



National

# Clothesline

September 2021

Volume 62 Number 12

www.nationalclothesline.com

## Cleaners contend with labor issues

Last month, CNBC reported that there were 10 million open jobs in the U.S. Not only is that the highest level ever, it also meant that there were a million more jobs than unemployed people.

As complications from the coronavirus continue, employers are becoming more desperate for workers.

For drycleaners, it's one more major obstacle to now overcome, and, true to form of late, it probably won't be easy.

According to CNBC's Momentive Small Business Survey (Q3 2021), about half of small business owners say it's more difficult to find qualified help than it was a year ago, and 41% of small business owners say they are currently experiencing a rising cost in wages.

Not only does it cost a significant amount to find a new employee these days, many businesses are also hav-

ing to spend much more just to keep the ones they already have.

In recent months, several big companies have aggressively raised their starting wages to \$15 an hour or more, including Target, Hobby Lobby, Costco, Wayfair, McDonalds and Chipotle — making it more difficult for smaller businesses to offer competitive salaries.

While salary is clearly a big factor, American employees are also actively looking for other rewards in the workplace, such as flexible schedules for a better work-life balance, additional health benefits and a compatible employee culture to join.

For companies like Puritan Cleaners of Richmond, VA, fostering a strong employee culture is central to its retention strategies now more than ever. It's not something that happened overnight, but



**Free Pants Wednesdays is a promotion Puritan Cleaners offers each summer to reward its loyal customers. More importantly, it has helped strengthen the company's employee culture (see photo above) by the bonding that comes from giving back to the community together while showing off their tricked-out trousers.**

owner Gary Glover has seen his company culture strengthen from taking part in its community service ef-

forts over the years. "I think it's really more about the family and community values," he explained.

"For our Coats for Kids program, we do about 17,000 every year in the month of *Continued on page 8*

## DLI announces new board of directors

The Drycleaning and Laundry Institute recently announced its 2021-2022 board of directors, which will include Bobby Patel, owner of Kona Cleaners of Costa Mesa, CA, as president.

Patel was born in a small farming village about 200 miles north of Mumbai, India. His grandfather wanted a better life for his family so he borrowed money for his

sons to go to college. Patel's father went on to become a public prosecutor in Zambia, Africa.

In time, the Patel family immigrated to California where Bobby earned a B.A. in Civil Engineering from California State Long Beach.

In 1995, he bought Kona Cleaners, a run-down business in need of much modernization. In fact, he had to

trade drycleaning credit for his first used computer system.

Since then, Patel has upgraded Kona Cleaners considerably over the years, added another eight locations along the way and has be-



**Bobby Patel**

come an industry leader in the utilization of dry cleaning technology.

Joining Patel on the board will be Jess Culpepper of Culpepper Cleaners in San Antonio, TX, who is now chairman; Jeff

Schwegmann II of Sunshine Cleaners in Cold Spring, KY, who becomes president-elect; and Kathy Benzinger of Benzinger's Dry Cleaning in Hamburg, NY, who will serve as treasurer and district 1 director.

Other district directors for the current term include: Mark Pollock of Signature Cleaners in Doylestown, PA *Continued on page 8*

### Staying strong in Steel City

When Frank Capo (pictured right) was 17 years old, he walked into a Pittsburgh drycleaning plant and offered to start a pickup and delivery service for them. Hard work paid off over time and, in 1978, the plant went up for sale. Frank bought it and renamed it Suburban Dry Cleaners. Today, he is 82 and out of commission with a broken hip. For Frank's daughter, Ruth, it has been an opportunity to help a man who did everything for his family. For more on the Capo family, see page 6.



### Sneak Peek Inside

#### 8 Live in Las Vegas

The time draws near for much of the industry to meet face-to-face again at CCA's Fabricare Show.

#### 12 Dye bleeding disasters

Fugitive dyes can create big problems for drycleaners. Learn about their causes, cures and prevention.

#### 24 The future of fabricare

Guest writer Jerry Pozniak pleads his case for why he believes the future of drycleaning leans toward luxury.

#### 26 Is email still effective?

Peter Blake examines how valuable email is today as a marketing tool for your business.



**NEVER A COMPROMISE  
FOR QUALITY OR SAFETY**

5930 Bandini Blvd.  
Los Angeles, CA 90040

Tel: 323-727-9800  
www.parkerboiler.com

**We may never be the lowest initial cost, but we have lowest cost of ownership because:**

Products have proven to last up to 10 times longer than similar production in this industry and applications.

We have many installations with steam boilers that have been in service for over 50-years, 10 hours per day.

The materials used in current products are better than the materials used 50 years ago. For example, in the 80's, steam drum went from 3/8" thick to 1/2" thick.



Tubes went from Seamless rated pipe to seamless rated tubing which is now annealed which gives the material a mill scale coating for longer lasting and more corrosion resistance.

Thickness went from .133 pipe with 10 percent under to .12 with 10% over, and is always .133 wall tubing.

## Lowest Cost of Ownership?



Our heating surface or amount of steel absorbing energy has always been 2 to 3 times that of other units (up to 6 sf of heating surface per boiler horsepower, which some units are closer to 2 sf of steel per hp, and some even 1 sf).

We have the best distributed flame or most even surface area evenly distributed under the entire pressure vessel. It is also a modular design, so it can be repaired easily.



# We Speak Cleaner

"Since 2009 CBS has given me consistent updates and easy to understand tech support"



## Solutions

- **Suite of Features**
  - Our feature-rich software will help you run all aspects of your business more efficiently and effectively.
- **Industry Solutions**
  - Our Solutions are used across the dry cleaning industry including full price, route services, prepay and more.

## Support

- US based support with trained live agents
- Independently owned and operated for over 20 years.

**Contact Us  
for a FREE DEMO!**



Workstations



Microsoft Surface POS

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



Cleaner Business Systems • 414 Gateway Boulevard  
Burnsville, MN 55337

**800.406.9649**

[www.cleanerbusiness.com](http://www.cleanerbusiness.com) • [sales@cleanerbusiness.com](mailto:sales@cleanerbusiness.com)

## Battling labor shortages with company culture

For drycleaners, the last year-and-a-half has proven to be endlessly challenging. It began with shutdowns and severe lifestyle changes for everyone, which resulted in massive customer shortages. Even when some customers started to trickle back more frequently, the global supply chain was disrupted enough to lead to supply shortages of everyday items needed by drycleaners — which, if you can find them these days, will cost you more. And now, on top of those shortages, there is a major labor shortage — the likes of which we have never seen before. The number of open jobs currently outnumber those who can fill them.

Of course, all of this is happening while the Delta variant seems poised to wreak untold havoc in a national case of *deja vu* that nobody wants to relive. Welcome to the *new \*\$#@ing normal*. Those who are tired of popular phrases from last year such as “new normal” and “pivot” may soon grow weary of hearing another being frequently bandied about now: Culture. This one is important and there is a good reason for this.

The truth is, we’ve all grown weary at this point, which is just a nice way to say exhausted, stressed and frustrated. Still, there has been nothing nice about the pandemic in terms of damage to physical and mental health. Over 600,000 Americans have lost their lives to the coronavirus and, according to the Keiser Family Foundation, about four in ten adults have reported symptoms of anxiety or depressive disorder during the pandemic. The U.S. Census Bureau also reported similar numbers, which were up 11% from the previous year.

While Americans have recently spent considerable time suffering from anxiety and depression, many also devoted time for reflection and change. In another survey from *Parade* magazine last year, 58% said that the pandemic has changed their way of life forever. As a result, the psyche of many American workers has drastically changed. Those who struggled financially through the past 18 months may still emphasize salary as the biggest motivating factor for employment. Others, however, are looking for more fulfillment in life, which means factors such as flexible schedules and better benefits in the workplace. Most, however, want to work at a place with a good work culture — 81%, according to Jobvite, feel that corporate

culture is somewhat or very important in deciding on applying for a job. According to Lexington Law, nearly 70% of Americans place more importance on benefits and corporate culture than on salaries.

Every business, no matter the size, has a culture. Some have a multifaceted culture, while others think they do not have one (a lack of culture is still a culture). Just look at the variety of company cultures on display in this issue. Puritan Cleaners has a strong one that was forged largely through community service efforts. This month’s profile, the Capo family of Pittsburgh, have built a culture of hard work and customer service. Meanwhile, new DLI President Bobby Patel grew up in a family culture that emphasized education before he bought a rundown cleaners that was transformed in part by a culture touting top-of-the-line technology.

Ultimately, though, you should make sure there is not a disconnect between what you believe your company culture is and what your employees believe it is. When O.C. Tanner (makers of employee recognition software) asked 10,000 employees around the world to offer a single-word description of their company’s culture, there was quite a variety of responses. Common positive answers included “respect,” “great,” “friendly,” “happy” and “team.” Those less happy with their employers described their work environment as “stressful,” “toxic” and rife with “negativity.” When the same employees were asked to rate their organization’s culture using a 100-point scale, the average came out to be a 65.

Would you want to work for a 65? Would you want to spend a large portion of your life at a place that is stressful or negative? Those who still want to work are looking for a place where they can find meaning or satisfaction. They want to work for a place with values. They want to work for a place that recognizes employee achievement and contributions. They want to work for a place where their voice matters. Would you work for you if you wanted any of these things? It’s time to take a good hard look at what it’s like to work at your company. It can be daunting if your culture needs mending because creating a strong culture requires time. The good news is that every culture can be improved one day at a time. It will eventually be worth it. After all, the best potential employees look for the best company culture.

## Contents

### News & Features

- 6 Die hard drycleaning** In Pittsburgh, the Capos have devoted their lives to the family business
- 8 Fabricare 2021 Live** The first association trade show since 2019 will take place in Las Vegas soon
- 24 A wealth of business** Guest writer Jerry Pozniak believes the future of laundry lies in luxury
- 14 Dateline**
- 30 Classified advertising**

Be sure to visit [www.nationalclothesline.com](http://www.nationalclothesline.com), for additional coverage of the drycleaning industry.

### Columns

- 10 Bruce Grossman** Monitoring the performance of your check valves can help avoid costly boiler shutdowns
- 12 Dan Eisen** There are methods to prevent dye bleeding, and cures for the times when disaster strikes
- 14 James Peuster** Here are the top five customer retention trends working best in the industry
- 19 Kermit Engh** Offering scalable products or services can make your business more sellable
- 20 Don Desrosiers** Hire slow. Fire fast. It is easy to say, but difficult to do. Be very smart about how you do it
- 22 Frank Kollman** Before you discipline an employee, you should consider why... and how to do it best
- 26 Peter Blake** Email inboxes overflow with marketing messages for one simple reason: it works

# BPS

communications  
inc.

Publisher of

NATIONAL CLOTHESLINE  
1001 Easton Rd., Suite 107  
Willow Grove, PA 19090  
Phone: (215) 830-8467

Fax: (215) 830-8490

[info@nationalclothesline.com](mailto:info@nationalclothesline.com)

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

PUBLISHER

Carol Memberg

EDITOR

Chris Pollay

[chris@nationalclothesline.com](mailto:chris@nationalclothesline.com)

MANAGING DIRECTOR

Leslie Schaeffer

[Leslie@bpscommunications.com](mailto:Leslie@bpscommunications.com)

ADVERTISING

Richard Cappo

[rich@nationalclothesline.com](mailto:rich@nationalclothesline.com)

GRAPHIC DESIGN

Mary Castro-Regan

[graphics@bpscommunications.com](mailto:graphics@bpscommunications.com)

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

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

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

© 2021 BPS Communications Inc.

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



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

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



**Anne Cobb**  
 Customer Service and Sales  
[Cobb@NIEinsurance.com](mailto:Cobb@NIEinsurance.com)



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

## Quote Request

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

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

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

# Die hard for life

**F**ranks Capo has worked relentlessly hard in the drycleaning industry for more than six decades with the same unflinching resolve that his fellow Pittsburghers often celebrate in their gridiron Steelers — a team tied with the New England Patriots for the most Superbowl wins with six.

For Frank, however, it's been a much less heralded life, which is probably just fine with him because he doesn't have time to be in the spotlight. There is always more work to be done. In fact, the only thing that seems capable of stopping him is gravity itself.

During the past year, Frank has been absent from his Suburban Dry Cleaners business. "He fell and broke his hip. He's been in rehab and he's not coming home anytime soon, unfortunately," explained Ruth Capo, one of Frank's children who have followed in his footsteps in the drycleaning industry.

It's a strange thing for Frank not to be at his business. After all, he worked in the same building in Bridgeville from the age of 17 until his injury about a year ago. He's 82 years old today. Even though he's physically absent, his presence still permeates through Suburban Dry Cleaners five locations as well as one laundromat.

It all began when a teenage Frank walked into the cleaning plant (then known as Supreme Cleaners) and convinced the owner that he could start a pickup and delivery service for him.

"He would put flyers on everybody's doorstep — back in the day you could do that," Ruth said. "The route got bigger and bigger and bigger. Then, his kids came along. He had four kids [at that time] that he raised all by himself on the income that he made from the delivery route."

It hadn't been an easy life up until that point for the young route driver. He was an only child who had to be raised in an unusual place.

"When Frank was just a newborn — he was only two or three years old — his mother suffered from tuberculosis back in the day and she was hospitalized for ten years — and he had to go to an orphanage. He went to a military base orphanage and was raised without any family at all."

After Frank graduated from the military-based orphanage, he served in the Air Force reserves for eight years. In time, he married and started a family, but his wife left him to raise their children by himself.

"Frank managed to work early in the morning to late at night, but he arranged it so that we had a nanny," Ruth recalled.

Even though he got home late, he always did the same thing. "My dad would come home, tuck us in and read us a story. That was every night," Ruth emphasized.

Meanwhile, Frank had learned the art of sewing from his mother, a seamstress who made clothes for all of her grandchildren. She passed away in 1978, the same year the cleaning business went up for sale. Frank bought it and used his tailoring skills to diversify the business. Soon, he also became known by customers as a "spotting

wizard" and as an expert who could fix any problematic zipper.

"He would fix them for \$10. He has this big huge container filled with zipper parts. He would dig through that for the perfect part for any zipper and fix it," Ruth recalled. "He was really good at matching a zipper to the customer's wants and needs."

ends, holidays, birthdays, graduation days and New Year's. We would wrap presents for Christmas at work. If you broke your leg or foot or arm, you would go to the hospital, get a cast and get right back to work," Ruth recalled. "People called off work all the time and you would basically have to fill in every single position and know how to

**H**ard work sometimes pays big dividends in the long run. When Frank built up the delivery route all those years ago, he certainly had no idea that service would be a saving grace for Suburban during the past year. So far, the business has kept its doors open.

"We survived the pandemic and

suburbandrycleaners.net



## Ruth Capo

Suburban Dry Cleaners  
Pittsburgh, PA

**O**ne difficulty Frank faced — even as his efforts grew the business — was finding the right employees who could work as hard as him.

"The place was extremely busy and Frank was a one-man show. He had employees, but they were never enough," Ruth noted. "He put his kids to work as soon as they could get to work. We worked since we were really young."

All five of Frank's children — Ruth, Carol, Teresa, Anthony and Frank, Jr. — have all been loyally devoted to the business throughout their lives.

"I have a very good work ethic and I'm die hard. I'm just like my dad," Ruth said. "Actually, all of us children are very dedicated, devoted, hard working, good people. We know what it's like to spend a 100-degree day in a sweaty environment. We know the hardship of work and the struggle and the time put into it. And, I'm still like that. I still have a very good work ethic and it's hard to find good workers like me, or like my family. We are die hards."

Ruth, who describes her father as an "old-fashioned Italian guy with morals," has worked at the business her entire life. In many ways, her life is similar to her father's.

"I know it inside and out. It's comfort. It brings me a living that is — not lavishing or anything — but I'm comfortable," Ruth explained. "I have my own home and my own car and I am single. I was a single parent, just like my dad. I raised my kids working at the drycleaner because I could take them to work."

It was over four decades ago when Frank first purchased the business. During that time, there has not been a lot of time off. The Capo family always show up, day after day.

"There were never any vacations taken in the drycleaning business for 43 years by my family. I worked week-

do it. There is no glorified life here.

"As for the Capo family, it was hard manual labor and discipline along with devotion and dedication to our family drycleaners. We all played a part."

**L**ike most cleaners, Ruth is having trouble finding employees these days. "It's very hard to find any work at all in a drycleaners these days," she said. "Nobody wants a sweat shop. Nobody wants to do the manual work. Nobody wants to press."

These days, the company requires between 15 and 20 employees, many of whom share a similar quality with the Capo family.

"This will blow your socks off. Not only have I been here all my life — and my siblings — but we still have employees who have been there the same amount of time," Ruth explained. "They are die hards. They are devoted. They are country folks. I'll tell you what, all these years they've slaved away in the hottest environment, but they were the most devoted people who showed up for work and worked for ten hours a day and got the job done. And, they're still here."

Over the years, Frank was willing to take chances on some people that nobody else would, and oftentimes that strategy really paid off.

"He employed many people who otherwise could never find a job. Some of these people had rough lives but they knew how to fix every washer or dryer in the laundromat for a case of beer. He would take people off the streets, begging for food, and give them a job and let them earn their money from the heavenly gifts they had painting or fixing things around the building," Ruth noted. "He employed disabled people if they knew how to write. For mentally challenged people, they were given jobs to wash and fold laundry in the coin-operated laundromat. Or, they would fill up the changers or mop the floor and keep the place clean."

hopefully we'll survive the variant that's coming now," Ruth said. "Hopefully, we'll make it to 50 years."

"I'm 60 years old. I think one day at a time with this pandemic," she continued. "I don't know what tomorrow will bring but I will never leave my dad's side unless I'm forced to. I will do what it takes for his business. I'm a good daughter to him. I'm devoted to him. I'm devoted to his customers to treat them with respect and run our business. And... that's most of my siblings, also. It's not easy to be raised in a drycleaning business, especially with folks who have been in it for 43 years like us."

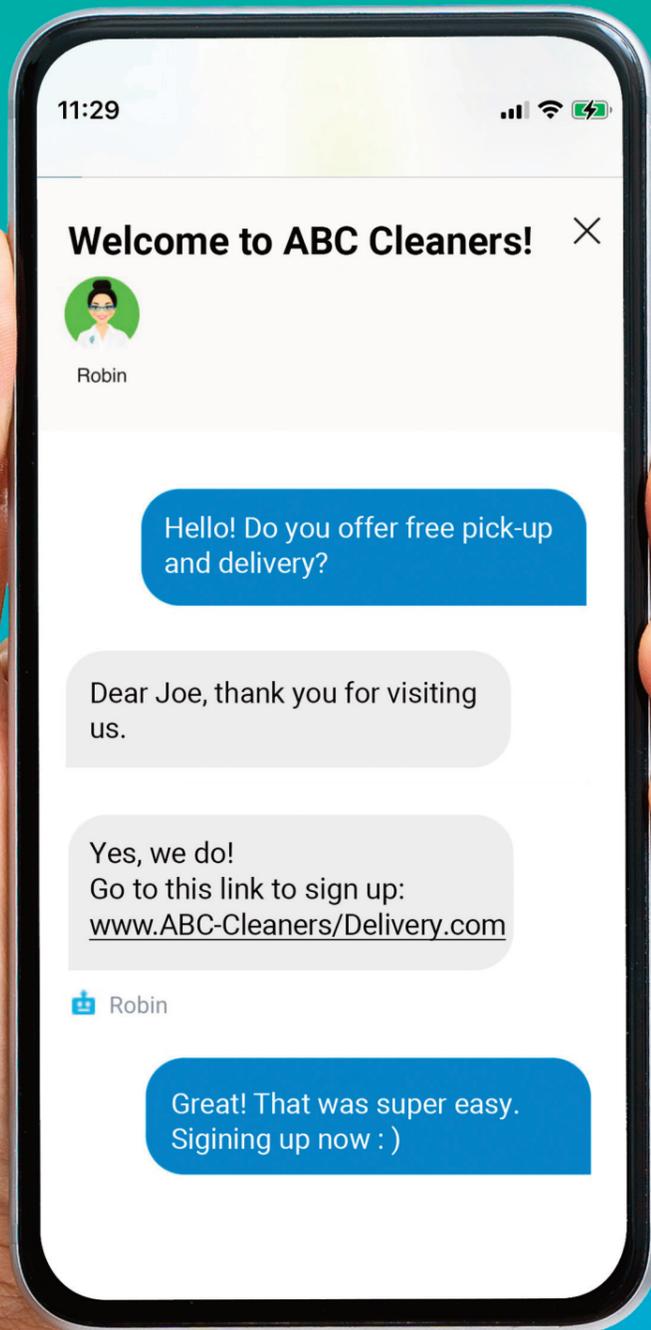
Such devotion was borne out of Frank's own, many years ago, when he struggled to make ends meet and take care of his children. Ruth has not forgotten those efforts, and she attributes that same kind spirit for the business's longtime success.

"We are still around for this reason — because when you walk in the door at Suburban Dry Cleaners and Frank was sitting at the sewing machine, he would sew your garment on the spot and not charge you a dime," Ruth noted. "He was a very honest business man. His whole entire life, people trusted him. People also trust me. People know that I'm credible. There's a lot of family morals in the drycleaners here... people who care, people who worry, who work hard... people who are all just making a living and helping others."

Those morals have been passed down and the current generation of die hards have no plans to close the doors anytime soon.

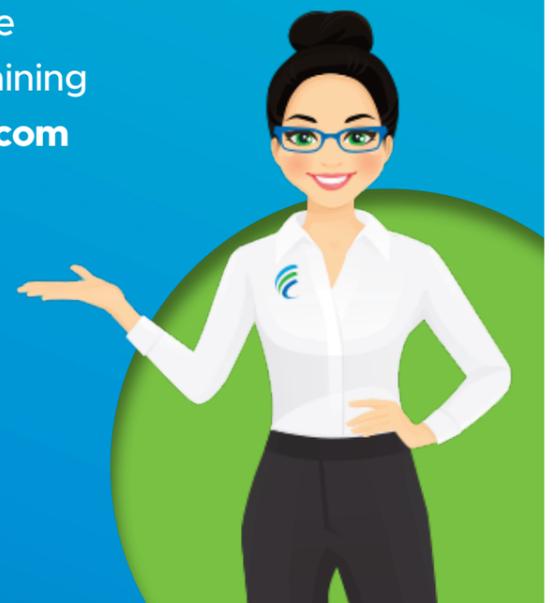
"Even though we all wanted to venture out — some of us did — this little girl stuck with my father from the day I started... from 1978," Ruth said. "Me — I'm just going to die at the drycleaners because that's my life. I'm there until my father passes away one day and I can't be by his side anymore and I can't help his customers anymore. I will be there until the day I can't anymore."

# The #1 Automated Lead Generating Software: ReviewMyDryCleaner



**OVER 1000 SUCCESSFUL  
LOCATIONS CURRENTLY ACTIVE!**

The dry cleaning industry's only complete reputation management platform. To start gaining new customers, visit [ReviewMyDryCleaner.com](http://ReviewMyDryCleaner.com) or call us at **949-270-1609**



# Cleaners contend with labor issues

*Continued from page 1*

November. Everyone on our team stays up late on nights and weekends and cleans them. Other team members volunteer at the distribution center. They give hundreds of dollars of their time and energy to help the community, and that cements them to us and our customers."

In addition to coats, pants have also played a pivotal role in bringing the staff together. For a decade, the company has annually shown its appreciation to customers by offering "Free Pants Wednesday" every summer.

This year's event brought in 100 new clients for the company, which cleaned exactly 1,001 pair of pants for free during the promotion. According to Puritan Vice Presi-

dent Norman Way, "Our Pants Wednesday campaign is a great customer incentive, but it is so much more of a fun culture event for our team. It's an opportunity to turn the ordinary week into a magical week with everyone using their creativity, comparing pants and having something fresh to discuss with our clients."

Anticipating growth in June, the company aggressively sought to hire new team members by using... current team members.

"We did two things. We really pushed for the employees to find [new hires] because the folks seem to enjoy working here," Way noted. "The other thing we did, we used Indeed, but we didn't put an ad out. We paid

for a higher subscription and we emailed people who we thought would be a good match, inviting them to come in and interview."

Glover described the intense effort to find new hires as "almost guerilla warfare," while Way likened it to finding needles in a haystack.

"We literally sent out a couple of thousand of emails to targeted people," he explained. "A small portion of that responded, and a small portion of that showed up. But, we thought we got the good ones out of that. Let's face it, drycleaning to the outside world isn't sexy."

The big push resulted in about 25 new hires. As Way noted, "That was very profitable. Arduous — but profitable."



Puritan Cleaners of Richmond, VA, has created a strong employee culture over the years. Last month, the employees at Puritan worked their pants off (so to speak) during their annual Free Pants Wednesday offer. Pictured are Sara Moncrieff, community relations, and Norman Way, vice president, donning fun slacks to mark the unique occasion.

## DLI announces board

*Continued from page 1*

(district 2); Don Holeczek of Crown Cleaners in Knoxville, TN (district 3); Ray Kroner of Kroner Dry Cleaners in Cincinnati, OH (district 4); Ed Longanecker of Iris City Cleaners in Mount Pleasant, IA (district 5); Kyle Nesbit of Tide Cleaners in Spring, TX (district 6); Hilary Taylor of Continental Cleaners in Salt Lake City, UT (district 7); Toran Brown of Rytina Fine

Cleaners & Launderers in Sacramento, CA (district 8); and allied trades director Bill Odorizzi of Sankosha USA.

In addition to its board of directors, DLI leadership also includes district committee members who volunteer to help guide board policy.

The current term's district committee members include: Larry Fish of Kingston Cleaners in Wakefield, RI (district 1); Norman Way of Puritan

Cleaners in Richmond, VA (district 2); John Mertes of Ziker Cleaners, Inc. in Mishawaka, IN (district 4); Allan Cripe of Valet Cleaners & Coin Laundry in Temple, TX (district 6); Joe Blaha of GreenEarth Cleaning in Kansas City, MO (district 7); Sassan Rahimzadeh of Arya Cleaners in Chula Vista, CA (district 8); and Dru Shields of Enviroforensics of Indianapolis, IN (allied trades).

## Fabricare 2021 will soon be live in Las Vegas

The last time the California Cleaners Association was able to host its Fabricare show was in mid-August of 2018. At that time, about 800 drycleaners walked the aisles of the exhibit hall at the Long Beach Convention Center, a familiar landmark for attendees over the years.

In just a few short weeks, the association will host its Fabricare 2021 event in a new location and under much different circumstances. It will be the first live association trade show for the industry since the National Cleaners Association hosted Texcare 2019 in Secaucus, NJ. Also, it will be in Vegas — more precisely — at the Sahara Las Vegas from Oct. 2 to 3.

The event is slated to coincide with several live meetings planned by industry groups that will take place on Oct. 1, including the Drycleaning and Laundry Institute, America's Best Cleaners, GreenEarth Cleaning Affiliates, SPOT POS User Group, Management Concepts-12, Maverick Drycleaners and the Southwest Drycleaning Association.

The event will feature tabletop exhibits as well as a full educational program featuring many of the industry's leaders. Topics will include: "Keeping the Entrepreneurial Focus on Your Business," "Employee Re-

tention and Engagement," "The Future of the Industry," "Customer Service... More Than Just Words," "Beyond the Front Counter," "Leading Forward," "The One Tool Required to be in the Top 5% of Drycleaners," and "Generation Now: Can Drycleaning Deliver?"

The cost to attend is \$249 per person. To register, visit [www.fabricareshow.com](http://www.fabricareshow.com) and click on the registration link. Also on the site, attendees can click to make a reservation with the Sahara Las Vegas.

Current rates at the hotel are \$114 plus tax nightly for a room in the Marra tower with either a king or two double beds.

In between the speaker sessions, cleaners will have an opportunity to visit vendors and socialize. The full schedule, available on the show site, has events from 8 a.m. unto 7 p.m. on Saturday and from 8:30 a.m. until 1:15 p.m. on Sunday.

On Saturday evening, CCA will also host its Fabricare Reception from 5:30 to 7 p.m.

Prior to leaving, it is recommended that you look up the latest coronavirus guidelines for the state of Nevada and the Sahara Las Vegas. For state guidelines, visit online at [www.nvhealthresponse.nv.gov](http://www.nvhealthresponse.nv.gov) and click on the link for "Current Status: Mitigation Measures" at the top of the homepage.



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

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

- Mini
- Regular
- Stretch
- Transit
- Sprinter



Rail kits that install, in no time at all!



No Welding!

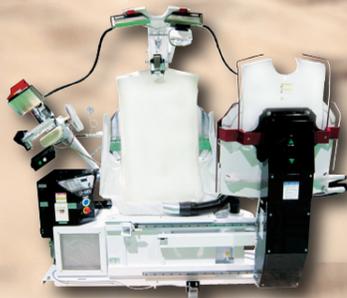
Call or go online for details!  
**IowaTechniques**  
THE UNIQUE PRODUCTS PEOPLE  
(800) 727+1592

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



Whether you purchase a piece of our new or used equipment,  
you become a part of the Sankosha family. And you get the  
highest standard of service plus

# *Peace of Mind*



## **Sankosha USA Inc.**

TOLL FREE: (888) 427-9120 • TEL: (847) 427-9120 • FAX: (847) 427-9634

parts email: [sankoshaparts@gmail.com](mailto:sankoshaparts@gmail.com)

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

# WRENCH WORKS



BY BRUCE GROSSMAN

## How to stop boiler shutdown

In my travels as a drycleaning mechanic, one of the more common complaints I hear is the loss of steam pressure caused by low water level in the boiler. Low water level can be caused by several different problems. In this and ensuing issues, I'll be explaining how to find the cause/causes of low water faults.

Causes of this type of fault mimic each other, so finding the culprit is more or less a process of elimination. I'm going to discuss these problems starting from the fault that is easiest to identify. Therefore, in this issue, I'll be talking about how to locate faulty check valves in your boiler's condensate return system.

The purpose of a check valve is to limit the flow of water to one direction indicated by an arrow stamped into the body of the valve showing the direction of the water flow. These types of valves are used between the boiler return pump and the boiler pressure vessel with the direction of flow towards the boiler. When the water level in the boiler drops lower than the pump activation sensor in the water column, the pump motor is turned on and the pump pulls water out of the return tank and pushes it through the check valves into the pressure vessel of the boiler.

The filling continues until the water level reaches the pump deactivation sensor

and then the pump turns off. However, there is pressure in the boiler pressure vessel and there needs to be some method to prevent this pressure from pushing the water back out of the boiler pressure vessel through the pump and into the return tank.

This is what the check valves do. When the pump is off, the pressure inside the boiler holds the check valves shut, preventing water from being forced back out of the boiler pressure vessel. Unfortunately, steam systems generate a lot of scale, and steam and return piping continuously shed large particles of rust and other bits of metal as well. This detritus often finds its way into the internals of the check valves causing them to partially fail, allowing water to be pushed out of the boiler pressure vessel into the return tank.

This valve "blow-by" is costly in wasted energy with steam boiling away in the return tank. In addition, this superheated water forced into the return tank overheats the return tank often causing the return pump to "cavitate" and not be able to refill the water in the boiler pressure vessel. When the water level drops low enough, the boiler will shut down on a low water fault causing expensive loss of plant production due to boiler downtime.

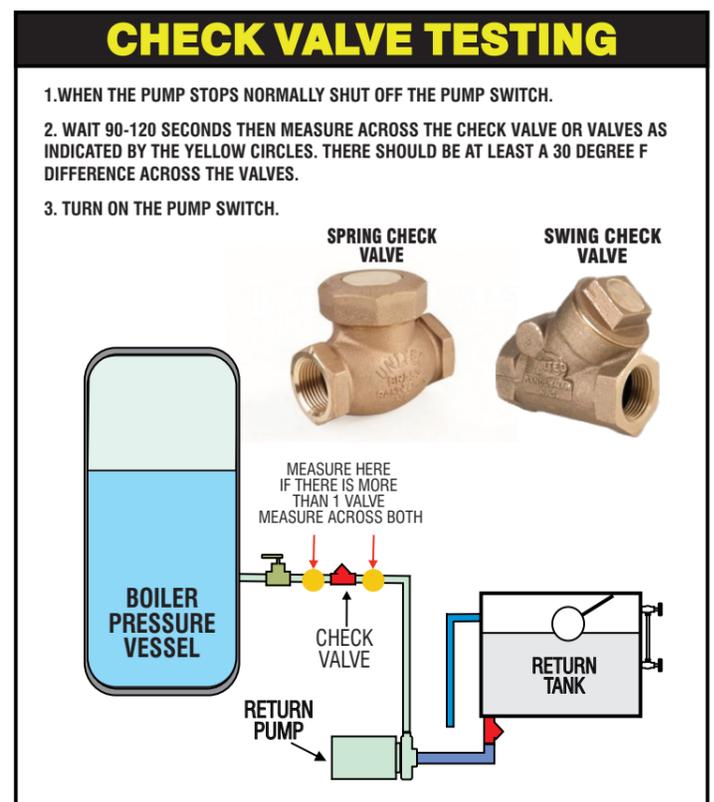
For these reasons, it's a

good thing to monitor the performance of these check valves and replace them when they fail. Fortunately, it's easy to run a simple temperature test which is a very accurate predictor of the condition of these valves. After the boiler has been in operation for a couple of hours, wait for the pump to go on. Immediately after it shuts off, turn off the power switch to the pump. Now wait 90-120 seconds and, using a laser thermometer as described below, measure the temperatures at the points indicated on the accompanying illustration.

There should be at least a 30° F. difference in temperature between the two points. If there is less, it's an accurate indication the check valve has a problem. Experience has taught me that it doesn't pay to try to clean or repair them — just replace the faulty valve. It's wise to have a replacement in your parts stock.

We will be using the laser thermometer again for these measurements. The following paragraph explains the best technique to obtain accurate results.

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 illuminate 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.

### A Note on Boiler Valves

Valves used on boilers should be rated at the next higher level of the maximum rated boiler operating pressure. For example, if the rated operating pressure (usually found on the nameplate 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).

Note: The numbers following the abbreviation WOG stands for use with water-oil-gas and is not the rating for steam service.

Well, that's it for this issue. I'll be continuing with more troubleshooting information next issue.

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, the manufacturer of the new EZ DOSE boiler compound manager with a return tank level control. This device replaces the ball float valve in the condensate return tank and automatically adds the correct amount of boiler compound to the return tank preventing oxygen corrosion and scaling. Our Sahara and DIB-M high purity separator water mister/evaporators provide a thrifty, legal method to get rid of the separator water generated by your drycleaning machine. See our ad in this issue and for further information on the EZtimers product line or 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.

## WANT TO IMPROVE YOUR PLANT'S PRODUCTIVITY?



### CONTACT DON DESROSIERS

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

508.965.3163 | [Tailwind.don@me.com](mailto:Tailwind.don@me.com)



See us at Fabricare  
in Las Vegas  
Oct. 2-3



Want to replace perc?

Want to upgrade  
technology?

Nothing handles



like a new Union.

Garments are  
easy to press!

No Shrinkage!

Machines last  
for decades!



Extends life  
of garments!

Best Cleaning!

No special  
conditioners!

New Union dry cleaning machines utilize water saving techniques.  
Conserve water, every drop counts.



1-800-433-9401  
www.uniondc.com

America's Best Selling Brand of Dry Cleaning Machines



# THE SPOTTING BOARD



BY DAN EISEN

## The causes and cures of dye bleeding

**D**ye bleeding is a fairly common occurrence plaguing drycleaners. Dye bleeding can occur in drycleaning, wetcleaning or spotting.

It is important to pinpoint the source of the bleeding so proper remedies can be applied. Dye bleeding can occur due to several factors.

**1. Poor dye fastness in manufacture.** This means that the dyes are not properly applied or set during manufacture.

Dye bleeding can occur in drycleaning due to solvent soluble dye or wetcleaning due to

fugitive dyes to water.

Bleeding can also occur in spotting due to wet and dry side chemicals used.

It is not unusual for fabrics to be soluble in both wet and dry side chemicals.

**2. Hot solvent.** Hot solvent induces dye bleeding. There are many drycleaners using solvent heaters to heat up their solvent and make it more aggressive.

Hot solvent will make the solvent more aggressive, giving it the ability to remove more dry side stains, but also adding to its ability to produce bleeding and dye transfer.

**3. Poor dyes will bleed in wetcleaning even if proper dye setting agents are used.**

Dye bleeding is more apt to occur if the garments are not agitated enough to flush away loose dye.

This means that garments that are soaked will tend to bleed and transfer dye more readily than if the garments are kept in motion by agitation.

**4. Spotting.** Dye bleeding and transfer can occur in spotting if the drycleaner does not use a white towel to contain the loose dye.

The use of a towel is also necessary to detect poor dye

fastness. The use of alkalis and protein formulas may increase the possibility of dye bleeding,

If dye bleeding does occur in drycleaning the drycleaner should reclean the garments.

### Dye bleeding is more apt to occur if the garments are not agitated enough.

especially on silk and wool.

#### Cures and Prevention

**1. Drycleaning.** The cooler the solvent, the less chance dye bleeding will occur. Cool solvent decreases the aggressive nature of the solvent.

Water and wet side spotting agents should not be applied since this will set the dye and change a dry side dye into a wet side dye.

**2. Wetcleaning.** Wetcleaning using an acid-based detergent reduces the incidence of dye bleeding.

Cooler water temperatures also reduce the incidence of dye bleeding. If dye bleeding does occur in wetcleaning, the garment should be wetcleaned again, using adequate mechanical action so loose dye can be flushed away from the fabric.

**3. Spotting.** All spotters must use a white towel when flushing. Use a proper lubricant when applying mechanical action to a stain.

The lubricant will tend to suspend the loose dye so it can be flushed away without settling on the fabric.

If the dye bleeding is noticeable on a fabric, it should be flushed with the steam gun and then using air and pressure to push the dye into the cloth while drying rapidly, especially on silk and wool.

#### Bleaching Process

When dye bleeding does not respond to the aforementioned processes it may need a bleaching process. Do not use a bleach without testing, making sure it does not affect the base dye and will remove the dye that bled.

Titanium sulphate is usually the most effective bleach to remove dye bleeding.

It is not unusual, however, for other bleaches such as sodium hypochlorite to work on fabrics such as cotton, linen, rayon and polyester.

The drycleaner can also attempt to use a mild solution of a bleaching agent, even if the base dye is slightly effected when testing.

The drycleaner would make up a very mild bleaching bath and only immerse the garment in the bath for a few seconds before removing and rinsing.

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 at [www.garmentanalysis.com](http://www.garmentanalysis.com).




**THE BENCHMARK MACHINES**

The greener way to clean.

It's been 30 years since Miele introduced its first WetCare® laundry solutions. Environmental sustainability and innovation continue to guide us today. Our Benchmark Performance and Performance Plus machines offer unmatched fabric protection and superior performance across a range of basic textiles and specialty garments – all while reducing energy and resource consumption.

- 25lb. – 70lb. capacity suits a range of commercial applications
- High g-force speeds (500+ g) increase water extraction
- Patented Honeycomb Drum® optimizes the wetting process
- Fast wash cycles increase productivity
- Fast dry cycles reduce electricity consumption
- 90 standard wash programs and up to 200 custom programs
- Soft-mount machines for installation in any location

**To learn more about the full line of Miele's Benchmark machines visit [mieleusa.com/professional](http://mieleusa.com/professional).**







*"No work is insignificant. All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence."  
- Martin Luther King, Jr.*



**FORENTA - YOUR PARTNER IN EXCELLENCE**



FORENTA, LP  
185 Cold Creek Drive  
Morristown, TN 37814



**Made  
in the  
USA**

www.forentausa.com  
Phone 423-586-5370  
Fax 423-586-3470

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

# THE ROUTE PRO



BY JAMES PEUSTER

## Top 5 customer retention trends of 2021

**T**here are so many customer service tips, tricks and customer retention strategies out there that can either make you money or cost you money.

The challenge that we now face is trying to make the best decision to ensure profit and growth. So, what do you do?

Well, let's take a look at the top five customer service retention trends we find that are working best in our industry.

### Trend #1: Covid Reset

Many of us were faced with making decisions that were

based on survival and focus. Here is what you will need to do in order for a self-check. Some are stuck in 2019 and hope it will come back. Others are still making 2020 decisions while the successful cleaners are moving past 2021 and beyond. Where are you?

The sad thing is your customer want to move forward — you should, too.

### Trend #2: New Expectations

One good thing that came out of covid is that we can make those necessary changes that are geared towards

growth look like survival choices.

Consumers are prepared to adapt and they are witnessing price increases nationwide. Now is the time to do the things you need to do to get profitable.

### Trend #3: Consumers Looking for Stability

While change is good, stability is great. After making the correct choices, *get stable* as you want to keep looking like you are doing well.

Marketing is all about making you look good. It's time to

get great at this.

### Trend #4: Customers Want to Feel Important

Respect their concerns, cares and requests. Know their trends and simply be prepared to be more proactive with customer retention.

### Trend #5: Customers Really Miss the Personal Touch

Automatic customer service is nice, easy and cheaper than a real person. However, the personal touch gets better results. Customers want to be heard when it comes to problem solving and a live person

can at least provide a live ear for them. Raise the bar in your customer service department and you will see instant results.

The bottom line is... we work so hard to obtain new customers — it's time to work hard to keep them.

**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).**

## DATELINE

### 2021

- Sept. 15** Drycleaning and Laundry Institute webinar on "The Most Important Tool in Obtaining Financial Freedom" with Marketing Coach Dave Coyle of Coyle Marketing. Visit [DLIonline.org](http://DLIonline.org).
- Sept. 22** Drycleaning and Laundry Institute webinar on "Buying Out Your Competitor" with Riaz Chauthani. Visit [DLIonline.org](http://DLIonline.org).
- Oct. 2-3** California Cleaners Association's Fabricare '21 at the Sahara Hotel & Casino, Las Vegas, NV. Call (215) 830-8467.
- Oct. 4-8** Drycleaning and Laundry Institute's one-week Introduction to Drycleaning course. Visit [DLIonline.org](http://DLIonline.org) or call (800) 638-2627.
- Oct. 11-22** Drycleaning and Laundry Institute's two-week Advanced Drycleaning course. Visit [DLIonline.org](http://DLIonline.org) or call (800) 638-2627.
- October 19-22** Textile Rental Services Association annual conference and exchange. Carlsbad, CA. Call (703) 519-0029.
- November 10-12** 2nd Annual Fall Fest EXPO. Virtual event sponsored by NEFA, SEFA., PDCA and DLI. Call (215) 830-8467 for information.
- November 27- December 1** Texcare International. Frankfurt, Germany. Visit [www.messefrankfurt.com](http://www.messefrankfurt.com).

### 2022

- May 17-19** Excellence in Laundry Conference, sponsored by the Coin Laundry Association. Rancho Bernardo Inn, San Diego, CA. Call (800) 570-5629.
- July 30-August 2** Clean Show. Georgia World Congress Center, Atlanta, GA. Call (770) 984-8023.



## IS ALL YOU NEED Dry Cleaning Machines



Huge range of machines hard & soft mounted with still and/or filtration unit from 20 up to 90 Lb.

### Washer Extractors



High Spin Soft Mounted, Extra & Regular Spin Hard Mounted from 20 up to 264 Lb.

### Tumbling Dryers



Complete range from 20 up to 264 Lb.,  
With exclusive range of closed circuit - vent-less dryers

✓ COMPLETE PARTS INVENTORY

✓ TECHNICAL SUPPORT

✓ US SCHOOLING AND TRAINING CENTER  
ON DRYCLEANING AND WET CLEANING  
MACHINES



[www.renzacci-usa.com](http://www.renzacci-usa.com)

Contact

**Brent Padon: 561-644-5517**

email: [bpadon@renzacci-usa.com](mailto:bpadon@renzacci-usa.com) - [info@renzacci-usa.com](mailto:info@renzacci-usa.com)

# UNLOCK THE POWER OF YOUR BUSINESS



GET SMRT

## AT SMRT SYSTEMS WE GET IT

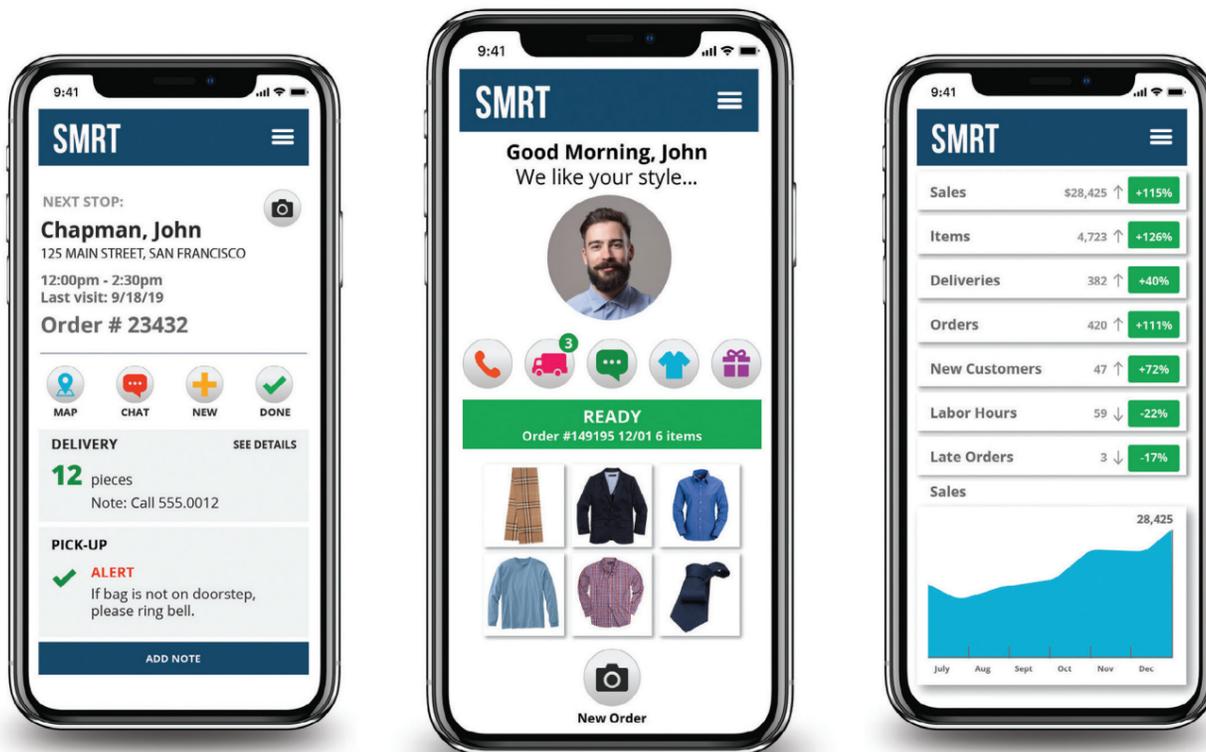
At the heart of SMRT, we are a dry cleaner. It's the reason we created our software in the first place: To solve the everyday problems we ran into at our own business

We've stood in your shoes. Pressing, cleaning the button trap, filling in when the driver is sick, making payroll and replacing equipment. And with a dry cleaner's perspective, we've built, from the ground up. the best dry cleaning software in the marketplace.



**“SMRT IS THE COMPLETE PACKAGE. THEIR PEOPLE, THEIR PRODUCT, THEIR DRIVE AND THEIR FOCUS MAKE MY BUSINESS BETTER, AND MY LIFE EASIER.”**

**Kathy Benzinger, Owner**  
Benzinger’s Cleaners



**WE UNDERSTAND THAT DRY CLEANERS ARE DYNAMIC, HIGH-PERFORMING ENTREPRENEURS.** It’s no small feat to run both the factory and the dealership every damn day. You deserve a software partner that knows your business and is there for you 24/7. You deserve SMRT.

**THERE HAS NEVER BEEN A BETTER TIME TO  
GET SMRT**

**(415) 612-9885 | WWW.SMRTSYSTEMS.COM**

**RICHARD A.**



"...SMRT brings dry cleaning and delivering a great experience to customers into the 21st century. For decades, our industry was underserved and with SMRT on the scene, we are equipped with the finest software to run a world-class organization..."

**GREG M.**



"The customer support is hands down the best. From the demo to the installation and now use, the support team at SMRT have been there. This system compared to my last POS is 1000% better. Easier to operate, staff and customer friendly."

**SAMI K.**



"The text program was much better than the competition. The training and introduction offered was and turned out to be excellent. The software puts the delivery company in charge. In my eyes this makes things easier and also helps allow more profit. SMRT seems to have everything you can think of for your dry cleaning business."

**JON K.**



"...the software is so user friendly and powerful that my entire business runs on it. It is the complete CRM software, front to back. Not only is it easy for me to manage my business, but it is also even easier for my customers. They can do all the scheduling, communication on their own."

**AMANDA E.**



"We are very happy we made the switch to SMRT. It is a simple easy platform to use and training employees. Assembly has been much more efficient and contacting the customers is very easy through the software. I like that it is browser based so I can login in whenever and where ever I need to. Set up is super easy and I am able to install myself instead of calling support."

**WAYNE E.**



"I can't believe we are running this system for over 4 years. Would be lost without it."

**MICHAEL B.**



"I used a legacy system (the largest in the industry) for 13 years before switching to this "upstart" back in 2017. The difference was immediate, obvious, and impactful for our operation. And that was back when they were an upstart, and the software was still in its relative infancy. They are now one of the dominant players in the market, and for good reason. The absolute best thing about this software, IMO, is the way customer communications are handled. It's partly an email client, part text interface, and part slack, all tied into one, flawlessly."

**WILL W.**



"There isn't just one feature I like but multiple. To name a few: user interface, the pickup/delivery module and notification/communication center."

**THAYNE A.**



"...from the change over to the delivery for my business the SMRT Systems is [by far] the best at teaching employees how to work the system. My customers swear that the texting to let customers no the there Dryclean orders are done is [easily] the best in our industry! So glad we went with SMRT!"

**JOE F.**



"...SMRT allows you to follow real time the daily ins and outs of your business. I am able to physically leave my facility and check in remotely. This was a huge step in me being able to devote time with my family, and giving me back control over my business."

**JORDAN W.**



"SMRT Systems makes our diverse dry cleaning business simple to manage from one screen. Easy to setup and implement this is a no brainer for anyone needing a POS in our industry."

**MAJOR B.**



"The extra communication features for my team and our customers. The ease of use. The delivery and route optimization features to help build and organize our growing Pickup and Delivery system. Has incorporated into our marketing efforts beautifully."

**RIAL S.**



"I am very pleased with how the software is performing and the functionality. It has made communication with our customers more robust and streamlined. Issues I have posed to the company have been listened to and actual changes have taken place based on recommendations. I have implemented around 15 different software products on a large scale in my career and I would have to say this was one of the best experiences so far."

**JAMIE M.**



"SMRT is easy to use. The training was very helpful as the training staff was here all week to get us switched over from our old software and up and rolling. We can access customer support very easily. I love the route management. It is far superior to other dry cleaning software systems."

**DANIEL C.**



"Having the ability to seamlessly run all facets of our operations under one user interface and the program is a game-changer. Not only does SMRT run our A/R, inventory, lot management, delivery routes, customer promotions, communications, etc. It quite frankly is the easiest to use and train, which is priceless in our industry."

**KEVIN L.**



"It seems in this day and age, most software has bells and whistles, some of which do the same thing, only its a step by step process to get to results. SMRT is quick about it!"

**ALONSO C.**



"Our internal company communications, automation with management reporting, billing and customer resolutions have been the biggest benefits with the software implementation. What took several emails, manual phone calls and meetings with our management are now easily reported across all communication channels and have reduced the time to resolve day to day processes."

**BRUCE G.**



"...we love how easy the software is to use, the route app is terrific, communication through text and email has significantly cut down on phone calls, estimates are responded to very quickly and our customers love it. The reports are endless, we have hundreds of KPIs to help us with sales and marketing."

**CHARLES D.**



"...we love how easy the software is to use, the route app is terrific, communication through text and email has significantly cut down on phone calls, estimates are responded to very quickly and our customers love it. The reports are endless, we have hundreds of KPIs to help us with sales and marketing."

**JASON Y.**



"My overall experience with SMRT has been fantastic! They are a great partner to have in the industry."

**JONNI M.**



"My overall experience with SMRT has been great. The customer support and complete openness to look for and create new functions has made our everyday use easier. The ability to track garments, contact customers, track drivers, and option to make just about any kind of data report we request has been a life saver."

**BILL W.**



"The developers are always working to make the system work better. It already works great, but if there is something that you would like for it to do you can request it and it will probably get done. I also like that it is so easy to use. New associates can be up to speed in just a few days."

**LAURIE C.**



"We have improved garment tracking and communication internally and with customers. We are able to be really transparent. The customer interface is great. The team is great to work with! Our systems and processes are getting streamlined in a way we've been dreaming about for years, but had roadblocks with previous software."

**DENISE T.**



"The migration to SMRT was validated and praised by both our multi-generation of employees and customers. The ease of learning, navigating, and customer interaction has elevated our service and won the confidence and respect from all. Reporting and data analysis continues to become even more sophisticated. Unlike many services where support diminishes after the honeymoon stage, the SMRT support team continues to be very responsive with great attitudes long after conversion."

**ROSS L.**



Our previous Compassmax software was not adequately addressing our needs and we are overall quite happy with how well we have been able to improve the management of our business with a system that is easier to use.

**ERIC D.**



When we switched to SMRT we didn't have a route at all and now it is growing weekly. With the clients being able to setup a pickup/delivery right from their cell phone.

**MATT F.**



Brings current tech to the dry cleaning industry that has had archaic software for decades.

**PETER L.**



We have had nothing but a great experience with SMRT, from the hardware & staff. Support is very quick to respond. My prior system support was not as responsive and created frustration when we needed an issue/question addressed.

**JIM G.**



SMRT is intuitive and has a clean look. The developers are continuously updating the platform and Support is quick and usually succinct.

**ROBERT S.**



I love the customer communication. Route tracking is top notch. Assembly conveyor is very reliable, cost effective and efficient. Customer billing is very simple to customize.

**SMRT DELIVERS HAPPINESS**

SCHEDULE A FREE DEMO AT [WWW.SMRTSYSTEMS.COM](http://WWW.SMRTSYSTEMS.COM)

# BUILDING VALUE



BY KERMIT ENGH

## Can your business thrive without you?

**T**oday we will discuss the idea of scalability and how to create a business that can thrive without you. The hallmark of a valuable company is one that can run without you, which means if you can create a business that's built to sell, you also have the option to hold on to it without the stress of running your company on a day-to-day basis. A valuable business is a sought-after asset, making it more likely that you will get an unsolicited offer for your business. This gives you negotiating leverage when you decide to sell.

Many business owners find themselves trapped in an unsellable business. Customers ask to deal with the owner, the owner becomes personally involved in serving the customer, reinforcing the customer's reliance on the owner, and the cycle continues. A business reliant on its owner is unsellable, so the owner becomes trapped in the business. In the coming months, we will discuss steps to provide a road map for creating a company that can thrive without you. I've also included my own personal observations and experiences gleaned from applying the process in my businesses.

The first step in building a company that can thrive without you is to find a service or product that has the potential to scale. Scalable things meet three criteria: (1) They are "teachable" to employees and can be delivered through technology; (2) they are "valuable" to your customers, which allows you to avoid commoditization; (3) they are "repeatable," meaning customers need to return again and again to buy (e.g., think razor blades, not razors). Brainstorm all the products and services that you provide today and plot them on a simple diagram with "Teachable" on one axis and "Valuable" on the other. Once you have plotted everything you offer on the chart, eliminate services or products that a customer needs to buy only once. Often, you'll find that the most teachable services or products are the ones that customers value the least. Alternatively, you'll find that the products and services your customers value most are the least teachable. That's normal. Try combining one or more services or products to create the ideal offering.

Of the three criteria for a scalable product or service, I found the single most important factor in driving up the value of my companies was ensuring my revenue was *repeatable*, meaning customers

had to repurchase somewhat regularly. Although all recurring revenue will have a positive impact on your company's value, some forms are more desirable than others. Based on what I've learned from talking to buyers, here are six forms of recurring revenue presented from least to most valuable:

### No. 6: Consumables — Toothpaste.

Consumables are disposable items customers purchase regularly but that they have no solid motivation to be brand loyal toward. Each morning I brush my teeth with Crest Whitening Gel. I'm sure the "whitening gel" is a placebo, but it appeals to me given the amount of black coffee and red wine I consume. Every once in a while, I'll go off the beaten path and try a Colgate product collected from the many hotels I stay at during a normal year that promises "extra whitening," but I always go back to Crest. If you sell a consumable, start tracking your repurchase rate from existing customers. This will be a number that acquirers will use to calculate your projected sales into the future, and to calculate how much they're willing to pay to buy your company today.

### No. 5: Sunk Money Consumables — Razor Blades

More valuable than basic consumables such as toothpaste are "sunk money consumables." In the case of these items, the customer has made an investment in a platform. When I started using Gillette Sensor razor blades, I first had to buy a handle. Now I buy a new five-pack of blades every month, and I can't bring myself to try Schick because then I'd have to purchase its handle mechanism. I've been a Sensor guy since I grew my first patch of peach fuzz. I've invested in the platform, and that makes me reluctant to switch. The same is true at the office. Years ago, when I was in the market for a printer, I bought a Xerox. And even though I probably won't need to buy another printer for a while, I still have to buy Xerox's expensive toner cartridges. Expect to garner a premium for your business if you can demonstrate a loyal group of customers who have made an investment in your platform.

### No. 4: Renewable Subscriptions — Magazines

Even better than having loyal customers who repurchase is having revenue that is guaranteed into the future. For example, I am a loyal subscriber to *Robb Report* magazine. Each year I get a re-up

letter, and I send a check to cover my next twelve issues. *Robb Report* recognizes one-twelfth of my subscription fee the month it receives the check and each of the next eleven months. Magazines are cheap compared with the subscriptions that analyst firms such as Frost & Sullivan or IDC sell their customers, which can run into the hundreds of thousands of dollars, making these companies more valuable than their competitors that offer project-based consulting on a one-off basis.

### No. 3: Sunk Money Renewable Subscriptions — The Bloomberg Terminal

When customers make an investment to do business with you, they become very sticky. If they buy on a subscription model, you will have one of the most valuable businesses in your industry. Traders and money managers swear by their Bloomberg Terminal. Bloomberg customers must first buy or lease the terminal and then subscribe to Bloomberg's financial information. Having sticky customers loyal to a proprietary platform allowed Michael Bloomberg to build a valuable company. For most drycleaning operators, we can relate to our hosted POS systems from SMRT, SPOT or others. Pretty sticky situation.

### No. 2: Auto-Renewal Subscriptions — Document Storage

When you store documents with Iron Mountain, you are charged a fee each month until you ask for your documents to be shredded or you agree to pick them up. Unlike a magazine subscription, for which you must consciously re-up, Iron Mountain bills you until you tell it to stop. Iron Mountain tracks its cancellation rate down to the decimal point and it can predict its revenue well into the future, which is why it is such a valuable company. I challenge you to review your monthly credit card statement to see just how many auto renewals you have but may have forgotten. How about that gym membership or unlimited car wash membership? At this point in time, there are several operators throughout the country which have created WDF subscription services with monthly auto renewals. I am aware of at least three who are experimenting with drycleaning subscription plans. The jury is still out on this service. We are looking to play around with a bedding program and also a shoeshine service.

### No. 1: Contracts — Wireless Phones

More valuable than an auto-

matic renewal subscription is a hard contract for a defined term. As much as we may despise being tied to them, wireless companies have mastered the art of recurring revenue. Many give their customers free phones if the customer locks into a two- or three-year full-service contract. A related part of our industry would be the linen rental companies which contract with their customers. This guarantees revenue stream. Be careful of those contracts which contain auto renewals requiring a 6-month advanced notice. Security companies often use these.

As you ascend the recurring-revenue hierarchy, expect the value of your business to go up in lockstep. Once you've isolated what is teachable, what your customers value, and what they need most often, document your process for delivering this type of product or service. This will form the basis of your instruction manual for delivering that product or service. Use examples and fill-in-the-blank templates where possible to help ensure that your instructions are specific enough for someone to follow independently. Test your instructions by asking a team or team member to deliver the service or product without your involvement. Getting the instruction manual right will require time and patience. Next, name your scalable product or service. Naming your offering gives you ownership of it and helps you differentiate it from potential competitors. Once you own something unique, you move

from providing a commoditized service or product to providing one whose terms of use you decide. If your product or service isn't generic, customers won't be able to compare your price to others. Instead, name your offering, along with each of the steps you take to deliver it, to differentiate your offering so that you can set its price and payment terms.

After you come up with a name, write a short description of the features and corresponding benefits of each step in the production. Revamp all your customer communications (e.g., website, store signage, brochure, social media) to describe your process in a uniform way. This likely is best done with your management team or a marketing firm. Sounds easy until you get started. If you are intrigued with this first driver of value, you can log on to and get your Value Builders Score. Until next time, enjoy building value.

**Kermit Engh has been an owner/operator in the drycleaning industry for over 29 years, a member of Methods for Management for more than 25 years, the president of the Association of Wedding Gown Specialists for 17 years, a member of DLI and LCI, and winner of numerous industry awards including a 2016 CINET Internationale Sustainability Award. MfM is certified as a Value Builders coach and as a 5 Steps to Freedom coach. These platforms provide proven processes to address the three primary areas business owners deal with: Time, Team and Money. Contact him directly by email at [kengh@mfmi.com](mailto:kengh@mfmi.com).**

# CONSORZIO UNIMATIC

group industrial technology

## SHARE THE FUTURE TECHNOLOGY

Via R. Morandi, 13  
06012 Città di Castello (PG) ITALY  
Ph. +39 075 8521264

[www.consorziounimatic.it](http://www.consorziounimatic.it)  
[info@consorziounimatic.it](mailto:info@consorziounimatic.it)

POR-FESr (2014-2020) ASSE III AZIONE 3.3.1

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

# SHIRT TALES



BY DON DESROSIERS

## Who's running the show at your plant?

**W**e all know that there aren't a lot of people vying for a job at anyone's drycleaning plant. It's a fact of our everyday lives. This article is not about changing that fact. Frankly, I cannot imagine what will ever change it. I doubt that there is anything on the horizon that will suddenly make working in the drycleaning business so glamorous that a queue of eager applicants will appear outside your door. There isn't a secret magic trick that will cause this to happen in this article, either.

I bet that some of you have a better hiring policy than others. I have some clients who have a detailed interview process — perhaps multiple interviews with several people. I also have some clients who have a DISC profile test for initial screening. There are also some who have a “fog the mirror” test. It's like a “roofer's license,” it covers everything! If you can fog a mirror, you can do any job in the plant. No matter how involved your screening, no matter how careful you are, no matter how thorough the background check, no matter how skillful you are at interviews... you will make bad hires. This article is about the person who needs to be replaced.

I have written in the past about what is probably the least-often followed bit of management wisdom: hire slow, fire fast (pardon the grammar). It will seem like I am wavering on this valuable bit of management philosophy, but that isn't true at all. In fact, I am trying to solidify that school of thought in your mind. *Hire slow. Fire fast.*

Let's assume that you've

hired slowly, and always do. Great. I'm not going to change that. Let's also assume that you need to replace your drycleaner. The reason is immaterial. You are disappointed enough in him that you don't want him as part of your organization any longer. But then, reality sets in. *Who will do his job?* No one has applied for a job at your plant in six months. You come to terms with a clear fact. No one is out there wishing to get hired by you or your company. Your drycleaner's job is somehow saved because of this.

No matter why you wanted him out — his performance, his attitude, his skill set or his mannerisms — it sets a new standard. It has established a new baseline of what you will accept from an employee. Now, imagine that this has happened numerous times with a handful of employees. This new, lower standard is why you have an inspector who can't inspect, a presser who can't press, an assembler who can't assemble and now, a cleaner who can't clean!

You can believe in dismissing an employee promptly with all your heart, but that doesn't make a drycleaner drop out of the sky. And hiring slowly? Well, nobody has applied for a job here in six months! Isn't that slowly enough? And if you were to somehow find a drycleaner just in the nick of time, does he get hired immediately? Regardless of qualifications?

If you hire him immediately, you break the rule by hiring quickly rather than slowly. But if you don't hire him immediately, aren't you breaking the rule by not firing your drycleaner quickly, when it

needs to be done? It surely is a paradox. But worse, it's a paradox with a seedy underbelly. You unwittingly set a standard in your business that sends a terrible message to others in your employ.

Let's say that your drycleaner needs to be terminated for repeated absenteeism. Let's say he has called out four Mondays in a row, but you keep him around because you don't appear to have a choice. This is a clear message to the other employees that this behavior is tolerated. The next time your shirt presser wants to teach you a lesson, he will call out and you will be left to deal with it. This leads to a very hectic workplace full of underachievers who aren't too concerned about the side effects of their behavior. The hard workers resent the underachievers. They also resent you for putting up with it. The underachievers are malcontents who want to punish others by doing things that they should get fired for, but don't.

But, I'm sure that you have a breaking point. Every employer, it seems, has a line in the sand. It can be anything. You can do a lousy job pressing, you can call in sick every Monday, you can steal cash from the drawer, but don't use your cell phone in the bathroom. That'll get you fired for sure. This doesn't make you quick on the trigger. It just means that you tolerate some things and are intolerant of other things.

Now, let's turn the tables. Let's say that your drycleaner is sick of you badgering him about taking Mondays off and he quits. Please don't say that you would drop to your knees, beg-

ging him to stay, because if you do that, you will prove to him (and everyone else will learn about this, too) that his behavior is something that you accept. So he quits and a change is forced. By him. You proceed to do whatever it takes.

This happened to a client of mine. The owner had to be the drycleaner for the next two weeks. But, maybe it would be different for you. Maybe there is a second string. It doesn't matter what you had to do. Your hand was forced and you had to deal with it. I like it a lot better when I choose to do something and then do it. This is much better than someone else forcing my hand. After all, I am the boss.

So, accepting substandard is bad because it sets a bad example and lowers the standards of your company and is bad for morale.

Waiting for someone to quit means that you've lost control. Someone else ran you! And, while waiting for someone to quit, you still had to deal with the lower standards and the bad example.

And, of course, there is that “hire slow, fire fast” crapola. Geez. Now what?

There is an alternative. The first step is the acknowledgment that there is a difference between firing somebody in your heart and firing someone, literally. The wisdom is really simple: when you've had enough of your drycleaner, pretend that he just quit and go about hiring his replacement as vehemently as if you had just become the new cleaner.

When someone quits, the need becomes immediate. When

they do something that's cause for termination, too many managers get over it and the cycle continues to escalate. So, in the end, when someone does something that's cause for termination and you fear that you'd never be able to replace him, fire him in your heart. Mark him for deletion, so to speak, but stick to your guns, by all means! If you get over it, you are accepting bad behavior. Fire him in your heart first, secure his replacement, and then do the termination.

Finally, I want to make one more point. This is something that I have wanted to say as a writer for over 20 years.

When you fire someone, make certain that everyone else knows that the termination was your idea. Employees in your plant tend to be family and friends of each other so word gets around and the word getting around isn't always the truth.

Let's say that you have to fire your shirt presser because she is on her cell phone, while pressing, again. You have a lot of class and do it tactfully. Moments later, you are pressing shirts yourself.

**The truth:** There are certain behaviors that are completely against company policy and they must be enforced. If that means that I have to do your job, so be it. Rules are in place for a reason. No employee will hold me hostage to my own rules.

**The story that gets told by the employee:** *The boss man told me I couldn't use my cellphone and I told him “Too bad! I'm still pressing. If you don't like it, I quit.” I put the screws to him! Now he's gotta press LOL.*

Same exact scenario. Two completely different stories. The truth sends a clear message to other employees. It says: The boss is really serious about these policies and he will not hesitate to get rid of me and do my job if I don't comply. The lie does tell a story, too. The lie makes it look like the employees run the show.

*“If you do what you've always done, you'll get what you always got.”*

Don Desrosiers has been in the drycleaning and shirt laundering business since 1978. He is a work-flow engineer and a management consultant who provides services to shirt launderers and drycleaners through Tailwind Systems. He is a member of the Society of Professional Consultants and winner of DLI's Commitment to Professionalism award. He can be reached at 40 Winchester Ln, Suite #5, Fall River, MA 02721, by cell (508) 965-3163, or email at [tailwind.don@me.com](mailto:tailwind.don@me.com). The Tailwind web site is [www.tailwind-systems.com](http://www.tailwind-systems.com).

**HI-STEAM**

**Out, Out, Damn Spot!**



- Strong self-contained vacuum for faster drying
- 2 cold spotting guns connect to solvent tanks on machine
- Stainless steel construction
- Easy to clean design
- Steam/air gun
- Sleeve spotting arm
- Suction hood captures stray vapors
- Solvent bottle rack + light built into hood



**ES-2000AR Spotting Board**

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

# School of Drycleaning Technology DLI

## TRAINING YOUR WAY

### IN-PERSON COURSES

DLI's School of Drycleaning Technology (est. 1927) is open for business and taking registrations for courses this October.

#### Introduction to Drycleaning, October 4-8

- Sorting loads
- Fibers & fabrics
- Drycleaning machine operation
- Stain removal
- Finishing pants, coats, and skirts
- Tensioning equipment
- More

#### Advanced Drycleaning, October 11-22

- Bleaches
- Wetcleaning
- Customer service
- Pleated skirts
- Shirt laundry
- Wedding gowns
- Effective plant workflow design
- Solvents
- Filtration
- Distillation
- More

**Take both courses together and save.**

**Members receive reduced tuition rates.**

**REGISTER EARLY TO RESERVE YOUR SPACE**

### VIRTUAL COURSES

#### Virtual Stain Removal Course: October 26 - November 16

DLI's most popular topic offered in a convenient virtual format. No travel or lodging expenses. Topics include:

- Stain removal tools and supplies
- Fibers & fabrics
- Bleaches
- Digesters
- More

#### Virtual Finishing Course coming 2022

### SELF-STUDY

Study on your own time with courses on:

- Customer Service in Drycleaning
- Drycleaning Finishing Procedures
- Drycleaning Fundamentals
- Stain Removal
- Fibers & Fabrics
- Wetcleaning

### ON-DEMAND

Recordings of DLI virtual training programs are archived on our website. Access nearly 100 videos (and counting) covering:

- Finishing
- Management
- Marketing
- Route services
- Social media
- Stain removal
- Wash-Dry-Fold services
- More



**DRYCLEANING & LAUNDRY  
INSTITUTE INTERNATIONAL**

**Call 800-638-2627 or visit [DLIonline.org/Education](http://DLIonline.org/Education) for more information and to register.**

# KEEP IT LEGAL



BY FRANK KOLLMAN

## Imposing discipline requires discipline

**M**ost employers in 2021 are having trouble finding employees to hire. This means that employers are more reluctant to discipline or discharge marginal workers, which is always bad for business and employee morale.

Failing to act against poor employees can cause productive employees to consider leaving, especially in a labor market where those productive workers can easily get work elsewhere.

Despite this labor market, it is still essential that misconduct and poor performance be addressed through discipline. Nevertheless, discipline, especially discharge, generates litigation.

Even when discipline is clearly warranted, sloppy personnel practices can leave the decision open to challenge.

### Before You Act

Every workplace needs written work rules. These rules of conduct can be contained in the employee handbook, posted on bulletin boards, or distributed sepa-

rately to all employees.

*Under no circumstances should an employer make up rules as he goes along.*

You should have personnel files that contain the disciplinary record of each employee. If you do written evaluations,

Too often, a supervisor is selected because he was a good worker.

As a result, he infrequently has the requisite skill and ability to perform the personnel functions that are central to his success.

The discharge decision should nevertheless be reviewed by the chief operating officer, who has ultimate authority at the company.

That person should make sure that the decision is consistent with past discipline

it may have to explain why the employee was not recalled, why new employees were hired, why less senior employees were not laid off first, etc.

Discipline, especially discharge, should be communicated to the employee in a conference with the personnel officer.

The employee should be told the reason why he is being disciplined in a candid, complete manner. If disciplinary forms are used, fill one out, tracking your oral presentation to the employee.

If the employee is being discharged for theft, tell him. If he is being discharged for unsatisfactory work performance, set forth in detail why his performance was substandard.

Do not *under any circumstances* call the discharge a layoff, furlough, or anything else except what it is. And do not tell the employee that the decision was “hard” or that you are not absolutely convinced that the decision is proper.

If an employee is discharged, do not permit him to “finish the day” for this reason: the employee should be advised of the decision at the end of the day, if practical.

Finally, do not embellish the reasons given for the final decision. For example, employers find it difficult to refrain from referring to incidents several years old. This may make it appear that the decision to discipline or discharge was made with some reservations.

If the misconduct was serious enough to warrant discharge, there is no need to give further justification.

Established procedures for discipline and discharge are necessary for every company, small or large.

Employees are more inclined to sue these days than take the company’s decision at face value.

The fundamentals set forth above should help most employers minimize their legal troubles.

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

**Discipline should never be imposed precipitously or out of anger. At most, an employee engaging in serious misconduct should be suspended pending an investigation.**

they should be kept in that file, but more importantly, they should accurately reflect the employee’s performance.

In other words, evaluations should be truthful and highlight weaknesses and areas for improvement.

Firing an employee for poor performance with glowing evaluations is a recipe for disaster.

Lastly, supervisors should be trained in good personnel practices, including discipline and discharge.

### Discipline or Discharge?

Discipline should never be imposed precipitously or out of anger. At most, an employee engaging in serious misconduct should be suspended indefinitely pending a full investigation.

At the end of that investigation, you should be able to convince 12 strangers that the employee deserved the discipline.

Once the investigation is completed, the decision to discipline or discharge can be

and fully justified. If he or she concurs in the decision, the decision should be communicated to the employee.

### Implementing Discipline

A fully supported disciplinary decision can be weakened as the result of poor implementation.

Too often, employers confronted with a distasteful disciplinary action will try to ease their discomfort by softening the words used to tell the employee.

This only helps the employee prove later that he or she was the victim of discrimination.

Consider the following example:

An employee’s work performance has steadily declined. The employee has received counseling from his supervisor, though no written record was made of these sessions.

Finally, the company decides to discharge the employee, but calls the termination a “layoff” to allow the employee to collect unemployment insurance with no difficulty and to make the separation less hostile.

The employee files charges of discrimination.

In this example, the employer’s lack of documentary evidence of poor work performance is the least of his problems.

If the company now maintains that the employee was discharged for poor work performance — not laid off — the “new” reason appears pretextual.

A court or jury might conclude that the “lie” told at the separation conference was designed to cover up the real reason: unlawful discrimination.

Moreover, if the company decides to stick with the layoff story, which could be perjury,



## Want to Improve Profits & Operations?

Methods for Management serves the dry cleaning industry through independent consulting relationships as well as coordinating and facilitating Management Bureaus. MfM Management Bureaus provide a safe, non-competitive environment where members are comfortable sharing information, issues, and concerns with peers that they trust and respect

**MfM Currently Has A Limited Number of Available Memberships in Select Areas!**

Contact us to find out how becoming a MfM bureau member can help you maximize your business.

**402-690-0066**  
**MethodsForManagement.com**



*formally Equipment Sales Corporation*

With over 30 years experience, we offer competitive pricing on the leading brands of equipment for the dry cleaning industry.



Union HXL8000K



Unipress Hurricane Series



We are family owned and centrally located in Lakeland, Florida. Our factory trained technicians are able to deliver, install and service all makes. And, with more than 100,000 parts in stock, our parts department is ready to serve. We work with several finance companies so financing options are available.

***For New or Used Equipment, Service and Parts call***



4304 Wallace Road, Lakeland, FL 33812 • 813-253-3191 • 863-333-0004  
 gcdeinc@yahoo.com • gcequipmentsales.com

## The Case for Luxury

# Where can we expect the industry to grow?

By Jerry Pozniak

This is my first article for *National Clothesline* so I will start out with an introduction. My name is Jerry Pozniak. I am a third generation drycleaner and the CEO of Jeeves New York. Jeeves is a worldwide luxury drycleaning firm with locations in 13 cities. My license covers the NYC area. I started working in my family's "mom and pop" drycleaners in 1987 and acquired Jeeves in 2007. I can be reached at [jp@jeevesny.com](mailto:jp@jeevesny.com) or visit [JeevesNY.com](http://JeevesNY.com).

Will there be growth in our industry in the next 5 to 10 years? In my opinion, yes... but it may not be where we expect it to be. It was my stepfather, Lou Scricca, who taught me the business. I learned a lot from the "sayings" that he would use to educate customers. Dad was the owner of Cameo Cleaners in New York City and, at the time, he was the most expensive cleaner in the

neighborhood. He was proud of his high prices, along with the quality of his work.

When a customer would come in with an expensive garment and he quoted higher-than-usual prices, he would look for the "wince." When he saw it, he would counter with, "When you drive a Ferrari, you don't bring it to the Ford dealer for service." It was his way to nail down why the price was high and let the customer know he understood that luxury brands like Chanel are not inexpensive to own.

Recently, I have been working with Goldman Sachs' 10,000 Small Businesses Program which allowed me to take a deep dive into the economics of drycleaning. Researching the IbisWorld Industry report on drycleaners in the U.S. was interesting, to say the least. Here are a few takeaways from this report, which should not come as a shock to

anyone in our industry:

- Drycleaning retracted from 2016 to 2021 at an annual rate of -3.7%.
- Average profit margins from 2016 to 2021 is listed at 5.6%.
- Most revenue is from drycleaning, not other services such as laundry.
- The primary users of drycleaning are households with incomes over \$100,000, primarily from white collar workers with garments that cannot be cared for at home.

We are all aware that lifestyle and workplace changes mean that there will be less drycleaning for the entire industry. Garments are being manufactured that are easily washed at home and are acceptable for wear after coming out of the dryer.

With companies continuing to allow work from home either on a part-time or full-time basis, there is even less reason to put on a wool suit or a silk blouse.

Many companies do not require office attire at all.

Jeeves was the first luxury drycleaning company in New York when we opened our doors in 1979, and, from what I was told, there was a line out our door for service. In 2014 when I bought the company, sadly this was not the case. New York City has a handful of luxury drycleaning brands besides Jeeves, and we had become irrelevant.

I changed the culture of Jeeves and started from scratch. Processes were re-engineered to eliminate waste. Staff wages were raised and training brought the Jeeves' culture to the forefront. Quality and delivery issues were tackled and solved. After fixing what we could internally, we turned our attention to our competition. How can we make gains in a crowded market? How can Jeeves stand out?

I took the bold step and raised

prices, making Jeeves the most expensive drycleaners in NYC. As we had the quality, client service and delivery staff to back it up and I trusted that clients would understand our value. Soon after, I received one of the best compliments ever from a client: "I send my everyday clothes to your competition and only send my best clothes to Jeeves."

There was definitely a learning curve to transition from "mom and pop" operation to a company that took care of very wealthy clients. I learned a lot in a short period of time that primed Jeeves for growth well above the industry averages. From 2010 to 2019 the revenue at Jeeves tripled. Our major expenditure during this growth period was on human capital. We paid higher salaries and attracted the best possible staff to represent our brand. We also invested heavily on training.

In the luxury drycleaning market in NYC, the average price per drycleaned piece is significantly higher than the average, but not out of line for cleaning garments that are extraordinarily expensive. At a much higher price point, profit margins can be 20 to 35%.

For the drycleaning industry as a whole, with the labor market unstable, we are going to have to offer higher wages to get potential staff through the door for an interview. This will have to translate to higher prices to our clients no matter what else happens. And, let's not even talk about supply prices.

*Forbes* recently had a column which focussed on wealth during the pandemic. From March 2020 to March 2021 the world minted a new billionaire every 17 hours. Most made their wealth by finding growth opportunities to solve a "pain point" or through technical innovation. Our industry needs to technically innovate and look for the pain point for existing and potential new customers.

Of \$13.5 trillion in new household wealth added during 2020, more than 70% accrued to the top fifth of income earners, and about a third to the top one percent, according to the *Wall Street Journal*.

The future I see for our industry is to pivot into luxury services in your market. I am not suggesting having tiered pricing services within your brand, but to create a new entity to service this lucrative market. Most cities have pockets of High Net Worth individuals and I can guarantee that their closets are filled with garments that are very expensive and dryclean only.

Servicing the luxury markets takes a different skill set than servicing the mid-market, but it is attainable with some guidance. Looking at business and cultural trends in the U.S., it is my opinion that luxury IS the growth opportunity for drycleaning. After realizing how many companies are in need of a solution, I am happy to provide help and support.

If my dad was still alive, I am sure he would say to all of us, "This is the customer you want, because you don't wash Dior, Brioni and Chanel at home." Dad, I know you would be right.

See us at Fabricare  
in Las Vegas  
Oct. 2-3



Customer Service is everyone's job!



**Realstar, USA**

1-888-822-7827

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



# Announces the opening of our new Showroom

781 Van Houten Avenue - Clifton, New Jersey 07013

**Open House:** Sunday, September 26  
11:00 am to 5:00 pm

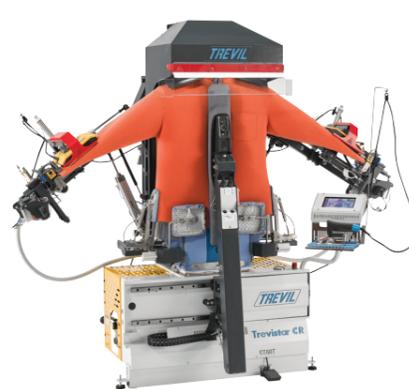
Live demonstrations of the latest innovations in Pressing Machinery including:



**Princess Ultra**  
Tensioning Finisher



**Pantastar**  
Pants Finisher



**Trevistar CR2**  
Blown Air Shirt Finisher



**Presto FC**  
Hot Plate Shirt Finisher



### Demonstration of the Venice Hydroclean System™ From Imesa, Italy's leading manufacturer of Laundry Machinery

High Extraction Washer – 60 lbs. capacity  
With Circulation Pump  
Steam Dryer – 75 lbs. capacity  
With Drum & Fan Speed Controls



### **LIVE** demonstration of the Columbia Ipura Machine

Bring your garment challenges  
to the open house.  
See them cleaned in front of you.



Personalized demonstrations are available by appointment. Please call (973) 535-8305 to arrange.



781 Van Houten Avenue • Clifton, NJ 07013  
Telephone (973) 535-8305  
www.TrevilAmerica.com • Email: TrevilAmerica@aol.com

# AN OUTSIDE PERSPECTIVE



BY PETER BLAKE

## Is email marketing still effective?

**T**rying out different marketing approaches and strategies should be a basic part of every marketing plan. Trial and error is one of the ways we learn what works and what doesn't.

One of the lessons that the challenges of the past 15 months has shown us is that what we need to be is adaptable, open to ideas and to learn from what we and others have done.

Keep in mind, however, sometimes the oldest tried-and-true methods still just work. There is nothing more effective than a handwritten thank-you note, for instance.

If you are like me, you get a ton of emails all the time. At some point you begin to wonder if they are effective or if they have lost their magic. There is a reason you are get-

ting all these emails from all these brand names, department stores and local businesses who have paid a lot of money to marketing experts, and it is really very basic.

You are getting them because emails work. In fact, it is probably working better now than ever because so many people can access email on phones and tablets rather than just their desktops. I have seen open rates rise over the past 15 months, not decline.

Back in college we did a case study on McDonalds and Burger King. Have you ever wondered why you find so many Burger Kings within a block of McDonalds? When McDonalds was really exploding their franchise sales, they spent millions of dollars on market research. They looked at community demographics,

income levels, studied their customers' buying habits, traf-

whether something is still working.

messages. You can test subject lines with A/B testing.

**There is a reason you get all these emails from all these brand names, department stores and local businesses who have paid a lot of money to marketing experts. Emails work.**

fic patterns and then, strategically placed a McDonalds at the very best possible spot.

Burger King saved millions of dollars of research and just put one in the same block. They knew McDonalds had already made the investment to see what would work, and they just joined in. You know what? It worked. So, sometimes you can use the experience of others to validate

### The Ins of the Inbox

One of the beauties of email marketing is the opportunity to communicate with and provide special offers to your current customers. Remember the adage: the best customer to market to is your current customer. You already have their business and they already know the great work and service you provide.

Email marketing is a great way to educate them on other services they may not know you offer. You can also use the platform to highlight your expertise, build trust and to spotlight the ways you enhance and support the community. When looking at effective marketing tools, you need to leverage the customers you already have, as well as work on customer acquisition.

So, the simple answer to whether email marketing is still effective is yes... *when it is done right and it is part of an overall marketing strategy.* Here are seven reasons why:

1) Results can be measured. Every service can show you how many emails were opened, and you can see how many clients were engaged. The small business average open rate is 18%. Over the past year, the clients I am working with have seen an average open rate in excess of 23%.

2) Email platforms are very user-friendly and easy to use. You can easily create content and images that people will want to see and can easily read from a computer or mobile devices.

3) Using a reliable service like Constant Contact or Mail Chimp ensures your emails will be delivered and not filtered out. They also do the hard work of managing bounces and unsubscribe lists to make sure you are compliant with the latest regulations.

4) You can target audiences and segment your messages to over-the-counter, home delivery, or by store and personalize

5) You can link your website and your service menu to the emails, making it a valuable cross-marketing tool.

6) It's easy to forward and to send to new potential customers. Links to the newsletter can be shared via social media platforms and even boosted to prospective new clients.

7) It's relatively inexpensive and can produce a high yield from a modest investment.

While email marketing is a great way to reach your customers, the effectiveness can reach beyond your current customers. You should use your email marketing as a coordinated effort.

When I assist clients with their email, I suggest they take the main graphic we use in the email and post it on their social media pages with a link to an online version of the email blast. Then you can boost it to the audience of prospective customers you want to reach.

If you are using texting services to reach your customers, you can also text the link for the newsletter to your customers with their pick up or delivery reminders. I caution against using texting too much as a marketing platform rather than necessary communications.

While email marketing may not be the shiny new tool in your toolbox, it remains a very effective way to communicate with your customers, and to alert potential customers to your services.

If you need help with email marketing and want advice on some best practices, contact me at [peteblke@aol.com](mailto:peteblke@aol.com) or call (617) 791-0128.

**Peter Blake serves as executive director of the North East Fabricare Association, the Southeastern Fabricare Association, and the MidAtlantic Association of Cleaners. He can be reached by email at [peteblke@aol.com](mailto:peteblke@aol.com) or by phone at (617) 791-0128.**

## Email Marketing by the numbers

4,000,000

306,000,000

82.21%

19.57%

20.66%

Personalized

200

words

42

seconds

**The Virtual Highway has traffic.**  
In 2020, the total number of email users worldwide reached 4 billion. The number of emails sent and received daily was over 306 billion.\*

**Welcome emails are most welcome.**  
On average, welcome emails have an open rate about four times greater than newsletters, which have a rate of 20.48%\*\*

**Adding the personal touch makes a difference.**  
Over one percent of customers are more likely to open an email that has their name in the subject line.\*\*

**Less is more in marketing emails.**  
One study of over 2.1 million emails suggested that emails should ideally contain three or fewer images and approximately 20 lines of text, or about 200 words.\*\*\*

Incidentally, it takes the average person about 42 seconds to read 200 words.

\*According to Statista.com  
\*\*According to a recent study by email marketing platform GetResponse.  
\*\*\*According to an analysis of Constant Contact customer emails.

# REDUCE YOUR CREDIT CARD PROCESSING FEES



Rates as low as .05%\*



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



Process credit cards on your smartphone



Next Day Funding with weekend settlement

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



with 4G / Wifi

- FREE NFC & EMV-Ready Terminal & Pin Pad or wireless terminal.
- Accept payments in-store, online, or on-the-go.



## OPTIONAL PROGRAMS:

**Make the same profit margin with cash and non-cash payments!**

- **Cash Discount**

NAB makes it easy to make the same profit from non-cash payments as you do with cash payments with our cash discount program.

- **Curbside Ordering**

- **Point of Sale Systems**

Recommendations, Solutions & Integrations

GROW YOUR BUSINESS. PARTNER WITH NAB TODAY!

# 866.481.4604



WWW.NYNAB.COM

©2020 North American Bancard is a registered ISO of Wells Fargo Bank, N.A., Concord, CA, and The Bancorp Bank, Philadelphia, PA. American Express may require separate approval. \*Durbin regulated Check Card percentage rate. A per transaction fee will also apply. \*\*Some restrictions apply. This advertisement is sponsored by an ISO of North American Bancard. Apple Pay is a trademark of Apple Inc.



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

## For Contactless Automation at the Front Counter, Plant and Routes



- Presses and Solutions for all Budgets
- Best and Free Technical Support Forever
- Proudly Made in the USA
- We are the Only Manufacturer of TÜV SÜD Safety Certified Presses; Includes OSHA and UL Safety Standards
- Low Cost of Ownership – Very Reliable, Easy to Fix and Upgradeable
- Pre-printed Sequentially Numbered Heat Seal Barcode Labels in One Day



Call Toll Free **877.906.1818** for details on your **FREE Heat Seal Press EVALUATION** The Ultimate Heat Seal Machine with terms and plans that work for you.

*Saves You Money, Time and Labor*

**A Proven Industry Leader & Recommended by the Consultants You Trust.**



Toll Free **877.906.1818** [www.ezpi.us](http://www.ezpi.us)

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



## Fabricare 2021 Educational Conference

October 2-3, 2021

Sahara Hotel & Casino, Las Vegas



### Confirmed Speakers



**Kevin Dubios**  
Clean Franchise Brands  
*Keeping the Entrepreneurial Focus on your Business*



**Christa Hagearty**  
Dependable Cleaners - MA  
*Employee Retention and Engagement*



**Mary Scalco**  
Drycleaner and Laundry Institute - DLI  
*Future of the Industry*



**John Rothrock**  
Yale Cleaners  
*Generation NOW: Can Drycleaning Deliver?*



**Dave Coyle**  
Maverick Drycleaners  
*The ONE TOOL required to be in the Top 5% of drycleaners!*



**Nora Nealis**  
National Cleaners Association  
*Future of the Industry*



**Chris White**  
America's Best Cleaners  
*America's Best Cleaners Leadership Forum - "Leading Forward"*



**Jennifer Marquardt**  
Route Pros  
*Customer Service, More Than Just Words & Beyond the Front Counter*

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

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

THE 21st CENTURY CONSUMER HAS CHANGED

# HAVE YOU?



YOUR BEST ROUTE TO SUCCESS



**THE ROUTE PRO**  
[WWW.THEROUTEPRO.COM](http://WWW.THEROUTEPRO.COM)  
**(816) 739-2066**

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

## STOP PAYING TO HAUL SEPARATOR WATER!

ULTRA RELIABLE  
3 YEAR TOTAL WARRANTY

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

Complies with most Federal, State and Local environmental regulations

No costly filter cartridges uses replaceable inexpensive granulated carbon

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

**SAHARA**  
**\$1,895**



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

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

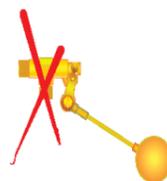


**GREEN EARTH -DF2000 - K4**

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

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

REPLACE THAT LEAKY BALL FLOAT VALVE



STOPS BOILER DAMAGE

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

**\$495\***



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

\*REQUIRES 24 VAC SOLENOID

**BIG SOLUTIONS IN A LITTLE BOX**

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

**SAVE MORE ON-LINE**

**DryClean 101**

**THIS MONTH SPECIAL**

- 20HP Gas Boiler
- 60LBS Dry Cleaning Machine  
No-Cooking/No-Steam/No-Water
- Single Buck Shirts Unit
- Pants Press
- Jacket Press (utility)

**CALL FOR PRICES**

Save Up to **35%**

**Guaranteed Low Price Nationwide!**

**Buy any Brand at the Lowest Price possible**



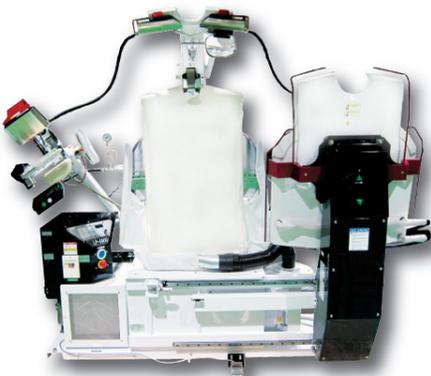
**FIRBIMATIC**

**sankosha**  
PRESS AND PROGRESS

**H2O**  
Wetcleaning Machine

**Fulton**

**REMA**



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

DryClean 101.com • 705 Long Point Road • Mount Pleasant, SC 29464 • [info@dryclean101.com](mailto:info@dryclean101.com)

Rates: \$1.70 per Word. \$35 minimum  
 Deadline 10th of the Month  
 To place an ad, call (215) 830 8467  
 or download the form at  
[www.nationalclothesline.com/adform](http://www.nationalclothesline.com/adform)

# Market Place

## Business Opportunities      Equipment and Supplies

### Sell Your Drycleaner

**New Jersey  
 Pennsylvania  
 Delaware**

### Patriot Business Advisors

Phone: 267-391-7642 • Fax: 800-903-0613  
[broker@patriotbusinessadvisors.com](mailto:broker@patriotbusinessadvisors.com)  
[patriotbusinessadvisors.com](http://patriotbusinessadvisors.com)

**For Sale:** Owner retiring. Full drycleaning plant, all drycleaning equipment and supplies for sale. Local pick up. St. Petersburg, FL. Call (727) 321-7774, Mon - Sat., 8 a.m. to 4 p.m.

**For Sale:** Full drycleaning/laundry plant with real estate. 62 years operational plus 2 drop stores. Northeast Mississippi. Contact (662) 891-4063.

**Business For Sale** Owner retiring, longtime established drycleaners — main plant and drop store. Owner financing. Daytona Beach, FL. Call (386) 547-1520.

**For Sale: Dry Cleaners, Shirt Laundry and Alterations** - Hydrocarbon plant and drop store in beautiful central South Carolina, adjacent to Shaw Air Base. Established in 1981. Gross sales in 2019, \$380,000. Owner retiring. Call (803) 720-1875. No brokers.

**Retiring BIG \$\$\$ Cleaners For Sale**  
 Maine Coast, DC VA Suburb, Eastern Ohio

- 2019 Sales approx. \$1MM to \$1.7 MM
- Retiring Owners will train and support
- Some cleaner client-owned real estate
- Unique Markets that have rebounded fast
- Strong Brands in Compact Markets
- Long-term: profitable, mature & growing
- Located in Excellent Family Communities
- Qualified Buyer financing by SBA or Banks
- Additional Production Capacity for Growth
- 80-100% Covid Recovery or well above Industry average
- Asking Pricing from \$600,000 to \$1.2MM
- Referral Fee of \$5000 max upon sale

Contact E&A for NDA of individual Biz Ops

Ehrenreich & Associates, LLC  
 301-924-9247 • [Richard@Ehrensassoc.com](mailto:Richard@Ehrensassoc.com)

### Position Available

**Independent reps needed** for covers and pads for laundry and drycleaning plants. High commissions paid weekly and no up front investment on rep's part. Large territories are available. Mechanics, etc., welcome. Zeller-mayer Corp, 800/431-2244 or [zeller-mayercorp@aol.com](mailto:zeller-mayercorp@aol.com). **tfc**

**To place your classified ad in the next issue, visit our website and download the pdf form at**  
[nationalclothesline.com/adform](http://nationalclothesline.com/adform)

**For more information, email us at:**  
[info@nationalclothesline.com](mailto:info@nationalclothesline.com)

**or call**  
**(215) 830-8467**

**PROSParts**  
 Your one-stop parts shop  
 DRYCLEANING, LAUNDRY AND FINISHING EQUIPMENT PARTS

**NEXT DAY DELIVERY**

**ALL BRANDS LOW PRICES**

Visit our website:  
[www.prosparts.com/nat](http://www.prosparts.com/nat)  
 1-866-821-9259

### QUALITY REBUILT EQUIPMENT

BUILT TO THE HIGHEST STANDARD AT AFFORDABLE PRICES

Phone: 757/562-7033.  
**Mosena Enterprises Inc.**  
 PO Box 175  
 26460 Smith's Ferry Rd.  
 Franklin, VA 23851  
[richardm@mosena.com](mailto:richardm@mosena.com)  
[www.mosena.com](http://www.mosena.com)

**PERMAC PARTS DEPOT**

**"We know your Bowe"**  
 We stock parts for Bowe, Eazy Clean, Permac EC Dry cleaning machines and Veit Finishing Equipment

We can be reached at:  
 Call 1-800-287-0870  
 Fax - 704-234-2821  
 Email - [bill@permac.com](mailto:bill@permac.com)

**Same day shipping in most cases**

### Plant Design

**Expanding? Consolidating? Renovating? Relocating?** Ask us how we can reduce your operating costs. Visit [www.drycleandesign.com](http://www.drycleandesign.com). Email: [billstork@drycleandesign.com](mailto:billstork@drycleandesign.com). Phone 618/531-1214.

**For more information, email**  
[info@nationalclothesline.com](mailto:info@nationalclothesline.com)  
**or call (215) 830-8467**

**SONOZAIRE**  
 Sonozaire® Odor Neutralizer



**Destroys**

- Smoke Odors
- Pet Odors
- Food Odors
- Mildew

**Removes Odors From:**

- Clothes
- Rugs
- Drapes
- Furniture

**Dry Cleaner's Special!**  
[www.sonozaire.com](http://www.sonozaire.com)  
 Call 800-323-2115 for nearest distributor **CBI**

**INDEPENDENT GARMENT ANALYSIS®**

274 NW Toscane Trail  
 Port Saint Lucie, FL 34986

Tel. 772-340-0909 Cell 772-579-5044  
 E-mail: [cleandan@comcast.net](mailto:cleandan@comcast.net)  
[www.garmentanalysis.com](http://www.garmentanalysis.com)

Purchase my Service Package for \$500 and receive the following:

- 5 free garment analyses per year
- 1 Art of Spotting handbook
- 1 Art of Wetcleaning handbook
- 6 personalized online training sessions for any employee on spotting, bleaching, wetcleaning, drycleaning and fabrics

**•Buy •Sell •Hire in the classifieds**

### Reweaving Services

**Without-A-Trace: Chosen the best** in the U.S. by the Robb Report. Over 50 years experience. Experts in silk, knits, French weaving and piece weaving. For more information, please view our web site: [www.withoutatrace.com](http://www.withoutatrace.com). 3344 West Bryn Mawr, Chicago, IL, 60659. 1-800-475-4922

**Turn your assets into cash!** Sell your business or turn your unused equipment into cash. National Clothesline classified ads connect sellers with buyers throughout the industry. Just \$1.70 per word puts your ad before a nationwide industry audience for maximum results.

### Catalogs

**NEWHOUSE** Newhouse Specialty Company, Inc.

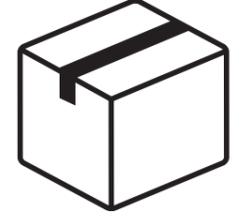
High quality products for Drycleaners and Garment Manufacturers. Serving our customers since 1946.



Call 877-435-3859 for a Newhouse Catalog or go to [www.newhouseco.com](http://www.newhouseco.com) to download and print a page.

**cleaner's SUPPLY**

**GREAT PRICES. FAST DELIVERY.**



**OVER 20,000 PRODUCTS IN-STOCK.**

**1-800-568-7768**  
**CLEANERSUPPLY.COM**

**Miss an issue? Looking for an article? Want to connect to the industry? Point your web browser to [www.nationalclothesline.com](http://www.nationalclothesline.com)**

- Complete text of the current issue.
- Back issues with search capabilities
- Links to hundreds of industry web sites
- On-line classifieds

**Find it fast when you need it at [nationalclothesline.com](http://nationalclothesline.com)**



**NATIONAL CLOTHESLINE**  
 SERVING THE DRYCLEANING INDUSTRY FOR OVER 60 YEARS

**NCL Profile**  
 Exquisite fashion for more than a century. French Hand Laundry and

**Proper chemistry for wetcleaning**  
 by Dan Eisen  
 I travel around to different

**FTC votes to keep Care Label Rule**  
 Last month, the Federal Care Label Rule avoided being repealed when the Federal Trade Commission voted 4-0 in favor of keeping it

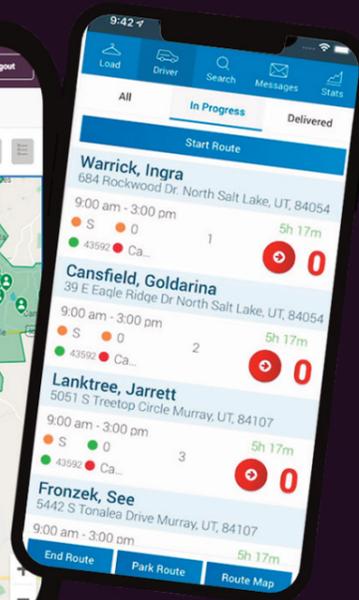
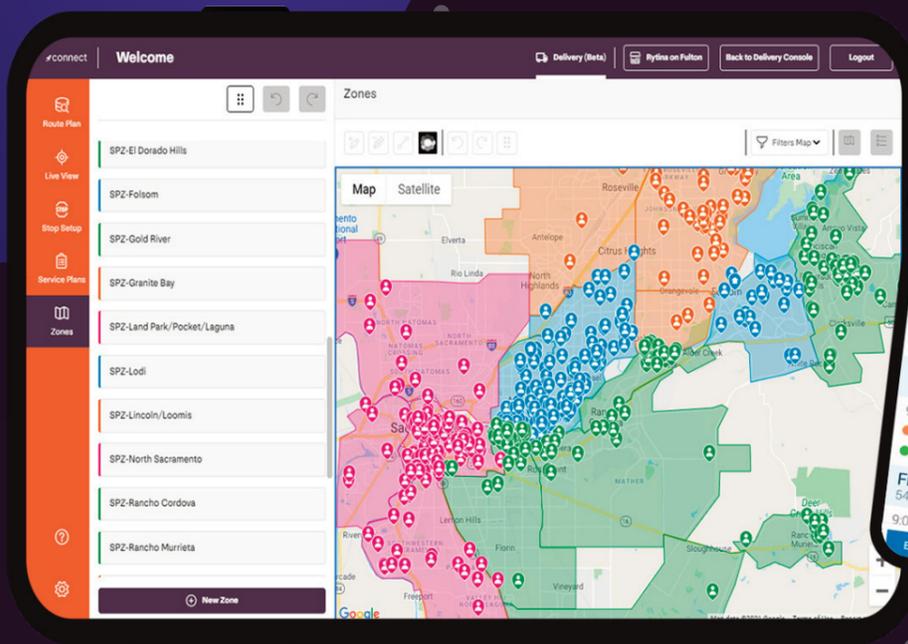
### Index of Advertisers September 2021

BeCreative 360 .....7	Newhouse Specialties.....30
Cleaner Business System..3	NIE Insurance .....5
Cleaner's Supply.....30	North American Bancard..27
Consorzio Unimatic.....19	Parker Boiler .....2
Diamond Computer.....30	Patriot Business Advisors 30
DLI .....21	Permac Parts Depot .....30
Dryclean 101.com.....29	PROS Parts .....30
Ehrenreich & Associates..30	Realstar.....24
European Finishing....20, 32	Renzacci .....14
EZ Timers.....28	Route Pros .....28
EZProducts .....28	Sankosha .....9
Fabricare 2021.....28	SMRT Systems .....15-18
Forenta.....13	SPOT Business Systems.31
Gulf Coast Equipment.....23	Sonozaire .....30
Iowa Techniques .....8	Tailwind .....10
Methods for Management22	Trevil America .....25
Miele .....12	Union Drycleaning.....11
Mosena Enterprises .....30	

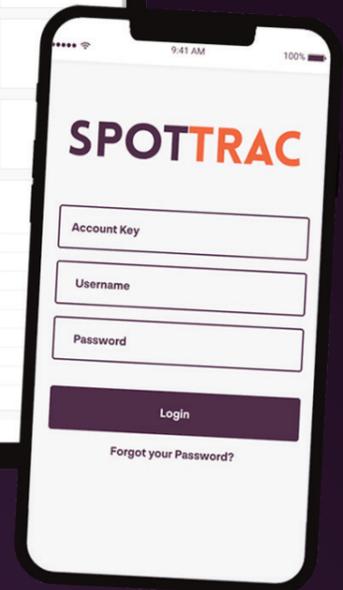
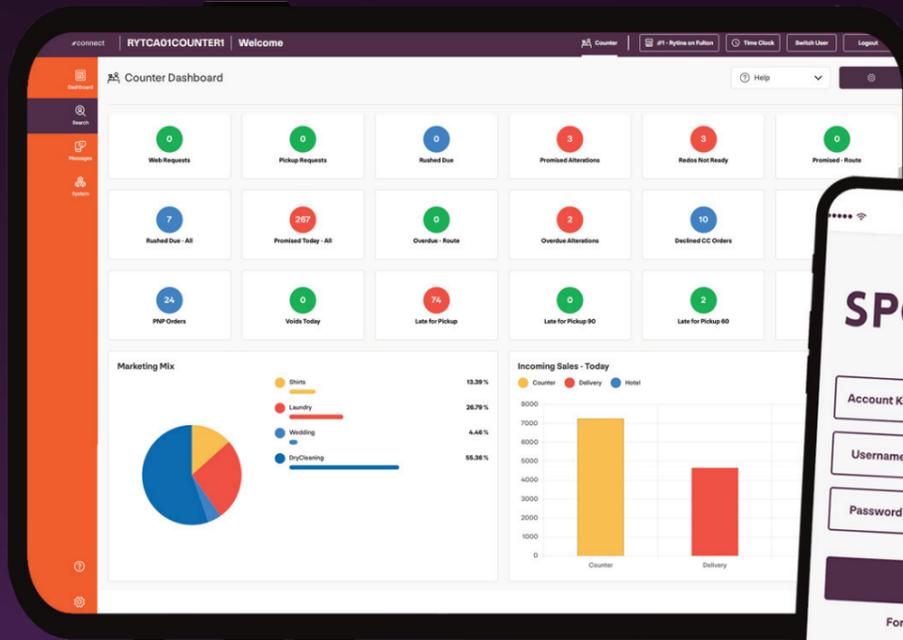
**Visit these advertisers' web sites! Links to all are listed at [www.nationalclothesline.com/ads](http://www.nationalclothesline.com/ads)**

# Xplor the Future

The most powerful dry cleaning software



**Delivery Console with RouteTrac**  
Route management: anytime, anywhere.



**connect and SpotTrac**  
Designed by you. Built by SPOT.

# SPOT™

by xplor

801-495-1200  Spotpos.com

**HI-STEAM**

# **SAM-451 and TURBO-JR Plus**

*Beautifully Finished Garments*

## **SAM-451**



## **SAM-451 MULTI-GARMENT FINISHER**

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



## **TURBO-JR Plus TENSIONING SHIRT & BLOUSE FINISHER**

**NEW, HIGH-SPEED,  
HIGH PRODUCTION,  
ECONOMICAL**

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



## **TURBO-JR Plus**



**EZ-KWIK  
CUFF CLAMPS**

**WATCH  
VIDEO  
ONLINE**

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

## **EUROPEAN FINISHING EQUIPMENT CORP.**

1 COUNTY ROAD, UNIT A-10, SECAUCUS, NJ 07094

PHONE: (201) 210-2247 FAX: (201) 210-2549 SALES@HISTEAM.COM

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

TOLL FREE: (888) 460-9292