



# National Clothesline



February 2023

Volume 61 Number 5

www.nationalclothesline.com

## SDA gears up for Cleaners Showcase '23

Registration has begun for this year's Cleaners Showcase that will be hosted by the Southwest Drycleaners Association (SDA).

The event is scheduled to take place from April 28 to 30 at the Westin Irving Convention Center in Irving, TX.

It will be free for all members of SDA, the Drycleaning and Laundry Institute (DLI) or the Coin Laundry Association (CLA). Members should contact their association for the special promotional code required when registering.

Non-members are also welcome to attend. The cost is \$50 for those who pre-register and \$100 at the event.

"We are thrilled to host the only dryclean and laundry equipment show in the U.S. this year," noted Cleaners Showcase Chairman Amin Bata. "Along with a trade show, our speaker lineup and

live demonstrations provide something for everyone."

Early this year, SDA announced that close to 80 exhibit booth sales had already been sold and that exhibit booths are still available for sale.

Attendees and exhibitors looking to sign up for Cleaners Showcase 2023 should visit [www.cleanersshowcase.com](http://www.cleanersshowcase.com) for more information. From there, you can also explore an interactive exhibit hall floor plan on the site.

The keynote speaker for the event will be multi-generational labor expert Jeff Butler. He is a TEDx speaker who is well knowledgeable of workplace dynamics issues and has addressed more than 100 organizations internationally, including Google, Amazon, LinkedIn and Wells Fargo.

In addition to having

*Continued on page 8*



## Cleaners seek solutions on sandy shores

Last month drycleaners traveled to the Dominican Republic to participate in the Drycleaning and Laundry Institute (DLI) and National Cleaners Association's (NCA) joint Five Star/Brainstorming Conference.

The first speaker was Peggy Fitzpatrick (photo on right), who shared her insights on the changes in the marketing landscape in 2023. She showed ways to increase your effectiveness using social media

platforms and also provided a look at some of the new trends and techniques you are going to need to know to reach the next segment of customer base.

Day two featured an energetic discussion led by Dr. Lorynn Divita of Baylor University, who led the program on connecting with Generation Z, a very different culture and consumer from the previous generations.

They were raised on the phone — not a computer. As a

culture, they tend to be very pragmatic, digitally active, politically progressive and highly driven by values. They are shrewd customers with a demonstrated willingness to spend and they want to do businesses with companies who are socially active and support community. They are looking for authenticity.

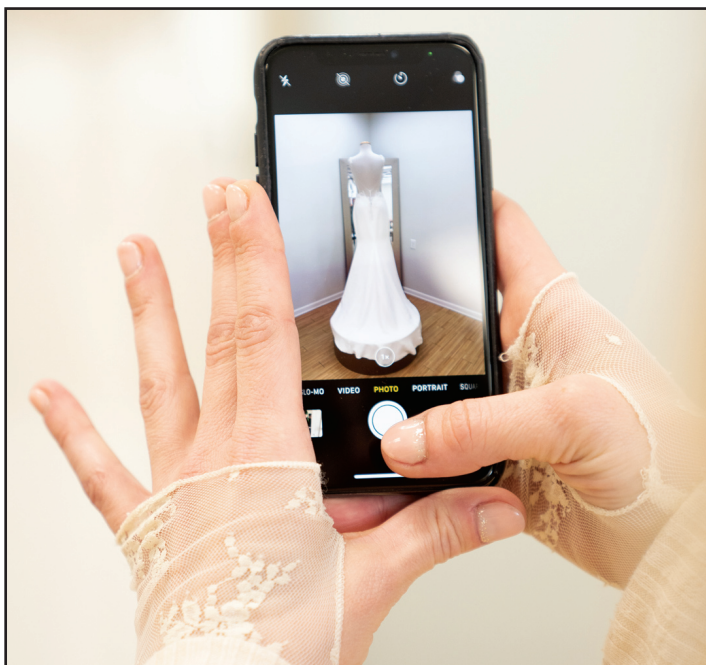
You need to alter some of your messaging and the platforms you are using if you

*Continued on page 8*



Photographs and conference recap provided by Peter Blake

### 100 Years of High End Cleaning



It was about a century ago — during a time when a little more than one-third of all U.S. households had the latest telephone technology wired into their homes — when Omaha Lace Cleaners opened in Nebraska. Most new phone numbers were comprised of four digits then. Today, the business is still going strong 100 years later when over 97% of Americans own wireless cell phones (often requiring a four digit code just to unlock). Read about Lace Cleaners' history and how it had been transformed into its modern award-winning iteration by owner Kermit Engh on page 14.

### Sneak Peek Inside

6

#### Keeping up with Today

For over seven decades, the Newman family have kept their California cleaning company current.

10

#### Take a ring off it

When it comes to garment rings, Dan Eisen knows how to break down the problem and make it go away.

12

#### All in good time

Kermit Engh discusses how a time management plan can help you find more time to plan for your business.

22

#### Who needs the aggravation?

Don Desrosiers details five easy ways that you could end up aggravating shirt customers



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



**Sankosha USA Inc.**

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

[www.sankosha-inc.com](http://www.sankosha-inc.com)



# Ready to grow your business? Let's go!

## Complete Software Solutions

### Your All in one Solution for Dry-Cleaning Management

- Point-of-Sale
- Manager Updates
- Customer Order Updates
- Detailed Reporting
- Comprehensive Route Management
- Easy Invoicing
- Racking Solutions
- Anti-Theft Features
- Employee Management
- Credit Cards on File

COMPLETE SOLUTIONS



Ask us how we can help you save money across your dry-cleaning business.

Toll Free: 800.406.9649  
Local: 952.641.3000  
sales@cleanerbusiness.com  
www.cleanerbusiness.com





A national newspaper  
for drycleaners and launderers  
February, 2023  
Volume 61 Number 5

# Keeping up in a world that goes faster every day

As the Earth keeps growing older, the world population continues to expand and, as that happens, the pace of life continues to speed up. Looking back at just 100 years ago — about the same time that Omaha Lace Cleaners started (read about the company reaching its centennial celebration on page 14) — the United Nations (UN) had estimated that the world population was between 1.86 and 2 billion people. Last November, the UN noted that the world had reached the 8 billion mark — only about eleven years after it was estimated to have reached 7 billion.

The good news is that you are not running out of customers anytime soon. However, the speed of the life keeps getting faster — and it is not just an inevitable byproduct of leaps forward in improved technology. The more people there are, it seems, the faster they feel a need to move. Back in 1976, a provocative study by psychologists Marc and Helen Bornstein averaged walking speeds of the residents of 15 different cities and towns.

For the most part, the study fairly consistently showed the average velocity of walking speed increases with population — a phenomenon that has been echoed in various studies since. The Bornsteins interpreted the data they tabulated to mean that the walking speed increase correlates with the amount of sensory overload often inherent in bigger cities.

The bigger the world grows, the faster we need to become in order to keep pace with modern life. Fortunately, much of the industry has already pivoted or is in the process of pivoting to a more efficient and profitable position, but all of the emotional and physical toll of the past few years has left many feeling exhausted.

On top of that, Americans tend to overwork in general anyway. According to statistics by the Organization for Economic Co-operation and Development (OECD), U.S. workers rack up an average of 1,767 hours per year, which is 435 hours per year more than German workers, 365 hours per year more than French workers and 169 hours per year more than Japanese workers.

Another sign of just how much the world has sped up, the U.S. Bureau of Labor Statistics (BLS) tracks data of employee productivity, and numbers tracking the non-farm

business sector indicate that American workers have increased their productivity 430% since 1950. So, in short, working Americans are working as hard and are as productive as ever, but it’s still difficult to find enough free time at the end of the day. There is still a lot of stress in a fast-paced life.

A recent survey conducted by the Harris Poll on behalf of the American Psychological Association (APA) revealed that over one-third of adults (34%) reported that stress is *completely overwhelming* most days. Additionally, 74% of adults said they had experienced negative health impacts (i.e. headaches, fatigue, anxiety, depression, etc.) as a result of stress in the previous month.

So, to sum up: the population continues growing, your customers are largely overwhelmed and exhausted and you offer vital services that can only make their lives easier. Now is the perfect time to educate your customers on all of the cleaning services you offer — especially since the U.S. Bureau of Economic Analysis recently released its final second quarter Gross Domestic Product (GDP) estimate, which noted that U.S. consumer spending resiliently rose by 2% despite inflation.

The conditions are optimum to actively market your business — another thing that has changed in the last 100 years. Word-of-mouth has always been a reliable form of building a customer base and a positive reputation, but the way the word reaches people has evolved. The traditional marketing methods (i.e. TV, telephone, radio and print) are not as interactive, flexible and targeted as more modern ones (i.e. use of social media, Internet ads, websites, apps, e-mail and text marketing).

If this is an area where your company still needs improvement, find time (no matter how busy you are) to rectify the problem — and it is a problem. The world continues to grow bigger and faster on a daily basis, so what is holding you back from modernizing and maximizing your marketing methods?

The drycleaning industry is full of many fellow cleaners, associations, business groups, POS vendors and professional marketers to call for help. With today’s technology, you have the ability to find the answers you need — or, at least, the people who can provide them — and every day you wait, the world keeps moving faster.

## Contents

### News & Features

- 6
- Keeping up with Today** For over 70 years, the Newman family have adapted their cleaning business
- 8
- An Education Extravaganza** IPDL will host a one-day in March featuring numerous guest speakers
- 14
- Outstanding in Omaha** For 100 years, Omaha Lace Cleaners has restored beautiful and delicate garments
- 24
- One million warmer** Recently, a 36-year old coats for kids drive in Austin, TX, hit a major milestone.
- 28
- Dateline / Obituaries**
- 30
- Classifieds**

### Columns

- 10
- Dan Eisen** Knowing the proper removal methods can help you eradicate garment rings
- 12
- Kermit Engh** A Time Management Plan is an excellent tool to keep you working on your business.
- 18
- Frank Kollman** What do you do when good legal advice may interfere with good business practices?
- 22
- Don Desrosiers** Are you guilty of one of these five easy ways to aggravate your customers?
- 24
- Figuring out flatwork** Contributor Haley Jorgenson discusses the benefits of adding a flatwork ironer
- 26
- Bruce Grossman** In the third part of his series on air compressors, monitoring compressed air is discussed

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

www.nationalclothesline.com

PUBLISHER

Carol Memberg

EDITOR

Chris Pollay

chris@nationalclothesline.com

MANAGING DIRECTOR

Leslie Schaeffer

Leslie@bpscommunications.com

ADVERTISING

Richard Cappo

rich@nationalclothesline.com

GRAPHIC DESIGN

Mary Castro-Regan

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).

© 2023 BPS Communications Inc.



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

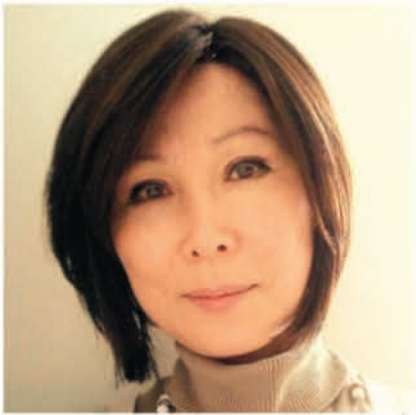


We've personally handled insurance for **thousands of dry cleaners!**  
We've already dealt with most any issue your business is likely to face.  
If you have any questions about insuring dry cleaners, we can and will give you a prompt, clear answer.  
Skeptical? Call us with a question and find out 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	
City State Zip Code		<input type="checkbox"/> Partnership <input type="checkbox"/> LLC	
Phone (      )		FEIN:	
Fax (      )		<b>Building Construction*</b> 1. Frame 2. Masonry w/Wood Frame 3. Metal w/Metal Roof 4. Masonry w/Metal Roof 5. Fire-resistive - Precast Concrete Roof	
Contact Name			
Email Address			
Current Policy Expiration Date			
Today's Date	Location 1 <input type="checkbox"/> Plant <input type="checkbox"/> Drop Store <input type="checkbox"/> Coin Laundry	Location 2 <input type="checkbox"/> Plant <input type="checkbox"/> Drop Store <input type="checkbox"/> Coin Laundry	Location 3 <input type="checkbox"/> Plant <input type="checkbox"/> Drop Store <input type="checkbox"/> Coin Laundry
Street Address			
City State Zip			
Building Construction*			
Building Value			
Personal Property Value			
Gross Annual Sales			
Long Term Storage Value			
Type of Solvent			

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

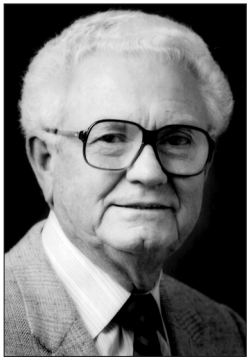
NIE Insurance • 6030 Bancroft Avenue, St. Louis, MO 63109 • 1-800-325-9522 • fax (314) 832-6775 • [www.NIEinsurance.com](http://www.NIEinsurance.com)





# Making Today better

Back in 1949, Richard K. “Stubby” Newman formed Richard K. Newman & Associates, Inc., to pool together investments from close friends to start Sparkle Cleaners in Bakersfield, CA, in late 1950.



Previously, he had worked at and then owned another cleaning business in Taft, CA, named Sanitex Cleaners (top photo below) where he met his wife, Ruth. The two were eventually married in 1942 and went on to enjoy 56 years of marriage until Stubby passed away in 1998.

Back during the early days at Sparkle Cleaners, business boomed when the company offered home delivery services with a fashionable fleet of dapper Sparkle Retail Routemen which included Stubby’s oldest son, Jeff Newman, Sr. (bottom left in bottom left photo below), who joined the company in 1967.

The business continued to flourish and expand in Bakersfield, which was also growing quite rapidly at the time. The Newmans added many dry stores throughout the years to keep up with growing demand.

During the 1970s when polyester and permanent press garments hit many drycleaners hard, Jeff Newman, Sr. expanded the family business into the uniform, linen and dust service industries.

Over time, home delivery route business diminished as the company grew to include 18 dry stores at one time during the 1980s.

This was also the period when the business name changed and the Newmans opened the first Today Cleaners

package plant in 1986.

As names go, Today Cleaners suits the business well. After all, the Newman family has always found ways to change and adapt with the times to keep it relevant for today. However, the original name was a nod to the same-day cleaning service that

and provide a better quality of life for our team members,” he explained.

By 2001, the last of the remaining Sparkle Cleaners dry stores were closed, leaving only Today Cleaners — and Sparkle Uniform and Linen Service, which is headquartered where the original Sparkle Cleaners

“We decided not to alter our hours, change our service promise, or lay anybody off — something I will always be proud of. We utilized all the government assistance we could in a very conservative fashion and coached our staff with reduced hours to get on unemployment to protect them financially. We kept everybody working and took



www.todaycleaners.com

## Jeff Newman, Jr.

Today Cleaners  
Bakersfield, CA

the company offered: *In by 11, Ready at 4, 7 Days a Week.*

It wasn’t too long after those changes that the third generation of the Newman family — Jeff Newman, Jr. — joined the business in 1990. He would work his way up to the role of company president by the end of the decade.

Like the two generations of Newmans before him, Jeff is often willing to adopt new ideas and technology for the betterment of the business. Sometimes, that even means closing the doors.

For much of its long history, Today Cleaners has been open seven days a week, but Jeff thought that was no longer necessary.

“A few years ago we decided to close on Sundays to save on labor costs

was located in 1950.

The year 2001 was also a landmark one for the company as it phased out of perc drycleaning at that time and became an early adopter of GreenEarth cleaning technology.

“We have been completely converted to GreenEarth solvent since 2003,” Jeff noted. “Later, we were one of the first to adopt powder filtration and eliminate the use of cartridge filters entirely. We are always considering technological improvements to improve efficiency and keep prices as low as possible for our customers.

“Most recently, we have replaced all of our drycleaning machines, pant units and shirt units to utilize the most advanced cleaning and finishing technology available today.”

Keeping up with the times hadn’t always been easy for Today Cleaners throughout its first 70 years, but none of that work prepared Jeff for its 71st.

“The most challenging thing we have ever had to deal with as a company is the Covid pandemic. From the beginning, our philosophy was that we would get through Covid together with our customers, staff and vendors intact,” he recalled.

Initially, sales dropped over 70% within the first few weeks. “Our sister company, Sparkle Uniform and Linen Service, was not quite as crippled — which gave us some options that some drycleaners didn’t have,” he noted.

care of our customers — but didn’t hire anybody for many months until business turned around.”

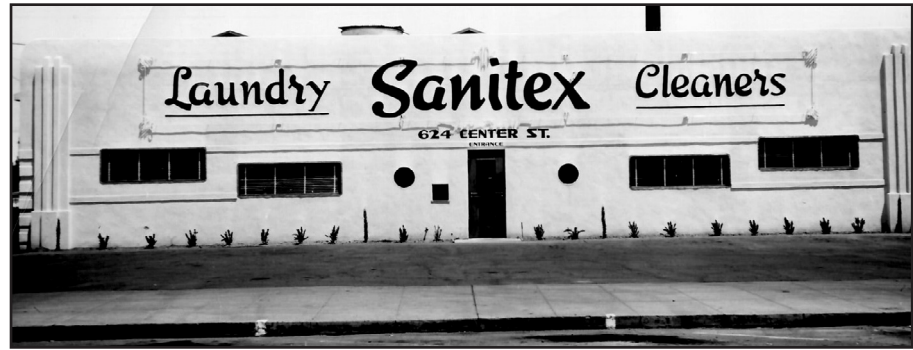
Like many other drycleaners who have survived the pandemic so far, Today Cleaners had tweaked its operations to become as “lean and mean” as possible.

“Our dedicated staff has done a tremendous job these past years navigating a very difficult situation,” Jeff said. “Today Cleaners was fortunate to not be overbuilt in our market, which allowed us to survive Covid and adjust our costs to the new normal.”

So far, that new normal has included a decrease in the total number of garments, but Jeff remains optimistic. “While business is coming back strongly now, our shirt volume has been way down due to less office activity in general,” he said. “We have not yet regained our physical volume from 2019, but we are in a strong financial position and look forward to a prosperous future.”

Part of the reason for the company’s financial stability has been consolidating some of its locations — even before the pandemic began.

“After a peak of 11 locations in 2005, we now have eight locations currently,” Jeff added. “Bakersfield is growing rapidly with many new homes being built, so in the coming years we are looking to add a couple more locations.”







REACH MORE POTENTIAL CLIENTS WITH OUR  
**NEW LEAD GENERATION SERVICE**

**FILTER THE DATA BY**  
Zip Codes | Streets | City



**PROPERTY TYPE**  
Head of Household  
Own or Rent  
Home Value



**TRANSPORTATION**  
Vehicle Type  
Family Type  
Pets



**FINANCIAL**  
Household Income  
Head of Household  
Own or Rent  
Home Value



**CONSUMER BEHAVIOR**  
Hobbies  
Interests  
Collections  
**AND MORE...**

**MONTHLY  
SUBSCRIPTION SERVICE  
INCLUDING UNLIMITED  
SEARCHES AND  
DOWNLOADS**

**BEST USES FOR  
PROSPECTIVE LIST**

- Route Building Services
- Direct Mail to Clients
- Use for Facebook Ads



**CONTACT US TO GET STARTED TODAY!!**

BeCreative360.com | 949.270.1609 | create@becreative360.com



# Cleaners seek solutions on sandy shores

*Continued from page 1*  
want to effectively reach this generation.

On the third day, Dr. Alex Ellis spoke on “Success to Significance” and explored leadership principles and strategies to connect better with your team.

Passionate about his subject, he effectively showed how participants can lead through

troubling times. He focused on the need for leaders to practice self-care and to refresh, rest and re-energize so you can lead your team.

He also stressed leadership through character, celebration and appreciation.

While the sessions were impactful and educational, the social activities and networking opportunities were just as

important. Starting with a beachside group dinner (photo on right) the first night and including an optional catamaran sailing trip, there were plenty of opportunities to connect and make friendships.

Groups enjoyed having dinner together, met at the different local shows and bars and just enjoyed each other’s company.



## IPDL to host March Education Extravaganza

Next month, the Illinois Professional Drycleaners and Launderers (IPDL) will host a new event — “Education Extravaganza 2023” — at Sankosha’s facilities located in Elk Grove Village, IL. It will be the first educational event presented by the association

since 2019. The program will take place on Saturday, March 11. It is open to IPDL members and non-members.

It will feature a full day of seminar programs that will cover a wide variety of business and cleaning topics, from

learning how to do more with less resources to deciding on whether to use any of the new solvents to tips on how to market to your younger generation customers.

Speakers will include: Peter Blake of DLI, Ti Hush of Pariser Industries, Steve

Langiulli of Columbia/ILSA Machines Corp., Chris Patten, of A.L. Wilson; Dave Coyle of Maverick Drycleaners, Dean Sheridan of Seitz and Ricardo Magallon, a manager of the Air Inspection Division at the Cook County, IL, Department of Environment and Sustain-

ability. For more information on the event, look for a full schedule of topics by visiting the association at [ipdl.org](http://ipdl.org). Attendees may also register for the event by contacting IPDL directly by calling (815) 521-1187.

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

## THE LAUNDRY TWO™ ARE RIGHT FOR YOU!

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

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

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

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

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

To learn more, visit [ALWilson.com](http://ALWilson.com) or call 800-526-1188  
**A. L. WILSON CHEMICAL CO.**

Become a **STAIN WIZARD** at [ALWilson.com](http://ALWilson.com)

## SDA gears up for Cleaners Showcase

*Continued from page 1*  
founded three profitable companies by the age of 27, Butler has published two book, including *The Authentic Workplace: How Authenticity is Creating the Workplace of Tomorrow*. He will present a program called “Winning the Talent War” from 8:30 to 10 a.m. on Saturday morning.

Another special guest speaker and topic slated to take place at the show will be a discussion of consumer trends by Andrew Gibson, the president/CEO of Tide Services.

Other speakers scheduled at Cleaners Showcase 2023 will include: Dave Coyle of Maverick Drycleaners, Kermit Engh with Methods for Management, James Peuster and Jennifer Whitmarsh of The Route Pros and Frank Kollman with Kollman & Saucier, P.A., a.k.a. DLI’s lawyer. The sessions will take place from 10:30 to 12:30 on Saturday and from 9 a.m. to noon on Sunday.

The Coin Laundry Association (CLA) will host a Live Connect social event on Friday evening from 4 to 6 p.m.

The headquarters hotel for Cleaners Showcase 2023 will be the Westin Irving Convention Center at Las Colinas. SDA has secured a special rate of \$165/night for convention attendees who make reservations prior to April 4. There is a link for reservations in the “Attendees” section of the site.

Additional information may also be obtained by contacting the SDA office at (512) 873-8195 or by email to [staff@sda-dryclean.com](mailto:staff@sda-dryclean.com).





"The best and most beautiful things in the world cannot be seen or even touched - they must be felt with the heart."

- Helen Keller



happy valentines day

YOUR PARTNER FOR FINISHING EXCELLENCE SINCE 1937

T: 423-586-5370 W: forentausa.com E: forenta@forentausa.com



# THE SPOTTING BOARD



BY DAN EISEN

## Methods of removing garment rings

A ring can be a bothersome occurrence for any cleaner and customer. There are many reasons why rings occur, and the solution depends upon what caused the rings and the nature of the fabric.

Rings can fall into three categories.

**1) Wetside.** This occurs when moisture contacts a fabric and shifts the impurities in the fabric, and thus forms a ring upon drying.

**2) Dryside.** The same condition occurs with dryside agents as with wetside agents.

**3) Fabric sizing.** Some fabrics have a water soluble sizing that dissolves upon contact with moisture forming rings and discolored areas.

Some fabrics are also impregnated with a dryside resin sizing that breaks down and forms a different ring with a different solution.

### Removing Wetside Rings at the Spotting Board

**1) Forced drying.** This is a

method of using the air gun and vacuum end of the spotting board at the same time to dry the fabric before it rings.

**In the forced drying method, the steam gun is held at such close range when drying that there is a big chance of damaging the fabric from the force and pressure of the air.**

To effectively use this method, it is advisable to keep the wet area localized. The best way to keep a wet area localized is to spot over a towel.

When you start to dry, do the outside of the ring first and progress toward the inside.

If the heavy outer ring is dried quickly enough, this procedure will avoid rings.

**2) Feathering.** This is a method that cleaners do not often use and is probably the most effective and safest way of removing rings.

You hold the steam gun three to five inches above the fabric and use just enough steam to break up the ring yet not enough to saturate

the fabric.

Then, you wipe the outer edge of the ring from the inside of the ring toward the outer edge.

You are attempting to gradually move the wet area into the dry area.

If you do a small portion of the ring at a time, the wet area can be hung to dry without ringing.

In the forced drying method, the steam gun is held at such a close range when drying that there is a big chance of damaging the fabric from the force and

pressure of the air.

### Dryside Rings

If dryside agents were used and you wanted to remove the ring, use the same feathering procedure but wipe with a towel damp with volatile dry solvent.

You do not have to use forced drying since the volatile dry solvent dries quickly with a minimum of air usage.

### Leveling Agents

Leveling agents are products that mix with water and dry solvents. When applied to a wet area and brushed, the water spreads out and loses its ability to form a ring.

Many companies make different types of leveling agents and it is important to know whether the leveling agents has perchlorethylene solvent in it, which is outlawed by EPA in many areas to use on a spotting board.

Some chemical companies such as Cleaners Chemical Corp. incorporate leveling agents in their protein and tannin formulas.

This means that, after spotting, if a ring occurs the garment will have to be hung to dry and then re-cleaned.

Many spray spotters such as those made by R.R. Street are effective leveling agents to be used on the fabric and hung to dry.

If you are using a leveling agent that you must throw into the cleaning machine wet or damp, it is the wrong leveling agent.

You also should check with the chemical company to make sure the leveling agent you are using is compatible with the detergent you are using.

For example, a cationic detergent is not compatible with an anionic leveling agent.

If dryside rings are present on a fabric all that has to be done is re-cleaning the garment without the use of a leveling agent.

### Removing Sizing Rings Due to Fabric

**1) Water soluble sizing.** Many silks and rayons have a water soluble sizing that breaks down causing shiny areas and loss of luster.

Use a fogging method for

the solution.

Steam the affected area holding the steam gun five inches from the fabric and then dry quickly with the air gun.

You can also place the garment on the pressing machine, spray lightly with water and then dry it with a steam iron.

Note: If you are having problems with rings when pressers spray with a water gun, instruct them to aim the water mist upward and let it condense on the fabric. This method of spraying will avoid rings from the water gun.

**2) Resin sizing.** Many satins and taffetas may have a plastic resin sizing that can break down, forming difficult rings.

This type of sizing is not removable using your normal dry- or wetside spotting agents.

The only way to remove this type of ring is to apply amyl acetate, brush lightly and then reclean.

### Mustard Stains

One of the most difficult stains to remove is mustard. The reason why mustard is so difficult is that it has oils and dye content.

The proper way is to brush off the surface with a dry brush and then work it dryside followed by the tannin method.

One of the effective things that I have found on set mustard stains is to use a wet dry spotting formulation.

These are special spotting agents manufactured by various chemical companies that have wetside lubricants mixed with some dry solvents.

This type of formulation and spotting may prove to be very successful on those set mustard stains that you cannot remove.

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).



## Do You Want to Make Your Business More Successful and Valuable? *But Not Sure How...*

### MfM Business Coaching can help!

Certified Value Builder Coach and successful entrepreneur Kermit Engh and his team, will work with you to develop a plan tailored specifically for your business that will help you reach your goals and grow the value in your company.



## Get Your FREE Value Builder Score Today!

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





Garment Management Systems

QUICKSORT

automated assembly system

QUICKSORT

automated assembly system



*Are you short-handed?*  
Our Automation Systems will help you  
do more - with less!

### Reliable

Simple design  
along with  
great customer  
service. Keep it  
simple!

### Affordable

Provides the  
best return on  
investment.

### Available

Made in the  
USA. Delivery  
available in as  
little as 2 weeks.

501-420-1682

garmentmanagement.com





# BUILDING VALUE

BY KERMIT ENGH

## Silver Bullet #6: A time management plan

Many of the business owners I work with come to me exhausted, discouraged and at the end of their ropes. “There’s not enough time in a day,” they tell me. “I’m working harder than ever just to keep my head above water. I know I need to spend more time focusing on strategic growth, but how will I ever find it?”

This feeling was really exaggerated during the past two plus years and now these folks are having a hard time getting out of this routine. Or, this issue is focused on the needed tasks, resulting in the day done and you cannot seem to think of anything that was accomplished.

If that sounds familiar, then this sixth and final chapter in this series is for you. If there’s a mistake I see entrepreneurs make over and over again, it’s mismanaging their time. Fortunately, there is a simple solution – the Silver Bullet I call a **Time Management Plan**. Here’s what you do:

**1. Learn the Four Quadrants of Effective Time Management.** This framework comes from Dr. Steven Covey’s classic book, *The 7 Habits of Highly Effective People*. In it, he posited that there are four quadrants into which all tasks fall (see graphic below):

<b>Quadrant 1</b> <b>Important &amp; Urgent</b>	<b>Quadrant 2</b> <b>Important &amp; Not Urgent</b>
<b>Quadrant 3</b> <b>Not Important &amp; Urgent</b>	<b>Quadrant 4</b> <b>Not Important &amp; Not Urgent</b>

• The first quadrant, **important and urgent**, consists of things you simply must do NOW: a crying child, a fire, and so on.

• The second quadrant, **important and not urgent**, is the “quality time” quadrant. It consists of critical tasks that can be scheduled in advance. Working on your business plan, personal recreation, and bonding with family go here.

• The third quadrant consists of **not important and urgent** tasks. These are distractions and interruptions, unimportant emails, tasks, and phone calls that compete for your attention in the moment.

• The fourth quadrant, **not important and not urgent**, is

the “time-wasting” quadrant: online games, trivia, unproductive meetings and so on.

**2. Track the Way You Spend Your Time.** Your next step is to begin tracking everything you do for at least one business week. Write everything down, either as you do it, or every hour. At the end of the day, go back and assign a quadrant to each of your tasks. If you are like most, this will be a very il-

luminating and embarrassing experience.

**3. Delegate!** I know, delegation is hard for independent, high-charging entrepreneurs who want to make sure everything is done right and don’t feel comfortable leaving their fate in someone else’s hands. But, if you ever want to turn your business into a revenue-producing asset, you simply must master this skill. We have discussed this in the past dealing with **Hub and Spoke**, where you are involved in every decision. As you may remember, this restricts your company growth and substantially reduces the value of the business.

After you’re finished tracking your time for the week, go through your logs and identify every task you could have given to someone else. Then, begin the process of assigning those tasks to others. It might require that you do some restructuring of your employees’ job descriptions (though in many cases, you can hand the tasks over without too much trouble). Certainly, delegate those tasks you do not like to do and tasks that a \$15 per hour employee can do. Unless your time is only worth \$15 per hour.

**4. Fill the Staff Gaps.** You might find that you don’t have sufficient staff to cover the workload once you identify the tasks you really should be delegating. That’s when it’s time to recruit new people.

**5. Use a Default Calendar.** Your default calendar shows you what to do each hour of each day to be optimally effective. You block the most important things in your schedule as an appointment with yourself — so that you can hold yourself accountable and achieve lasting success.

### Putting It All Together

These six Silver Bullets as presented in this, and the past five issues of *National Clothesline* [accessible online at [www.nationalclothesline.com](http://www.nationalclothesline.com) in the archives section] are the building blocks for success in your business. After all, even small improvements in each of these areas can mean exponential growth in your profits, cash flow, and free time. However, in order to make these

improvements a reality, you have got to do more than just read about it. **You have got to act.**

After all, until you convert your knowledge to targeted, specific action, the time we’ve spent together is in vain.

So, what can you do to ensure that you get real results you can see and hold in your hands? Create a specific, itemized action plan. Make sure it’s detailed. Implement the Silver Bullets we’ve discussed here. For the help and feedback you need to make sure you do it right: book a 15-minute complimentary coaching session with me and explore your opportunities for rapid growth.

If you want to grow your business and eliminate the obstacles that are holding you back, I can help you get there, but don’t just take my word for it. Spend 15 minutes with me on the phone, free of charge, and see for yourself if I’m all I claim to be.

Your complimentary Coaching Session isn’t a glorified sales pitch, but a no-hassle, no-obligation, one-on-one conversation designed to provide you with a plan that you are free to use to take your practice to the next level *even if* we never do business together. The choice is yours. You can continue struggling away in “prison” week after week, month after month, year after year. Or, you can finally take charge of your business and begin to reap the financial and emotional rewards you became an entrepreneur to enjoy.

Until next time, continue building value.

Kermit Engh has been an owner/operator in the drycleaning industry for over 30 years and has been a Methods for Management member for over 25 years. His positions as managing partner of MfM and as a Certified Value Builders Coach allow him to share his extensive background in strategic planning, finance, process improvement, packaging and branding, employee training programs, profitability, cost analysis, acquisition analysis and succession planning. To find out more about how Kermit can help you maximize the value of your business, contact him at [kengh@mfmi.com](mailto:kengh@mfmi.com).

# Getting Steamed?

**When your water heater dies, DON'T replace it!**  
**Get a DynaFluid 2000 from Iowa Techniques!**



With steam from your boiler and a cold water source, this little valve makes an infinite supply of hot water. It outperforms water heaters by every measure, cutting costs and increasing productivity.

Call Iowa Techniques today and learn how the DynaFluid Valve will help your business!

**(800) 727+1592**



## unique

### About Iowa Techniques

Iowa Techniques is a manufacturer and distributor of unique products that work in a wide variety of industries and applications, and currently focuses on helping dry cleaners make smart choices that impact the bottom line in their plant operations.



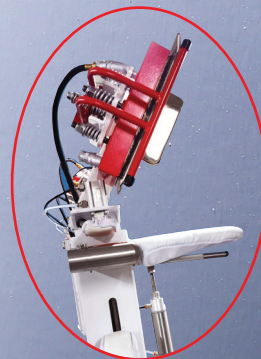
**(800) 727+1592 | [www.iowatechniques.com](http://www.iowatechniques.com)**



# FASTER EASIER BETTER



Model CT-2 DOUBLE BUCK



TENSIONING CUFF CLAMP



SNAP IN TAIL PLATE - No more screws



3501 Queen Palm Drive • Tampa, FL 33819 • 813-623-3731  
[www.unipresscorp.com](http://www.unipresscorp.com)

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



# A hundred years of high end cleaning

## Omaha Lace Cleaners celebrates milestone

It was approximately a century ago when Omaha Lace Cleaners of Nebraska first opened its doors and it has been the benchmark of high end textile cleaning ever since. In fact, the business still carries on its tradition of quality textile cleaning and care in its original location in the heart of Omaha.

Throughout its long history, the company has changed ownership numerous times, but it has always focused on producing the highest possible quality. Under the helm of current owner Kermit Engh, however, it has been transformed into its modern iteration, further cementing its reputation as Nebraska's go-to wedding gown care provider.

Engh (pictured above right) purchased the business (named Omaha Lace Laundry at the time) in 2000, believing its clientele were consistent with his own at Fashion Cleaners, a business he had purchased in 1992 even though he had no background in drycleaning.

**Starting Fresh**  
Growing up Hastings, NE, Engh started working various jobs at 13, first picking vegetables for a farmer, then later doing janitorial work at a women's clothing store, film developing at a photography studio and building and maintaining bicycles in a Schwinn shop.

He also worked various positions at a grocery store during his final high school years. When discussing his formative years during a profile interview [January 2006], Engh noted that his motivation for cultivating a strong work ethic was simple. "My father told me when I was 12 that, if I wanted to go to college, I better figure out a way to pay for it," he said.

After high school, he attended the University of Nebraska in Lincoln, earning money by working for the intramural department on campus, which even included refereeing football and basketball games. That experience taught him another important lesson in life.

"You could never get all of the calls right," he recalled. "You just had to be consistent." After Engh earned his Bachelor's degree in Business Administration, he became a pharmaceutical sales representative for about four-and-a-half years.

He also went on to earn his M.B.A. from Creighton University, even as he worked a

number of years in restaurant development/management, and he worked in market research and management for Applied Communications, Inc. and Clarkson Hospital, the latter of which laid him off. When looking at business opportunities, Engh gravitated toward Fashion Cleaners, which he purchased in 1992. It had one location, nine employees and a truck at the time. Fortunately, Engh had plenty of enthusiasm for the new venture, even though he had no previous experience in the industry. "I jumped in and had really no clue of what I was doing," he laughed, recalling the story. In addition to his one-month transitory training from the previous owner, he read a lot of trade publication articles and wasn't afraid to try new things. "The fun thing was, since I didn't grow up in the business, I didn't know what wouldn't work," he said. "So, if I saw something that I thought we could change or make better, that's what I would do — not knowing if it would work or if somebody had tried it before."

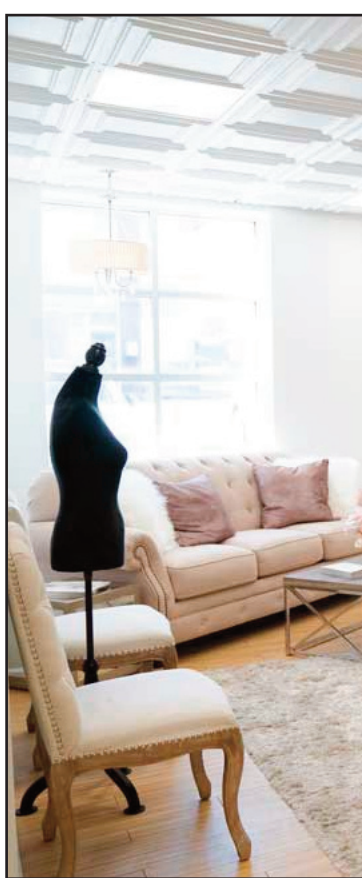
**A Bridal Wave**  
After spending several years upgrading and improving Fashion Cleaners, Engh applied that same formula for the newly-acquired Lace Cleaners at the turn of the century. In particular, the company's bridal gown services were greater emphasized and expanded, leading Omaha Lace to become, in 2003, Nebraska's only Certified Wedding Gown Specialist and member of the

Association of Wedding Gown Specialists. In 2010, a bridal gown alteration service was added to offer private fittings and expert alterations by Kimberly Wehrbein at the company's West Omaha location. More recently, a bridal studio offering onsite bridal alterations was added to the flagship Omaha Lace Cleaners location, allowing it to provide all wedding gown services in one place. Today, as Omaha Lace celebrates 100 years in business, Engh is also enjoying his 30th year in the drycleaning industry. Fashion Cleaners now includes seven locations, a fleet of delivery vehicles and a little over a few dozen employees.

In 2016, Fashion Cleaners earned the Sustainability Award for textile cleaning at the first-ever Global Best Practice Awards presented by CINET. During the following year, the company earned 5-Star Accreditation from Leading Cleaners Internationale, as well. As Engh likes to say, "We strive to be on the leading edge, not the bleeding edge of technology."

Engh (pictured above right) purchased the business (named Omaha Lace Laundry at the time) in 2000, believing its clientele were consistent with his own at Fashion Cleaners, a business he had purchased in 1992 even though he had no background in drycleaning.

Engh (pictured above right) purchased the business (named Omaha Lace Laundry at the time) in 2000, believing its clientele were consistent with his own at Fashion Cleaners, a business he had purchased in 1992 even though he had no background in drycleaning.



OMAHA LACE CLEANERS OF NEBRASKA is celebrating its 100th year in business. This century, the company has been owned by Kermit Engh and modernized into its award-winning iteration, including the addition of its onsite bridal studio (bottom photo) where brides can visit on site and have their wedding gown alteration fitting (top photo). Once the work is completed, a wedding gown specialist carefully packages the wedding gown with acid-free tissue in an acid-free heirloom preservation chest.





# Does UNION have a machine for Sensene?



**Of course we do!**

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

The logo for the Cleaners Showcase 2023, featuring the text "Cleaners Showcase" in a bold, sans-serif font above the year "2023" in a smaller font, all within a blue and white graphic.

See Us at  
Cleaners Showcase  
April 28-30, in Irving, TX  
**Booth #425**

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

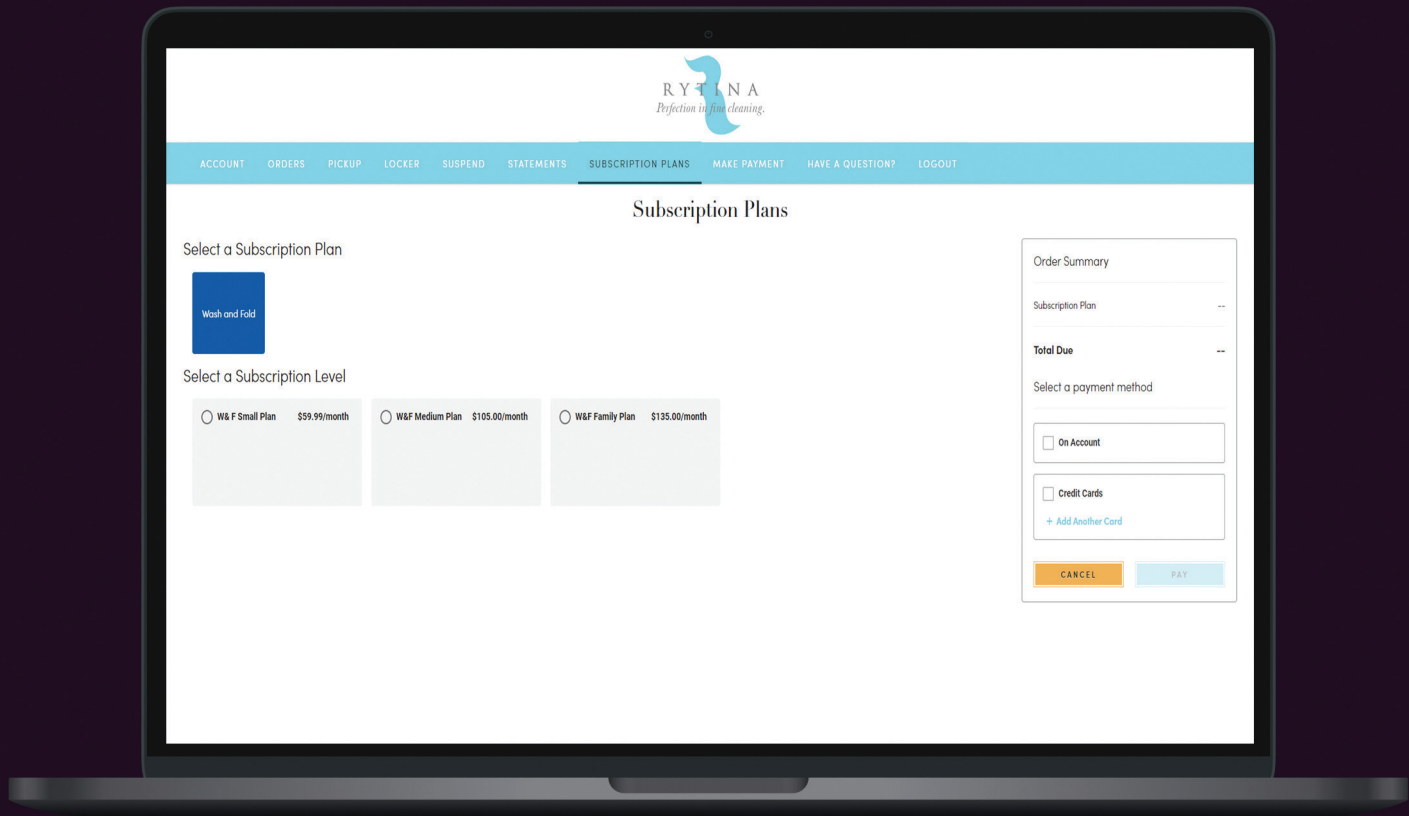




# Customer Connect

## WEB OR MOBILE

- Receive push notifications from you
- Check pricing (optional)
- Update their information
- Request a route pickup visit
- Enroll and manage subscriptions
- Review in process, ready and previous orders
- AR Statements and payments
- Enroll as a delivery customer



**North America (HQ)**  
(801) 208-2212  
sales@spotpos.com

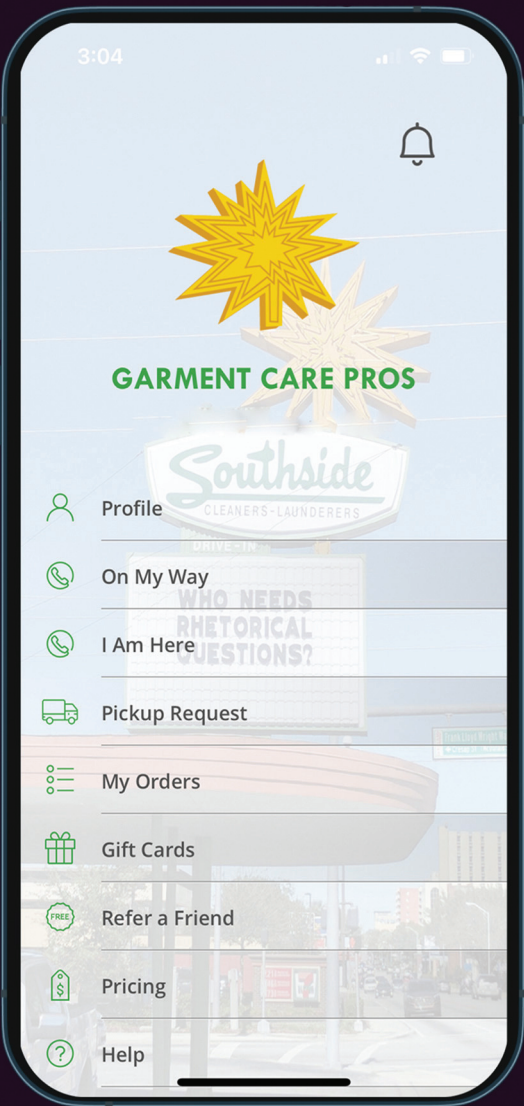
**Europe / Middle East / Asia**  
+44 1628 777774  
info@spoteurope.com

**Australia / NZ**  
+1 (801) 208-2212  
sales@spotpos.com

**Follow us: @xplorspot**  
**WWW.SPOTPOS.COM**



- ➔ Publish Coupons and Specials
- ➔ Purchase and maintain subscriptions
- ➔ “On My Way” store pickup notification
- ➔ Available on Apple and Google App
- ➔ View Current, Delivered and Returned Orders
- ➔ "Static, "On Demand" or "On The Fly" route Pick Up and Delivery Requests"
- ➔ Push notifications that include Ready Order and Overdue Inventory
- ➔ Update Customer Profile including address, phone, preferences, and credit card



**North America (HQ)**  
(801) 208-2212  
sales@spotpos.com

**Europe / Middle East / Asia**  
+44 1628 777774  
info@spoteurope.com

**Australia / NZ**  
+1 (801) 208-2212  
sales@spotpos.com

**Follow us: @xplorspot**  
**WWW.SPOTPOS.COM**



# KEEP IT LEGAL



BY FRANK KOLLMAN

## Good business sense vs correct legal advice

**I**t has been said: “If you are young and you are not liberal, you do not have a heart. If you are older and you are not conservative, you do not have a head.”

I do not believe that getting older automatically makes you conservative, but taking on responsibility and obligations does. If you have children, own or manage a business, or supervise others, you understand the need for rules, which makes you conservative.

Rules, unfortunately, are necessary, and laws are just rules put down in statutes or court opinions. I once had a sign on my office wall that said: *In the absence of a rule, use commonsense. In the absence of commonsense, ask someone to create a rule.*

Rules (or laws), of course, are not meant to be blindly enforced, although that frequently happens. In fact, regulations from governmental agencies are designed to

eliminate judgment in their enforcement. The Occupational Safety and Health Administration (OSHA) is a great example. If a guardrail is 36” high, you are in compliance. If it is 35” high, you get a citation.

I addressed a second-grade class on being a lawyer last year (most had no idea what one was), and I gave them examples where someone violated a rule without a good reason, followed by an instance where the excuse for the violation outweighed the violation.

I tried to be simple, such as: It is OK to speed to get a dying person to the hospital, but it is not OK to speed because you forgot to set an alarm. They seemed to have a better understanding than most government regulators.

I am frequently asked for legal advice where the correct legal answer may not be the correct business judgment. In most states, em-

ployees are not entitled by law to have breaks or lunch periods during the workday (there are exceptions state by state). Yet, breaks and lunch periods are a good idea if you want productive employees.

**I am frequently asked for legal advice where the correct legal answer may not be the correct business judgement.**

It may be perfectly legal to treat a long-term employee the same as a new hire when imposing discipline, but is it a good idea? Doing what is legally permissible is not necessarily good judgment.

Many years ago, a new client came to me following

a decision not to fire two employees who were caught and charged criminally with stealing from the company. Why? Because (1) they were union officials and (2) they had not yet been convicted.

They made that decision based on legal advice that it was safer not to discipline union officials based on criminal charges, regardless of the company’s confidence that the charges were valid.

I told the new client that good business judgment would require firing them and taking that risk, and that the next time a lawyer gave them advice that they knew was bad business judgment, they should ignore it and seek better counsel.

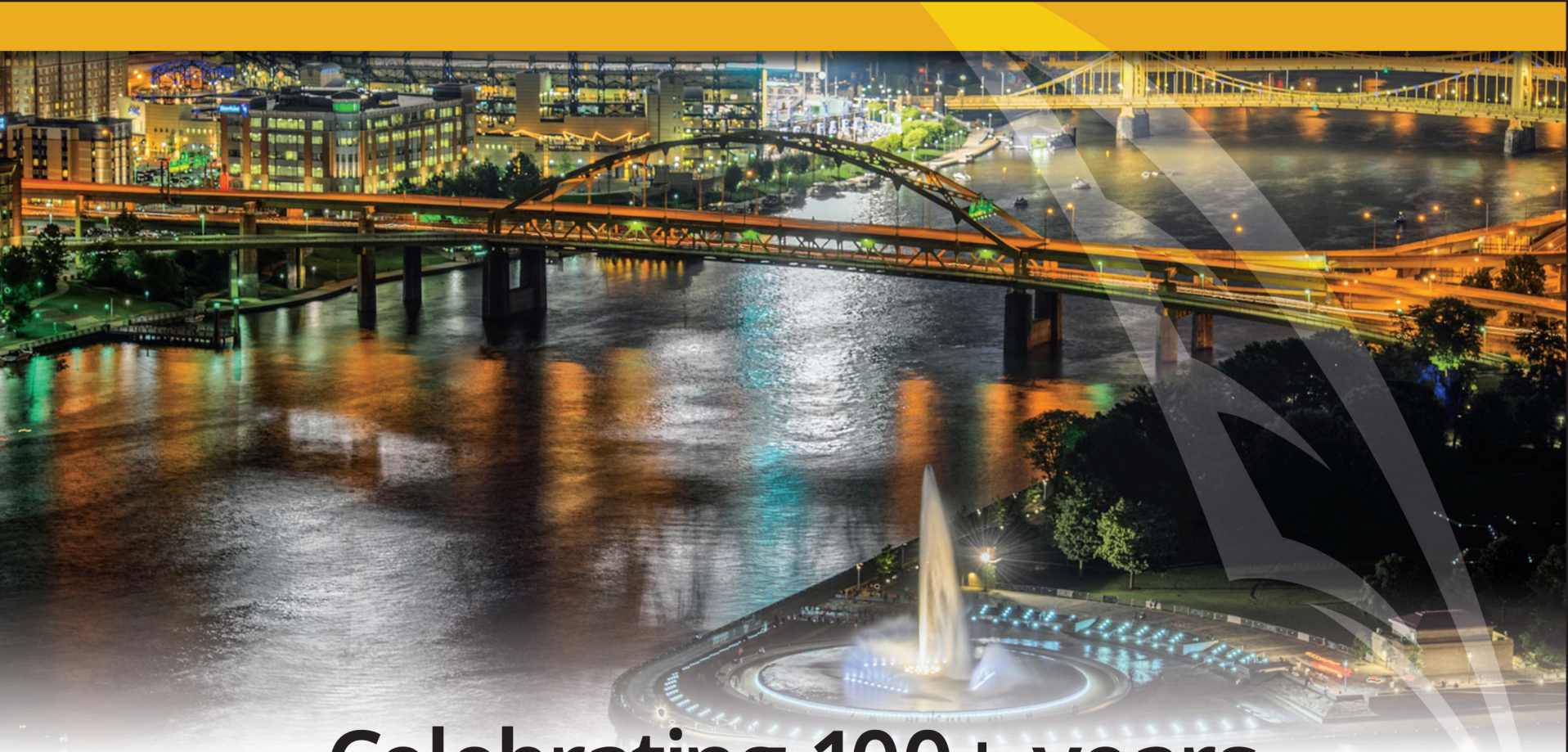
Of course, there will be instances where the law makes no sense, but a good lawyer will explain that while he or she apologizes for having to give you that bad news.

Every time you adopt a

policy, add a benefit, reduce a benefit, change hours, or otherwise modify the rules of the workplace, you should ask yourself the wisdom of the decision from a business perspective.

If you cannot determine that the decision is a correct business one, rethink the decision, whether it’s based on legal advice, a recommendation you read somewhere, or something you heard about that sounded like a good idea. There will be times when the law is contrary to good sense and judgment, but for the most part, you should be able to make a good business decision that is legal.

**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.**



## Celebrating 100+ years with a clean new look.



Since 1915 Laundry Owners Mutual has been writing exclusively Pennsylvania Workers' Compensation insurance...there is no other insurance company that has written it longer. We are the company created by your industry, for your industry...we are the company that you trust! For 100+ years we have stayed committed to operating with the highest levels of honesty and integrity and keeping our policyholder first...and that's even more reason to celebrate!



[www.lom1915.com](http://www.lom1915.com)

tel. (800) 590-4404 • e-mail: [support@lom1915.com](mailto:support@lom1915.com) • 701 Rodi Rd Suite 100 - Pittsburgh, PA 15235



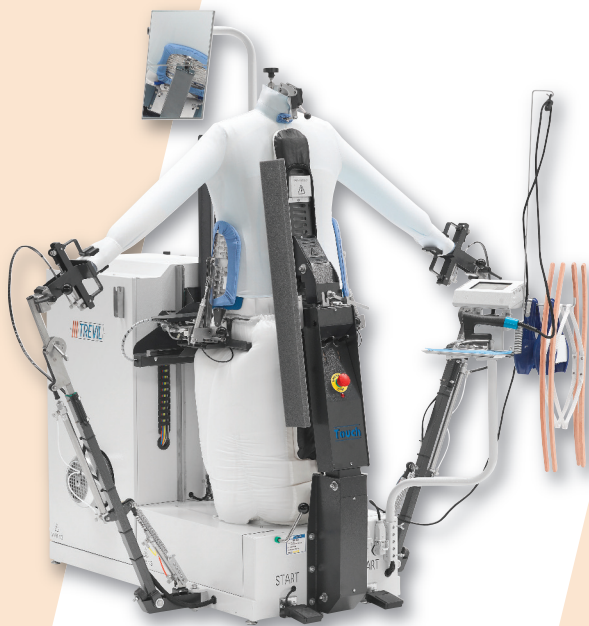


# Designed with *Your* Business in Mind

Drycleaners today face new challenges with labor availability, retention, and training chief among them. At the same time customers demand high quality and quick turnaround time.

/// **TREVIL** equipment combines high quality finishing, high productivity, and ease of operation and training to help you overcome the challenges of today while providing the flexibility to be prepared for the future.

/// NEW MODEL



## PRINCESS ULTRA with Touch Screen Tensioning Blouse / Shirt / Jacket / Form Finisher

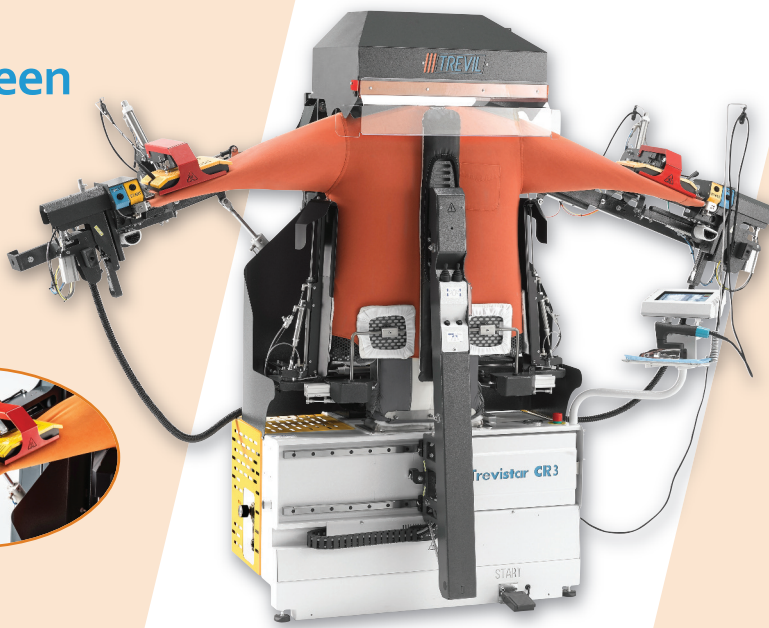
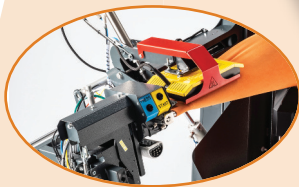
- Sizes from 0 Petite to 3XL and Larger
- Dual, Rotating Front Clamps (Patented System)
- One Heated for Wet Shirts / Blouses
- One Unheated for Drycleaned Shirts / Blouses / Jackets
- Front Clamps Pivot & Rotate

**No Need to Disconnect & Store Unused Clamp!**

## TREVISTAR CR3 with Touch Screen Tensioning Shirt Finisher

- Ultra High Quality Finishing
- Similar Productivity to Hot Plate Unit
- Easy to Operate
- Lower Utility Cost
- Smaller Footprint

**Heated Cuff Placket Press**



/// NEW MODEL

/// NEW MODEL



## TREVIFORM with Touch Screen Tensioning Form Finisher

- 360 Degree Rotation
- Inverter Blower Motor Control
- Perfect for Wetcleaned & Drycleaned Garments
- Smaller Footprint



For additional information and videos of these and other great Trevil products visit:

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

Or make an appointment to visit our showroom in Clifton, New Jersey

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

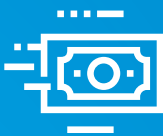


# REDUCE YOUR CREDIT CARD PROCESSING FEES

**% Rates as low as .05%\***



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



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  
→

## SMART TERMINAL

- Send digital receipts:  
Email or SMS a receipt
- Send Invoices

INTEGRATE  
WITH YOUR POS

## STANDARD TERMINAL



## OPTIONAL PROGRAMS:

### EDGE: The Best CASH DISCOUNT PROGRAM from North American Bancard

Are you ready to get rid of the impact of payment processing costs  
on your business?

With the Edge Cash Discount program you will enjoy the same profit  
margins from cash payments as you do from non-cash payments.

- Curbside Ordering
- Point of Sale Systems  
Recommendations, Solutions  
& Integrations

GROW YOUR BUSINESS. PARTNER WITH NAB **TODAY!**

# 866.481.4604

© 2022 North American Bancard, LLC (NAB). All rights reserved. NAB is a registered ISO of BMO Harris Bank N.A., Chicago, IL, Citizens Bank N.A., Providence, RI, The Bancorp Bank, Philadelphia, PA, and First Fresno Bank, Fresno CA. 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.

NorthAmerican<sup>®</sup>  
BANCARD

WWW.NYNAB.COM







“Our favorite things about DLI membership are access to experts and social media interaction. Our favorite things about Unipress is the access to technical help when needed. Our regional sales manager, Richard Reese, has been always available – weekends, nights – he always answers.”

**Joe Vanchura, Marie in Finishing, and Debrah Vanchura**  
**Rancho Mirage Cleaners, Tampa, Florida**

# DLI Membership Pays You Back

Start your DLI membership in 2023 and receive gift certificates worth more than **\$2,000** from these industry manufacturers and suppliers:

BeCreative360  
Cleaner’s Supply  
EnviroForensics and PolicyFind  
EzProducts International, Inc.  
FabriClean Supply  
Fabritec International  
GreenEarth Cleaning  
Kleerwite Chemical  
Kreussler, Inc.  
Luetzow Ind. Poly Factory Direct  
Memories Gown Preservation

NIE Insurance  
Realstar, USA  
The Route Pros  
R.R. Street & Co. Inc.  
Sankosha USA, Inc.  
Seitz – The Fresher Co.  
SPOT by Xplor  
Union Dry Cleaning Products, USA  
Unipress Corporation  
United Fabricare Supply, Inc.  
U.S. Leather Cleaning

**DLI Membership Pays**



**Join now at [DLIonline.org/Membership](https://DLIonline.org/Membership) or call 800-638-2627**



# SHIRT TALES



BY DON DESROSIERS

## How to aggravate customers in five easy ways

Often we talk about things we must do in order to please our customers. This is important dialogue because without such thoughts, we become complacent and our business growth, stagnant, at best. Interestingly though, we are sometimes focused on certain things, perhaps our own personal pet annoyances, all the while oblivious to things that cause us to irritate our customers or even lose them all together.

It hasn't always been easy for me to think like a customer. I've been immersed in the cleaning industry since I was very young. My mother had six more children after I was born so she jumped at the opportunity to have me hang out with my dad at the laundry. I estimate that, of the roughly 17,100 days that I've lived, portions of at least 10,000 to 11,000 of those days have been spent in a laundry or drycleaning plant. I barely knew what the other side of the counter looked like. But, my place in the industry today dictates that I retain objectivity.

When I get my shirts back from my cleaner, I try to critique them like a customer. I don't go over each shirt with a fine-tooth comb. I doubt the average customer does. But, I — like they do — notice annoyances and I don't say to myself, "I remember that I did the same thing." That would be unfair because a customer wouldn't think that, and their

opinion is the important one. My cleaner probably doesn't make the mistakes I list, but some do. Being aware of them can help you keep them from happening in your plant.

**1) Replacing a collar button at the wrong place.** You've gone out of your way to stress button replacement. You are certain that every button is checked and every missing or broken one is replaced. You can still annoy a customer to the point that his perfectly pressed shirt is unwearable. The collar button must be put on *exactly* where the old one was.

Many times, I have witnessed someone skipping the step of removing the old thread left by a broken button and simply sewing the button on at the wrong place. I was putting on a tuxedo shirt recently and I wrestled with the top button. It was very difficult to button it. In fact, that is what inspired this column. I have no way of knowing if that button has ever been replaced. I suspect not. I was probably a few pounds lighter when I last wore it, but nonetheless, if that button is broken or cracked and subsequently replaced, it had better be put at the right place. How annoyed would a traveling businessman be if he was unable to wear a packed shirt because one of your employees was too lazy to remove the old thread and, instead, chose to sew the button elsewhere?

If you sew the button-down

collar button at the wrong place, Mr. Customer may still be able to wear his shirt, but when he buttons down the collar of it, he will look a bit like Bozo the Clown. You are to blame. It takes skill to sew the button at the right place. I never said this is easy.

to "hide" needs touch up, well, come on, *touch it up!* Don't hide it from the customer.

**B.** Maybe the shirt just doesn't look good because it is tattered, torn or stained. In this case, the temptation is real. Hiding this shirt in the middle of the bundle may make some

problems with their clothes.

At this point, you are being professional and informative. If a customer finds this same shirt in his closet on the morning he plans to wear it and then approaches you with it angrily, you will not come off that way, but defensive. You may say the *same thing using the same words* but they will be seen in a different light.

**4) Sending shirts out with droopy collars.** The remedy is rather simple, but the problem is still rampant. Despite the fact that most cleaners have collar cones, less than 5% are used correctly. Add to that, the most frequent cause of the droopy collars in the first place: *failing to dry the collars completely*. These are easy fixes, but they do require constant management and supervision. Anything worthwhile does.

**5) Using grossly mismatched buttons.** I'm not fanatical about having every type of button in stock. When there are 20 or 30 types in stock, the typical employee does not go through them all for the exact match. They stop when they find a reasonable match. This is, in nearly all cases, fine. What is not acceptable, though, is grossly mismatching a button — the wrong size, for instance. Imagine your customer has dressed in the morning, knotted his necktie and then when he goes to button down the collar finds the replacement button doesn't fit through the button-hole. Sewing on a white button where a colored one is expected isn't a good idea either. The best practice is to first check the tail of the shirt to see if there is a replacement button there. If there is, it will be the correct color, size and style. If you use one of those, sew it at exactly the correct location where it is needed and then replace the spare button in the tail.

*"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 laundries 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 by cell phone (508) 965-3163, or email to: [tailwind.don@me.com](mailto:tailwind.don@me.com). The Tailwind web site is at [www.tailwindsystems.com](http://www.tailwindsystems.com).

### Despite the fact that most cleaners have collar cones, less than 5% are used correctly.

**2) Wrapping too many shirts in a poly bag.** Most plants have some kind of rule about this, but the ones that don't seem to think that the road to profits is skimping on poly bags. It's hard to comment on that philosophy without sounding condescending.

**3) Putting the best shirt in the front of the bag or not touching up folded shirts.** Can I call this a morality issue? Maybe business ethics? Who do you think you're fooling? I admit a lot can be said for presentation and I'm OK with playing that game. What I'm saying, though, is I consider it unethical to hide a poorly pressed shirt in the middle of a bundle so that the entire bundle, as a whole, is more presentable. It sounds OK (*I guess*) except that a customer evaluates each shirt (or garment) which must stand on its own merits. I see three possible scenarios taking place:

**A.** If the shirt that you wish

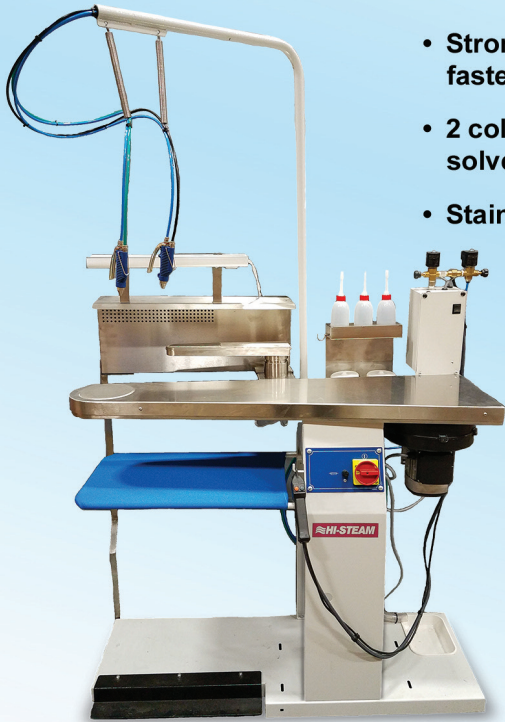
sense. The customer, presumably, knows this shirt is not the flagship of his fleet and he won't be surprised to find it nestled inside more pristine shirts. But, sticking it in the middle of the bundle sets an ugly precedent. It tells your employees it's OK to hide something. I opt for avoiding that altogether.

**C.** Maybe the shirt just doesn't press well — you know the kind: two big pockets, pocket flaps, seams where they aren't necessary. Try as you might, the shirt doesn't look like you wish it did. You've given it your all. Maybe it needs to be hidden. I don't think so — not even a little bit.

If you've spent time on this shirt and you still get sub-standard results, you have an opportunity to shine! Your CSR needs to know about this shirt and must explain the issues related to it in your store at the counter. This is when a customer will be most receptive to

**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**





“I’ve tried all brands for my shirt unit covers and pads, and Air World pads work the *best* – hands down!”

– Steven King, Owner/President

Vogue Cleaners Springfield, MO *Voted Ozarks’ best 8 years running!*



## SAVE MONEY WITH AIR WORLD

As the leader in **silicone pad technology** for the past quarter century, AIR WORLD is more than high-quality **laundry pads**, **grid plates**, **air bags** and **covers**. Our authentic, cost-efficient products are designed to last longer, fit better, and create *better* finishing results.

126 Christie Ave Mahwah, NJ

**1-888-720-4080**

E-mail: [airworld@gmail.com](mailto:airworld@gmail.com)

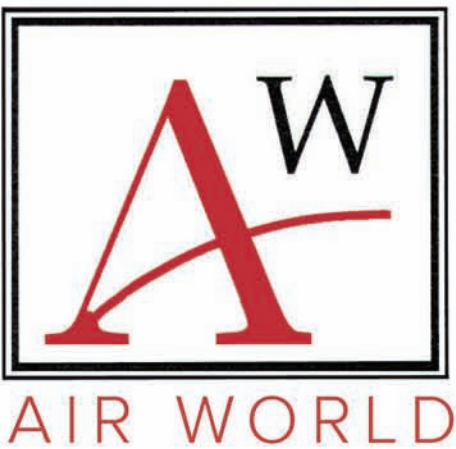
FOR OUR FULL LINE:

**[www.airworldpads.com](http://www.airworldpads.com)**

AIR WORLD PRODUCTS  
ARE AVAILABLE THROUGH  
FINE DISTRIBUTORS  
EVERYWHERE



USA MADE  
PRODUCTS





Ironing Automation Key to Success

Launching residential flatwork business

**By Haley Jorgensen**

John Harris, owner of Royalty Cleaners in Royal Oak, MI, recently launched revenue and profits thanks to a single piece of equipment — a 20-inch flatwork ironer.

Since investing in the ironer, the residential bed and table linen business has become Royalty Cleaners’ most profitable revenue stream. Even better? The ironer’s return on investment was less than a year.

“In the past, we pressed sheets by hand using a hot-head utility press, just like everyone else,” said Harris. “But, it took 5 to 15 minutes to finish one sheet and 20 minutes to press a duvet.”

That process was so time-consuming, Harris ended up subcontracting the work out. But, the resulting cost — \$1,400 to \$4,000 per month — gouged profits.

**Installation of a Poseidon Ironer**

The profit-gouging changed when Harris reached out to Michael Szczotka “Stucky,” of Eagle Star Equipment, in Troy, MI.

Eagle Star Equipment provides commercial laundry and

dry cleaning solutions to an array of businesses, including Royalty Cleaners.

“I explained that a new flatwork ironer would solve a lot of his problems, likely pay for itself in a year, improve the quality of their end product, and open doors to considerably more flatwork business,” said Stucky.

**The ironer’s return on investment was less than one year.**

“I bought the machine,” noted Harris, “and now we’re jam-packed busy doing sheets.”

That’s a good thing, especially since the other sectors of his business were hit hard by the pandemic.

While shirt laundry and drycleaning demand declined, residential flatwork demand soared. People wanted clean, sanitized and perfectly finished bed and table linens.

According to Harris, they



were also willing to pay a premium price for the service.

**How the Poseidon Ironer Works**

The Poseidon Ironer is simple to run, according to Harris. Using two operators, it automatically dries, irons and partially folds sheets, pillowcases, duvets, tablecloths and napkins. Situated in a small, 200-square-foot area, it processes linens straight from the washer while they’re still damp.

Because linens bypass the tumbling action of the dryer,

they experience less linen loss. Meanwhile, Royalty Cleaners saves on natural gas costs to operate the dryers, while simultaneously improving production.

“Now it only takes 20 seconds to iron and fold a king sheet or duvet straight out of the washer,” said Harris. “It’s a game-changer for our business.”

**Residential Flatwork Generates More Profit**

It’s also profitable. Royalty Cleaners charges \$14 for an

ironed sheet, compared with \$3.50 for a laundered and pressed dress shirt that demands significantly more labor time.

Doing the math, there’s no comparison. “I ran the numbers yesterday and our residential flatwork revenue has grown to make up 20 to 25 percent of total revenue,” he said. “It’s the most profitable segment of my business and it just keeps growing.”

For more about Royalty Cleaners, call (248) 280-1840.

THE 21st CENTURY CONSUMER HAS CHANGED

HAVE YOU?

The Future  
NEXT EXIT

YOUR BEST ROUTE TO SUCCESS

THE ROUTE PRO  
WWW.THEROUTEPRO.COM  
(816) 739-2066

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

Warming up more than a million lives

The annual Coats for Kids drive in Austin, TX, first started more than 36 years ago. On Dec. 8 of last year, the program reached an incredible milestone when it gave away its one millionth coat.

While Jack Brown Cleaners has spearheaded much of the collection and provides all of the cleaning, it has taken a village to get to this point — one comprised of community and media partners such as the Junior League of Austin, KVUE, KVET and iHeart Radio.

In the most recent coat drive, a total of 60 school, 69 businesses and 20 community organizations also chipped in by hosting collection bins for the drive.

The garment that was designated as the millionth (pictured below with members of the Junior League of Austin), was given to an area third grader named Jade.

She told KVUE-ABC, “I actually like it because it has pretty colors. And I actually like the purple. And I like the pockets and the hoodie.”







*Happy Valentine's Day!*

**We LOVE and APPRECIATE our customers!**



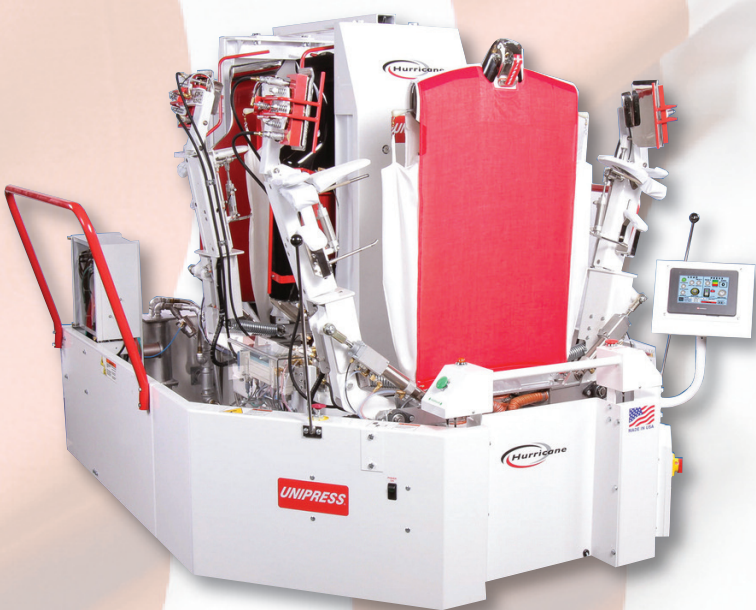
With over 30 years experience, we offer competitive pricing on the leading brands of equipment for the dry cleaning industry.



**UNIPRESS**



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 most brands. And, with more than 100,000 parts in stock, our parts department is ready to serve.

Financing Options Available

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



4304 Wallace Road, Lakeland, FL 33812 • 813-253-3191 • 239-288-9386  
[gcdeinc@yahoo.com](mailto:gcdeinc@yahoo.com) • [gcequipmentsales.com](http://gcequipmentsales.com)



# WRENCH WORKS



By BRUCE GROSSMAN

## Monitoring your compressed air system III

In my lengthy career of troubleshooting and maintaining drycleaning and laundry equipment, by far the most significant cause of machine failure has been the condition of the compressed air reaching the machinery.

Valves and regulators directing the flow of compressed air are wonders of modern manufacturing technology, with close tolerances requiring the compressed air to be as free from particulates and moisture as possible.

tank (sometimes called the receiver). Several methods are used to prevent most of these contaminants from reaching the machinery. These methods are the piping itself and related installed components.

Two forces are employed in removing water and debris from the compressed air stream; gravity, which we all know, and inertia, the tendency of objects to keep moving in a straight line at constant velocity.

Follow along using the accompanying illustration

each machine.

When correctly designed, the drops are taken off the top of the headers. Water being much heavier than air, runs along the bottom of the header, pushed along by the movement of the air while the lighter air flows above the water.

Thus, gravity provides a very effective stage of separation. I've seen many installations where the drops were taken off at the bottom of the headers, literally capturing then forcing water and other contaminants down into the machinery — a very unhappy situation — causing machine performance nightmares.

At the end of the airline, having what is known as a "drip leg" is always beneficial. In its simplest form, a

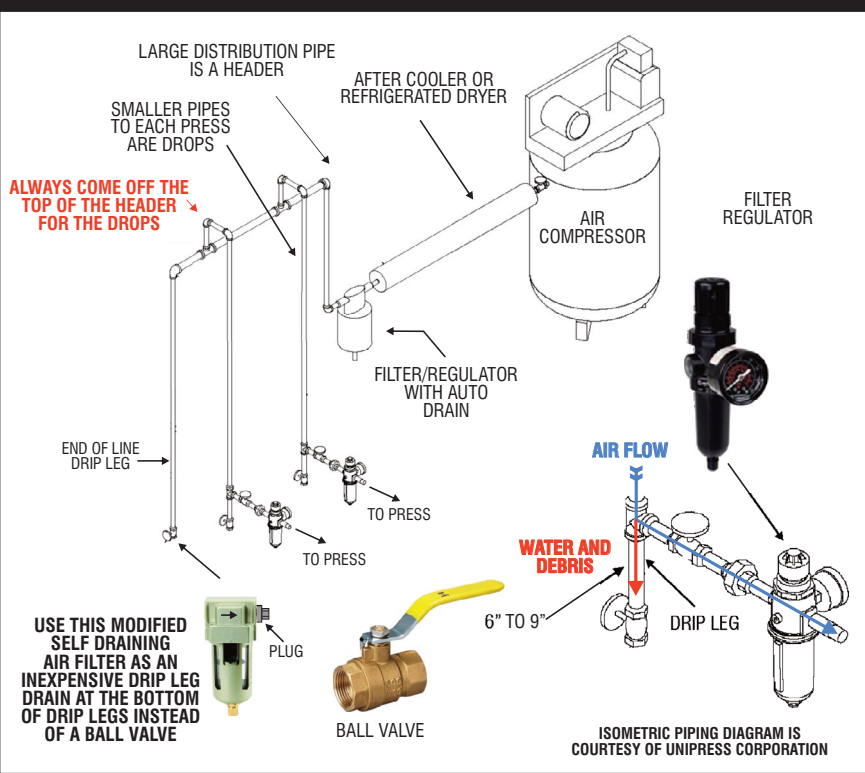
**Problems with the cooling system are most likely to appear during the dry cycle — more specifically, when the machine goes into cool down mode.**

During the air compression process, water, compressor oil, debris and other materials, which from now on I'll call contaminants, are blown into the compressor

on the right.

1) **Gravity.** First, the large pipe called a header is connected at each machine by branches called drops, used to supply compressed air to

### CORRECT COMPRESSED AIR PIPING PROCEDURES



drip leg is nothing but a vertical piece of pipe used to collect and retain water and debris entrained in the compressed air system.

2) **Inertia.** Any remaining contaminants entrained in the compressed air are pushed rapidly through the headers and drops. Because of inertia, they want to keep moving in a straight line.

An abrupt change of direction in the drop is created by inserting a tee and piping the airflow to the machine from the side of the tee. The lighter compressed air makes the 90-degree turn out of the tee while the contaminants continue moving in a straight line and are captured in the drip leg.

A combination of components after the tee provides the remaining pathway conducting the compressed air to the machinery. A ball valve shuts off the compressed air flow from the drop to the machine for maintenance. A combined filter/regulator provides another stage of contaminant removal along with filtration and air pressure regulation.

Draining the drip legs can be done manually with a simple ball valve or automatically using a device known as a "drip leg drain." I use an inexpensive air filter plugged at the outlet side as a drip leg drain.

I'm aware that in almost all cases, the piping for the machinery already exists, and you're not going to get

into replacing it because of this article. However, look at the diagram in the lower right of the illustration.

It is usually easy to just re-pipe the section at the end of the drop to the machine. Use soft copper tubing and compression fittings from the drop to the machine. Just having this section done correctly will eliminate a great many problems.

Note: Compressed air can be dangerous before attempting any maintenance on compressed air systems.

Be sure to bleed off any air in the compressor or piping until there is no air pressure left in the compressed air system.

That's it for now. The next issue's article will be about removing moisture from the compressed air system.

Look for my ad on innovative products under EZtimers Manufacturing.

Call me at (702) 376-6693 if you have any suggestions. I'm always delighted to hear from a reader.

**Bruce Grossman is the Chief of R&D for EZtimers Manufacturing. EZtimers manufactures machines that make your machines run better. For those needing to replace Zero-Waste or Galaxy misters, see our SAHARA model. For those with boiler problems, check out our EZ-Level and EZ-Dose machines. For more information on EZtimers products, visit [www.eztimers.com](http://www.eztimers.com). Please address any questions or comments for Bruce to [bruce@eztimers.com](mailto:bruce@eztimers.com) or call (702) 376-6693.**

### Professional Help without Breaking the Bank!



Get experienced consulting via telephone or Zoom for a low, low cost. Get help with Shirts, Production, Cost-cutting, logistics, garment management with barcodes and a

host of other issues with one of the most experienced voices in the industry, Don Desrosiers! All for a low, low Hourly rate! No travel cost, no other consulting fees, no hidden costs. Discounts for recurring subscriptions. References available. This has worked very well for those that have used this service! Low cost... Big return!



Go to [www.tailwindsystems.com](http://www.tailwindsystems.com) for more details

Call 508.965.3163 to book a session or for more details

[Tailwind.don@me.com](mailto:Tailwind.don@me.com) to book a session or for more details





**Cleaners  
Showcase  
2023**

# *The Dryclean & Laundry Show in 2023*

**April 28-30, 2023 - Irving Convention Center (Dallas)**

**Tradeshow :: Education :: Networking :: Reception**

Featuring these and many more speakers



Dave Coyle  
Maverick  
Drycleaners



Jeff Butler  
Multi-generation  
Workforce Guru



Andrew Gibson  
President & CEO  
Tide Services



Kermit Engh  
Methods for  
Management



Frank Kollman  
Kollman &  
Saucier, P.A.



Jennifer Whitmarsh  
The Route  
Pros



James Peuster  
The Route  
Pros

# *Register Today*

**FREE Registration for SDA / DLI and CLA members**

\$50 for pre-registered non-members / \$100 onsite



[www.sda-dryclean.com](http://www.sda-dryclean.com)



Obituary

Paul Osterhage, co-founder of Fabritec

Paul “Oz” Osterhage, co-founder of Fabritec International, passed away at the age of 71 on Jan. 1, 2023, following a seven-month battle with esophageal cancer.

“Paul started with my dad, Al Jordan, in founding Fabritec in 1977,” noted John “J.J.” Jordan, president of Fabritec International. “For over 45 years, he served as chief accountant and office leader. Paul was a

key part of the success of Fabritec and the Sanitone division.” Osterhage was a graduate of the University of Cincinnati and remained a lifelong diehard fan of his alma mater, as well as the NFL Bengals and the MLB Reds. “A kind, smart and patient man with a sense of humor, he will be greatly missed by his family, friends, co-workers and the Jordan family,” Jordan added. “Many of our customers knew Paul from seminars, conventions and customer relations. We have

been preparing for any complications but he is still someone not easy to replace.” Osterhage is survived by wife, Mary “Trish” Osterhage; his grandchildren, David (Crystal), Luke, Ethan, Colin, Lily, Jackson and Cooper; his great grandchildren, Ryleigh and Raelynn; and his siblings, Bob Osterhage, Amy Stetter (Mike), Linda Osterhage and Susan Osterhage. Memorials may be made to the St. Leo’s Food Pantry c/o St. Leo the Great Church, 2573 St. Leo Place, Cincinnati, OH 45225.

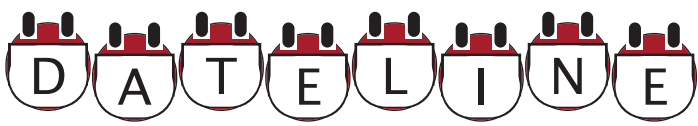
Obituary

Joel Hardy Dampier of Phenix Supply

Joel Hardy Dampier of Fayetteville, GA, passed away on Nov. 22, 2022, at the age of 86. Early in life, he attended Riverdale First Baptist Church and then Harps Crossing Baptist Church of

Fayetteville. He was also a U.S. Army veteran and a member of the Riverdale Masonic Lodge #709. His drycleaning career began in his father’s plant in Valdosta, GA. He spent many years in the industry, mostly with Phenix Supply, serving as a vice president, board member, general manager and one of the best

drycleaning equipment mechanics in the south. He is survived by his wife, Barbara Ann Dampier; children: Sabrina Dampier Cornelius (Raymond) of College Park, Byron Todd Dampier of Fayetteville and Garth Burton Dampier of Fayetteville; brothers: James Dampier of Albany and Emory Dampier of Morvan; grandson Barrett Neal Cornelius (Austin) of Atlanta.



Be sure to send us your upcoming events to be added to our calendar of events. E-mail them to: [info@nationalclothesline.com](mailto:info@nationalclothesline.com).

2023

- March 6-10** DLI’s School of Drycleaning Technology, “Introduction to Drycleaning” one-week course. For information or to register, call (800) 638-2627 or visit online at [www.dlionline.org](http://www.dlionline.org).
- March 11** Illinois Professional Drycleaners and Launderers Education Extravaganza, 10 a.m., Sankosha, Elk Grove Village, IL. For more information or to register, visit [www.ipdl.org](http://www.ipdl.org).
- March 13-24** DLI’s School of Drycleaning Technology, “Advanced Drycleaning” two-week course. For information or to register, call (800) 638-2627 or visit [www.dlionline.org](http://www.dlionline.org).
- April 25, 27, May 2, 4, 9, 11, 16** DLI’s School of Drycleaning Technology, virtual stain removal course meets on seven different days. For information or to register, call (800) 638-2627 or visit online at [www.dlionline.org](http://www.dlionline.org).
- April 28-30** SDA’s Cleaners Showcase 2023, Irving Convention Center, Irving, TX. Call (512) 873-8195.
- May 26-29** North Carolina Association of Launderers & Cleaners annual convention, DoubleTree by Hilton Atlantic Beach Oceanfront Hotel, 2717 West Fort Macon Rd., Atlantic Beach, NC. Call (919) 313-4542.
- June 4-7** The Textile Care Allied Trades Association’s 2023 Management & Educational Conference, The Phoenician Resort, Scottsdale, AZ. For more information, visit [www.tcata.org](http://www.tcata.org).
- July 17-21** DLI’s School of Drycleaning Technology, “Introduction to Drycleaning” one-week course. For information or to register, call (800) 638-2627 or visit online at [www.dlionline.org](http://www.dlionline.org).
- July 24- Aug. 4** DLI’s School of Drycleaning Technology, “Advanced Drycleaning” two-week course. For information or to register, call (800) 638-2627 or visit [www.dlionline.org](http://www.dlionline.org).
- Sept. 12, 14, 19, 21, 26, 28, Oct. 3** DLI’s School of Drycleaning Technology, virtual stain removal course meets on seven different days. For information or to register, call (800) 638-2627

**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

**EzProducts International, Inc.**



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

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

**REPLACE THAT ZEROWASTE OR GALAXY THE SAHARA WILL BE THE LAST MISTER YOU’LL EVER BUY**

**SAHARA’S CARBON FILTER USES CHEAP GRANULATED CARBON ALWAYS AVAILABLE AT AMAZON, PETCO, WALMART**

**2 YEAR TOTAL WARRANTY**

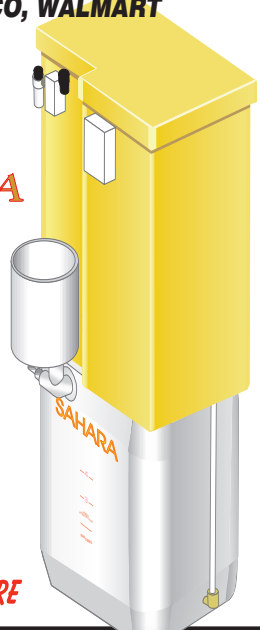
**Easy installation all parts included**

**SAHARA \$1,995 ALL SOLVENTS**

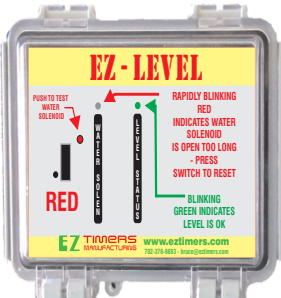
**Complies with Federal, State and Local environmental regulations**

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

*IT’S SO RELIABLE, YOU’LL FORGET IT’S EVEN THERE*



**GET RID OF YOUR RETURN TANK’S TROUBLESOME BALL FLOAT VALVE**



**EZ - LEVEL**  
ELECTRONIC LEVEL CONTROL

**\$595**  
\*REQUIRES 24 VAC SOLENOID

**REDUCE DOWN TIME**

**REDUCE WATER AND CHEMICAL CONSUMPTION**

**REDUCE SCALING AND PIPE DAMAGE**

**REDUCE SERVICE CALLS**





# FIRBIMATIC

(800) 220-0630   [firbimaticusa.com](http://firbimaticusa.com)   13802 Washington Street, Unit A, Woodstock, IL

## EcoGreen

The EcoGreen models come standard with a Vortex Vapor Drying System, Secure-Lock Door System, and Smart Microprocessor. With a 40-95 lb. wash space capacity, this machine is ready for the long haul.

Other Features: Inverter Driven Wash & Extraction Motor, Oversized Button Trap, Automatic Soap Injection Pump, Double Lint Filters, Safety Containment Tray, High Grade Stainless Steel Construction.



F40-SE



F60-SE



FSeries  
SoftMount



Find us on:  
**facebook®**



FOLLOW US ON  
**Instagram**



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

### 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)

**Dry cleaning Business for Sale:** Busy dry cleaning store, 5,000 sq. ft., located in East Greenwich, Rhode Island. Owner is ready to retire. For details, call Sunny, 401-965-3152 or email [sunny@tai-o.com](mailto:sunny@tai-o.com). 2/23

**Drycleaners for Sale:** One of the best locations in Arizona, good cash flow. Reduced for quick sale. Call Mike, 480-280-6502. 2/23

**Plant for Sale:** Successful drycleaning business for sale. Includes building and apartment. Owner retiring. In existence since 1947, located in a business district with limited competition. Dedicated customer base. Call for additional details, 518-391-9757. 2/23

**Buy Sell Trade** National Cothesline classified ads put your ad before a nationwide industry audience. To place your classified ad, call (215) 830-8467.

### Million \$ Bizs for SALE

- East Ohio River Valley Plant & PUs with Coin-ops
- Maine Mid-Coastal w-PU DC-Shirts-Coinop-Linen

### We Build Wealth! for our Buyers & Sellers

- Pre-Approved SBA Loans
- Year (max) Seller Training
- E & A Transition Coaching
- E & A Long-Term Coaching

Richard Ehrenreich, CED, SBA, F-CBI  
**Ehrenreich & Associates, LLC**  
301-924-9247 • [Richard@Ehrenassoc.com](mailto:Richard@Ehrenassoc.com)

## Equipment and Supplies



**PROSParts**  
Your one-stop parts shop

**DRYCLEANING & LAUNDRY EQUIPMENT PARTS**

NEXT DAY DELIVERY

ALL BRANDS  
LOW PRICES

**1-866-821-9259**  
**PROSPARTS.COM**

**Equipment for Sale:** Saratoga Conveyors - 120' Section Space Saver for a 12' ceiling. 76 section Main Floor. For more details call 678-333-8226. 2/23

### Wanted

### Thermopatch Y-126 Marking Machine

*Working Condition or  
machine for parts.*

Call Arnold:  
**516-987-6580**

### Waste Water Evaporator

**Galaxy Waste Water Evaporator:** Filters, Gaskets, Parts. Call Moore Services 800-941-6673. 2/23

### QUALITY REBUILT EQUIPMENT

Specializing in the  
Classics of Forenta and  
Ajax Presses and some  
hard to find parts

Phone: 757/562-7033.  
**Mosena Enterprises Inc.**  
[mosena@mindspring.com](mailto:mosena@mindspring.com)

**[www.mosena.com](http://www.mosena.com)**

## Catalogs



**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.

## 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.

## Reweaving Services

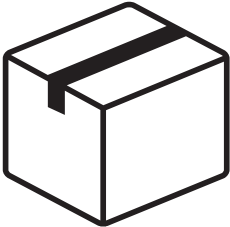
**Without-A-Trace: Chosen the best** in the U.S. by the Robb Report. Over 50 years experience. Experts in silk, knits, French weaving and piece weaving. For more information, please view our web site: [www.withoutatrace.com](http://www.withoutatrace.com). 3344 West Bryn Mawr, Chicago, IL, 60659. 1-800-475-4922

## 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**



**GREAT PRICES.  
FAST DELIVERY.**



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

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

## Training & Education

### INDEPENDENT GARMENT ANALYSIS®

**274 NW Toscane Trail  
Port Saint Lucie, FL 34986**

**Tel. 772-340-0909 Cell 772-579-5044**

**E-mail: [cleandand@comcast.net](mailto:cleandand@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 Trade** National Cothesline classified ads put your ad before a nationwide industry audience. To place your classified ad, call (215) 830-8467.


## Buy • Sell • Hire in the classifieds

To place your classified ad,  
call (215) 830-8467.


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

Miss an issue? Looking for an article?  
Want to connect to the industry?  
Point your 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



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



**NCL Profile**  
Life goes on

For the Bodin family, starting a cleaning business in Honesdale, NY, was an opportunity for a clean slate. Before that, 52-year-old Paul Bodin and his father, David, had been forced to flee their native country during the Russian Revolution (during which the family business in Kiev was confiscated). An old ad from the Herald.

**Industry balancing act to continue in 2022**

As cleaners prepare to close the door on 2022 (and perhaps throw away the key), the last 11 months have proven to be another arduous challenge, harshly punctuated by shortages of every imaginable kind: hangers, plastic, computer chips, steel and other metals, lumber, packaging materials, systems and

**FallFest EXPO pushes date back**

Even though interest for FallFest EXPO remains high, many cleaners are too short-staffed and overwhelmed to spend three days devoted to it in early December. As a result, the North East Fabricare Association, the South Eastern Fabricare Association and the Pennsylvania and Delaware Cleaners Association have decided to push the date back to early January.

## Index of Advertisers FEBRUARY 2023

A.L. Wilson Chemical.....8	Iowa Techniques .....12
Air World Press Pads.....23	Laundry Owners Manual..18
American Express.....31	Methods for Management.....10
BeCreative 360 .....7	Newhouse Specialty Co...30
Cleaners Business System.....3	NIE Insurance .....5
Cleaner's Supply.....30	North American Bancard..20
Cleaners Showcase .....27	Patriot Business Advisors.....30
DLI .....21	ProsParts .....30
Ehrenich & Associates .....30	Route Pros.....24
European Finishing ....22, 32	Sankosha USA.....2
EZ Timers.....28	Tailwind .....26
EZProducts .....28	Trevil America .....19
Firbimatic .....29	Union Dry Cleaning Products.....15
Forenta.....9	Unipress Corporation .....13
Garment Management System .....11	Xplor SPOT.....16, 17
Gulf Coast .....25	

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





# PRESS THE CLOTHES AND IMPRESS YOUR CUSTOMERS.

When you welcome American Express® Cards, you have access to benefits, services and programs to help your business thrive, including curated offers and discounts to help you get more out of your business, and solutions and tips to help attract new customers.



Scan the QR code for more information on available resources.



**DON'T *do business* WITHOUT IT™**





See our **NEW** shirt finisher

# TURBO-440

Deluxe Finish + Reasonable Price

*For the Best of Both Worlds*

- High Production – 60 shirts per hour
- Compact – small foot print
- Easy to Operate



Also, see our **most popular**  
*Multi-garment finisher,*

## **SAM-451**

- For: Shirts, blouses, suit jackets, Polo shirts, Lab coats, chef's coats
- All sizes (XS to 3XL)
- All fabrics
- Easy to Operate
- Reasonably Priced



### **EUROPEAN FINISHING EQUIPMENT CORP.**

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

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

WWW.HISTEAM.COM

TOLL FREE: (888) 460-9292

**WATCH  
VIDEO  
ONLINE**

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