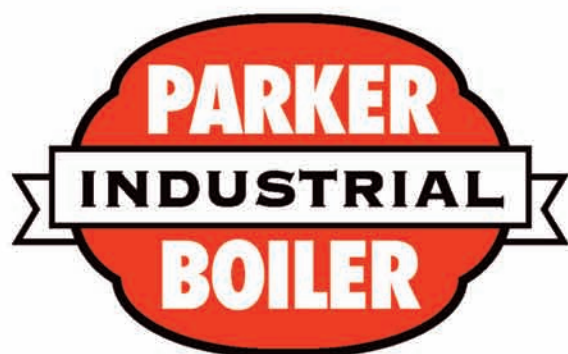
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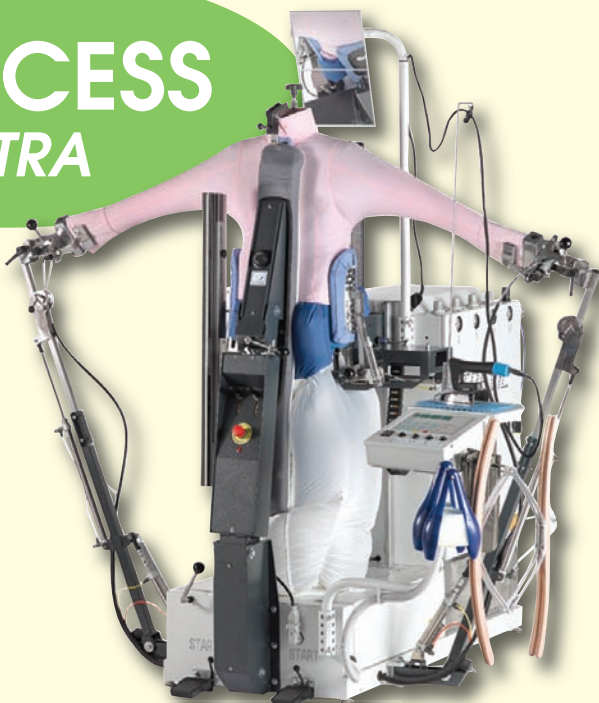


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