

# FallFest '21: Build tomorrow's profits

Details for FallFest EXPO 2021 were recently announced by the South Eastern Fabricare Association (SEFA), Pennsylvania and Delaware Cleaners Association (PDCA) and the North East Fabricare Association (NEFA).

This year's virtual event will focus on the theme of "Today's Plans Build Tomorrow's Profits." It will be a three-day exploration of ways to help enhance your business. It is set to take place from Dec. 1 to 3 from 2 to 5 p.m. EST each day.

This year's program will feature a series of virtual workshops, demonstrations and presentations designed to cover a different aspect of your business each day, and to provide vital training for your entire personnel team without the travel costs.

"Our previous two pro-



grams were huge successes and we are looking at an even more diverse speaker platform this time around,"

noted Peter Blake, executive director of SEFA and NEFA. "We have some innovative speakers and thought-pro-

voking programs that will help you shape your future and answer the biggest challenges facing your business."

The FallFest EXPO Development Committee released a partial slate of presenters for the week, including a few notable names from within the industry, as well as from some outside sources.

A partial list of participants scheduled to appear include: Sean Abbas, a business coach from Threads Culture; economist Chris Kuehl of Armada Corporate Intelligence; Jennifer Marquardt Whitmarsh of the Route Pros; Kelby Sankey of Morelli's Cleaners and more.

Topics for the sessions will range from effective marketing strategies to team and staff building and retention to an economic forecast of the coming years. During last year's FallFest, he warned attendees that 2021 would not be "the year of rainbows and

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# Pressed and folded monthly for 60 years



**HOT OFF THE PRESSES 60 YEARS AGO.** The inaugural issue of *The Clothesline* (a.k.a. *National Clothesline*) debuted in October of 1961 (above). It was painstakingly pieced together by Sol and Carol Memberg on their kitchen table.

For six decades, the newspaper originally dubbed *The Clothesline* has hung up the drycleaning and laundry news for all industry professionals to see.

October of 1961 was a tumultuous time for textile technicians who were terribly concerned with the rising popularity of wash and wear and self-service coin-op drycleaning machines. However, an optimistic Pennsylvania couple — Sol and Carol Memberg — took a chance and published about 500 issues of a new four-page "Newspaper for Dry Cleaners and Tailors in the Delaware Valley." It was called *The Clothesline* and it was assembled on the kitchen table of their home.

The seeds for the publication were first planted during Sol's childhood when he grew up working for his father Philip's cleaning business in Philadelphia. In junior high, his interest in journalism blossomed, but he wasn't sure he wanted to work for someone else.

"In the back of his mind was always his father saying, 'You have to own your own

business. You don't want to be beholden to anybody,'" Carol said. "He said, 'Let's try a community newspaper for local drycleaners.' We put something together in our house. He wrote most of the stories. I wrote some. We created a couple of dummy ads of what it would look like."


Once the mock-up was finished, they attended a local convention of the Pennsylvania drycleaning association.

"We took the paper down

to the convention center and we showed it to the owner of the biggest supply company in this area — which was Sterling Supply," she continued. "He looked at it and said, 'I like this. I'll take the back page and I want it forever.'"

While Sterling Supply adorned the back cover of the first issue, the front page featured a lead story on coin-operated drycleaning, noting: "Nationally, *Business Week*

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A national newspaper  
for drycleaners and launderers  
October, 2021  
Volume 60 Number 1

# From the kitchen table to an ongoing legacy

A lot was happening in the world back in October of 1961. Roger Maris hit his record-breaking 61st home run in the season for the Yankees — winning a game and simultaneously beating a major milestone held by Babe Ruth for 34 years. Meanwhile, the *Dick Van Dyke* show debuted on CBS and *West Side Story* was released in theaters. So, it's quite understandable that there wasn't much fanfare when a small, four-page local publication out of Philadelphia called *The Clothesline* published its first issue. In fact, the first press run was in the ballpark of 500, so it's safe to say that not too many people had heard of it yet.

The concept of a newspaper covering stories of interest for drycleaners and tailors in the Delaware Valley was an unusual one. It sprung forth from the mind of Sol Memberg, who had grown up working in the industry for his father, Philip, the owner of a cleaning shop in Philadelphia. The elder Memberg often stressed how important it was for his son to own his own business someday. He even had a new sign made up for his cleaning business that said: "Memberg & Son."

But, Sol had other plans. They would combine his father's occupation and advice with his own passion: journalism. Late into the night at their kitchen table, he and his wife, Carol, literally pieced together a mock-up newspaper in order to have something to show potential advertisers at a local industry convention. Upon seeing the mock-up, the owner of Sterling Supply — the largest supply company in the area — was impressed. "I like this. I'll take the back page and I want it forever," he said.

Unfortunately, Sterling Supply is not around anymore, but the Membergs honored their agreement until the business was sold off about 20 years later — even though it meant losing money to national advertisers as the publication grew in popularity. It also grew in size (it doubled its pages for its third issue) and scope. Soon, editions began popping up in surrounding areas along the East Coast. Thus, *The Clothesline* was soon renamed to *National Clothesline*.

The publication grew out of the kitchen table and into offices with a full staff of typesetters and artists back in the era of paste-up publishing when story text was printed out on long strips of paper that would be cut and waxed, then affixed to pages on a lighted glass table — so everything could be lined up accurately and evenly by hand. During the early 1980s, however, the Membergs caught an early glimpse of a technology that wasn't available on the market yet. It was called a Macintosh and the couple were ready to trade in their pica poles and exactos for two such computers and a LaserWriter printer as soon as they were available.

Along the way, the newspaper that started with a press run of about 500, had grown to include a subscription base of tens of thousands of industry members.

Meanwhile, the couple's daughter, Leslie, joined the company back in the paste-up days and her role increased and expanded over the years. For more than 35 years, Sol was able to see his idea grow into a successful enterprise largely because he and Carol always made a point to attend trade shows across the country (not just on the East Coast) so they could get to know the people they wrote about.

In that span of time, a lot of issues were published and many more friends were made, but, sadly, Sol's own impressive run came to an end. In May of 1997, the founder of *National Clothesline* died of a stroke. Following the tragedy, it was clear that though Sol had passed away, his incredible impact on *National Clothesline* would live on.

In July of 1997, this publication noted: "Both the *National Clothesline* and the family business which he created live on as his wife, Carol, and daughter, Leslie, continue the work he started. So, too, will his spirit live on, embodied by a dedication to the drycleaning industry which he imprinted not only on the staff here at *National Clothesline*, but also upon everyone in the industry who was touched by his life."

Since then, a lot has happened in the world, including a Great Recession and a pandemic — but the one-time small Philadelphia drycleaning newspaper has continued to reach readers during the 21st Century in both print and digital form. *Clothesline* continues to evolve with the times. While it may be true that this publication is still created on Apple computers, the models we use today are a bit more powerful than their outdated counterparts. Plus, nobody meets at the kitchen table anymore. Some of us work together from office desks that are situated over 2,900 miles away from each other. It's a very different production process from the old days, to be sure.

Still, there is one thing that hasn't changed about the newspaper in all of its 60 years. As Carol noted, "I think our most important thing was that we tried to make it more personal for the individual drycleaners, which is why — from the start, — we always ran a profile of some drycleaner who considered themselves to be an ordinary drycleaner but we could see that they had really special qualities."

That tradition continues today. We still like to add a personal touch amidst all of the columns and news by featuring a profile on different everyday drycleaners each month. We like to think it's our way of bringing the drycleaning industry a little closer together, especially when being close together is so difficult. Over the years, that has added up to well over 700 such stories... and counting. In such uncertain times, it's difficult to say whether *Clothesline* will hang around for another 60 years, but we promise to keep writing the stories if you keep reading them.

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

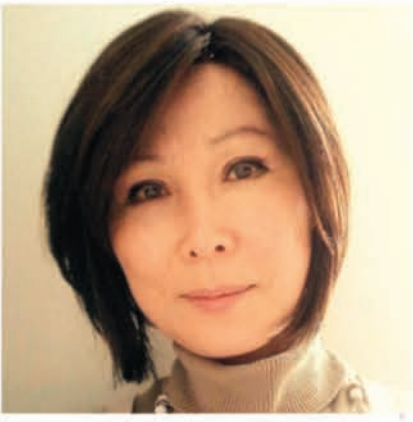


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# Sibling solidarity

There is an old photograph featuring siblings Kit Price and Casey Smith, who currently serve as third generation owners of Robinson's Cleaners in Columbia, MO, sitting on top of bags full of dirty cloth diapers — clearly bored and tired from a long, hot day of “helping” their father cover his pickup and delivery route.

The picture is from 1975, to the best of Kit's knowledge, back when she and her brother would ride along, listening to old St. Louis Cardinals' baseball games. Years later, she'd be enlisted again to work for a drop store, and then as a pants presser during late summer in the brutal heat.

“After that, I was like, ‘I am never coming in again,’” she recalled. “I went and got my lifeguard license and I managed pools from the time I was 16 until the time I graduated from college. I did that forever. I never wanted to work here in the summer again.”

While Kit would go on to earn an English degree and teach students from grade 7 to 12, younger brother Casey worked construction; neither seemed destined to follow in footsteps of their father, Robert “Bucky” Smith.

As a young man, he drove the delivery route for a cloth diaper laundering business. Its origins could be traced back to 1952 when Kit and Casey's great grandmother and great uncle launched it.

“My dad worked for my grandmother. He ran the Dandee Dydee Diaper route. So, when we were little, we would go on the route with him,” Kit explained.

Over time, the name was changed to St. George Laundry (their grandmother's last name), and when Robert decided to buy a small drycleaning business and add uniform rental, he renamed it George Drycleaners.

In the 1970s, he bought Robinson's Cleaners of Columbia, MO, but this time he decided to keep the name of the business, which was quite established with over 50 years of history already.

“They didn't change the name because that was my mother's maiden name — Robinson,” Kit added.

Casey was the first to return. When the business acquired a big contract with a federal bank, he was asked to come in to handle it. Meanwhile, Kit began teaching younger students (3rd through 5th grade) while she returned to college for her Master's degree. It was rewarding to see kids advance in their education, but frustrating to watch some trapped in bad environments at home. One day she had an epiphany that would have shocked her younger, pool-managing self.

“Teachers work really hard. I was like, ‘If I'm going to do this much work, I think I just want to go work for myself,’” Kit said.

She met with Casey and they discussed buying the cleaners from their father, whose response was fairly succinct: “You guys are crazy. What do you want to do that for?”

That was 1996. The business has changed quite a bit in the last 25 years or so. “When I came into the business, I think we had seven locations,” Kit

noted. “We ballooned up to about 18 at one point and now we're back down to three. Our retail has really fluctuated. CRDN [Certified Restoration Drycleaning Network] — our franchise stuff — has gotten bigger, and we've also gotten some federal contracts that made us bigger. So, I think our identity has changed every three to five years.”

house packed with stuff that you cannot see through.”

A memorable job that stands out in Kit's mind is the time Robinson's cleaned 800 Beanie Babies damaged in a house fire.

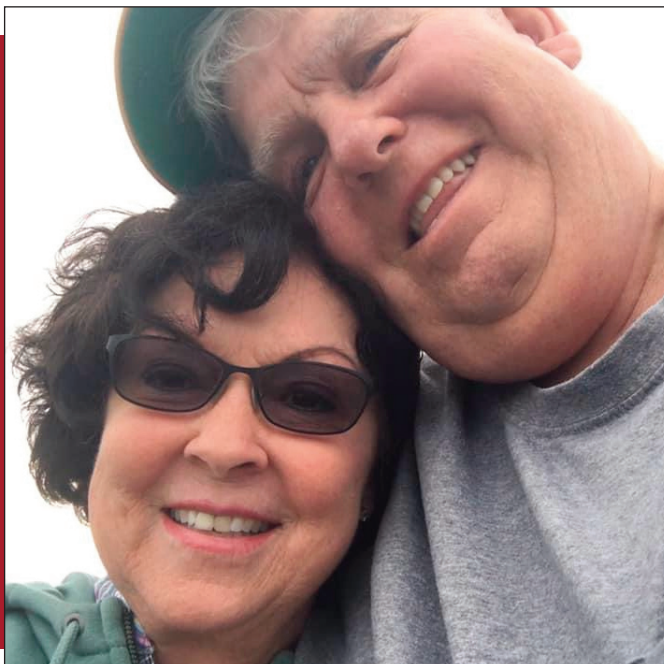
“That was when we first started years ago,” she recalled. “So, anyway,

we're just not going to do it.”

Ultimately, though, the partnership has worked well because both halves are willing to work so hard.

“There's never been a time where I thought that he wasn't pulling his weight,” Kit emphasized. “I think Casey can run it without me. I'm not sure I could run it without him.”

robinsonscleaners.com



## Kit Price and Casey Smith

Robinson's Cleaners  
Columbia, MO

One of those identity changes took place in 2006 when Robinson's secured a laundry account for the military. It was a great source of work for 12 years — at that point, a laundry was built on base.

“That's the nature of those things,” Kit emphasized. “We've done federal contracts for years. I mean, my dad did them. We've pretty much always had a federal contract of one sort or another. I also know at some point you can just get underbid or it can be taken away from you. They're profitable, but not guaranteed.”

While the nature of such contracts can lead to unpredictable retail numbers from year to year, Kit and Casey have still tried to incorporate consistency on the production side of things.

“We're the highest priced cleaners in town. We're big on processes and equipment and efficiency,” Kit said. “If I can buy a piece of equipment that makes my efficiency better, or my profits better — that's what we're going to do because equipment doesn't call in. It doesn't get sick. It doesn't break down as often as people do.”

Casey and Kit have learned that, when times are good, it is wise to reinvest in the business. When the siblings secured their first five-year government contract in 2006, they spent time evaluating business opportunities before they decided to buy into CRDN in 2008 with the extra money they'd make.

Over the years, restoration work has been a consistent source of business — although some jobs can be stranger than others.

“What I'll tell you about the restoration business is that you can't tell from the outside of the house what you're walking into,” Kit began. “I mean, you can have a house that's a pretty modest-sized house and it can have 500 pairs of shoes because the lady loves shoes. So, you really can't tell. We go into these huge houses that have very few things or you can go into a little

Beanie Babies are worth nothing — we know that now. Back then, everybody thought that was going to be a thing.”

Unfortunately, even a perfect restoration could not save the most valuable piece of the stuffed animals (from the collector's perspective anyway) — with the tags burned off, they are worth virtually nothing.

Then, there was another kind of stuffed animal that Robinsons also had to learn to restore.

“I like the variety of it because you just never know what's going to come through your door and what they're going to want you to do,” Kit said. “That's the thing with restoration — figuring it out. We do a lot of taxidermy, so I've done elephants and antelope, lions and pandas — just all kinds of stuff like that. You're constantly trying to figure out how to clean these items. It's all just skin or leather or fur, so you can clean it.”

For two siblings who never planned to return to the family business, Kit and Casey have managed to work together seamlessly for over 25 years.

“We are partners in the business. We have run the business and family is a big part. We have both raised our families. We were raised by this business,” Kit explained. “My dad told me over and over — if you take care of the business, it will take care of you. That has held true for years and years and years.”

While they don't always agree on everything, Kit and Casey have a simple system to make sure that they don't lose their way when disagreements arise.

“We have a pretty decent division about who gets to decide about what, so if he and I don't agree on something, we just don't do it. That's kind of been the key thing,” she added. “If there's something we want, we have to convince the other one to want it, too, or

Like most drycleaners, Kit and Casey have experienced some frustrating sales slumps during the pandemic. Despite that, Robinson's cleaned local police officer uniforms for free from March to May last year.

While she can't speak for drycleaners in bigger, metropolitan areas supported by larger populations, Kit feels more qualified to describe her market in the middle of the country: “It's just not there. I don't know that it's ever coming back.”

For now, Kit and Casey plan to follow customer trends. “I think you need to go where the work is. That work may not be over your counter,” she said. “I'm in a lot of these Facebook groups and there's a lot of people adding carpet cleaning as a service, or adding maid service. I've always said: The more diversified you are, the better off you are.”

“If you're going to wait for somebody to bring pants through your front door, you're not going to be in business very long, I'm afraid,” she added.

While most retail sales have suffered, some of Robinson's services have fared better of late, including restoration, laundry and uniforms.

“The emphasis on being clean during the pandemic has created some value that wasn't there before,” Kit explained.

Perhaps the biggest asset revealed during the pandemic was the company's loyal customer base who kept coming back. Their consistency as customers echoes the company's long-time efforts to reinvest, improve and, of course, remain consistent themselves.

“I wouldn't tell you we're the best or the worst, but we're super consistent,” Kit said. “We work very hard to give the best quality product at the price that we have... and that we're consistent with that. I hate for things not to be on time. We work really hard at getting our stuff out there with a good quality when it's supposed to be there.”



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# AN OUTSIDE PERSPECTIVE



BY PETER BLAKE

## Finding creative hiring solutions

If you ask drycleaners, along with almost any other small business, what their biggest challenge is, you will find a common issue: lack of good help. Even pre-pandemic we had been experiencing these issues and the pressures since have exacerbated the situation. Employers have clung to the hope that the labor shortage was mostly due to generous economic assistance programs — like unemployment, increased childcare tax credits and stimulus money — as main reasons people weren't returning to work. The hope was that as these programs end, the

workforce would return. Unfortunately, we are not seeing that. These issues will be around much longer than we have anticipated. The added pressures of the pandemic, coupled with new wage and hour issues and the changing landscape of proposed government reforms (like \$15 minimum wage) will continue to depress the labor market. The fact is, the labor market is extremely tight, and I don't see it changing. You are in an extremely competitive market trying to get employees. The power is now squarely in the hands of the job seeker and the

qualified candidates will have a choice in where they go. So, what can we do about it? One of the best things you can do is to resist the temptation to just "take the warm body." Don't give in to the false promise that any employee is better than no employee. I get it. Work has to get done, but once you start sacrificing your company culture for the sake of filling spots — your business will suffer. Your productivity will stall out or even go down, and you will keep perpetuating the cycle of mediocrity. The first thing to do is iden-

tify the qualities you are looking for in a candidate. What is your ideal team member? What attributes would complement your company culture and your current team members? You need to identify these core values and target your marketing to attract those people. Spend time focusing on building chemistry and a company culture that allows your team members to grow and prosper. Then, as you hire new team members — retention is easier. When you have the right company culture, then you will become a place people want to work.

When targeting these individuals, look at your current employees and what they value about their job. For some, it will be recognition of jobs well done. Public displays of appreciation in social media can go a long way in demonstrating your commitment to team growth. For some, it will be getting people involved in helping the decision making — showing your staff that they are part of the solution to the problems.

A great example of this was demonstrated by Christa Hagearty of Dependable Cleaners during SpringFest Expo. When faced with declining revenues and the need to ensure staff continuity, management sat down with all team members and brainstormed for new ways to help customers and new ways to bring in volume. Through that process the employees came up with innovative suggestions that shaped how the company navigated through the pandemic. They all worked together to find creative solutions to very challenging obstacles. The staff felt valued and committed to making the programs work.

We are bringing Sean Abbas, a corporate culture expert, in as a keynote speaker for our FallFest EXPO '21 in December. He is an amazing speaker with a critical message. The company with the best culture wins. He demonstrates how you can incorporate these ideals into your recruiting policies. Remember when I advocated to resist hiring "just anyone" to fill a slot? Sean has discussed a program where he faced a manufacturing dilemma. He lost two team members, and he knew it would take a while to replace them. Instead, he called in the manufacturing team and said he needed to hire two employees, that would cost him "X" in dollars, and would achieve "X" in production. Alternatively, if the staff can show how he can achieve the same productivity, he would divide the cost among the current team instead. What do you think happened? There can be great business ideas generated when you reverse engineer the problem. Ask current employees to help solve staffing problems. You may be surprised!

There are great employees out there. You need to make them understand why they should come work for you. If you lay the proper foundation, your company culture may make the difference. Become the place where people want to work.

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 [peteblike@aol.com](mailto:peteblike@aol.com) or by phone at (617) 791-0128.



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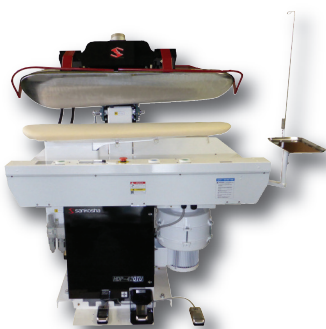






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BY DAN EISEN

# THE SPOTTING BOARD

## Treatments to remove difficult stains

In teaching spotting and stain removal, we put stains in a category and use a prescribed method for their removal. Manufacturers of chemicals also provide spotting charts for their chemical usage based on the category placement of stains. The simplicity of this method makes spotting easier but does not necessarily work on all stains. Some stains are more complex and the methods used to remove the stains must be changed. We are going to list some stains that do not fall under the simplified procedures. The following stains are more complex and require a change in their procedures to obtain removal.

### Perspiration

**Composition:** Perspiration contains chloride salts which are hazardous to silk and other fabrics. The salt remaining in silk discolors, and also deteriorates, silk and other fabrics to a lesser extent. The chloride salts are accelerated by age, moisture and the heat in drycleaning. Perspiration also contains fats and acids which contributes to the rancid odor of perspiration. The acids, after a period of time, turn to an alkaline condition.

**Removal:** The fatty content of perspiration is removed in

drycleaning but the alkaline color change and salt remain. The first step in removal is flushing with a water gun or steam gun held away from the fabric to avoid excessive heat. Use acetic acid to neutralize the color change. On silk fabrics, the safest agent to use is a powdered enzyme. On other fabrics, it is OK to use ammonia and neutral lubricant. Last traces of yellowing can be removed with peroxide and ammonia.

### Urine

**Composition:** Urine stains contain sodium chloride, uric acid, urea, organic acids and pigment.

**Removal:** Garments with urine stains should not be drycleaned. The drycleaning process does not remove the urine stains and it is possible for the urine to leave an objectionable odor in the drycleaning machine. On dryclean only garments, obtain a customer's release for wetcleaning. Use an alkali such as ammonia and mild lubricants. After rinsing, put in a solution of a mild lubricant and an acid such as acetic to neutralize the effects of the alkali. Yellowing on white fabrics can be removed by soaking in a mild oxidizing bleach such as perborate or percarbonate. Be

sure to wear gloves when handling. After wetcleaning, garments should be drycleaned for further purification.

### Vomit

**Composition:** An objectionable stain containing bile, mucus and albumin.

**Removal:** The stains do not come out in drycleaning. Wetcleaning procedures are best to use when the stain covers a large area. Use an enzyme in warm water for silks and wools. For more durable fabrics use ammonia and neutral lubricant during wetcleaning. Be sure to wear gloves when handling garments with body stains. After garment is dried, it can then be drycleaned.

### Perfume

**Composition:** Perfume contains oils, musk alcohol, coloring matter and synthetic compounds. Perfume gives off a characteristic odor.

**Removal:** The perfume often leaves a yellow ring. Sometimes a ring of color loss occurs in the center with dye accumulation on the ring. Sometimes the disturbed dye rings can be redistributed by using a towel with a little alcohol on it and rubbing the disturbed dye toward the

center to redistribute it. When the color loss is severe, there is no correction. The yellow rings on white fabrics can often be removed by using hydrogen peroxide plus ammonia.

ing hemoglobin. There is some iron and a liquid portion known as serum.

**Removal:** The problem with removing blood stains is not the stain itself, but contact with al-

**Blood stains should never be drycleaned without first pre-spotting since the heat can set the stains.**

### Jewelry Stains

**Composition:** Jewelry stains are caused by oxidation of gold, silver and metallic trimming. When oxygen and moisture contact jewelry, it forms an oxide which produces a dark stain on the fabric, often mistaken as dye. It frequently occurs on the top area and the neckline caused by a pendant or necklace.

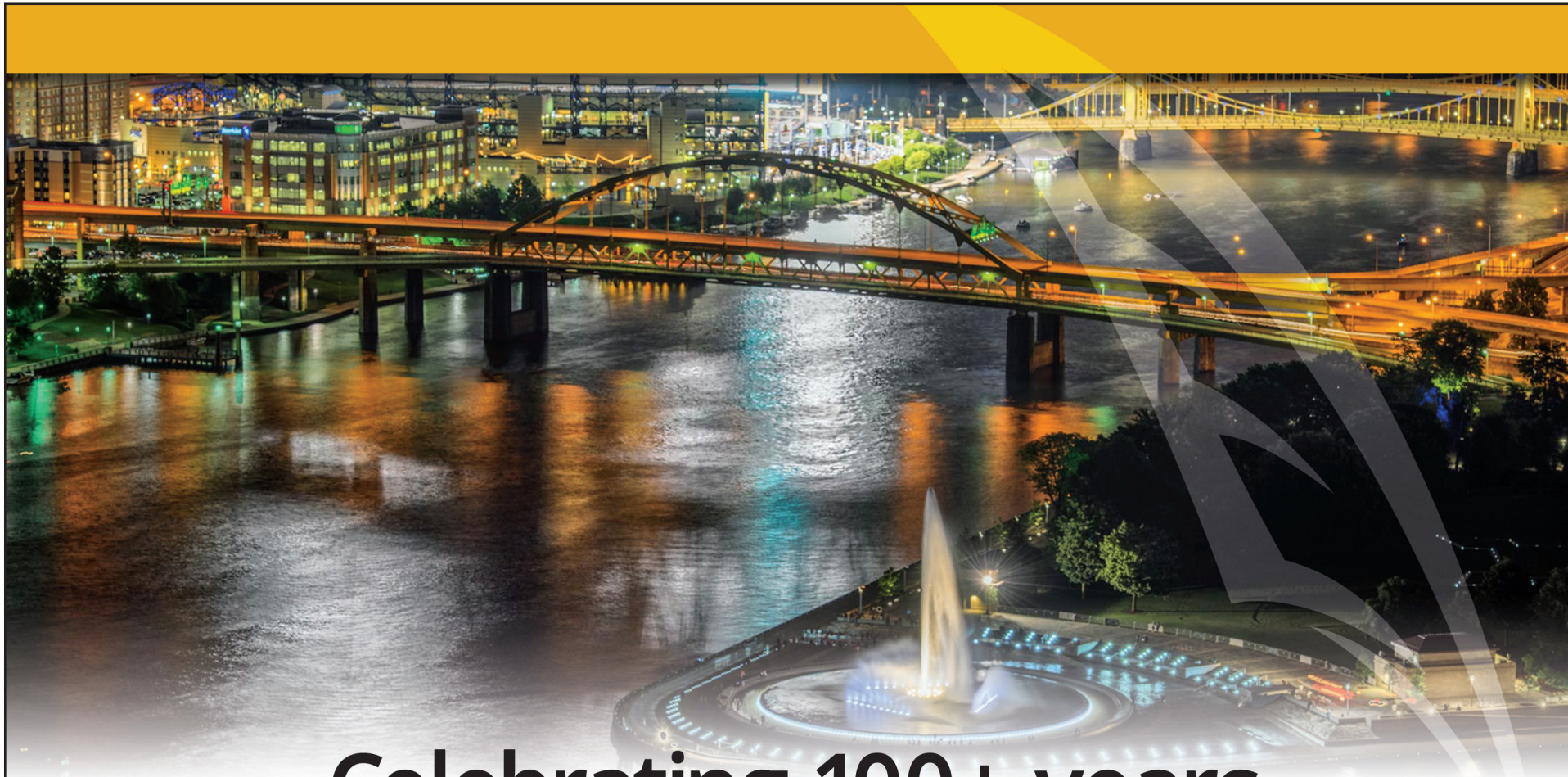
**Removal:** It is easy to remove this stain. Test the fabric dye for safety using either oxalic acid or hydrofluoric acid, which are rust removers. When using hydrofluoric acid, use a protein formula after use to make sure the acid is properly neutralized.

### Old Blood Stains

**Composition:** The solid portion of blood is protein contain-

ing hemoglobin. There is some iron and a liquid portion known as serum. This can occur when the spotter uses paint remover with water or general formula. Blood stains react well with digestive agents, alkali and lubricants. Hydrogen peroxide and ammonia work especially well for the last traces of the blood stain. Blood stains should never be drycleaned without first pre-spotting since the heat of drycleaning can set the stains.

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).



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To every thing there is a season, and a time  
to every purpose under the heaven.  
~ Ecclesiastes 3:1

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# FallFest '21 building profits

*Continued from page 1*  
unicorns” despite projections for economic growth.

The per-plant early bird registration fee is only \$199 for members and \$249 for non-members until Nov. 15. It includes access to the entire schedule of events and access to all session recordings for three months following the event. After Nov. 15, the registration fee is \$249 for members and \$299 for non-members.

“This is an incredible opportunity and I can’t wait,” observed Larry Fish, president of NEFA. “I always attended NEFA’s Fall Fest and would bring three or four employees. By the time I was done, I had invested close to \$1,500. Now, for a fraction of that, I can provide vital training for my entire staff. This is

amazing. Even if they can’t attend live, I can still have employees watch the recorded sessions. Considering all we are going through, I know this will better prepare me for the future, and better prepare my staff for the challenges and opportunities that lie ahead.”

While many cleaners are eager to return to in-person trade shows — CCA’s Fabri-care 2021 show was set to take place in Las Vegas at the start of the month — online events have proved to be popular in their absence and their value suggests they will continue in the future.

“We are taking all the best parts of the trade show experience and brought them into a virtual platform,” explained Leslie Schaeffer of PDCA. “We are taking great

care to provide as much interaction within the forum as possible. We know how valuable that peer-to-peer discussion can have. We are arranging special breakout rooms to capture the popular demonstrations and vendor showcases that live exhibits have featured. This is your opportunity to make meaningful contacts with other drycleaners, consultants, equipment manufacturers and service providers.”

For more information on FallFest 2021, contact Peter Blake at Peter@SEFA.org or (617) 791-0128, or Leslie Schaeffer at Leslie@pdclean.org or (215) 830-8495.

Look for updates in the coming weeks on the sponsoring associations’ websites: pdclean.org, nefabricare.com and sefa.org.

# DLI certification testing begins soon

The next certification testing period will begin soon for those seeking to obtain or renew their Drycleaning and Laundry Institute credentials for Certified Professional Drycleaner (CPD), Certified Professional Wetcleaner (CPW) and Certified Environmental Drycleaner (CED).

Testing is available to anyone who owns or is employed in an operating drycleaning business. All certifications are valid for a term of three years. Registration is available at [DLIonline.org/Certification](http://DLIonline.org/Certification).

DLI members should log in with their member number for special DLI pricing. Allow three business days to process the registration form.

Once the application process is completed and eligibility is verified, DLI will email information on how to access the test site, which contains some study materials that be reviewed or downloaded prior to the exam, which will only be administered from Oct. 30 to Nov. 7.

For more information, contact DLI at (800) 638-2627.



# Pressed and folded monthly for 60 years

*Continued from page 1*  
magazine reported that \$30 million dropped in coin slots so far this year, with \$60 million expected next year.”

While coin-op drycleaning didn’t fare well in the long run, *The Clothesline* preserved — and expanded. It doubled in size by its third issue. Soon, the Members added an edition for the Bal-

timore area. Later, more editions were created for along the east coast. As this trend continued, the name of the newspaper changed to match its reach: *National Clothesline*.

The publication offered plate changes so they could sell local advertising in each edition, but they never gave up Sterling Supply’s spot for the original editions.

“We had given our word they could have it forever. We thought we owed him since he gave us our start,” Carol said. After advertising on the back pages for 20 years, the supply company folded. By then *National Clothesline* had long moved out of the kitchen and into a full office.

“We went from one employee who was a typesetter,

to having a full staff of two to four typesetters and an art staff of about five or six people who could do paste-ups. We had a dark room and could do all of our own processing,” Carol noted. “I did more writing and some of the paste-up work. Sol did photography and would develop the pictures. We were really hands-on for a whole lot of years.”

Over time, the small paper with a first run of 500 issues grew to include a subscription base of tens of thousands of cleaners. Sol and Carol made a point of attending conferences all over the country — not just in the east where they were headquartered. “It was really rewarding for us because we actually got to meet the people who we were writing about,” Carol added.

The Members also continued to seek top-of-the-line technology to improve their publishing efforts. In the early 1980s, they had an opportunity to test a new computer that wasn’t on the market yet — a “Macintosh” — and were impressed enough to buy two plus a LaserWriter printer when they were for sale. “This was so long ago that the instructions printed on top of the printer box said ‘Directions for opening: first, bend your knees’ — because it was heavy,” Carol laughed. “We always tried to be a little ahead of the game, but I think our most important thing was that we tried to make it more personal for the individual drycleaners, which is why — from the start — we always ran a profile of some drycleaner who considered

themselves to be an ordinary drycleaner, but we could see that they had really special qualities.”

A few decades back, a second generation of the family — the couple’s daughter, Leslie Schaeffer — began as a delivery driver, but soon expanded her role into every aspect of the business. She has been instrumental in leading the publication into the digital age where it can also be read online. Unfortunately, Sol did not live long enough to see his newspaper evolve in the 21st Century; he passed away on May 30, 1997. Since then, Carol and Leslie have continued helming *Clothesline* in his absence, through the events of 9/11, the Great Recession of 2008 and the recent pandemic, which has left the drycleaning industry in a precarious state much like it faced six decades ago.

Of course, neither coin-op drycleaning or wash and wear clothing have eliminated drycleaning, but the size of the industry has been reduced significantly of late and cleaners must continue to find ways to adapt and diversify in order to stay alive.

For one of the original founders of *The Clothesline*, that means business as usual for the foreseeable future. “The good old days weren’t always so good,” Carol recalled. “In order to put a page of news together, we worked liked dogs on it. It took a lot of people and it was a lot of effort and expensive. It’s much easier to do now because life has changed... and you have to be open to change.”



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Kathy Benzinger, Owner  
Benzinger’s Cleaners



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**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 instillation 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 communciation 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 communicaitons 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.

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



# SHIRT TALES



BY DON DESROSIERS

## Treating every customer like your best

**T**here are times in this business — in fact, in all businesses — when you present yourselves at opportune times to impress new customers. Sometimes they happen because we initiate them. Other times, they happen by chance. We can put a sign in the window that reads: This week only: Shirts 4 for \$10! (or something like that). We can promote any aspect of our business. We can announce our hours of operation or that we are open on Sunday or the upcoming holiday.

The whole idea is to entice a new customer into trying your service. The hope is that a new customer, brought in by a low price or convenient hours or anything else that you think contributes to your success plan, will clearly see value in doing business with you and that the enticement you have offered to get them in the first time (Shirts \$1.99!) is hardly necessary to get them to return. The best plan will have them think: “This place is a bargain at twice the price.”

You have under-priced your product to get them in, probably pricing shirts below cost “this week only” — but that’s OK because you have earned your customer’s trust and respect and now they will return to pay full price and contribute to company profit. This is one of the primary ways to earn new business. Find any way to get them in the door. Prove the them that you are worth doing business with. Earn a customer for life, in spite of the price. But, can something go wrong? Oh, yes!

My wife’s SUV had two flat tires one day. The right front tire and the spare tire were both deflated, although I could limp along for a few miles if I put air

in the front tire. My wife and I headed to my local tire shop first thing in the morning. I have been going to Henry’s Tire Shop for over 45 years. Henry and I went to high school together. I have no idea if he costs more or less than his competitors. I always get good service. My car is always done on time. He always has what I need in stock. My children have now become customers. The fact is that I have never had any reason to go elsewhere... until that day.

When I pulled into Henry’s at 8 a.m., the doors were locked even though they should have already been open for 30 minutes. When my wife realized that it was a federal holiday — President’s Day — we deduced that Henry would not open. Desperate, we headed to a competitor’s place nearby. Unknown to them, they had the picture-perfect opportunity to impress a new customer that they otherwise would have virtually no chance of ever attracting. Given a track record of years of good service and quality, I wasn’t going to drop Henry’s like a hot potato for a few bucks off on a tire. But today, by no fault of Henry’s Tire, I went to Sullivan Tire instead. Before I tell you this story, let me say that some new customers are easier to impress than others. If Joe Smith comes to your counter for the first time because he is fed up with his regular cleaners after numerous failures, you don’t have to do a whole lot to win him over. If he is used to poor, your mediocre may be perceived as great. But this is going to be the exception.

So, I go to the new tire shop. I am the first customer of the day. There are two men at the counter, one drinking coffee and

the other on the phone. I greet them with “Good morning.” They do not reciprocate. Strike one. What, pray tell, is so hard about returning such a simple greeting? My guess is that if I had been a regular customer — someone they recognized — I would have received a cordial welcome. The guy with the coffee ignored me while I waited for the man on the phone to get through with what was obviously far more important than a customer. (If you argue that perhaps the coffee man wasn’t trained to wait on customers and that the phone man was on some high-level corporate, heavy hitter teleconference, I will counter with this: Every customer needs to be recognized at once, even if it’s just an up-pointing index finger indicating “I’ll be with you in one minute.”) Pretending not to notice a customer is gross.

The coffee guy left and I finally reached the top of the phone guy’s to-do list. He went to the car to see what kind of tires they were to “see if he had them in stock.” I was taken aback. How does he already know that I need tires? “Can’t you just fix them?” I asked. Maybe this guy was clairvoyant. I got the feeling he was a crook. I said to install two new tires because I want my wife to be safe, but I doubt this was my only option.

I politely indicated that I was quite busy and fast service would be appreciated. I certainly didn’t feel like I was asking for much. There were no other customers. My wife and I went next door for breakfast after we were told the car would be ready in 30 minutes. After breakfast, we still waited more than an hour. It took 90 minutes

in all. While waiting, I watched my car being serviced through the observation window in the back. It was annoying. The guy supposed to be doing the job wasn’t. He was talking with a co-worker. My car was on a lift. His inattentiveness caused him to mount the spare tire on the front rather than on the tailgate. I feared the car would be returned this way but he realized and fixed it — while I waited. I had said I was in a hurry. Obviously, management couldn’t wave a magic wand to replace my tires, but you’d think that a hapless employee who was too busy with friendly conversation to work at normal speed would be within their power to correct.

My wife sat in the seating area and read a magazine. This lounge was a failed attempt to make waiting customers comfortable. It cannot replace careless employees and incompetent management. The only time I got a cordial tone of voice was when I was asked for \$199.25 and then thanked for it. I never got mad. I never got agitated. But I left with reasonable certainty that I wouldn’t return.

This same thing can happen at your store. Maybe it happened today. The guys at the tire shop probably think they did just fine. I came to their store. They took care of me right away. They charged me. I paid them. My perspective is quite different. I never felt comfortable. I was in unfamiliar surroundings. I needed help to feel comfortable. The phone and coffee guys ignored me because they didn’t recognize me.

When someone comes to your counter with five shirts that need to be done quickly, you may do it for the guy who comes

in every week, but if it’s someone you don’t know, you’re more likely to scoff at the idea of bending over backwards for this guy, when in fact, he could become a “heavy hitter” customer. It just may be the guy you’ve never seen before is exactly who you should impress. OK, so you can’t greet him by his first name, but you can greet him. Making him feel unimportant will get you nowhere. Making him feel important and welcome *might* get you somewhere. There is nothing wrong with “might.” Since the metaphor here is a tire shop, it might be especially relevant. How many trucks do you own? How many vehicles in all? I’m going to guess that many of you own 30 or more tires and are a tire shop’s dream come true!

As a customer, I am never more offended than when I am ignored at the counter. If something will take 90 minutes, say 90 minutes. When I was told 30 minutes by the phone guy, he knew it wasn’t going to be that quick. Don’t tell a customer his shirts will be done in an hour when you mean three. The “one hour” may sound great at the time, but you will risk looking like a liar when the truth comes out. Conversely, if you say his shirts will be ready in three hours and he comes back in two hours and 45 minutes and they are ready, he will be impressed.

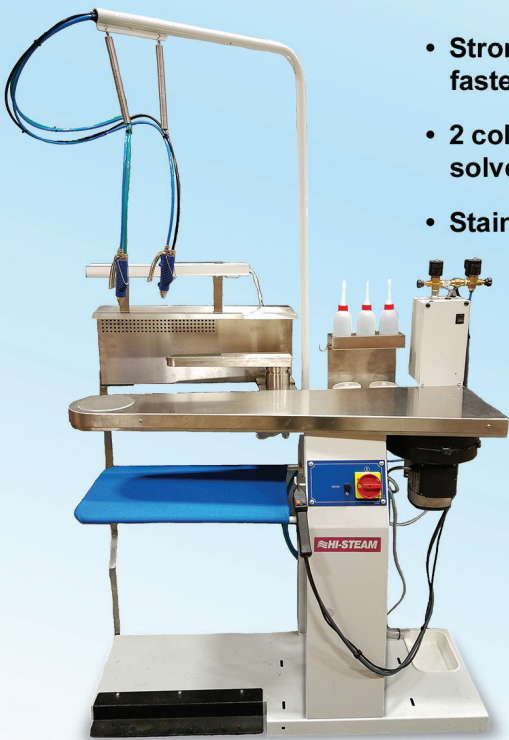
The tire guys gave me the impression that they were dishonest as soon as they began speaking. If someone brings you five shirts and you immediately begin telling them how non-standard his shirts are and the related upcharges, he will not feel comfortable if the wrong words are used. “We charge \$1.90 per shirt, but starch is extra. French cuffs are extra. Cold-water wash is extra and same-day service costs a dollar more per shirt.” A customer will feel uneasy hearing this in the wrong context even though an employee may feel professional. In the end, realize the importance of treating every customer as though he or she is your best customer. Remember that they become a “best” customer when you make them feel special, not routine, inconsequential or inconvenient.

*“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).

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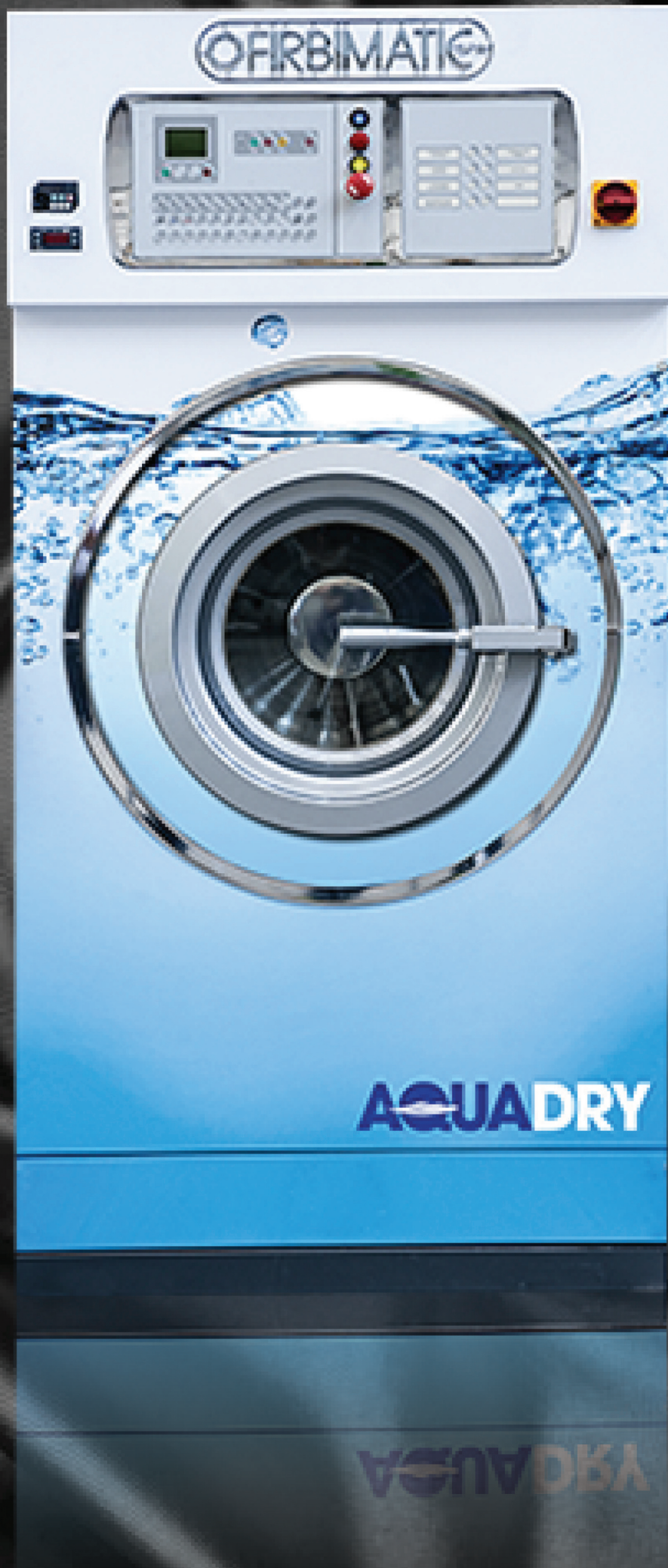


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# BUILDING VALUE



BY KERMIT ENGH

## The key to calculating customer loyalty

**Y**our business value is determined by its future stream of profitability. But, how do we predict this? Let's discuss the **Net Promoter Score** (NPS). Using it, there is one question you can ask customers that is an indicator of their satisfaction and a predictor of your future string of profitability. NPS is a metric for measuring customer loyalty. It can help you understand customers better, build business value and make smart decisions to create competitive advantage. I will explain how it works, why it is important for business owners and the benefits of using it. I apologize for the technical aspect of this information, but it was necessary to include.

Many companies recognize loyalty and its impact on financial performance. Not only is the notion of loyalty intuitively appealing, but a growing body of evidence suggests companies that ignore it may find themselves on precarious footing. Given the link between loyalty and financial benefits (i.e. increased market share, higher revenue, lower costs) companies have been wisely investing time and resources into developing programs to measure and improve loyalty performance. The kings

of loyalty programs have been the airlines. If you travel like I do, you have your top two carriers and avoid the rest.

Despite their popularity, the true value of such programs is not often realized due to ambiguous or ill-defined measurement. Moreover, it became obvious that measuring customer satisfaction was not enough. Researchers and practitioners alike were still trying to identify a customer metric that consistently linked to a company's bottom line. To begin the path towards standardization, Satmetrix — in consultation with Frederick Reichheld, founder of the Loyalty Practice at Bain & Co. — embarked on a research project in 2003 to better understand the micro- and macro-economics of customer loyalty.

At the micro level, they focused on finding a loyalty question that could consistently predict short-term purchase and referral behaviors. At the macro level, they sought to link NPS to long-term corporate financial indicators across industry-specific companies. The results of this investigation were compelling. Not only did they discover **the most effective question** for accurately measuring customer loyalty, but

they also identified NPS as a valuable tool for assessing long-term corporate growth. Ongoing research has continued to strengthen its efficacy. Reichheld's book, *The Ultimate Question*, presents many cases documenting its power. The growing acceptance of NPS is not limited to researchers. Operators in our industry use it.

To evaluate the relationships between loyalty questions and customer behavior, they designed survey questions and response options based on a 0-to-10 point scale.

The results showed that the **"likelihood to recommend"** question proved to be the first or second correlate to actual customer behavior 80% of the time. More explicitly, if customers reported they were likely to recommend a company to others, then these same customers were also likely to repurchase from the company and generate business by word-of-mouth. Conversely, if customers reported they weren't likely to recommend a company, they were also less likely to engage in actual repurchase or referrals.

Results of this analysis led to the creation of a customer classification scheme whereby customers can be grouped according to their joint loyalty

and behavioral profiles. Using these groupings, customers can be characterized in terms of their joint profile of "what they say" and "what they will actually do":

**Promoters.** Customers who were highly likely to recommend a company (rating of 9 or 10) and exhibited the highest rates of purchase and referral behaviors.

**Passive.** Customers who were somewhat likely to recommend a company (rating of 7 or 8) and exhibited moderate rates of purchase and referral behaviors.

**Detractors.** Customers who were less likely to recommend a company (ratings of 0 to 6) and exhibited the lowest rates of purchase and referral behaviors.

To test if the "recommend" question would still link to financial indicators beyond the individual customer level, they aggregated company data from the benchmarking database to calculate two types of loyalty percentages:

- **Promoter.** The percentage of respondents indicating a recommend rating of 9 or 10.

- **Net Promoter Score.** The percentage of promoters minus the percentage of detractors.

Using these percentages, they correlated Promoter and NPS to each company's growth rate for each targeted industry. They examined 33 correlation coefficients in terms of absolute magnitude and level of significance to determine whether either of the two types of loyalty percentages linked to corporate financial growth. This macro level analysis revealed significant correlations (0.70 or higher) for a majority of the targeted industries. This led to the interpretation that the "recommend" question — when expressed in terms of Promoter or NPS — does suffice as an aggregate loyalty metric for companies to track long-term corporate growth. These results also indicated that the NPS of the "recommend" question is a stronger link to revenue growth for most industries than the Promoter metric. In other words, companies that maintain higher NPS also demonstrate higher growth rates, whereas companies that maintain lower NPS demonstrate lower growth rates. The correlation coefficient of 0.89 indicates that firms with higher NPS enjoy higher long-term growth rates while firms with lower NPS have lower long-term growth rates.

This comprehensive undertaking revealed that an individual's propensity to recommend a company to others may be the most direct gauge of customer loyalty and, ultimately, financial success. This also makes intuitive sense.

When customers are truly loyal, their relationship with a particular company surpasses the basic model of economic exchange, where money is spent for products acquired or services rendered. Not only do these customers remain committed to the company despite price increases and occasional errors, they also actively recruit new customers through positive word of mouth. This indicates true loyalty because they reveal customers who are willing to risk their character and reputation with virtually no reward beyond the positive regard and thanks of others. Furthermore, it also makes sense that the NPS metric demonstrates the strongest link to long-term corporate growth. Results from the macro level portion of this study revealed that NPS accurately measures the net effect of word of mouth. In other words, the reason why NPS is such a powerful metric for gauging long-term growth is because it takes into account both the increased growth achieved through positive referrals and the lost potential for growth caused by the effects of negative word of mouth.

So, how do you improve your scores? Focus on the "why" reason your clients responded to the first question. Fix these and keep surveying. Although other factors can influence growth potential, you would be well-advised to look at loyalty through the eyes of "likely to recommend" customers. By tracking this and the net effect of customers who promote over those who detract, you can confirm the appropriateness of using NPS in your own specific circumstances. Over time, you can benchmark and segment your different customer groups. You may discover differences between store and route customers.

Next month, we will dive into the fourth driver of company value, and I promise it will not be as technical. Until then, 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).

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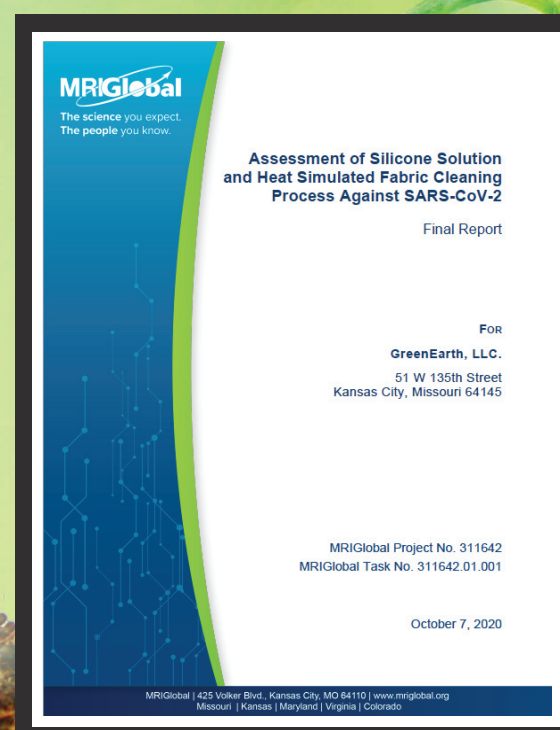
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# WRENCH WORKS



By BRUCE GROSSMAN

## Preventing water pump problems

The article for this month will be about how to prevent the failure of the water pump. This pump supplies coolant to the still and refrigeration condensers and, in many cases, the solvent cooler of the drycleaning machine. It is present in some form except in machines that are cooled by air or city water. To cool these components, a liquid called “coolant” is forced through the coils of the condensers by a pump. In systems using a water tower the coolant is water; in systems using a chiller it is either water or a mixture of water and antifreeze called “brine.” In water tower installations, the pump is sometimes located on the roof near the tower or on the floor near the drycleaning machine; in chillers, the pump is generally inside the enclosure housing the refrigeration components.

**The following goes for all electrical equipment: Do not use the circuit breakers as switches to turn equipment on and off.**

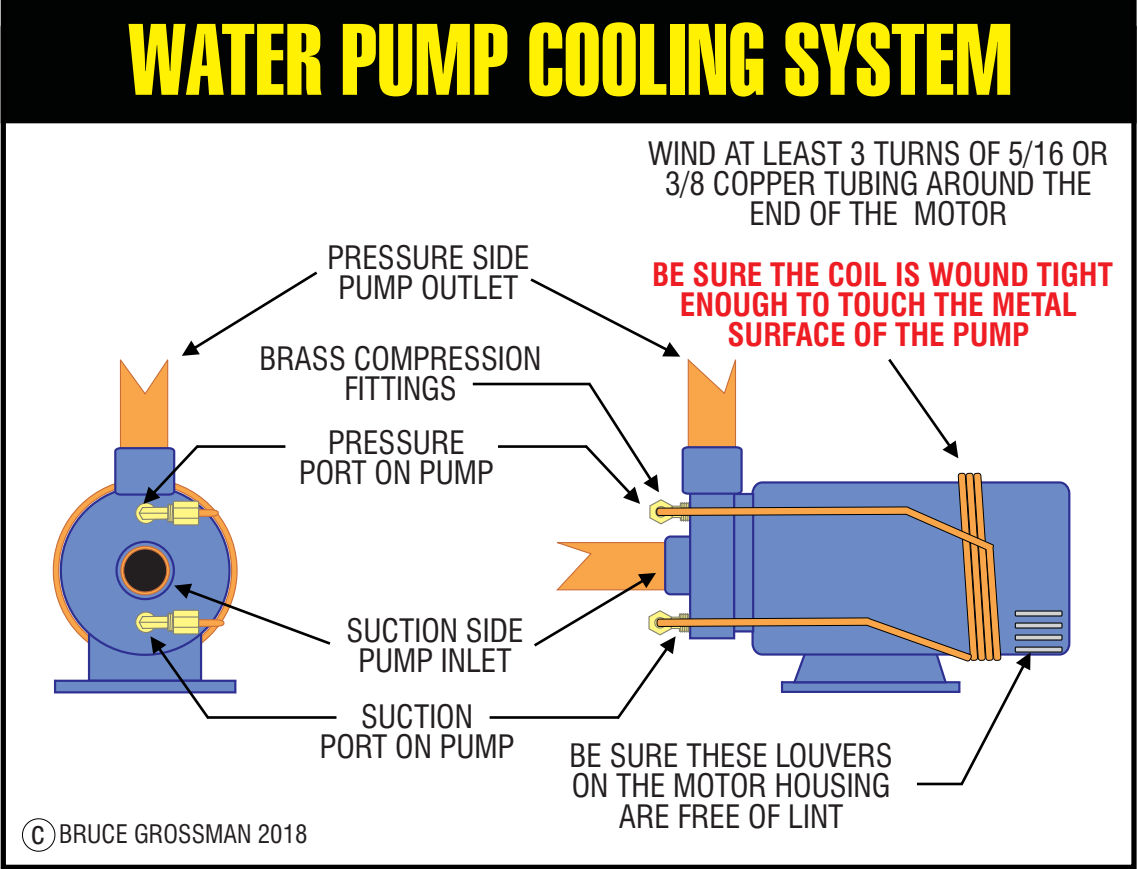
These pumps seldom fail without giving ample warning of an evolving problem. If the circuit breaker in the electrical panel that controls the pump trips frequently, it’s a sure sign of looming disaster.

If you are not afraid of electricity, this would be the time to set the breaker for the pump in the off position, remove the protective electrical plate at the rear of the pump, then take a good look at the wire connections at the pump.

There is precious little room for the wire connections at the end of the pump and, pumps vibrate, causing the screw connections or push-in connectors to loosen and eventually fail; in many cases, this is the problem area. Remove the access plate covering the power wire connections at the rear of the pump. Using a flashlight to observe if there is any melted insulation, bluing or discoloration of the wires or connectors. If so, replace them.

NOTE: If you are not experienced in working with electricity, hire an electrician for the following procedures.

Remove the cover to the appropriate breaker panel and switch off the breaker controlling the pump. Make sure screws holding the wires in place are securely tightened down. Using a flashlight, observe if there is any melted insulation, bluing or discoloration of the wires or circuit breaker connections or



the area where the circuit breaker attaches to the power busses in the breaker box.

Another harbinger of doom is frequent pump motor shutdown due to motor overheating, which trips the motor’s internal protective thermostat. If this is the case, follow the same steps outlined in the previous paragraphs and, in addition, *make sure the louvers that allow air to flow through the motor are free of lint, dust or obstructions.*

You can drastically shorten the time this internal thermostat requires to reset by obtaining a bag of ice, placing it

inside another strong plastic bag, and laying it on the far end of the pump motor. Remember, this is only a temporary solution.

The following goes for all electrical equipment: *Do not use the circuit breakers as switches to turn equipment on and off!* This practice results in the degrading of the breaker’s performance and sometimes will keep the breaker from tripping at the right current levels. Each machine should have a disconnect close by; use this for switching instead of the breaker.

The next pump killer is ex-

cessive head pressure. Excessive head pressure could be caused by a number of factors and will be indicated by a high reading (45 psi and above) on the pump outlet pressure gauge, if you have one installed. Also, the sound of the pump will take longer to even out (sorry, best I could do). Causes of this problem lie in the bypass valve being shut or not sufficiently opened, or the clogging of strainers going into the drycleaning machinery.

The illustration for this month (pictured above) shows a really simple and inexpensive method to prevent the pump motor from overheating. Whether you’re currently experiencing overheating problems or not, it’s well worth it to install this cooling device.

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, the manufacturer of the new EZ Level return tank water level control. To prevent boiler scaling and other damage, the EZ Level return tank water level control replaces the troublesome ball float valve in the condensate return tank. For saving money on handling waste, the SAHARA and DROP IN THE BUCKET line of 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.

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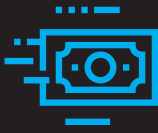
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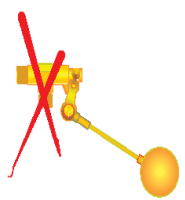


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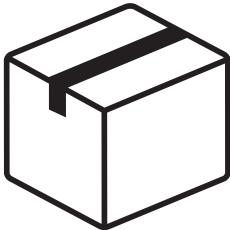
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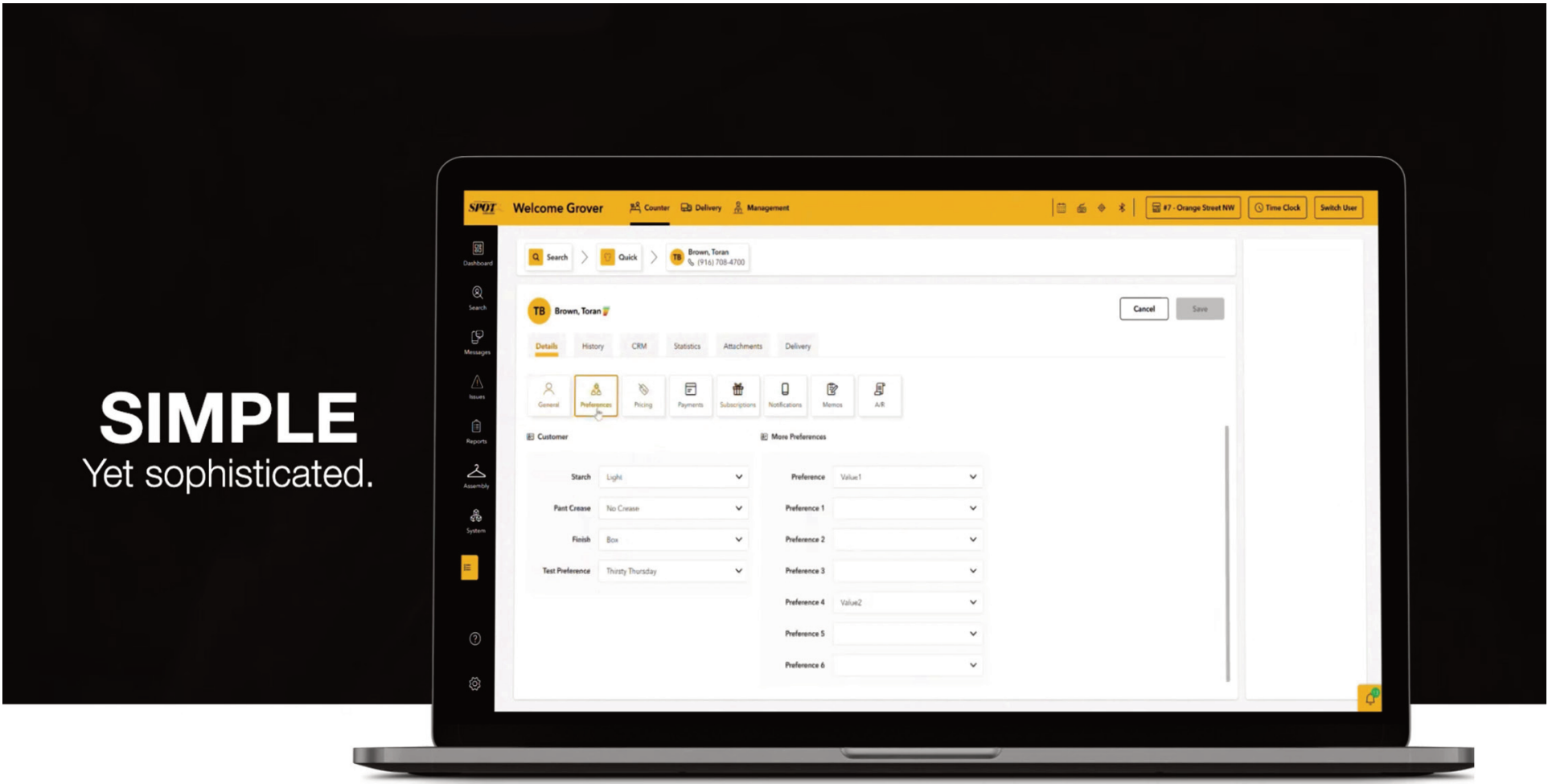
**FTC votes to keep Care Label  
Rule**  
Last month, the Federal Care Label Rule  
avoided being repealed when the Federal Trade  
Commission voted 4-0 in favor of keeping it.

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