



National

# Clothesline

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## TCATA now eyes 100th anniversary

Networking, knowledge-sharing and social interaction were plentiful at the Textile Care Allied Trades Association's 2019 Annual Management and Educational Conference in Ojai, CA, last month.

Several attendees commented that they enjoyed the opportunities to get to know other members and interact with potential clients. Attendees enjoyed a strong business program with three outstanding speakers.

Keynote Speaker Sam Richter revealed web search secrets to help find the right prospects at the right time with the right message in a four-hour presentation titled "Every Sales YES Begins with a Know."

Considered one of the world's foremost experts on sales intelligence and digital reputation management, the bestselling author discussed how to win in business in today's digital world.

In the afternoon, he offered one-on-one consultations with attendees.

Speaker Richard Hadden, a certified speaking professional and workplace expert who, for

more than 20 years, studied the connection between people, practices and profit performance, discussed helping make the people-profit connection. Attendees learned how to attract and retain an engaged — and more profitable — workforce from the author of the popular Contented Cows leadership book series.

He, too, offered one-on-one consultations with attendees in the afternoon.

Finally, Jade West returned to this year's conference to sort out what is taking place in Washington, including a review of what has occurred, its impact on business, and some thoughts on the major issues anticipated for the coming year.

West is enior vice president of government relations for the National Association of Wholesaler-Distributors (NAW) and serves as executive director of the NAW Political Action Committee.

Spouses and guests got to know each other during a private instructional session at the resort's Artists Cottage where they mixed essential oils, made candles and did some painting.



Past presidents of TCATA gathered at the annual conference including, from left, Rick Kelly of Pellerin Milnor Corp., Bruce Johnson of Chicago Dryer Co., Gerald Henke of Intex Distributing Co., Steve Mathews of M & B Hangers, Leslie Schaeffer of National Clothesline (the current president), and Alex Atwater of A-1 Products, Inc.

The conference ended with Saturday night's closing dinner in which Leslie Schaeffer, TCATA president, honored Forenta for its

50th anniversary of TCATA membership.

The association's 100th anniversary will be celebrated at the

2020 TCATA annual management and educational conference at the Westin Hilton Head Island Resort and Spa, April 29-May 2.

## Two new directors join DLI board

Two new District Directors have joined the board of the Drycleaning and Laundry Institute following elections earlier this year.

Now representing District 5 is Ed Longanecker, owner of Iris City Cleaners in Mount Pleasant, IA. The district, which includes Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin, was previously represented by Dennis Schmitt of Lindeman's Cleaning in Green Bay, Wisconsin who is now the board president.

Longanecker had been servicing as the district committee person for District 5.

Kathy Benzinger of Benzinger's Dry Cleaning in Hamburg, NY, is the new District 1 director. She previously served as district committee person for the district which includes Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont.

The new board chairman is Leland Waite of Waite's Cleaners in Mobile, AL.

Jess Culpepper of Culpepper Cleaners

in San Antonio, TX, is president-elect. Serving as treasurer is Bobby Patel of Kona Cleaners, Costa Mesa, CA, who also represents District 8 on the board.

Holdover directors are Mark Pollock of Signature Cleaners in Doylestown, PA in District 2; Perry Bullard of Fabric Care Center in Brunson, SC, in District 3 and Jeffrey Schwegmann II of Sunshine Cleaners in Cold Spring, KY in District 4.

Districts 6 and 7 are vacant at this time because the directors in those positions retired from the drycleaning business before completing their terms. Under DLI bylaws, members of the leadership team must be currently active business owners or operators to hold a board position. These positions will be filled when the next term begins in each district.

In addition to the board of directors, DLI leadership includes a group of District Committee Members, volunteers help guide board policy by providing additional perspectives. DCMs learn the ins and outs of DLI's board meeting style and often choose

to become candidates in their district's election when the present director's term elapses.

The following are now serving as District Committee members: District 2, Norman Way, Puritan Cleaners, Richmond, VA; District 3, Mark Watkins, Mark's Quality Cleaners, Birmingham, AL; District 4, Raymond Kroner, Kroner Dry Cleaners, Cincinnati, OH; District 6; Richard Thum, Five Star Cleaners, San Antonio, TX; District 8, Sassan Rahimzadeh, Arya Cleaners, Chula Vista, CA.

Bill Odorizzi of Sankosha USA is the allied trades District Committee member.

District Committee positions are open in District 1, 5 and 7. District 1 covers Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont.

District 5 covers Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin.

District 7 includes Arizona, Nevada, Alaska, Idaho, Colorado, Utah, Wyoming,



Dennis Schmitt

Montana, Oregon and Washington.,

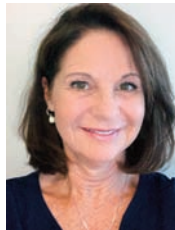
DLI members interested in volunteering for these positions can contact DLI CEO Mary Scalco by phone at (800) 638-2627, or email MScalco@DLIonline.org.



### Sneak Peek

#### 6 Moving forward

In her 35 years as owner of Regency Cleaners, Rita Foley has grown and adapted to keep the company profitable.



#### 20 Here to stay

One thing James Peuster learned at the Clean Show is that wash-dry-fold is a force in the market. Is it for you?



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Websites, Facebook, Instagram and email offer marketing opportunities but you must have a plan to make them work.



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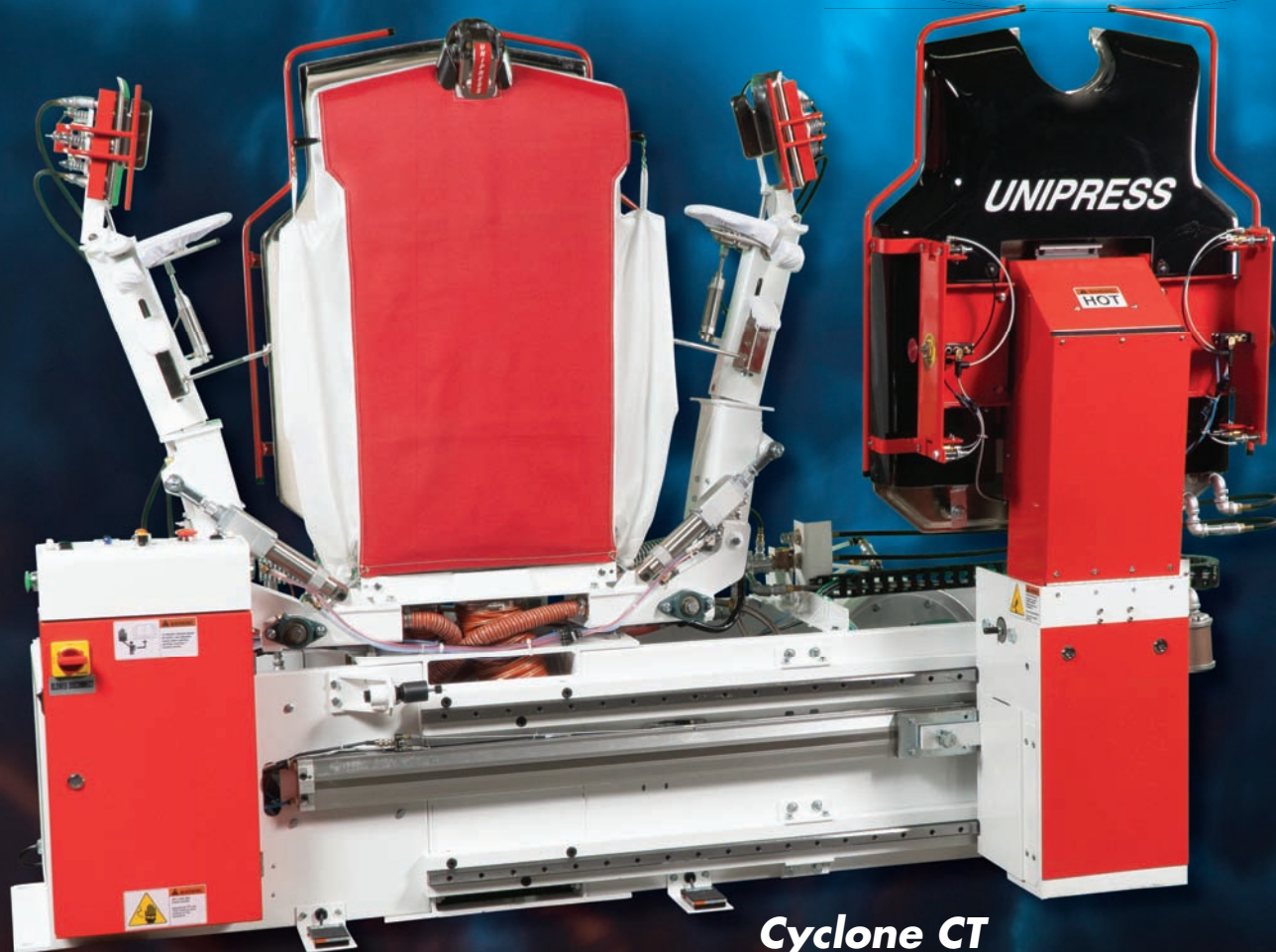
Don Desrosiers found many items of interest at the Clean Show as he continues his review of the New Orleans show





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## Departments

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

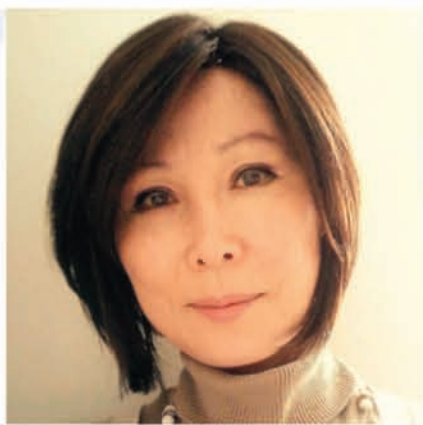


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# Moving forward

**W**hen Rita Foley was looking to own a business back in the early 1980s, she knew she wanted a drycleaning company. It didn't matter that she had no experience or family members in the industry; she figured she could figure it all out.

"Keep in mind, at this point in my life, I was only 25 years old," she noted. "My philosophy has always been that unless somebody tells me I cannot do something, I am going to find a way to do it. Nobody told me I couldn't do this."

If she was going to do it, however, she was going to do it right. She knew exactly what she wanted: to own her own property, to build the plant from scratch and to design it in a way where two separate businesses (drycleaning and a laundromat) could operate side by side.

In 1984, she became the owner of Regency Cleaners of Durham, NC. It required a business loan from the Small Business Administration and a large reservoir of passion and energy, two things Rita seems to keep in endless supply.

She opted for drycleaning because it had no perishables and she reasoned that she could say "Thank You" and "Come Again" with the best of them. Before she opened, she had taken classes at the Drycleaning and Laundry Institute and prepared as much as possible. Still, it was ridiculously difficult in the beginning.

"The first two years were hard. We worked literally seven days a week. We were open from 7 a.m. to 10 p.m., Monday through Sunday," Rita recalled.

Opening and closing the store made for long days, and there was so much to do in-between. "The drycleaning and the waiting at the counter and the assembling and the whole nine yards solid for two years because I don't think I had a day off. It was ridiculous. I don't remember it," she laughed.

It was also a long way from her original plan.

**G**rowing up in Rome, GA, Rita looked up to her father who was an FBI agent working under J. Edgar Hoover. During the tumultuous era of civil rights in the 1960s, he was heavily involved investigating the infamous 16th Street Baptist Church bombing in Alabama.

Four Ku Klux Klansmen had planted 15 sticks of dynamite under the church which resulted in the killing of four young African American girls and injured 22 others. It was an ugly time in American history, but Rita learned a lot from her father. He had a tough job, but he didn't let it get the better of him.

"He was the most amazing man I'll ever know in my life. He never judged anybody," she said. "That was one thing about my dad that I think he taught me the most — was to find out the truth in what's going on and live an honorable life."

For Rita, that meant becoming a veterinarian. After high school, she attended the University of Georgia and majored in poultry science for her undergraduate degree.

"I had to work my way through col-

lege," she noted. She financially relied on academic scholarships and her job at the poultry farm at the college.

"I'd get up at five o'clock in the morning and clean all the cages and do all the eggs that the layers laid and I'd get those processed and go to class," Rita said. "I worked on the poultry judging team, traveled all across the country doing poultry judging. You have to pick the chicken up like they are a cat or dog, looking at the front,

raising children at home, that time period is mostly "a blur" for her. Fortunately, help would come in the form of her stepson, Mike Foley, who started with Regency in 1997.

**T**he size of the business doubled overnight when they purchased White Star Cleaners and closed the deal on Sept. 1, 2001. Ten days later, the acquisition seemed very risky indeed.

www.lafrancecleaners.com



## Rita Foley

looking at the back, the legs, at the structure and you had to know all the different breeds and what their characteristics were and the eggs that they laid and the characteristics of the eggs."

She graduated Summa Cum Laude and was the first woman to receive the Outstanding Senior award in the College of Agriculture.

Problem was, she couldn't stomach four more years of school and student loans.

**T**hough it broke her heart at the time, Rita opted to leave school and work for Cargill, one of the largest (if not the largest) private-owned agriculture company in the world at the time.

She was with the company for a year in Memphis, TN, then transferred to North Carolina.

"When I was in North Carolina, my job was to sell the eggs to Winn Dixie stores, which were big in the area back in the eighties. I had about a million dozen a week — that was my job — and they were all different sizes because the age of the chicken determines the size of the egg," she explained. "So, you have to know all about the flocks, what they're laying, the age, what you have, what you're going to have and I had about a million dozen a week I had to sell."

By 1984, she had traded in egg cartons for cape hangers and struggled with Regency Cleaners for the first couple of years. Then the business started to grow.

In 1986, a cleaning business deal fell through and became available to Rita, so it became a "backup business" on the other side of town (it was sold ten years ago). Then she bought a location for dropoff and pickup in 1991 and another piece of property housing a laundromat and cleaners in 1994.

Between managing the business and

All the drive and preparation in the world does little if you don't have a solid team, according to Rita. She is well aware that Regency's success is a team effort.

"The whole crux of this company — the whole basis for growth and the entire success of the company — is the team," she emphasized.

**R**egency employs about 75 today with six locations. Four of those are managed by people who have been with the company for more than 30 years; the other two are managed by people with over ten years' tenure. This is not by accident.

"We treat our employees like people. We enable them to do their job so they are immediately part of the team," Rita said. "Once you come to work for us, you are part of the Regency Family."

All major decisions in the company run through the team first. Even when Rita and Mike found a lab coat press they liked at the recent Clean Show (where she presented a seminar on the topic of wash-dry-fold), they didn't rush into buying it then and there.

"So, Mike actually took one of our production supervisors/managers in the laundry area. The two of them toured the factory where the piece of equipment was made. They came back. We pulled all the statistics for all the lab coats that we are doing in laundry, drycleaning, etc." Rita noted. "Right now we're averaging somewhere around 1,300 to 1,400 a month."

Being located near the Research Triangle of North Carolina (which includes North Carolina State University, Duke and UNC), lab coats are as abundant as NASCAR hats in the region.

After a detailed analysis of labor costs and the ROI on the new equipment, the company finally bought it.

"That's how we approach everything," Rita said. "Our whole company

has a very measured approach to how we run it."

**I**n recent years, that strategy has helped Regency cut back from three production facilities to one and to install a new company-wide point of sales system in recent years.

"My head is always full of ideas," she confessed. "Getting the team to surround me and take it over and move on to the next one is so exciting to me."

The ideas probably come easier be-

cause she is so active in the industry. In addition to being the Immediate Past President of the North Carolina Association of Launderers and Cleaners, Rita has been a member of Methods for Management for six years.

She is also quite active in the local community. Regency gives back through a Coats for the Children campaign every year, as well as an annual prom dress drive (Kayla's Closet) and Fill the Bus program that collects school supplies.

The company's tagline, "Live Well. Dress Well." is an extension of Rita's personality. She prefers to foster a positive attitude and that feeling permeates throughout Regency, as well.

"We just have a great attitude in our company," she noted. "Attitude is very important. You have to have a great attitude to work with us."

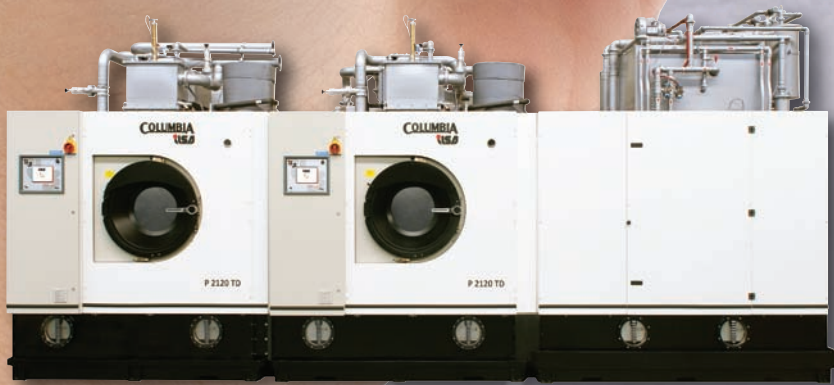
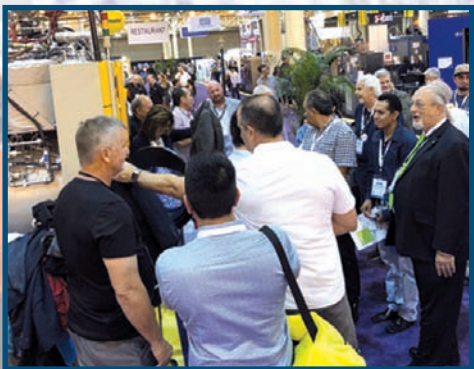
Part of that mindset is a willingness to actively participate in the company's success.

"We know at all times where we stand with our employees," she added. "We make decisions in a very timely manner so if there is a question we work immediately with a team member or that manager to answer it, to try to get behind them so they can move forward. We're always moving forward."

Moving forward also means incrementally raising prices whenever it becomes necessary, even during tougher times.

"Our piece number may have dropped, but our wash-dry-fold has grown and we keep up with our expenses through our pricing, so we are still profitable," Rita noted. "As our expenses grow, we grow in pricing. We are not priced out of the market. We are not, by any means, the highest price in the market, but we try to keep our market moving forward and I think that's something drycleaners should think about."





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# 50-year honor accorded to Forenta

Forenta was recognized for 50 years of membership in the Textile Care Allied Trades Association at the recent annual conference.

Since its first year of membership in 1969, Forenta has been an active TCATA member of TCATA. Two past Forenta presidents, Bill North and Lee White, served as committee chairmen and White served as president of the association from 2000-2002.

In addition, Rusty Smith, the current Forenta president, served on the Business Program Committee for the 2019 annual conference.

Forenta has been manufacturing equipment in its Morristown, TN, facility since 1961 but the company's industry roots go back to 1928 when the Forse Corporation was founded in 1928 in Anderson, IN, by W.H. Forse. Originally building a variety of products, including automotive speedometers and gas space heaters, Forse's main product line was laundry equipment.

After the war, the company continued its development of products for the laundry and drycleaning market. With Don Forse, son of W.H. Forse new and

innovative products were introduced. The younger Forse was an educated engineer who pioneered innovative ideas in the textile care industry, including a new method of manufacturing framework and press heads. The new "aircraft technology" that Forse perfected consisted of fabricated and welded steel that was both lighter and stronger than the cast iron components. These types of framework and press heads are still widely used in the industry today.

The Forse Corporation grew and expanded its product line

throughout the 1950s. In 1961, with the labor union increasing its pressure on the company, a separate manufacturing company was created to produce the equipment. Thus, Forco was founded in Morristown, TN, using some of the Forse operations and engineering personnel to manage the company. The company was renamed Forenta in 1964.

Leading the manufacturing company as president was engineer Bill North. The company flourished as a manufacturer through the 1960s, building equipment exclusively for the Forse Corporation.



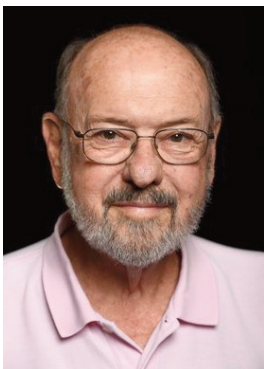
**Forenta President Rusty Smith receives a plaque from TCATA President Leslie Schaeffer honoring the company's 50 years of association membership.**

Conveyor Company and moved the manufacturing of these conveyors from Atlanta to its Morristown plant.

In 2003, Forenta diversified even further by introducing a line of water chillers designed specifically for the drycleaning industry. The company introduced its fourth generation of water chillers last year.

## Obituary

### John Tipps, lifetime in industry



John Grady Tipps, who was active in the drycleaning industry through most of his life, died July 29 at the age of 72. He was a resident of Saline County, AR, at the time of passing.

He began working in his father's drycleaning distributorship when he was 14. Over the years, he owned his own distributorship, served as president of Böwe Permac, imported equipment from Italy and owned and sold drycleaning plants and coin-operated laundries. His years with Permac included serving as a distributor and a regional sales manager beginning in 1989.

After his time with Permac, he opened Clean Concepts in Dallas, TX, to market European finishing equipment made by Fimas, an Italian firm, throughout the United States and Canada. He was

a leader in introducing European finishing equipment in the United States.

He also offered his consulting services to cleaners, specializing in plant and equipment layout and design, production and work flow, maintenance procedures and general plant improvement.

In his later years he grew a passion and love for photography which he practiced for the past 10 years. He owned and operated Photography by John Tipps in Hot Springs.

He was preceded in death by his parents John J. and Fay Tipps, of Lubbock, TX, and brother Don E. Tipps, also of Lubbock.

He leaves behind his wife Connie Marshall Tipps, his brother, Jack Tipps of Albuquerque, NM, and sister Kathy of Hot Springs Village, three sons, Bent of Keller, TX, Don of Amarillo, TX, Ty Tittle of Benton, AR, and daughter Christina Burchfield of Bauxite, AR, and 14 grandchildren.

A memorial service was held August 3 at Ashby Funeral Home in Benton, AR.

When cottons and other natural fibers won out over polyester in the late 1970s, North's hunch proved correct — the drycleaning industry made a comeback and would thrive for the next 25 years.

During these years Forenta diversified its product line by offering other products for the laundry and drycleaning industry. In 1994, Forenta purchased the Saratoga

## Innovation and technology focus of CFA conference

The Canadian Fabricare Association will hold a two-day conference on profitability through innovation and new technology next month at the Holiday Inn Hotel (Yorkdale) in Toronto.

The Saturday and Sunday conference will be preceded by a dinner on Friday, Oct. 4. A 7:30 a.m. breakfast on Saturday followed by the association's annual meeting will take place before the first of many speakers addresses the conference.

Saturday morning will feature programs on growing sales presented by Karen Maxwell, customer service director of GreenEarth Cleaning; building route sales by Nick Chapeau of Starchup; and how to motivate and retain valuable employees by Jeff Jordan of Fabritec.

Afternoon programs will cover efficiency in stain removal by Bob Edwards of A.L. Wilson; changing market demand by Peter Wennekes, president and CEO of CINET; cost groups presented by Dianne Vollmer of Methods for Management; employment law presented by Christine Jonathan and Chris West of MacDonald, Sager, Manis LLP, environmental report by Jacquelyn Stevens of Willms & Shier Environmental Lawyers, and environmental insurance by Jason Wiesner, president of Wiesner Insurance.

Four workshops are scheduled for Sunday morning lead by Peter Wennekes of CINET; Mark Jones of SPOT; Diane Vollmer of Methods for Management; Karen Maxwell of GreenEarth Cleaning.

For registration of more information, visit the CFA website, [www.fabricare.org](http://www.fabricare.org).

### David Cotter, TCATA CEO

David Cotter, CEO of the Textile Care Allied Trades Association, died in a highway accident on Friday, Aug. 9. He was 64.

Cotter had been CEO of TCATA since 1993. The association represents manufacturers and distributors of drycleaning and laundry equipment and supplies.

Cotter was born and raised in Washington, DC. He was a graduate of Georgetown University where he received an undergraduate degree in liberal arts and Seton Hall University where he received a master's degree in communications.

He moved to New Jersey in the 1990s when he began with TCATA. The association had since moved its office to Tampa, FL, where he lived.

During his years with TCATA, he also served as chairman of the Associations Council of the National Association of Wholesaler-Distributors from 2011-2012. He was on the NAW Board of Directors and the board of the Small Business Legislative Council.

He was also a past chair and served on of the Cleaning and Laundry Associations Executives Council and was chairman of the 2011 and 2013 Clean Shows. He was also a past vice-chairman of the Montville, NJ, Environmental Commission.

He is survived by his wife, Beth, and three sons.

Memorial contribution may be made to the TCATA Scholarship Fund.



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# THANK YOU

## To all who visited our booth at the Clean Show!

We are excited about the new and improved products and finishing solutions that we were able to feature and demonstrate.



April from Omaha Lace demonstrated the new innovative SW-100U Stationary Washer. This revolutionary new washer is excellent for cleaning wedding gowns or any delicate garments.

Below are some of our newest innovative technology that was shown at Clean:



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# NewsMAKERS

**Platinum Dry Cleaners**, a Naples, FL based full-service drycleaning and laundry operation, has been acquired by and is now under the new ownership of **Craig Bamberg** and **Christopher Bamberg**. The company has three retail locations, five delivery vehicles, a 12,000-sq.-ft. processing facility, and 40 employees and provides high quality, attention to detail, delicate washing and hand finishing for Southwest Florida with a focus on everyday casual, select couture, forever preservation and home textile care offerings.



**Christopher (left) and Craig Bamberg are the new owners of Platinum Dry Cleaners in Naples, FL.**

**Eastern Fabricare Association and Drycleaning and Laundry Institute.**

Craig Bamberg will guide executive office operations, marketing, and sales. A Southwest Florida resident for more than 23 years, he is most recognizable from his tenure with ASG Software Solutions where he served as senior director of community relations as well as senior director of central operations for 18 years.

He will call on this experience with multinational mergers and acquisitions, budget/finance, logistics, marketing and public relations to bring Platinum to its next level.

He is associated with Florida Public Relations Association, Naples Area Professional League of Executive Services, and Small Business Development Council at Florida Gulf Coast University in Ft Myers, FL. He has also served on multiple philanthropic boards and fundraising and event chairmanship for United Way of Collier County, Guadalupe Center of Immokalee, and Care Club of Collier County.

Since the January 2019 acquisition, executive management has invested in workflow improvement by increasing staffing by 10 percent, replacement of the vehicle fleet, retail remodel of Marco Island location, marketing and identity rebranding, launch of a new website ([platinumdrycleaners.com](http://platinumdrycleaners.com)), company uniforms and overall changes of corporate strategy.

The company is currently completing and will be announcing details of its 30-year anniversary celebrations with late third quarter of 2019 being the target release.

The company will now increase its already established retail locations with further direction on home delivery of all services with a strong emphasis on convenient, affordable, and time saving wash & fold garment care.

Chris Bamberg, with 15 years of industry experience, will focus on operations, production and sales. Relocating to Southwest Florida in 1999, he founded **Cache Dry Cleaners** with locations in Naples and Marco Island, FL. He was then called upon to join as president for **Deluxe Dry Cleaning** in Jacksonville and St Augustine, FL. Most recently he was president for **Certified Restoration Dry Cleaning** of Northeast Florida and Coastal Georgia.

He has held memberships with **South**

**Poseidon Textile Care Systems** has partnered with two new distributors — **Lavanett**, a full-service laundry and drycleaning equipment distributor based in Lachine, Quebec; and **Delta Drycleaning Equipment Inc.**, a Korean-focused laundry and drycleaning equipment distributor, in Hazel Park, MI.

“Lavanett and Delta are highly experienced distributorships who truly understand the needs of drycleaning operators,” said **Michael “Stucky” Szczotka**, Poseidon co-owner. “They will be instrumental in helping grow the Poseidon brand throughout Canada and Michigan. We’re excited to welcome them both into the Poseidon family.”

Lavanett, led by **Earl Eichen**, employs a team of 20 and provides laundry and drycleaning solutions, parts and service to customers throughout Canada.

Established in 1996, the company has a strong knowledge and background in drycleaning and laundry, according to Eichen.

“We are seeing a major shift in the Canadian market from drycleaning, and the use of perc, to wetcleaning,” he said. “Many landlords are rejecting drycleaners that use perc and alternative solvents in their operations. Now, we can offer the Poseidon system as an eco-friendly wetcleaning alternative. There’s nothing better than Poseidon in terms of quality, performance and efficiency.”

“Partnering with Lavanett will bring Poseidon front-and-center in Canada,” said Poseidon co-owner **Jeff Quail**. “The company has great market penetration in Canada, represents a number of drycleaning brands, and aligns with our customer-focused approach to business.”

To learn more about Lavanett, visit [www.lavanett.ca](http://www.lavanett.ca) or call (877) 398-1194.

Specializing in Michigan’s Korean-speaking drycleaning market, Delta Drycleaning Equipment Inc., was established in 1992 by **Tae Woo Kim**. The company offers equipment, parts and technical service to drycleaning customers throughout Michigan.

Kim, who immigrated from Korea to the United States in 1978, has also owned and operated a drycleaning business for 36 years.

“I saw the Poseidon wetcleaning system in operation at a seminar and learned that the dryer is unlike anything else in the industry,” said Kim. “I wanted to offer Poseidon to my customers interested in adding wetcleaning or changing from drycleaning to wetcleaning.”

“Tae is an owner-operator who truly understands the needs of drycleaners,” said Szczotka. “He’s been a friend of mine for many years and we are thrilled he’s representing our brand to his Korean-speaking clientele.”

To learn more about Delta Drycleaning Equipment, call (248) 789-4980.



**Alonso and Laurie Corona of Greene's Cleaners in Napa, CA, are pictured with Chris White (left) executive director of America's Best Cleaners and Catherine McCann, director of business operations for America's Best Cleaners.**

**Greene's Cleaners** of Napa, CA, is the latest drycleaner to receive certification as an **America's Best Cleaners** affiliate.

Run by the husband and wife team of **Alonso and Laurie Corona**, Greene's Cleaners is the oldest drycleaning company in the Napa Valley. Founded in 1919 by the late George Greene, the company has seen steady growth over the last 100 years and is currently in a boom period that has taken the company from humble beginnings and caused it to bloom into a modern cleaner with a top-of-the-line main plant as well as a drive-through location.

In addition to top-quality drycleaning services, Greene's Cleaners also offers a wedding gown preservation service considered among the top-rated in California.

Green's takes pride in their community involvement, helping those in need during the Napa fires in 2017, and supporting local youth sports programs. Their mission is to make a difference in the community.

The Corona family was excited to receive their certification. They declared, “Greene's Cleaners is in a growth phase and we understand that in order to grow successfully we need to have well established business processes and a solid growth plan. We look forward to gaining guidance from ABC in both areas as well as providing learning opportunities for how to position our business for the future. ABC helps us look at our business not just as a drycleaner, but as a modern company.”

For more information about Greene's Cleaners, visit [www.greene-cleaners.com](http://www.greene-cleaners.com).

America's Best Cleaners is a certification agency and an industry leading 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](http://www.americasbestcleaners.com).



**Gulf States Laundry Machinery has received the Five Diamond Award from Union Drycleaning Products. Pictured from left are Pravin Parmar and Sunil Parmar of Gulf States, Matt A. Lipman of Union and Harish Parmar of Gulf States.**



**The Forenta engineering staff shows off the line of newly designed presses with integrated vacuum introduced at the Clean show. Pictured are Kevin Cliff, Greg Wilson and David Crockett.**





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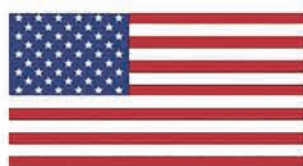
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# SOUTH



**KIM'S FASHION CLEANERS** in Peachtree City, GA, purchased a Union HL-860 heated hydrocarbon cleaning machine through Gulf States Laundry Machinery. Gi Kon Kim (left), the owner, is pictured with Ben Prema of Gulf States.

## Futurist Phelps will headline NCALC's annual convention

When it comes to marketing, Stan Phelps believes the distance between the brain and a heart of a customer is the hardest gap to bridge.

In addition to being a *Forbes* contributor, TEDx speaker and IBM futurist, Phelps is the author of the Purple Goldfish book series (Purple Goldfish, Golden Goldfish, Blue Goldfish, etc.) that looks at ways of increasing customers, engaging employees and using technology in order to drive profits.

Essentially, each book explores how your company can find ways to stand out "in a sea of sameness."

Phelps will be the keynote speaker at the North Carolina Association of Launderers and Cleaners annual convention from Oct. 25 to 27.

It will be hosted at the Embassy Suites Raleigh Durham Airport Brier Creek in Raleigh.

On Friday evening during a dinner hosted by the association, Phelps will present "Purple Gold-

fish: Little Things Make the Biggest Difference in Driving Loyalty and Sales."

The program is well-suited for owners, managers and key staff of laundry and cleaning operations with an emphasis on how customer experience can drive differentiation and how to increase loyalty and creative positive word of mouth for your business.

Phelps has spoken at over 250 events and on every inhabited continent in over a dozen countries and for many Fortune 500 companies such as Target, IBM, ESPN, UPS and Citi.

Also on the agenda for Friday will be a roundtable discussion on drycleaning technology.

On the following morning, NCALC will feature seminars on employee recruitment and retention, marketing and advertising, plant equipment maintenance and improving plant production.

"The convention is designed to broaden our members' exposure to our industry through educational sessions, fellowship amongst our members and vendor networking events," wrote NCALC President David Makepeace in the Spring/Summer 2019 edition of Carolina Clean.

Throughout the weekend, there will be plenty of time for social and professional networking and there will be tabletop vendor exhibits on display.

NCALC will also host its annual membership meeting at the event, which will culminate with the President's Reception Banquet on Saturday evening.

With the convention coming to Raleigh this year, there will be plenty of local sights and attractions for attendees to visit in the surrounding area.

Raleigh is home to the North Carolina State Capitol, the North Carolina Art Museum, the North Carolina Museum of Natural Sciences, the North Carolina Museum of History and the state's Farmer's Market.

The annual convention is also running alongside the last few days of the North Carolina State Fair so attendees can make plans to visit there, as well.


The Embassy Suites by Hilton Raleigh Durham Airport Brier Creek is located at 8001 Arco Corporate Drive.

Those seeking more information about hotel accommodations or to register for NCALC's annual convention, visit them online at [www.ncalc.org](http://www.ncalc.org) or contact the office at (919) 313-4542.

More details on the convention will be announced soon.



**Phelps**



## Wet Cleaning is the New Dry Cleaning

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— Gary Heflin, Owner, Perfect Cleaners

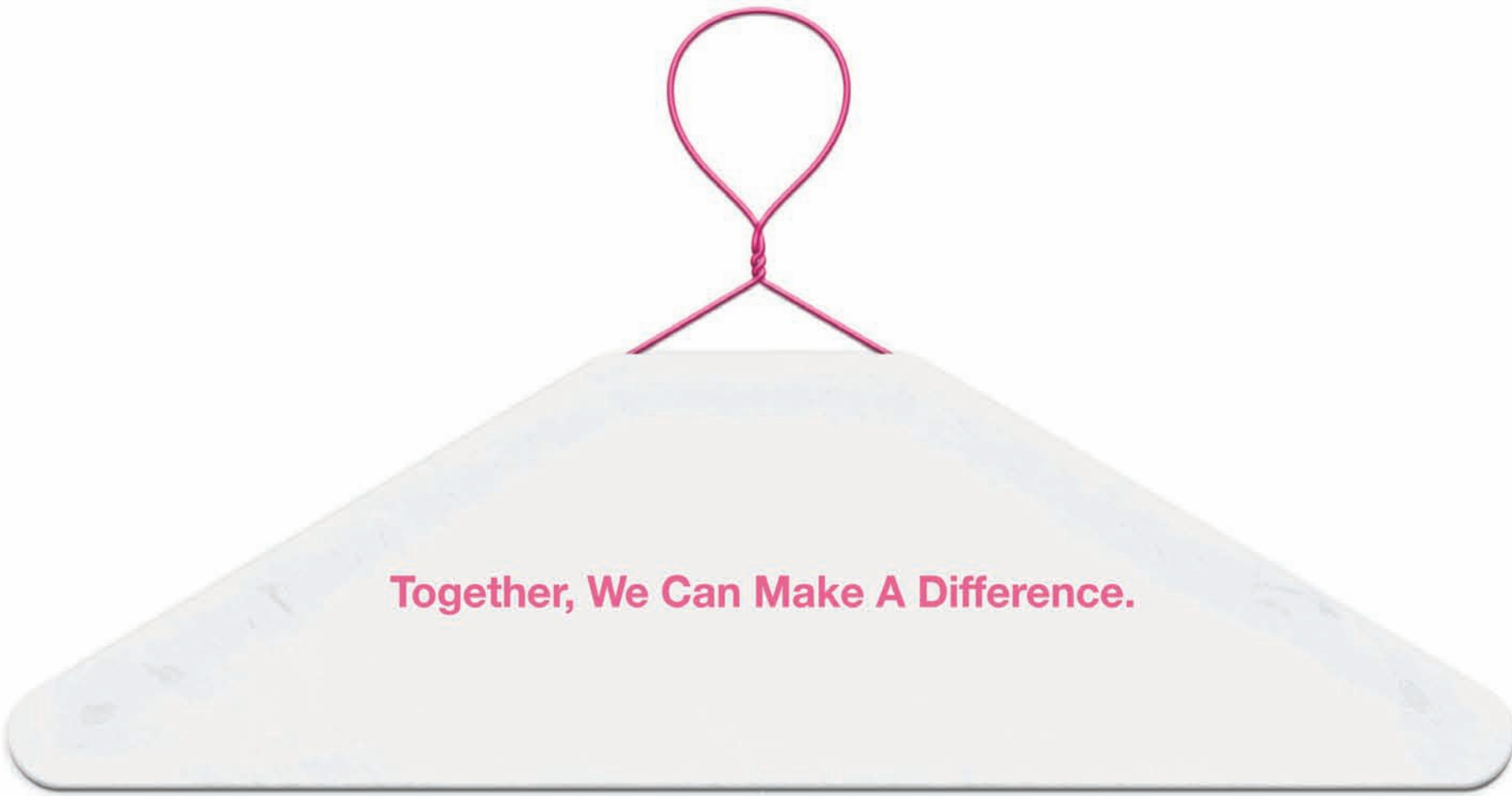
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# WRENCH WORKS



By BRUCE GROSSMAN

## Compressed air system maintenance

**C**ompressed air systems and components will be the subject of this series of articles.

In the drycleaning and laundry industries compressed air is mostly used to expand and/or contract cylinders that actuate valves and positions parts of the machinery (the head on your pants press or the buck on your shirt unit).

In addition, compressed air is also used to "blow out" moisture and debris from fabric on your spotting board and, on far too rare occasions, dust and lint from the surface of machinery.

Some of the basic components of the compressed air system we will cover are as follows:

1. Air Compressor.
2. Filters.
3. Regulators.
4. Lubricators.
5. Valves.
6. Cylinders.

Well, what is compressed air? The answer is: air forced into a closed container raising its energy level and storing this air as a source of energy for later use. This process is called "compression."

The *air compressor*, a device which I'm sure almost all of you could find in your plant, is designed to accomplish this task. Unlike steam, which once outside the boiler has one basic quality — pressure — the compressed air powering your equipment has many important qualities.

Pay attention to these qualities and you'll be rewarded with smooth, trouble-free operation of both the air compressor and the productive machinery being

powered by the compressed air. Ignore them and you'll be leaving yourself open to lost production time, higher utility costs and more frequent repairs.

There are several subjects to cover so let's take them by the numbers.

*Compressed air can be dangerous!*

*Before attempting any maintenance to your air compressor or compressed air system be sure the electric power is off, no safety devices have been defeated and the internal air pressure has been bled off until there is no air pressure present.*

**1. The air compressor.** An air compressor is comprised of a pump that compresses the air, a tank where the compressed air is stored for use and several components, including check and relief valves as well as electrical and mechanical pressure switches located in different areas on the compressor used to ensure the safe operation of the compressor.

There are several families of compressor pumps and I am going to limit the family of compressor pump under discussion to the reciprocating type.

This family of compressors is the most common in our industry and use pistons moving inside cylinders working with associated valves to compress the air. They are constructed similar to a two-stroke gasoline engine and require basically the same type of maintenance.

In a gasoline engine, expanding gases generated by the explosion of a mixture of gasoline/air vapor pushes a piston, linked to a crankshaft which

turns a fly-wheel generating rotary motion.

In an air compressor an electric motor provides the rotary motion and is linked to a fly-wheel (usually via belts) that rotates a crankshaft.

The crankshaft translates this rotary motion into reciprocating motion, sliding a piston inside a cylinder compressing the air in front of the piston head — just the reverse principal of the gasoline engine.

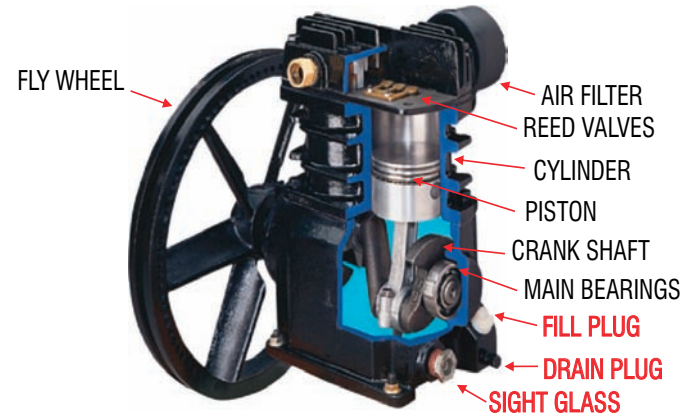
Now as you can imagine, there are lots of moving parts in this portion of the compressor along with seals and gaskets requiring lubrication. In order to minimize friction and wear, all this linear and rotary motion must take place in a bath of oil. Not just any oil, but oils engineered for the type of lubrication service required for air compressors.

Keep in mind that not only must the oil be designed to be compatible with the rubber, plastic and metal parts in the compressor, it also must not degrade components in the machinery that will be using the compressed air.

Oil levels contained in compressors should be checked weekly. There is generally a small, round sight glass towards the bottom of the compressor pump and, with the compressor off, a level of about halfway up the height of the sight glass should be visible. If it is lower, add oil.

The oil itself should be drained and disposed of properly, then replaced at least once annually. A fill as well as a drain plug is usually located near the

### COMPRESSOR PUMP



### MOTOR TYPES



### RECIEVER TANK TYPES



sight glass.

A second maintenance point is the belts coupling the electric motor to the compressor pump. They are subject to wear and need to be monitored at least monthly. You will know when they begin to fail because you will hear them squeal when the compressor starts. Do not use "belt dressing" to avoid adjusting or replacing failing belts.

*Be sure the electric power is off*

*before attempting to adjust or replace belts and that there is no residual air pressure in the receiver tank. Always replace the belt guard when finished.*

When the belts are properly adjusted, pressing your thumb against the belt about halfway between the motor pulley and fly wheel should result in about a half-inch displacement on the belt.

When adjusting belt tension, do not overtighten the belts. This causes premature belt wear and bearing failure.

Look carefully at you belts. If there are loose threads, separations between layers of rubber or cracks across the face of the belt, do not wait, replace them. Belts should always be replaced with new ones with the exact specifications as the originals.

Well that's about it for this month. I'll continue on this subject next month with more easily accomplished tasks that save big bucks

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, maker of the EZ Level return tank water level control that replaces the troublesome ball float valve in the return tank. The Sahara and Drop in the Bucket line of high purity separator water mister/evaporators and the Tattler steam trap tester, an accurate and easy to use device, are also part of the product line. For more information, visit [www.eztimers.com](http://www.eztimers.com). Address any questions or comments to [bruce@eztimers.com](mailto:bruce@eztimers.com) or call (702) 376-6693.

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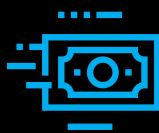
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# THE ROUTE PRO



BY JAMES PEUSTER

## Wash-Dry-Fold: It's here to stay

The Clean Show taught me one new thing — the emergence of Wash-Dry-Fold (WDF) into our arena. We had many laundro-

mat/coin-op owners come by our booth to talk about pickup and delivery. With all the excitement of equipment, supplies and POS systems, our

booth was buzzing with those who know delivery has infiltrated their industry, much like it has the drycleaning world. We live in the Amazon Era

in which everything is getting delivered, and yet many still sit there spinning their wheels on how to get going and growing.

Numbers don't lie. The drycleaning world is down since 2008 and it's not likely to get back there like it was before. However, many of our clients continue to grow because of the need to go and get new customers or get more from their current customers. This is where WDF can change the future of your business.

But here's we still face multiple challenges, questions and concerns.

- How do you clean, dry and fold the items?
- How do you charge: per bag, per pound or do you set up a subscription service?
- How do you service the customers and when? Do you do it in house or outsource?
- Should you put a washer-dryer in your drop stores and have staff do it when they are slow?
- Do you really want to diversify and get away from what you do best?
- Who do you market the service to? How do you market it?

• Should you even consider doing this since you have set a record for most questions asked that haven't quite been answered consistently?

Seriously, The Route Pros just embarked on two regional meetings and these questions and more were asked — without a definitive answer for any of them. (Hopefully you haven't given up hope on this article).

I do know this. Many who have been doing WDF only are now picking up drycleaning. This may not look like competition to you, but it is. Failing to acknowledge this can do harm as pieces of your market-share pie tend to get smaller. If you seriously don't think that they can hurt you, good luck. You may be in for a surprise.

This is why I believe we should do WDF on routes. Many have the equipment and time. We have access to thousands of potential customers. The routes are moving billboards for your company and your drivers are the face of delivery.

Rinse away your worries for the future with WDF. Your future may depend on it.

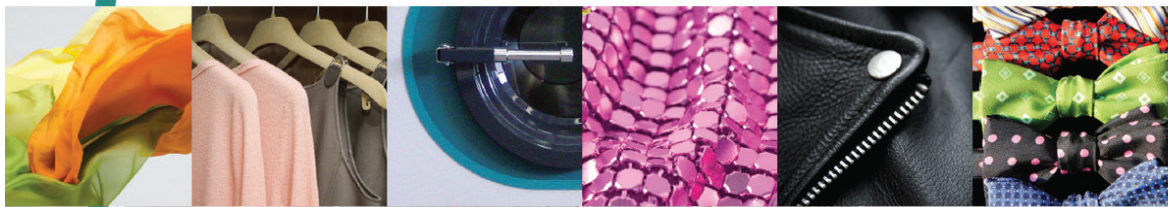
James Peuster is a consultant who specializes in route development, management and maintenance. He offers onsite consulting as well as ongoing coaching across the country. He also has cost groups to monitor route efficiency. For information, call (816) 739-2066 or visit [www.theroutepro.com](http://www.theroutepro.com).

Many who had been doing Wash-Dry-Fold only are now picking up drycleaning. This may not look like competition to you, but it is. If you seriously don't think that they can hurt you, good luck.



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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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# THE SPOTTING BOARD



BY DAN EISEN

## A premium and unique operation

In my travels and training, I encounter premium and unique drycleaning operations.

I have featured such operations in past columns, including Bates Troy, Sudsies, Milt & Edies, Oceanside, Bridgestone, First Class and others. This month I am featuring Wedding Gown Restoration Co. for many unique features.

When I go to drycleaning plants that specialize in wedding gowns, I arrange for them a tour of Wedding Gown

Preservation Co. There is a lot to learn from other drycleaners who specialize in the same items that you do. Wedding Gown Preservation Co. is a family-owned business located in Endicott, NY.

The following are some of the features that make this wedding gown specialist so unusual and unique.

**Cleanliness.** Most drycleaners that I encounter keep their operations neat and clean, but I think that Wedding Gown Preservation carries it to an-

other dimension. The entire plant is carpeted, including the boiler room.

The reason for the cleanliness is that handling a wedding gown in all phases of processing means that parts of it will most likely touch the floor. At Wedding Gown Preservation there is no pick-up dirt from handling. The carpet is cleaned every day.

**Hand wetcleaning system.** Wetcleaning by hand uses a pulley to raise and lower the gown in the wetcleaning solu-

tion. The wetcleaning baths are pH and temperature regulated. This testing is done in every bath solution.

A bleaching solution on off-colored silk is neutral. A bleaching bath can be made with higher alkalinity by using sodium percarbonate or made slightly alkaline by using other agents.

Very soiled hemlines require that they be soaked and different soaking baths are used.

Some baths contain non-

ionic lubricants while other baths contain anionic lubricants.

All gowns are thoroughly rinsed and a neutralizing agent is used when necessary and rinsed again. The pH of all gowns is tested. All gowns must have a neutral pH to avoid yellowing while in storage.

**Wetcleaning machine.** The wetcleaning machines are state-of-the-art and the water is treated to be soft. This means impurities in the water are neutralized and less detergent is needed for cleaning. This also means impurities such as calcium and magnesium, which can impede the wetcleaning, are removed.

Any stain found is sent over to the spotting department.

**Drycleaning.** The drycleaning system in doing wedding gowns differs from regular cleaning systems. In regular drycleaning systems an amber or beer colored solvent is acceptable. Wedding gown cleaning uses water-white solvent and thorough rinsing which removes all detergents that could oxidize while in storage.

**Stain removal.** The stain removal percentage of a good drycleaner is usually 95 percent. The wedding gown specialist reaches 99 percent. If you look at the racks of hundreds of wedding gowns, it is unlikely you will find any staining on hemlines and other areas.

Spotting procedures differ somewhat on the agents necessary to remove the staining.

Wedding gown spotting uses nonionic lubricants which remove greasy soil and clay residue. Protein stains on silk are removed by enzyme-based products rather than alkaline-based products.

Expertise in bleaching is necessary because clay residue is removed by titanium sulphate and mildew on silk wedding gowns is removed by potassium permanganate.

**Green cleaning.** The touch up spotting is not done by volatile dry solvent. There are evaporating lubricants that can be used. There are also acid-based oily-type ink removers that remove plastic based stains similar to amyl acetate.

**QUICKSORT**  
automated assembly system

"Not only did I reduce my assembly staff from 2 people to 1, I also noticed significant reduction in mark in labor costs as well. The opportunity for human error has been vastly reduced. I should have switched years ago when Brett first spoke with me!!"

Allan R Cripe CED, CPD  
Owner, Valet Cleaners and Coin Laundry

"I can honestly say that the QuickSort is the single best item I've ever purchased. The direct labor saving payback was less than one year. The increased efficiency from barcoding at the mark-in counter coupled with the complete elimination of assembly mistakes makes this the smartest business decision I've ever made, and one that is paying daily financial dividends."

Brian Robertson  
Owner, Comet Cleaners of Corinth

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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](mailto:cleandan@comcast.net) or through his website is [www.garmentanalysis.com](http://www.garmentanalysis.com).





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# MIDWEST



ACME CLEANERS in Muskegon, MI, purchased two Columbia hydrocarbon cleaning machines through J&M Equipment and Service. Luke Schaap of J&M Equipment is pictured with Jeremy Anderson, owner of Acme Cleaners.

## One-day education event set by IPDLA in Illinos

The Illinois Professional Drycleaners and Launderers Association have put together a day of educational events to host on Saturday, Sept. 14 at Sankosha USA, located at 1901 Landmeier Rd. in Elk Grove Village, IL.

During the event, there will be four classroom seminars and four hands-on seminars that will run concurrently. Both sets of programs begin at noon.

Annette Fulgenzi of the Illinois Small Business Development Center will speak on the ROSS

(Registration of Smaller Sources) program for petroleum drycleaners and other business tools for people in the industry.

At the same time, Liz Davies of Liz Davies Consulting will give hands-on instruction on "Finishing Methods for Your Shirt Laundry."

At 1 p.m., Wesley Nelson, president of Sankosha USA, will discuss the company's various products and take attendees on a tour of the facilities while Liz Davies discusses "Why Good

Customer Service is Important" for about an hour.

Then, Kyle Rominger of the Illinois Environmental Protection Agency will examine Senate Bill 171 and how the changes will affect your business; Nick Gagliano from R.R. Street will give demonstrations of "Proper Wetcleaning Techniques."

Liz Davies will be back for another program on "Management Methods for Your Drycleaning Plant" at 3 p.m., along with another hands-on program by Gagliano, this time on "Professional Spotting Procedures."

The cost to attend the programs is \$100 per DLI member, which includes all four sessions; additional DLI members from the same company pay only \$75 each.

The non-member full registration package is \$140 each while additional non-members from the same plant may attend for \$115 each.

For more information or to register, visit IPDL at [www.ipdl.org](http://www.ipdl.org) or call (815) 521-1187.

## WFI plans Expo this month in Milwaukee

A boat tour and a pair of educational programs await attendees who sign up for the Wisconsin Fabricare Institute's 2019 Dry Cleaning Expo that will be held on Sept. 19 and 20 at its offices located at 11801 W. Silver Spring Dr. in Milwaukee, WI.

On Thursday evening, there will be a buffet dinner at Buck Bradleys from 4:30 to 6 p.m., followed by a two-hour Riverwalk Boat Tour that will include an open bar, soft drinks, mixers, local brews and house wines.

The following morning will feature seminars from 9:30 to 11:45 a.m. Speakers include Executive Coach Professional Alonzo Kelly who is recognized as one of the nation's leading experts on leadership development, strategic thinking, planning and acting to succeed in goal achievement.

Also present will be John McHugh, the director of corporate communications, leadership development and training for Kwik Trip, Inc.

In addition to the two programs, WFI will host lunch with vendor exhibits in the afternoon, as well as its general membership meeting and live and silent auction.

Full registration for the cruise and Expo is \$175 for members and \$225 for non-members; those who wish to attend the conference only pay \$100 (members) or \$150 (non-members). Visit WFI at [www.wiscleaners.com](http://www.wiscleaners.com) for more information.



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# MARKETINGMAN



BY LARRY SIEGEL

## The basics of modern marketing

Some of you are going to think what I am about to mention about marketing are no-brainers, but, unfortunately, they are not.

If you've decided brick-and-mortar retailing is where you want to invest your time, energy and money and expect people to walk through your doors, launch a website!

When someone who just moved into your neighborhood Googles for a local cleaners, no website, no new customer.

When someone upset with their current cleaners is looking for a new one, same result. Yes, websites cost money, but they are a wise investment, so just do it!

Your website doesn't have to be fancy but it needs to have basic information, like your address, phone number, hours

and services offered.

A nice photo of your storefront with signage (you have a really visible sign, right?) would be a good way to show people what to look for.

Don't have a website de-

signer? Call your local Chamber of Commerce for great contacts.

If you have a website, make sure all links work. Also, do your links to Facebook and Instagram actually go to your Facebook and Instagram pages? Make sure because if you haven't claimed your

Facebook page, for instance, potential customers may be hijacked to a competitor's website! It happens!

Have someone you know navigate your site, open all the pages, call the phone number

you are open when issues arise. This is now a vital part of customer care and relationship marketing and you can't farm it out.

Do you enjoy posting on Instagram? Love feeding Face-

able" in an e-mail since you are taking someone's valuable time to open it... they'll get upset pretty quickly if the information isn't pertinent and there's no reward.

Also, most people I know

**If someone takes the time to reach out to you, especially on your website e-mail, have the courtesy to respond. If you don't care, they won't care to give you their business.**



Arnie's Cleaners in Albuquerque, NM, purchased a Columbia 400VGH cleaning machine through Mustang Enterprises. The owner, Chau Pham (left) is pictured with Chris Hogard of Columbia/ILSA.

and check directions.

If you put an e-mail connection or post your e-mail address on your website, monitor incoming e-mails on a daily basis then — here's a crazy idea — respond to them! All of them!

Bitch 'n moan or high praise, if someone takes the time to reach out to you, especially on your website e-mail, have the courtesy to respond. If you don't care to respond, they won't care to give you their business.

Let me emphasize "daily basis." Once you have a web presence, dealing with e-mails and social media must be done in a timely manner or else you'll be buried.

You need a "point person" on your management team who is there every day and knows your business inside and out.

Even if you hire an outside company to manage your social media, they still need someone to contact every day

book? If so, please have a plan!

Once you start, if you don't continue posting on a regular basis you're going to fritter away all the brand impressions you're creating!

Know what services you want to promote every week or so and it helps to check a promotional calendar to see if there are any advantageous tie-ins coming up.

By the way, don't have your kids and/or neighbors do this unless they're actually professionals because 1) they are not reliable, and 2) you don't want to mess with your brand identity.

If you like e-mail marketing, hopefully you're using it as another layer of marketing and not in lieu of other promotions because it's cheap. If it's the latter, don't inundate your customers constantly unless you want to be relegated to their spam folder.

My rule of thumb is that there must always be something "relevant" and "valu-

able" in an e-mail since you are taking someone's valuable time to open it... they'll get upset pretty quickly if the information isn't pertinent and there's no reward.

Also, most people I know don't open promotional e-mails immediately, so time-sensitive e-mails easily slide down the timeline.

If you think direct mail is dead, you are dead wrong... people still love getting mail with their name on it, especially when it's from someone they know with something likely valuable enclosed.

Think about this: do you think someone receiving an envelope the shape of a birthday card during their birthday month is going to throw it out without opening?

Of course not! That's why this isn't the first article I've mentioned adding birthday loyalty programs to your marketing plan.

So, here's one of my biggest peeves: expecting one ad, e-mail blast or promotional postcard to turn a business around. There is typically a lengthy time span between getting someone's attention and then getting them to do something, time when they may be driving by your location, seeing some posts on social media, and perhaps seeing your business name pop up on the internet.

Sure, one promotion may precipitate a visit if it shows up at the perfect time with an offer they can't refuse, but most likely, it will take several "hits" before someone says, "Hey, I need to check this place out!"

If none of this applies to your business, great! And, if you actually did send out a promotion that turned your business around, please send it to me because "one can never learn less about anything, one can only learn more."

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

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# WEST



OAK STREET DRY CLEANING in Milwaukie, OR, purchase a Unisec GreenEarth MS-402NGE cleaning machine through J. Park Inc. Pictured from left are Jacob Yoo of J Park Inc., Mr. Yoo, owner of Oak Steet, Robert Lee of New York Machinery and Andy Lien of GreenEarth.

## RMFA to help cleaners reach their Peak of Performance

This Fall, the Rocky Mountain Fabricare Association will host its “Peak of Performance” management conference in Denver, CO, at the newly redesigned Marriott Hotel in the Denver Tech Center. It is set to take place on Saturday, Oct. 5.

Those who attend will learn about the latest business management analytical tools that business owners can use to maximize their success, as well as how to grow your business data mining your powerful POS system.

There will also be an examina-

tion of what’s in store for the future of computing in your business.

Leading the programs will be Kermit Engh and Bill Alber.

Engh is the long-time owner of Fashion Cleaners of Omaha, NE, and has been a member of Methods for Management for 23 years and is currently managing partner of the firm. He has been in the industry for about three decades.

He will present a morning session from 9 to 11 a.m. urging attendees to “Know Your Numbers. If you are wondering “what num-

bers?” don’t worry, that will be covered, as will a look at financial versus operational numbers, how to make budgets and why and establishing KPIs (Key Performance Indicators) both financial and operational.

After the program, attendees can take a break for lunch and to view various industry vendors that will be on display from 11 a.m. to 1 p.m.

The afternoon session by Alber will run from 1 to 3 p.m. His presentations is called “Growing Your Business and Finding Your Future.”

Alber is a drycleaner, an inventor and the CEO of SMRT Systems, a provider of information technology services to the industry.

The company provides cloud-based software to drycleaners for running their businesses by giving them delivery, assembly and payment related services.

A lot of ground will be covered, including a discussion of branding (standing out); efficiency; consistency; listening (Key Listening Points) and strategy, i.e. what’s your plan and the big picture.

In the afternoon, from 3 to 5 p.m., the vendor displays will be open again in the Pikes Peak room of the hotel as RMFA hosts a reception.

The cost to register for the event is \$100, which includes admittance to both programs, parking, a catered lunch and the RMFA reception.

Additional guests from the same company can register for only \$50 each.

For more information, contact Mary Ewing at RMFA by email, [info@rmfa.org](mailto:info@rmfa.org), or phone, (970) 534-1038, or Joe Blaha by email, [jblaha@greenearthcleaning.com](mailto:jblaha@greenearthcleaning.com), or phone, (303) 810-3508.

For more details, including accommodations information at the Denver Tech Center, visit the association’s website online at [www.rmfa.org](http://www.rmfa.org) or call (970) 330-0124.

In early April of this year, the Hyatt Regency Denver Tech Center announced the completion of its multi-million dollar renovation to its guest rooms, lobby and public spaces.

The DTC is located at the junction of I-25 and I-225, allowing for easy access throughout Denver.

It is conveniently situated minutes from downtown, the airport and steps from the Belleview light rail station that features 86.5 miles of rail with nine rail lines.



Kermit Engh

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# INFORMATION CENTRAL

## Products and Services for Drycleaners



### Boiler compound injection system

**LAS VEGAS, NV** — EZtimers Manufacturing announces the addition of the EZ-DOSE precision boiler compound injection system to its expanding line of products designed especially for the drycleaning and laundry industries.

This device monitors the volume of city (make-up water) added to the boiler return tank, precisely injecting the exact amount of boiler compound required to control scale and bind free oxygen in the boiler feed water.

The EZ-DOSE contains its own compound injection pump and is connected to the EZtimers return tank level control that replaces the troublesome, leaky ball float valve. This combination of electronic measurement of new water added to the return tank, precise compound injection and continuous return tank level control will save boiler compound, wasted fuel, unnecessary water and sewage fees and greatly reduce the high costs incurred by maintenance and lost production. It will also monitor water addition and compound injection, providing a warning if either is outside of operating norms. Most important, it will extend the working life of the boiler.

The EZ-DOSE is entirely self-contained, shipped with all necessary parts for easy installation and and set up. It can be used with any liquid boiler compound.

To learn more, visit [www.eztimers.com](http://www.eztimers.com).

### Certification for wetcleaning

**PATERSON, NJ** — Pariser Industries reports that two of its wetcleaning products have been Safer Choice-certified by the United States Environmental Protection Agency.

Aqua Velvet detergent and Hydrocon retexturizing conditioner are safer, environmentally-preferred products. The firm has been a Safer Choice partner since 2009.

Pariser has been innovating wet-side chemistry for nearly 50 years. The Pariser wetcleaning product lineup includes specialty detergents, stain removers, textile conditioners and finishing agents.

With new federal and local regulatory constraints facing the professional drycleaning industry, more operators are embracing wetcleaning technology as a safe and hygienic cleaning process for garments customarily labeled “dryclean only” in aqueous or water-based systems.

Pariser’s wetcleaning products are designed to preserve garment color and maximize garment life.

As a provider of wetcleaning chemical technology and a garment-processing leader, Pariser uses the safest, most hygienic, and economical methods by working with experienced operators, garment care specialists, and state-of-the-art automated dispensing technology.

To learn more, visit [www.pariserchem.com](http://www.pariserchem.com).

### All-purpose drycleaning pre-spotter

**FLORENCE, KY** — Fabritec International has released Strike, a new product for the Stamford line of drycleaning spotters.

Strike is an all-purpose drycleaning pre-spotter designed for use in all solvents. It removes soil, perspiration, grease and other common stains.

“We chose to make Strike soy based so we could maintain our standard of environmentally friendliness,” said Amy Bartlett, director of research at Fabritec International, adding that the formula is low VOC and biodegradable. Field tests were highly successful in a range of solvents, she said.

### Improved Z-bar designs

**WAUCHULA, FL** — EzProducts International has introduced an improved version of the Z-bar that lets operators quickly slide up to 100 garments horizontally off of one EzBar and onto another or onto rails in a delivery van.

The product is available in three configurations.

The EzBar-1 is a direct replacement for the conventional Z-bars.

EzBar-2 is customized to mount and hold the new EzSort garment assembly system which will be introduced later this year.

EzBar-3 is customized to mount a point-of-sale computer system.

To learn more, visit [www.ezpi.us](http://www.ezpi.us)

To learn more, visit [www.fabritec.com](http://www.fabritec.com).



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# SHIRT TALES



BY DON DESROSIERS

## Some highlights from Clean Show

As far as the setting was concerned, NOLA was a familiar place for the Clean Show, but as far as offering to drycleaners, nothing compared to the wealth of new ideas afforded by Clean 2019 in N’awlins.

What a great show! I hope

that you’re saying to yourself “You’re right Don!” and not “Sorry I missed it!”.

From the moment I walked onto the show floor on Thursday, I started writing this column in my head. “My favorite take-aways from Clean 2019.” By the time I got to the

Cleaner’s Supply Booth, the column was writing itself!

Very exciting things at the Cleaner’s Supply booth with the introduction of eight marketing videos available to drycleaners for a mere \$89 and only \$49 for the first 200 people that signed up at the booth.

By the looks of it, the 200th person must have signed their name around noon on Thursday! These marketing videos are intended to help drycleaners increase their sales of various services such as pick up and delivery, wedding gown cleaning, wash and fold and tailoring services to name a few.

You only need to let Cleaner’s Supply know the videos that you would like and they will embed your store logo into them. And it’s done so professionally that the videos appear to be exclusively yours. It’s not like they add in one slide with your logo on it. It is much slicker than that!

The videos can be used for in-store marketing (by playing a continuous loop of the video on a TV in your call office), placing them on your website, which will significantly in-

crease your search ranking through Google, social media placement (paid and unpaid) or use them in an email.

Cleaners Supply makes setup easy by giving you the necessary instructions to install the videos on your call office TV or on Facebook. Studies have shown that “Viewers retain 95 percent of a message when they watch it in a video, compared to 10 percent when reading it in text” (Insivia) and that “72 percent of customers would rather learn about a product or service by way of video” (Hubspot).

This new product is a game changer. Now that the FCC allows you to advertise more than one product in a TV ad, you could stitch two or three of these together and make a really slick television ad. The

quality is at that level of excellence. Get on board with this today! Go to [www.tailwindsystems.com](http://www.tailwindsystems.com) to see the actual videos. Prepare to be impressed.

### Unipress

Unipress makes equipment. We all know that. If you make a new piece of equipment, it’s hard to call that a game-changer, but they have done something different that I think warrants a discussion. They have focused on making equipment with a smaller footprint.

That’s four — count ‘em, four — new pieces of equipment with a significantly smaller footprint than previous models. This is a game-changer. Look, Unipress can-

*Continued on page 36*



Unipress’ new Cyclone shirt unit.



The sleeve spreaders on this new Sankosha steam form finisher will have you saying “Why didn’t they think of this years ago?” The nylon “pocket” captures the steam rather than allowing it to escape, making the unit more energy efficient, cooler and more effective.



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Don Desrosiers

Some highlights from Clean Show

*Continued from page 34*  
not renegotiate your lease. They cannot forbid your landlord from charging you more for that extra room that you desperately need, but — voila — they can get you more floor space for free!  
And, to be clear, we aren't talking inches. Their new single buck shirt unit — it's called the Cyclone — is two feet shorter than the Hurricane that it replaced. And what did they do with all that steel that they saved? They gave it to you! The Cyclone cost a whopping \$3,000 less than the Hurricane! That is an impressive take-away from the Clean Show! Go to [www.tailwindsystems.com](http://www.tailwindsystems.com) to watch a video of the Cyclone in action.

Sankosha

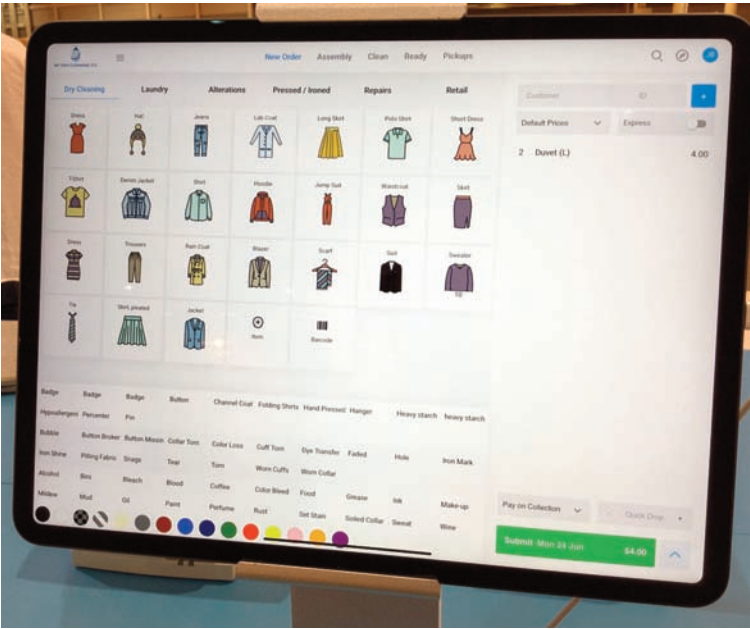
Sankosha introduced a new



Sankosha's SW-100 stationary washer.

tensioning form finisher with sleeve spreaders that capture and hold in the steam (check out the photo). It also has a curtain to contain the steam, keeping the operator and the area as cool as possible as well as an electric, motorized rotation.  
Sankosha introduced a new spotting board (they never had one), but by far the slickest reveal at their booth was the stationary washer. Once you see it, you are tasked with a way to describe it: It's like a \_\_\_\_\_, but with a \_\_\_\_\_, only with a \_\_\_\_\_ and a \_\_\_\_\_. Know what I mean?

It's hard to describe. You'll appreciate my movie. Then you'll buy one. It's completely self-contained. It's kinda like (here I go) a spotting board, but with water and soap containers underneath.



CleanCloud is a slick new POS from the UK.

Clean Cloud

It's been a while since I felt like we needed a brand new POS system in the market, but the time is now and the product is here and it is Clean Cloud. It is very inexpensive, cloud-based, absolutely gorgeous and — most importantly — it is adaptable to how you do things rather than it dictating to you how you must do things.

For example, many POS systems presume that cleaners are moving towards barcodes when, in reality, that movement has stalled in the U.S. and has reversed in other parts of the world.

Clean Cloud, a UK company, is already completely compatible with Tailwind and

other tag-based systems, all the while being very slick. Complete with SMS, mobile app and all of the other features that you'd expect.

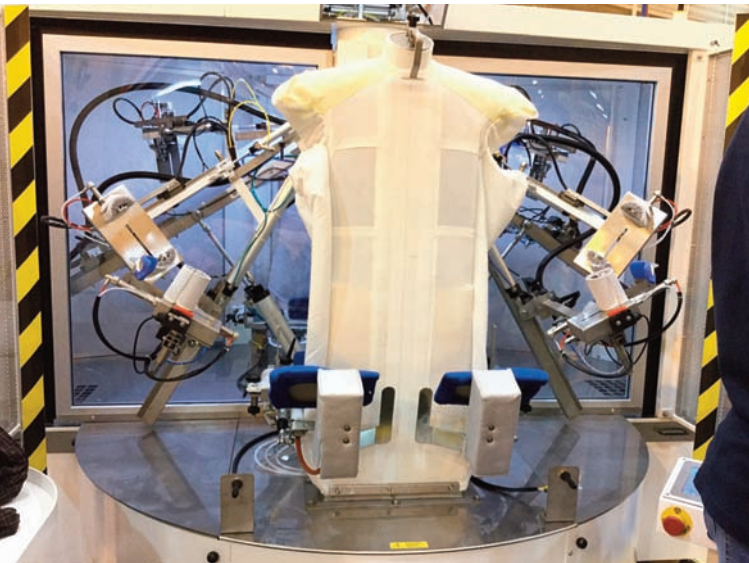
Their booth was among the busiest at the Clean Show and for a very good reason. This is the future of POS. For one thing, it runs on iPads. Check out the video on my website at [www.tailwindsystems.com](http://www.tailwindsystems.com).

CB Barbanti

CB Barbanti is a new brand in the shirt equipment manufacturing business. They have been making equipment for

presses.  
This is a familiar format for a body press but not so much for a collar and cuff press. The body press has three very important features that make it stand above anything else:  
• It is a double-buck tensioning unit. There are lots of tensioning units out there, but with this one, you are loading one while the other is pressing. Obviously a huge advantage for productivity.  
• It has a pocket press. Although this is optional equipment, don't buy yours without this added feature. The one thing that I don't like about tensioning shirt units is the need to dry the pocket with an iron. This unit has a pocket-sized pad that dries the pocket when the buck is in the pressing position. Nice feature!

• The glass cabinet is really nice for a couple of reasons. It keeps the operator cool, it contains all of the steam to keep the plant cool (and the on-lookers!) and it reuses the hot air for energy efficiency. And just seconds before transfer, the exhaust vent empties the glass cabinet of hot air.  
This unit is attractive and does a heck of a nice shirt!  
I enjoyed pressing on this unit. See it live at [www.tailwindsystems.com](http://www.tailwindsystems.com)



CB Barbanti is a new brand in shirt equipment. The glass cabinet keeps the operator cool, contains all of the steam to keep the plant cool and reuses the hot air for energy efficiency.

other brands for 30 years but now have a new product and a new name plate.

I list it here for a heck of a good reason. To the average customer, shirt pressing equipment is quite fascinating. It is very robotic and complicated and intricate.

Way back in my early plant days when the shirt unit was in the coin laundry, customers would watch the pressers in awe for hours as their clothes would tumble dry. Well, if you wanted to do that today, you would want to do it with a Barbanti shirt unit. There is a lot to love about this unit.

First, the collar and cuff unit: it has a vacuum. The steam chest is in the cabinet, hidden from view. You can load a shirt on each buck and queue it. When the cycle is done, the next shirt automatically moves into position and

windsystems.com  
This was a very memorable Clean Show. I could have listed more of my favorite take-aways. But these are the best of the best. Can't wait to see what Atlanta has to offer in 2021!  
Don Desrosiers has been in the drycleaning and shirt laundering business since 1978. He is a work-flow engineer and a management consultant who provides services to shirt launderers and drycleaners through Tailwind Systems. He is a member of the Society of Professional Consultants and winner of DLI's Commitment to Professionalism award. He can be reached at 186 Narrow Ave., Westport, MA 02790 or at his office by fax (508) 636-8839; by cell (508) 965-3163; or e-mail at [tailwindsystems@charter.net](mailto:tailwindsystems@charter.net). The Tailwind web site is [www.tailwindsystems.com](http://www.tailwindsystems.com).

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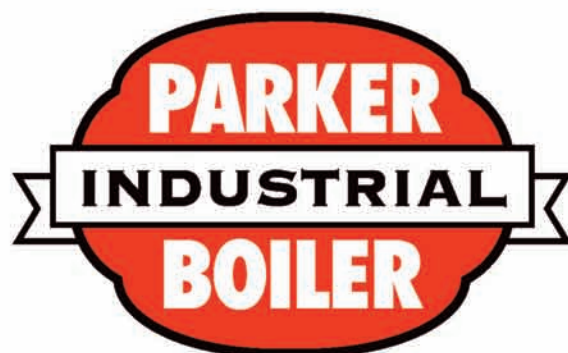
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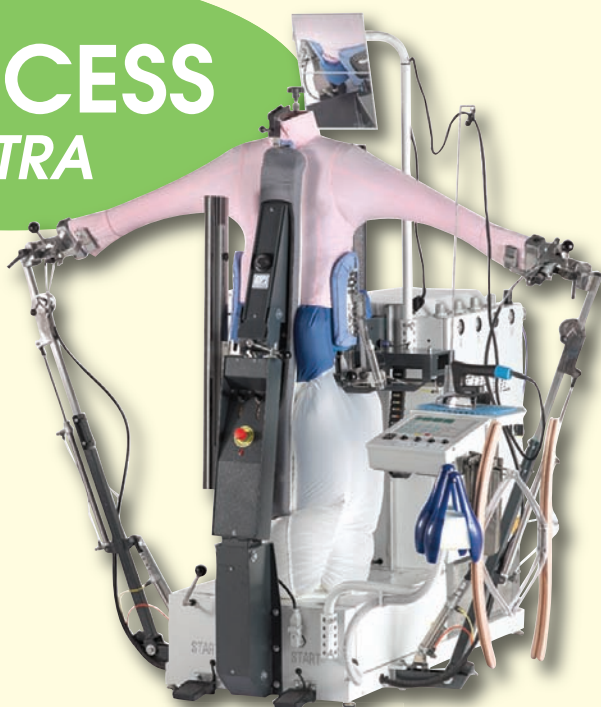
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