



National Clothesline



August 2026

Volume 64 Number 11

www.nationalclothesline.com

DLI honors four new Hall of Famers in 2026

The Drycleaning and Laundry Institute (DLI) added four new inductees to its Hall of Fame as its 2026 Class, including **Bobby Patel**, **Carol Memberg**, **James Cripe**, and **Nora P. Nealis** – four individuals who have made significant contributions to the drycleaning and laundry industry through leadership, service, education, innovation, community involvement and lasting impact.



First up, **Bobby Patel** has dedicated more than two decades to advancing the garment care industry through leadership, innovation and service. As president of **Kona Cleaners** in Orange, CA, he grew the company into a respected 14-location operation

while embracing continuous improvement and operational excellence.

He is also a past president of both DLI and the California Cleaners Association (CCA). Patel has generously shared his expertise by helping fellow cleaners leverage technology, marketing and business intelligence to grow their companies.

Deeply committed to his faith, family and community, Patel is widely respected as a humble leader, trusted mentor, and valued friend throughout the industry.

Next up is **Carol Memberg**, the publisher of *National Clothesline*. She has helped inform and connect the fabricare industry for more than 60 years.



Memberg

Through her leadership of one of the industry's leading publications, drycleaners, launderers, suppliers and industry leaders have stayed informed about new ideas, profiles, trends and opinions affecting the profession.

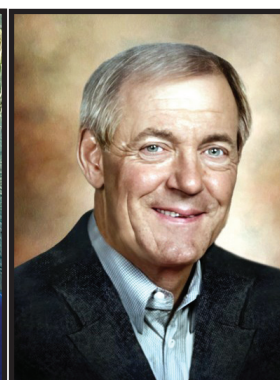
Memberg also served as executive director of the Pennsylvania and Delaware Cleaners Association (PDCA), where she was involved in legislative and environmental matters affecting cleaners. Her work through *National Clothesline*



Patel

and industry advocacy helped promote the value of professional garment care to the public, government agencies, and the industry.

This year's third inductee is James "Jim" Cripe, long-time owner of **Valet Cleaners and Laundry**, and who made a lasting impact through industry leadership, environmental advocacy and education. Cripe served as president of both the Southwest Drycleaners Association (SDA) and DLI in the early 2000s.



Cripe

Additionally, he was a principal participant in passing Texas environmental cleanup legislation for drycleaners — a model other states later used when creating similar programs.

Cripe also helped create DLI certification programs, wrote examination questions, and developed and taught maintenance education at the former Texas Research Center for Laundry and Drycleaning.

His work helped cleaners

Continued on page 6



Nealis

DL EXPO East plans spectacular speaker sessions

This October, the **DL EXPO East** will include a spectacular lineup that features two keynote speakers, a state senator, and a leadership panel that will feature Drycleaning and Laundry Institute's (DLI) Hall of Fame members.

The event, which is sponsored by the Mid-Atlantic Association of Cleaners (MAC) and the North East Fabricare Association (NEFA), will take

place from Oct. 16 to 18 at the Gaylord National Resort and Convention Center near Washington, DC.



The keynote speakers will include motivational speaker **Dr. Alex Ellis** and success

business coach **John Stricker**. Ellis, an award-winning author, believes great businesses are built by great leaders. He



Dr. Ellis



Stricker



Senator McKay

will share proven strategies for building a high-performance culture where employees are engaged, accountable, and motivated to excel.

Through practical leadership principles and inspiring stories, attendees will learn how to strengthen their team, develop leaders at every level, and create an organization where excellence becomes the standard.

Stricker is a Certified Profit First Professional of Stricker Co., which specializes in help-

Continued on page 6

348 days to go
countdown to
the **clean** Show
2027

July 15 to 18
Las Vegas Convention Center

It is now less than year away from the 2027 Clean Show scheduled to take place at the Las Vegas Convention Center from July 15 to 18 of next year.

At this time, exhibitor booth sales have opened up and hopes are high that it will be as successful as Clean Show 2025 in Orlando, which brought in approximately 11,000 attendees to the Orange County Convention Center.

In late July, the Clean Show's official site already had its exhibitor list and map available indicating that there are already 230 exhibitors signed up, and that number should continue growing as the show date draws near.

For those seeking for current updates on the show and to make travel arrangements, visit the show's official site at www.cleanshow.com.

Sneak Peek Inside

- 8 Water pump failure!**
Those are three words no drycleaner want to hear. Don't worry... Bruce Grossman has some prevention advice.
- 10 Forging a true partnership**
The real currency of this industry are relationships you form when you go far beyond being a simple transaction.
- 18 Losing your shirt customers**
Avoid these five major mistakes that can aggravate your customers for perhaps the final time.
- 20 The safety chance**
Improper employee safety training opens the door to a dangerous work environment and heavy fines.



FINISHING SOLUTIONS



COMPLETE SOLUTIONS FOR YOUR BUSINESS

Legger Press

- High Productivity
- Easy to Set Pants
- Built in Safety Features
- Can also be used for Touch Up Work & Skirt Finishing
- Quality Creases for Both Pant Legs
- Has a True Middle Press with Vacuum



SDP-880U

Form Finisher

- Proven Pressing Technology
- Sleever Pocket
- Up/Down Function
- Operator Friendly Control Panel
- Sleever Pocket
- Smaller Body
- Compact Footprint
- Soft Tensioning Body 2-Step Up Function
- Blower Motor Power Increased By 50%



DF-050U-V4



DF-740U-V3

Tensioning Pants Topper

- Maxium Productivity
- New Inverter Option
- New Steam Injection Design
- Tensioning Cuff Function
- Radiator Upgrade
- State of the Art Control Panel
- Increased Blower Power

See Us at



Booth 101

Sankosha USA Inc.

TOLL FREE: (888) 427-9120 • TEL: (847) 427-9120 • www.sankosha-inc.com

Does your POS Software help your business grow?



Expand your business with Cleaner Business Systems:

- Automated assembly integrations with Metalprogetti and Quicksort
- Robust texting platform with Clean Notify text messaging
- Integrated Credit Cards
- Loaner computers/hardware to keep you up and running
- Best-in-class technical support
- Route management



414 Gateway Boulevard, Burnsville, MN 55337

800.406.9649

www.cleanerbusiness.com • sales@cleanerbusiness.com

Commending DLI’s Hall of Fame picks for ’26

At this time, the Naismith Basketball Hall of Fame has 475 members, the National Baseball Hall of Fame has 354, and the Pro Football Hall of Fame currently has 382.

The drycleaning industry now has 19. Of course, the sports halls of fame have been around much longer — since 1959 for basketball, 1936 for baseball and 1963 for football. The Drycleaning and Laundry Institute (DLI) started the DLI Drycleaning Hall of Fame early in 2024. It contained 15 members before the association recently announced four new inductees as its class of 2026, which includes **Bobby Patel**, **Jim Cripe**, **Nora Nealis** and our own publisher, **Carol Memberg**. All four were excellent additions and have spent long careers making transformative contributions to the industry’s leadership, growth, community involvement, environmental stewardship and better business practices.

Unfortunately, two inductees will never have the opportunity to be honored in person: **Jim Cripe** passed away at the age of 81 in February of 2025, and **Nora Nealis** passed away in November of 2023. Both were strong influences on major industry associations.

Cripe was the longtime owner of Valet Cleaners and Laundry of Temple, TX, beginning in 1975. Over the next half a century, he became a successful leader in the industry and was actively involved with DLI and the Southwest Drycleaners Association (SDA), serving as both president and chairman of the board for both. He was also instrumental in passing Texas environmental cleanup legislation for drycleaners, a model other states later used when creating similar programs. Additionally, he helped create DLI certification programs, write examination questions, and developed and taught maintenance education at the former Texas Research Center for Laundry and Drycleaning.

Nealis was the longtime executive director of the National Cleaners Association (NCA), spending many years as a tireless advocate for the industry, especially smaller operators facing regulatory and financial challenges. She also developed the New York State Department of Environmental Conservation that

has certified thousands of drycleaners in safety and environmental compliance.

This year’s third inductee, **Bobby Patel**, owner of Kona Cleaners in Orange, CA. As past president of both the California Cleaners Association (CCA) and DLI, Patel has generously shared his expertise by helping fellow cleaners leverage technology, marketing and business intelligence to grow their companies. He has long served as a selfless example of a business owner who is willing to mentor others leading to greater success.

Finally, we saved our own personal MVP for last — **Carol Memberg**. She and her husband, Sol, saw a real need for an industry publication so they produced the first issue of *National Clothesline* on their kitchen table. It debuted in October of 1961 with approximately 500 copies it was known as “a newspaper for drycleaners and tailors in Delaware Valley.”

Over time, it grew from a local trade newspaper to a national publication with a subscription base of tens of thousands. Come this October, it has kept the drycleaning industry informed with the latest industry news and expert advice for 65 years. After Sol passed away in 1997, the newspaper has been guided by Carol along with her daughter, Leslie Schaeffer.

It’s nice to see that Carol’s efforts — as well as Bobby’s, Jim’s and Nora’s — did not go unnoticed or unappreciated. We’d like to offer our gratitude to DLI for honoring these four individuals whose work in the past paved the way for the industry’s present.



Contents

News & Features

- 6 Combining states out West CCA joins with six states to form the Western Fabricare Association
- 6 Newsmakers
- 26 Classifieds

Columns

- 10 **Jason Loeb** In this industry, relationships are the real currency that makes businesses successful
- 18 **Don Desrosiers** Nothing will lose shirt customers quicker than these five easy and annoying mistakes
- 20 **Katey Kratz** Improper training can lead to harm and expensive fines... how safe is your workplace?
- 22 **Kermit Engh** The Net Promoter Score is an excellent tool to help build business value — here’s how it works

Visit us at www.nationalclothesline.com for additional coverage of the drycleaning industry including Online Exclusive columns and articles, visit our issue archives going back all the way to January of 2018.

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).

© 2026 BPS Communications Inc.

Insurance is no place for the under-prepared; rely upon a seasoned guide.

In the wilds of insurance, one fire, one mechanical breakdown, or one slip and fall can trigger a battle you didn't anticipate. The landscape is rugged, unpredictable, and often unforgiving. That's why you need a seasoned guide—NIE Insurance.

NIE Insurance knows the terrain, identifies risks before they strike, and leads you safely through the chaos when you need help the most.

**Contact us today to map
your insurance journey.**



N I E
BUSINESS
INSURANCE
— SINCE 1915 —



(800) 325-9522
NIEinsurance.com
info@NIEinsurance.com



DRYCLEANING & LAUNDRY
EXPO
EAST
Visit us at **BOOTH #226**
October 16-18, 2026
Gaylord National Resort
Washington DC

DLI honors four new Hall of Famers in 2026

Continued from page 1

protect their businesses, improve technical knowledge, and understand the savings that come with proper maintenance. He passed away in February of 2025 at the age of 81.

This year's final new Hall of Fame member is **Nora P. Nealis**, former executive director of the National Cleaners Association (NCA). She was a tireless advocate for drycleaners, especially small operators facing regulatory and financial challenges.

Nealis developed the DEC Certification course and test for New York state, a program that has certified thousands of drycleaners in safety and environmental compliance. She also helped secure bond money and grants so small businesses could upgrade equipment and meet new regulations.

Through her work with regulatory bodies including the New York State Department of Environmental Conservation, New York City

Department of Environmental Protection, and the United States Environmental Protection Agency, Nealis helped ensure cleaners had a voice in regulatory discussions and practical support for long-term sustainability. She passed away in November of 2023.

"We continue every year to have great Hall of Fame candidates presented to the board of directors and we're pleased with the selection process," said **Chris Edwards**, DLI District Two board member and

Hall of Fame Committee member. "All the candidates in this year's group of inductees are very deserving of DLI's highest honor. I am proud to have them join all of the existing Hall of Fame honorees. We're looking forward to honoring this year's group at the Drycleaning & Expo East in Washington, D.C. this October 17th."

This year's group joins previous Hall of Fame recipients including Jim Barry, Dan Eisen, James Peuster, Jane Zellers,

Michael Nesbit, Jim Douglas, Dixie Stoddard, Barney Deden, Stan Golomb, Chris Edwards, Jeffrey Miller, Sid Tuchman, Donald Fawcett, Walter "Buster" Bell, and Milton Chortkoff.

DLI's Board of Directors will officially present the awards to this year's Hall of Fame inductees at the Drycleaning & Laundry Expo East in Washington, D.C. on Oct. 17. For more information on DLI's Hall of Fame, please visit DLIonline.org/HoF.

DL EXPO East plans spectacular speaker sessions

Continued from page 1

ing business owners gain greater clarity and control over their financial operations.

His presentation will focus on building financial systems that help operators better understand cash flow, improve decision-making, and create a strong foundation for long-term growth.

If you are making money but still wondering where it goes, Stricker will show you how to build simple financial systems that improve cash flow, increase profitability, and

give you greater confidence in every business decision.

Another interesting speaker lined up for the event will be **Maryland State Senator Mike McKay** whose topic will be "Policy, Politics and Progress: What Every Drycleaner Needs to Know."

Also a cleaner, he will lead an interactive discussion on how the future of the industry is being shaped by legislation, regulations, workforce challenges, environmental policy and economic change. Senator McKay will be joined by fellow

legislators for an open conversation on the policies, proposals and trends impacting businesses.

The event will first kick off on Friday night with a cocktail reception from 5 to 7 p.m.

On Saturday morning, there will be a DLI Hall of Fame Induction Ceremony celebrating this year's new class. There will also be an educational panel with Hall of Fame members on "Hall of Fame Insights." Panelists will include **James Peuster**, founder of the Route Pros; **Jane Zellers**, one

of the industry's most respected training experts and consultants; and **Chris Edwards**, CEO of A Cleaner World Dry Cleaners in High Point, NC, who was the third recipient of the DLI Hall of Fame honor for his contributions to the industry.

The exhibit hall at the Gaylord Palms National will be open from 10 a.m. to 5:30 p.m. on Saturday, and from 10 a.m. to 3 p.m. on Sunday so attendees will have ample time to visit the exhibiting companies on the show floor.

Those planning on attending can take advantage of an exclusive group rate for the show: \$279 for single/double occupancy per night. The number of rooms available are limited, so make reservations as early as possible.

For more information, visit the official website at www.dl-expo.org and go to the DL EXPO East section.

From there, click on the "Hotel" link to be taken to a hotel reservations link or "Attendee Registration" to register for the show.

CCA joins with six states to form WFA

The **California Cleaners Association** recently announced the expansion and formation of the **Western Fabricare Association (WFA)** — a stronger, unified regional organization that will now include DLI-affiliated members and professionals from the following seven states: California, Oregon, Washington, Montana, Alaska, Hawaii and Idaho.

In a press release from June, WFA noted that this expansion represents a significant step forward in building a more connected and influential voice for the fabricare and drycleaning industry throughout the western U.S.

With industry members from seven states, the Western Fabricare Association will provide enhanced educational opportunities, stronger industry advocacy, expanded networking, and greater access to resources that support the success of our members and

businesses.

The new mission for the association will be to remain focused on helping members thrive through: industry education and training; legislative and regulatory advocacy; professional networking; business development resources; and industry leadership and collaboration.

WFA also wished to express: "We believe this new regional partnership creates exciting opportunities for innovation, growth, and long-term sustainability for our industry."

"Over the coming weeks, we will share the new logo and additional details regarding upcoming events, membership benefits, leadership structure, and opportunities to become involved with the Western Fabricare Association. Thank you for your continued support and commitment to our industry. We look forward to building this exciting new chapter together."



NEWSMAKERS

The **2026 Summer Leadership Series** (photo below), co-sponsored by the **California Cleaners Association (CCA)** and the **Southwest Drycleaners Association (SDA)**, was held on June 26 at Cleaner's Supply in Reno, NV.



The event brought together more than 80 attendees from across multiple states for a full day of networking, professional development, and fellowship.

Following a lunch generously provided by **Cleaner's Supply**, attendees toured the company's facility. After the tour, **Cleaner's Supply President Jeff Schapiro** shared the company's history and highlighted its longstanding commitment to serving the drycleaning industry.

After a brief break, **Ri-**

cardo Torres of Tiffany Couture Cleaners presented an engaging session, "The Playbook to Hiring & Empowering Managers," offering practical strategies for developing effective leadership teams.

The day concluded at the

Grand Sierra Resort, where attendees enjoyed a bowling and pizza social, providing an opportunity to strengthen industry connections in a relaxed setting.

The **Xplor Spot User Conference** (photo below) was hosted



in Salt Lake City, UT, recently. The annual conference brought together Xplor Spot users to learn about new technology, share best practices and discuss opportunities to better serve clients.

Sessions included updates from Xplor Spot leaders such as **CEO Tom Beidle** and Vice President of Customer Success and Strategy **Nicole Kirby**; educational workshops on Delivery Connect, automation, marketing, data utilization; and open forums where attendees could engage directly with Xplor Spot experts.

One industry panel included **Norman Way**, vice president of Puritan Cleaners, **Chris White** of America's Best Cleaners and leading drycleaning consultant **Kim Weller** as they explored various best practices and the future of the industry.

The New Standard in Affordable Automation



24/7 EXPRESS

**Come See Our Patented Design
at DL Expo East**



Booth # 201

HAVE QUESTIONS? WE ARE READY TO HELP!

(423) 586-5370

Tennessee, USA

www.forentausa.com

forenta@forentausa.com

WRENCH WORKS



By BRUCE GROSSMAN

When the dreaded water pump failure occurs

The disaster we will focus on for this month will be the failure of the water pump. This pump supplies coolant to the still and refrigeration condensers of the drycleaning machine.

A liquid *coolant* is forced through the coils of the condensers by this pump to cool these condensers. The coolant is water in systems using a water tower; it is either water or a mixture of water and anti-freeze called *brine* in systems using a chiller.

In water tower installations, the pump is sometimes located on the roof near the tower or the floor near the drycleaning machine; in chillers, the pump is generally inside the enclosure housing the refrigeration components.

Before we get into managing this species of disaster, let me offer a few words about prevention. These pumps seldom fail without giving ample warning of an evolving problem. If the circuit breaker in the electrical panel that controls the pump trips frequently, it is a sure sign of looming disaster.

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

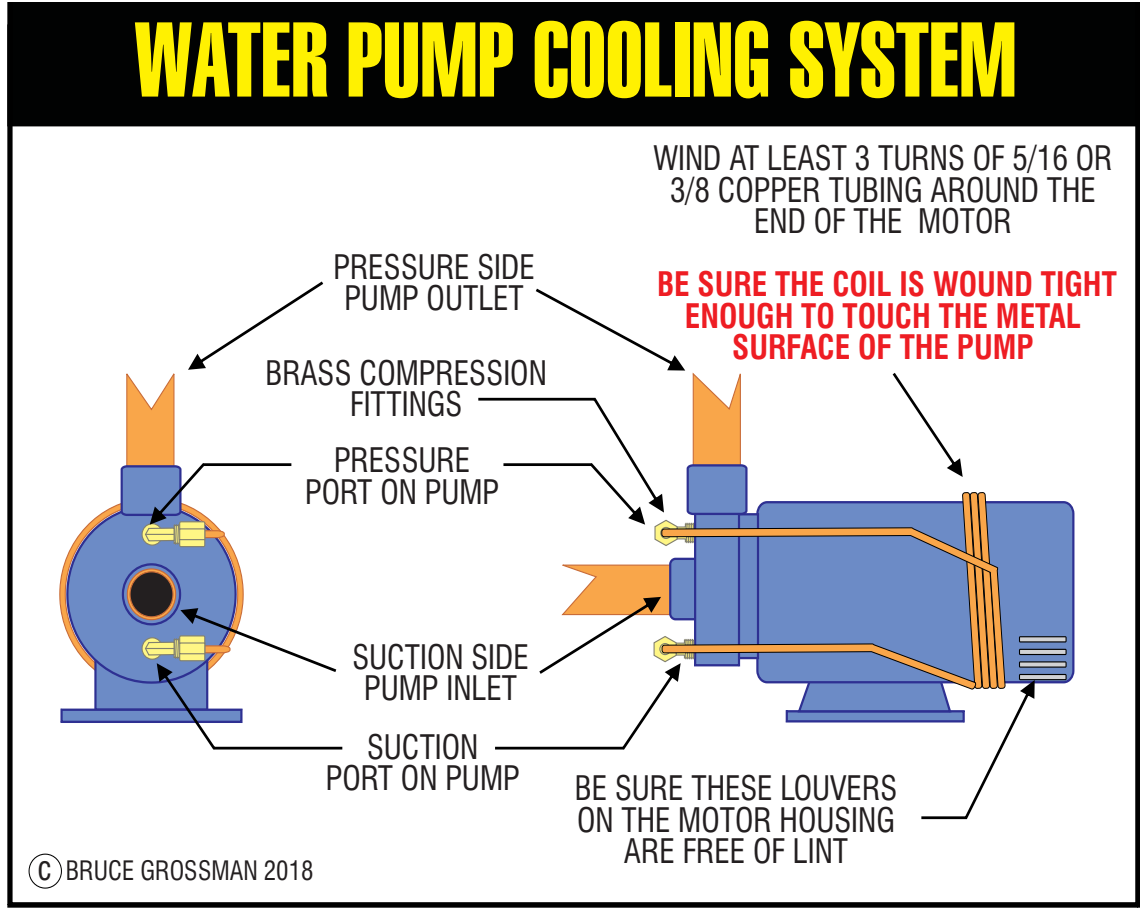
This would be the time to set the breaker for the pump in the off position, remove the protective electrical plate at the rear of the pump, then, with the aid of a flashlight, take a good look at the wire connections at both the pump.

There is precious little room for the wire connections at the end of the pump, and pumps vibrate, causing the screw connections or push-on connectors to loosen and eventually fail; in many cases, this is the problem area.

Observe if there is any melted insulation or bluing or discoloration of the wires or connectors; if this is the case, replace them.

Remove the cover to the appropriate breaker panel and switch off the breaker controlling the pump. Make sure the screws holding the wires in place are securely tightened down.

Using a flashlight, observe if there is any melted insula-



tion, bluing, or discoloration of the wires or circuit breaker connections or the area where the circuit breaker attaches to the power busses in the breaker box.

Another harbinger of

doom is frequent pump motor shutdown due to the motor's internal protective thermostat.

If this is the case, follow the same steps outlined in the previous paragraph, and in addition, **make sure the louvers that allow air to flow through the motor are free of lint, dust or obstructions.**

You can drastically shorten the time this internal thermostat requires to reset by obtaining a bag of ice, placing it inside another strong plastic bag, and laying it on the far end of the pump motor.

Remember, this is only a temporary solution. The following goes for all equipment. *Do not use the circuit breakers as switches to turn equipment on and off.*

This practice degrades the breaker's performance and sometimes keeps the breaker from tripping at the correct current levels.

Each machine should have a disconnect close by; use this for switching instead of the breaker.

The next pump killer is excessive head pressure. This could be caused by several factors and will be indicated by a high reading (45 PSI and above) on the pump outlet pressure gauge if you have one installed.

Also, the sound of the pump starting up will be different under high head pressure.

Trying to describe sounds is nearly impossible, but the

best way I can is to say that when starting the pump, the sound will take longer to even out (sorry best I could do).

Causes of this problem often lie in the bypass valve being shut or not sufficiently opened or the clogging of strainers going into the drycleaning machinery.

Whether you're currently having problems with your circulating pump or not, it would be a good idea to install a cooling coil to prevent the pump motor from overheating.

The illustration accompanying this article shows an easy and inexpensive installation to accomplish this.

EZtimers has a new program available for obtaining illustrated instructions on these procedures. Contact bruce@eztimers.com for information.

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 2 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. Please address any questions or comments for Bruce to bruce@eztimers.com or call (702) 376-6693.

Rails to fit your van? Oh Yes We Can!

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

- Mini
- Regular
- Stretch
- Transit
- Sprinter



Rail kits that install,
in no time at all!



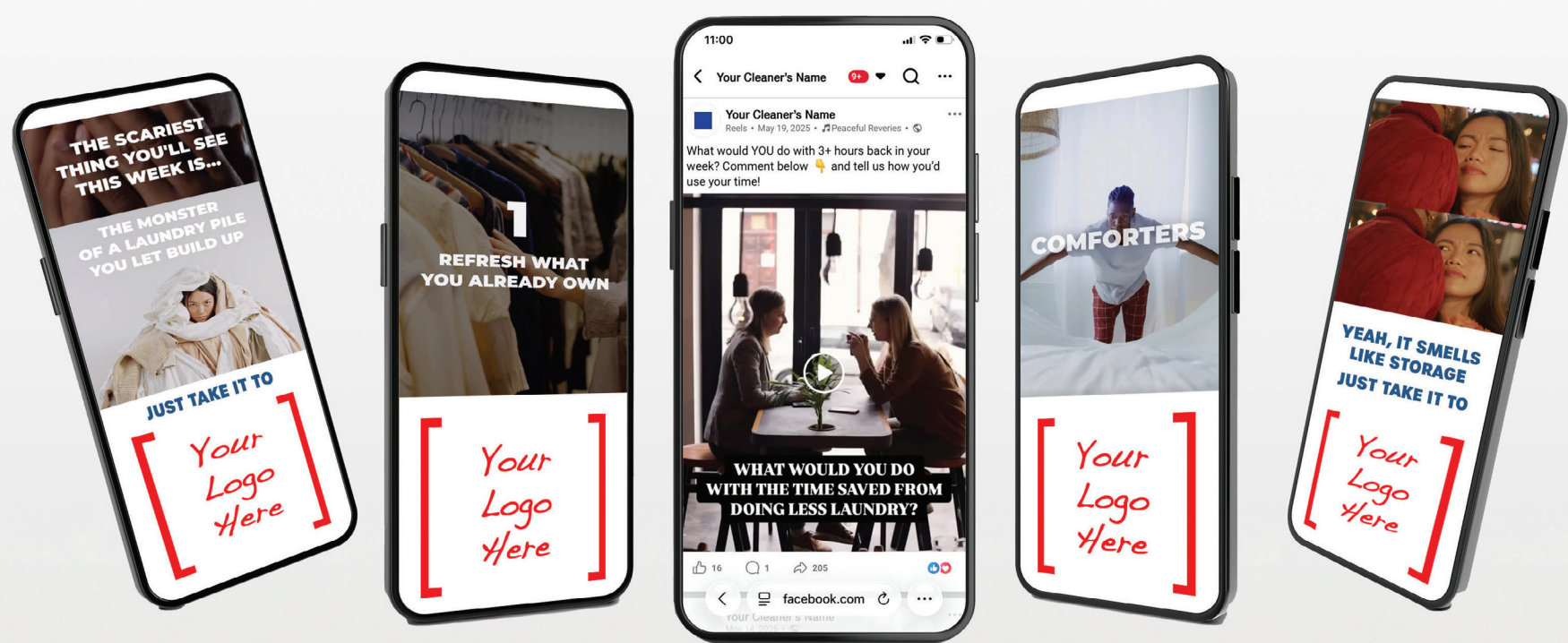
No Welding!

Call or go online for details!

IowaTechniques
THE UNIQUE PRODUCTS PEOPLE
(800) 727+1592

(800) 727+1592 | www.iowatechniques.com

Lights. Brand. ACTION!



Branded Premium Content Library

Want to post more on social media but need content? Get **12 months** of ready-to-post material customized with your branding, colors, and logo. Each month includes **8 engaging posts** (a mix of branded videos and supporting content) for **96 posts total**. Each post is designed to promote your services, build engagement, and keep your business in front of your social media audience.

Many of these proven posts were tested on DLI's social channels, generating strong engagement. It's a simple way to post consistent, professional content all year long.

Get **96** themed posts for a one-time investment of **\$1,200**

Learn more and see samples at DLIonline.org/ProPosts



DRYCLEANING & LAUNDRY
INSTITUTE INTERNATIONAL

Reserve your package / Contact DLI today
800-638-2627 / Membership@DLIonline.org

IN PARTNERSHIP WITH THE FOLLOWING:
[Learn more at DLIonline.org/Local](https://DLIonline.org/Local)

- California Cleaners Association • Heartland Fabricare Association • MidAtlantic Association of Cleaners • North Carolina Association of Launderers and Cleaners • North East Fabricare Association • South Eastern Fabricare Association • Southwest Drycleaners Association • Canadian Fabricare Association • Drycleaning Institute of Australia

BROAD BRANDING



FEATURING
JASON LOEB

Relationships are the real currency in business

At Sudsies, our foundation has always been clear: we understand that, while we handle garments, we truly serve people. This guiding principle shapes every facet of our operation, from the precise care we give a delicate silk garment to the deep partnerships we build with leading luxury brands.

This philosophy has never felt more vital than in our current collaborations. Consider the world of haute couture — a realm of unparalleled artistry, meticulous craftsman-

ship and extraordinary value. A gown worth tens of thousands of dollars is far more than mere fabric; it demands specialized expertise and profound respect. At Sudsies, being entrusted with such pieces is a distinct honor. Yet, this same meticulous standard applies universally. Whether we're collecting employee uniforms from a luxury boutique or preparing a priceless couture piece for one of their discerning private clients, our commitment remains the same. Why? Because the core

of our work lies in the relationship and the profound trust that relationship embodies. Our collaboration with Juan Romero, the director of private clients and SE stores for Givenchy, exemplifies this. It's much more than a standard vendor agreement; it's a genuine connection, forged through mutual respect and a shared vision for delivering exceptional service. Juan often highlights our approach to people as a key factor in his decision to partner with us. He observes the

longevity of our team members, the respect with which we treat them and the visible passion we bring to our craft. For me, this feedback is the highest praise. It assures him, and by extension *his clients*, that Sudsies is a name they can genuinely rely on and trust. When one of his high-net-worth clients requires white-glove service for an irreplaceable item, he knows he can reach me directly, or that I'll dispatch our most experienced specialists. Interestingly, this powerful

alliance, much like many of our strongest bonds, didn't originate from a formal business negotiation. It began with a personal interaction: my wife's stolen tote bag. Juan's willingness to go above and beyond transformed a frustrating incident into a moment of genuine human connection, solidified a bond that has since blossomed into a deep friendship and a robust business partnership. It's a compelling illustration of how the human element can yield results far more impactful than purely transactional dealings.

We actively cultivate this connection. We facilitate visits for our Sudsies team members to Givenchy storefronts. They don't just see the garments; they gain insights into the fabrics, the design philosophy, and even how specific *wrinkles* might be an intentional part of the garment's aesthetic. This isn't merely training; it's about fostering a profound appreciation for the artistry they are dedicated to preserving, empowering them to deliver care that transcends basic cleaning.

It's easy to fixate on metrics and profit margins. However, my enduring belief is that sustainable growth springs from the strength of your relationships. When you approach people — your team, your partners, your clients — with genuine care and respect, you cultivate a loyalty that no marketing campaign can replicate.

These connections offer more than business expansion; they contribute to personal growth. They infuse work with meaning and purpose beyond profit. Without this integral human dimension, business simply lacks the fulfillment that comes from building something genuinely valuable — not just in financial terms, but in profound human connections.

This commitment is why Juan introduces new clients to us, and why we, in turn, are eager to refer new clients to him. It is a truly reciprocal relationship founded on trust and shared values. This bond has thrived for a decade and promises to endure for many more. The most potent currency isn't always cash — it's connection.

Partnerships Are Paramount
In our industry, we often

Continued on page 12

TarGo® Dry

Drycleaning P.O.G.

Is Back... Better Than Ever!

With its proven effectiveness at removing oily stains, and its trusted safety on delicate color and fabric, TarGo Dry is back!

Now eco- and worker-friendly, chlorinated-solvent free, California compliant, biodegradable and non-combustible.

Use TarGo Dry to remove even your most difficult oily stains, build your reputation for quality, and keep your customers coming back!

Welcome back, TarGo Dry... Better Than Ever!

To learn more, visit ALWilson.com or call 800-526-1188

Industry Leader in Finishing Equipment

Our patented industry leading design results in higher productivity, higher quality reliability. This unique buck movement design not only ensures efficient and fast operation, but also leads to smallest footprint letting you maximize your precious floor real estate.

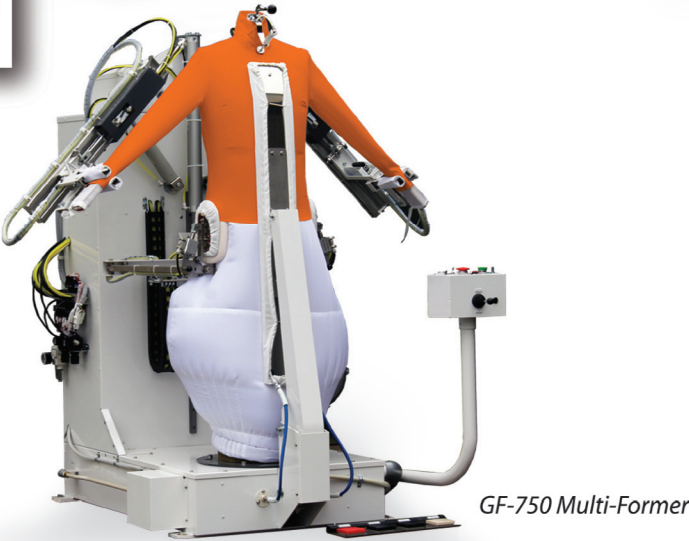
Our new and improved Double/Single Buck Press Machines feature 3 key functions

Sleeves Angle Adjustment	Backstroke FASTER 30% START-UP	Vacuum Power 2X Blower Power Up
--------------------------	---	------------------------------------

ITSUMI Innovation Never Stops!



World first double wing **S**tructure
Quality shirt **150** per hour **S**peed
Less energy & Less footprint **S**aving



GF-750 Multi-Former

Innovation Trustworthy Speedy Unique Motivation Intrinsic Value



BT-550 Double Buck

BT-170AS-A

GF-750 Multi-Former

TO-551

HF-351

HF-361

CB-140ST



ITSUMI USA, INC. TEL : 201.786.6276,6277

4220 Steve Reynolds Blvd. #23 Norcross, GA 30093 www.itsumiUSA.com



Jason Loeb

Relationships are the real currency in business

Continued from page 10

focus on the tangible: the pressing machines, the solvents, the delivery vans. What truly elevates a cleaning business from good to exceptional, from fleeting to enduring, are the relationships you cultivate. These aren't just about closing a deal; they're about forming genuine connections that benefit everyone — your business, your partners, your community and even the broader world of fashion.

Think about it. Who do you call when you need help, a referral, or just a fresh perspective? It's rarely the faceless corporation. It's the person you know, the one you trust, the one who has shown you respect and kindness. This holds true in business just as it does in life. Partnerships, when nurtured correctly, become more than just an exchange of services; they become a reciprocal ecosystem of support, growth and shared values. They open doors you didn't even know existed and provide a safety net when challenges arise.

So, where do you start building these bridges? The opportunities are often right in front of us, but we need to approach them with a mindset of collaboration, not just commerce.

- **Your Current Clientele.** The Givenchy story illustrates this. Some of your most impactful partnerships can emerge from your existing customer base. Pay attention to the individuals who demonstrate loyalty, who share your values, or who operate in complementary industries. Going above and beyond for such a customer can transform a transactional relationship into a strategic alliance.

introduce you to potential partners who share your commitment to the community.

- **The Fashion World.** As drycleaners, we are intimately connected to the fashion industry. Reach out to local designers, fashion schools, bespoke tailors and even stylists. Offer to host workshops on garment care, provide expert advice on fabric preservation, or collaborate on sustainable fashion initiatives.

industry benefits everyone.

- **Vendors and Suppliers.** Your relationships with your chemical suppliers, equipment manufacturers and even your utility providers should also be seen as partnerships. Treat them with respect, communicate openly and seek their insights. They can often provide valuable industry trends, technological advancements, or even connect you with other potential partners.

with your partners. This could involve offering garment care insights, sharing best practices for customer service, or simply being a sounding board for their challenges. Empowering your partners strengthens their business, which ultimately strengthens your relationship.

- **Deliver Exceptional Service, Always.** At the core of any partnership, especially in our service industry, is the consistent delivery of high-quality work. Every garment you clean, every interaction you have, reinforces the trust your partners place in you. Sloppy work or poor communication can erode even the strongest relationship over time.

- **Be a Problem Solver, Not Just a Vendor.** When challenges arise, and they inevitably will, your partners need you to be part of the solution. Be proactive, communicative and flexible. Demonstrate you're committed to their success, even when things get tough. This builds resilience into the partnership.

It's tempting to prioritize immediate gains and transactional efficiency, but I've learned that the true, lasting currency in any industry isn't just profit, it's connection. By intentionally building bridges, fostering genuine relationships, and nurturing those bonds with care and respect, you won't just grow your drycleaning business; you'll create a more meaningful, fulfilling and sustainable enterprise for years to come.

What steps will you take this week to transform a transaction into a true partnership?

By intentionally building bridges, fostering genuine relationships and nurturing those bonds with care and respect, you won't just grow your drycleaning business; you'll create a more meaningful, fulfilling and sustainable enterprise for years to come.

- **Local Businesses and Community Organizations.** Look beyond traditional cleaning needs. Are there local boutiques, luxury consignment shops, uniform suppliers, or even interior designers who could benefit from your specialized care? Engage with local charities, schools or community events. Offering pro-bono services for a fundraiser or sponsoring a local team can build immense goodwill and

Becoming a resource for the fashion community positions you as an expert and an ally.

- **Industry Peers (Even Competitors).** This sounds counter-intuitive, but there are immense benefits to collaborating with other cleaners. Can you share best practices for new technologies? Pool resources for challenging deliveries? Or even refer specialized work to each other? A rising tide lifts all boats and a strong, ethical in-

Nurturing Your Network

Building partnerships is just the first step; nurturing them is where the real magic happens. Think of it like cultivating a garden — it requires consistent attention, care and a genuine desire to see it flourish.

- **Lead with Empathy and Genuineness.** Don't approach a potential partner with just your agenda. Listen to their needs, understand their challenges and identify how you can genuinely help them succeed. My bond with Juan Romero started with a simple act of human kindness, not a sales pitch. People can sense authenticity, and it builds the foundation for deep trust.

- **Invest Time, Not Just Money.** True partnerships aren't about signing a contract and walking away. They require ongoing engagement. This means regular check-ins, informal conversations and even personal gestures. Invite partners to your facility, visit theirs, or simply share a coffee. These small investments in time show you value the relationship beyond the immediate transaction.

- **Reciprocity Is Key.** As in any healthy relationship, it must be a two-way street. If a partner sends business your way, make an effort to send business theirs. If they offer advice, be open to receiving it and, in turn, offer your own expertise when appropriate. A balanced give-and-take ensures the relationship remains strong and mutually beneficial.

- **Share Knowledge and Empower Others.** Just as we bring our Sudsies team members to Givenchy to learn about fabrics and design, find ways to share your expertise

Jason Loeb strives to deliver exceptional results and leave a lasting impression on the customer, business partners, and the communities served by his brands. Through strategic partnerships and real estate acquisitions, he ventured into the textile care industry to realize his dream of building a remarkable "people business." Sudsies represents his commitment to preserving the integrity of couture and cherished clothing by ensuring that each garment receives the care it deserves. To contact Jason, send email to jason@sudsies.com.



Experience the first and only industry innovation that will:

- Train your managers
- Maximize profits
- Lower your costs
- Show you your true Cost per Piece
- No other product comes close
- So much more, feature list could fill this page!

"Since adopting FlightPlan, our overall PPOH has increased by over 25%!"
~ John Mertes, Ziker's Cleaners

"FlightPlan is a fantastic tool for improving labor efficiency and monitoring PPLH. It's essential for cutting costs."
~ Lee Turley, Five Corners Cleaners

"For years, our plant struggled with marginal productivity. We tried bonuses, piecework, and outside consultants — nothing delivered lasting results until FlightPlan."
~ J.M.



Don Desrosiers
tailwind.don@me.com
508.965.3163
www.flightplanforprofits.com

Get your **COOL**  Savings
from this  **HOT** Summer by calling



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



Union HXL8000K



B&C Technologies HE-65



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
gcequipmentsales.com



xplor
spot

Meet Us AT DL EXPO EAST

Simplified Operations.
Happier Customers.
Stronger Results.
Let's Grow Together.



VISIT US AT
BOOTH
215



Join us in Washington, DC

OCT 16-18, 2026

 Gaylord National Resort & Convention Center

Streamline. Automate. Grow.
Get Started with Spot.

XPLORSPOT.COM
801-208-2212



Discover powerful
features that save
time and drive growth



Built specifically for
dry cleaners
like you.



Connect with our team
of experts about how
Spot can help you.





GULF STATES

DRY CLEANING EQUIPMENT

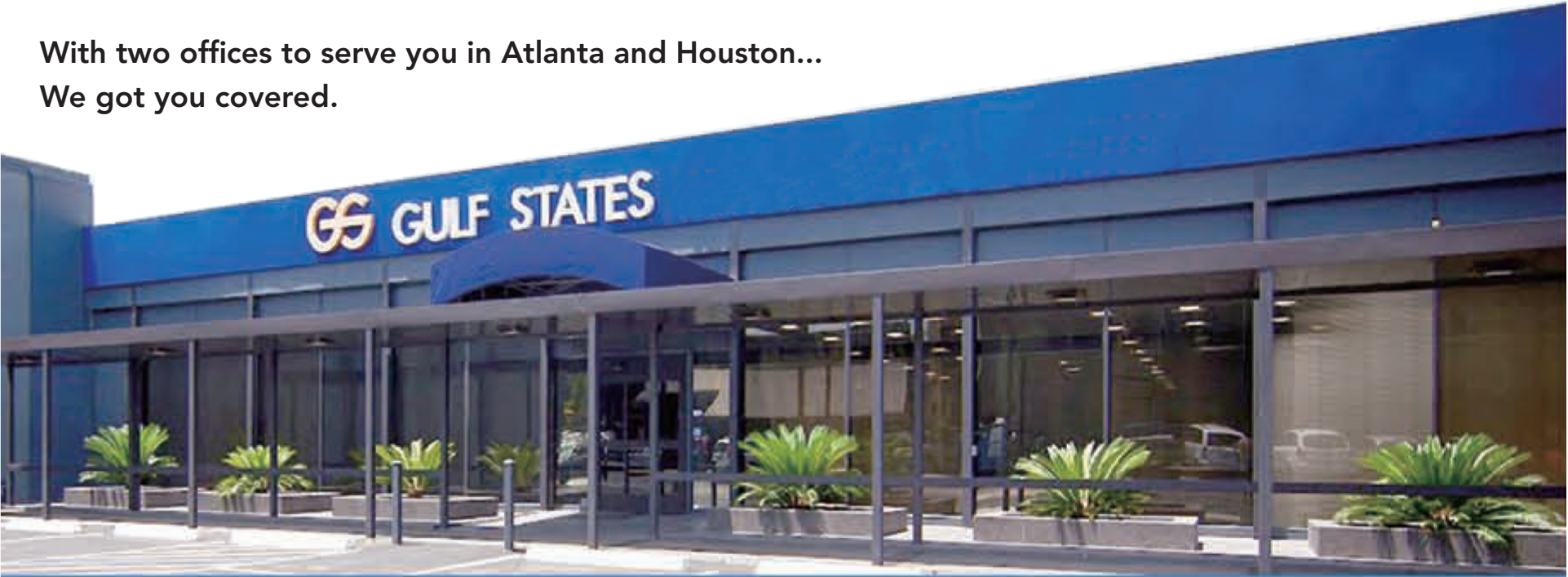
ATLANTA • HOUSTON • ESTABLISHED 1984

*America’s premium, award winning dry cleaning dealer serving
the dry cleaning industry for the last 40 years.*

Our volume buying gives us the ability to sell at the most competitive prices in the USA.
In stock, ready for immediate delivery.



With two offices to serve you in Atlanta and Houston...
We got you covered.



Atlanta Office:
50 Moreland Ave SE • Atlanta, GA 30316
Houston Office:
12647 Memorial Drive • Houston, TX 77024

Atlanta 770-343-8841
800-875-4756
Houston 713-984-8833
800-289-4756

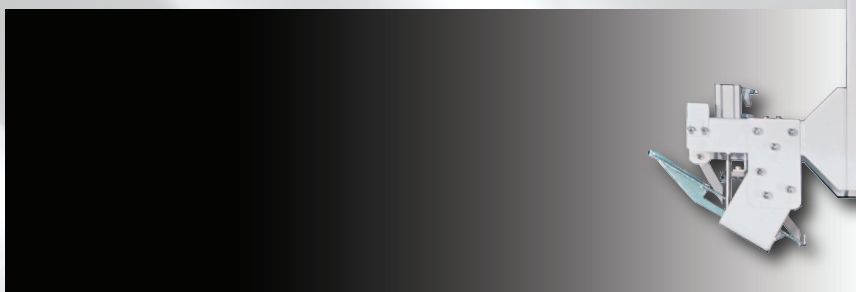
gulfstatesdryclean.com

We have a fully stocked parts department to serve you for any immediate, same day shipping.

UNIPRESS®

Proudly Made in the USA!

REDESIGN



- Packaging up to 60"
- **FAST!** Up to 280 bundles per hour
- **NEW** optional bottom seal
 - Perfect for Linen and Route Customers
- Optional 28" or
More Economical 25" poly rolls
- Poly Sensor - Signals for change
- Full Automatic or
Budget-Friendly Manual Operation

See Us at



Booth 301



Unipress Corp
is a tariff-free zone

UNIPRESS®

3501 Queen Palm Drive • Tampa, FL 33619 • 813-623-3731

www.unipresscorp.com



LinkedIn

SHIRT TALES



BY DON DESROSIERS

How to aggravate customers in 5 easy lessons

Often we talk about things that we must do in order to please our customers. This is important dialogue. In fact, it's so important that, without such thoughts, we would become complacent and our business growth would be stagnant, at best. Interestingly though, we are sometimes focused on certain things, perhaps our own personal pet annoyances, all the while oblivious to important 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. After all, I've been immersed in the laundry and drycleaning industry since I was very young. My mother had six more children after I was born.

This meant that she would jump at the opportunity to have me hang out with my Dad at the laundry. I estimate that, of the roughly 25,000 days that I've lived, portions of at least 20,000 to 21,000 of those days have been spent in a laundry or drycleaning plant. I barely knew what the other side of the counter looked like.

When I get my shirts back from my drycleaner, I try to critique them like a customer would. I don't go over each shirt with the proverbial fine tooth comb. I notice annoyances, like I guess they do, and I do not say to myself, "I remember that I did the same thing." That would be unfair because a customer wouldn't

think that, and theirs is the important opinion. My cleaner probably doesn't make the mistakes that I list here, but some do. I see them often. Being aware of them will help you to 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 and you have it down to a science. For whatever reason, you are certain 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 at the same place that 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 a couple of days ago and I was wrestling with the top button. It was very difficult to button this button.

I have no way of knowing if that button had 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 business traveler be if he was unable to wear a shirt because one of your employees did not remove the old thread and in-

stead 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 that shirt, he will look a little bit like Bozo the Clown. You are to blame. It takes a little bit of skill to sew the button at the right place. I never said that this is easy.

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. It's hard to comment on that philosophy without being condescending. Fortunately, autobaggers have eliminated this problem for many.

3) Putting the best shirt in the front of the bag or no touching up folded shirts. Can I call this a morality issue? Who do you think you're fooling? I admit a lot can be said for a nice presentation and I am not downplaying that. What I am saying, though, is I consider it unethical to take a poorly pressed shirt and move it to the middle of a bundle of shirts so that the entire bundle, as a whole, is more presentable. It sounds OK, except that a customer does not evaluate your work by looking at the bundle as a whole. Each garment must stand on its own merits. I think that there are three possible scenarios:

A. If the shirt you wish to *hide* needs touch-up, well,

touch it up! Don't hide it from the customer. Again, who do you think you're fooling?

B. Maybe the shirt just doesn't look good because it is tattered, torn or stained. In this case, hiding this shirt in the middle of the bundle may make some sense. The customer, presumably, knows that this shirt is not the flagship of his fleet and he isn't going to be surprised when he finds it nestled among his more pristine shirts. Sticking this shirt in the middle of the bundle sets an ugly precedent. It tells your employees it's OK to *hide something*. That scares me. 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, it doesn't look like you wish it did. You haven't been careless. 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 a golden opportunity to shine!

Your customer service person 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 problems with their clothes. At this point in time, you are being professional and informative. If a customer finds this same shirt in his closet on the morning that he plans to wear it and then ap-

proaches you with it angrily, you will be not professional, not informative, but defensive. You may say the very same things, using the very same words, but they will be seen in a completely different light.

4) Sending shirts out with droopy collars. We've talked about this often enough. The remedy is rather simple, but still the problem is rampant. In spite of the fact that most of you have collar cones, less than 5% of them 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 am 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 in search of the exact match. They stop looking when they find a reasonable match. This is, in nearly all cases, perfectly fine, but what is not acceptable is grossly mismatching a button. The completely wrong size, for instance.

Can you imagine the feeling of the customer who has just knotted his necktie and when he goes to button down the collar and 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 launderers and drycleaners through Tailwind Systems. He is a member of the Society of Professional Consultants and winner of DLI's Commitment to Professionalism award. He can be reached by cell phone (508) 965-3163, or email to: tailwind.don@me.com.



A Complete Instant Pressing Department

Professional strength vacuum board and mini boiler combination.

Perfect for Tuxedo & Bridal Shops, Clothing Stores, Tailors & Alteration Rooms, Drop-off Stores, Valet Service, and more!



EUROPEAN FINISHING EQUIPMENT CORP.
SECAUCUS, NJ
WWW.HISTEAM.COM • SALES@HISTEAM.COM
TOLL FREE: (888) 460-9292

WATCH VIDEO ONLINE
WWW.HISTEAM.COM

FINISHING GARMENTS WITHOUT PRESSING IS NOT NEW

Despite marketing attempts by others, finishing garments without pressing is not new. Colmac Industries has been designing, manufacturing, and installing garment finishing equipment for customers who prefer not to press since 1966.



CFS 90
Narrow Body Garment Finisher



STANDARD FEATURES:



Automatic Garment Loading And Unloading



Multiple Voltages Available



Two Year Parts Warranty



Free Phone In Technical Support For The Life Of The Machine



Made In The USA

Colmac Industries offers the ideal method of garment finishing, using the CFS Narrow Body garment finishers. Other standard features include variable speed, durable stainless-steel roller-chain conveyor with deep “V” hooks along with stainless steel interior walls with no exposed fasteners to increase longevity and prevent garment damage.

Four CFS Narrow Body garment models are available with finishing capacities ranging from 50 garments per hour to more than 600 garments per hour.



**SCAN HERE
FOR MORE
INFORMATION**



Western State Design, Inc.

Email: info@westernstatedesign.com
Toll Free: 800-633-7153
Fax: 510-783-9748
2331 Tripaldi Way, Hayward, CA 94545

PROACTIVE PRACTICES



FEATURING
KATEY KRATZ

Training should never be considered optional

When was the last time you provided documented safety training for your employees? Was it last month? Last year? When they were first hired? Or, if we are being honest, has it been so long that no one is quite sure where the sign-in sheet ended up? *Did you even have a sign-in sheet?*

For many drycleaning businesses, safety training is one of those things everyone agrees is important, but it often gets pushed behind production demands, staffing shortages, customer service, route needs, equipment problems and the daily reality of keeping things moving.

It is easy to think, “We’ll get to that when there’s time.”

But, here is the problem: in the daily hustle, things rarely slow down. There never is and never will be *time* unless you create it.

And unfortunately, OSHA does not pause its expectations because you’re busy.

Safety training is not just a nice thing to do for your employees. It is not just a binder

on a shelf or a box to check once a year. It is one of the most important ways you protect your employees, your customers, your equipment, your

reputation and your business. The time you invest in training only saves you in the long run. One accident, one employee complaint, or one inspection can quickly reveal whether your team has actually been trained or whether everyone has simply been relying on *common sense*. In a plant setting (or really anywhere), common sense is not enough. Employees are working around chemicals, presses, boilers, steam, moving parts, slick floors, repetitive tasks, heat, electrical equipment and sometimes garments contami-

nated with blood or other potentially infectious materials. These are real workplace hazards, and OSHA expects employers to take them seriously. the financial penalty is only one small piece of the risk. The larger concern is what those violations represent: an employee who may have been

longer depending on the topic. That can feel frustrating when you’re simply trying to run your operation.

But, losing one hour of production for meaningful, beneficial training is far more cost-effective than the potential loss of your business due to hefty fines, or worse, the loss of someone’s life.

No one wants to make the phone call that an employee has been seriously injured. No owner wants to sit across from an inspector, an attorney, an insurance adjuster, or an employee’s family and explain why training was skipped because you were *too busy*.

The good news is that training does not have to be overwhelming. It does not need to be complicated, dramatic, or overly formal. It simply needs to be intentional, accurate, documented, and repeated as needed.

Start with the basics and simply document the process.

Policies and training are not just about avoiding OSHA fines. They are about building a business that can withstand scrutiny, reduce risk, protect employees, and operate with confidence.

If your current safety training plan is *we talked about it once*, it is time for a better plan. Start documenting. Start re-training. Start reviewing your policies before an incident forces you to.

If it feels like too much, ask for help. That’s why I’m here. To help you stay safe through training. Because when it comes to safety, the most expensive training is the training you never provided.

Katey Kratz is a founding member of Kratz Executive Solutions, the management company for Safety and Environmental Compliance Consultants. Kratz Executive Solutions offers one-on-one coaching and individualized strategies designed to address challenges faced by business owners, organizations or leadership teams. Katey has developed a diverse skill set including: marketing, social media networking, building an online presence, enhancing organizational structures, payroll management and team development. To contact Katey, email katey.kratz@gmail.com.

As of 2026, federal OSHA penalties for serious violations can range from \$1,221 to \$16,550 per violation. Read that again — per violation — not to mention, willful or repeated violations can climb much higher.

reputation and your business.

The time you invest in training only saves you in the long run.

One accident, one employee complaint, or one inspection can quickly reveal whether your team has actually been trained or whether everyone has simply been relying on *common sense*. In a plant setting (or really anywhere), common sense is not enough.

Employees are working around chemicals, presses, boilers, steam, moving parts, slick floors, repetitive tasks, heat, electrical equipment and sometimes garments contami-

As of 2026, federal OSHA penalties for serious violations can range from **\$1,221 to \$16,550 per violation**. Read that again, *per violation*. Not to mention, willful or repeated violations can climb much higher.

While those numbers matter,



hurt, a preventable hazard that was missed, or a business that now has to defend what it did or did not do. And that defense doesn’t stop at OSHA or even attorneys. It impacts your reputation.

People talk. Your community keeps tabs on all the local gossip and a major injury or incident will certainly be talked about; thus, it can also upset your clean reputation.

All of that is to say, training matters and documentation matters even more. Without proof, it may as well have never happened. Document, document, document.

If an OSHA inspector visits your business, one of the first things they may ask for is proof of training. Not just, “Did you tell your employees what to do?” but, “Can you show me when they were trained, what they were trained on, who conducted the training, and who attended?”

Can you answer those questions with certainty and provide the proof to back them up? If the answer is *no*, now is the time to change that.

Training should happen when employees are first hired and also anytime workplace conditions change, when new equipment or chemicals are introduced, when an employee demonstrates unsafe behavior, or when the employer has reason to believe the employee no longer understands the procedure.

In addition, some OSHA standards require additional annual training when specific conditions are met. For example, do your employees handle any items with blood or bodily fluid? If so, they should be trained in bloodborne pathogens, yearly.

Let’s be practical: yes, training takes time. It may mean stopping production for 30 minutes, an hour, or even

DO YOU HAVE A SEVEN FIGURE BUSINESS

But Less than Six Figure Income?

MfM peer management groups are more than just a network - they are a powerful resource for professional and personal development. In these groups, you will be able to share knowledge, discuss challenges, and find solutions with trusted peers who understand your journey.

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

Learn how becoming a MfM bureau member can help you maximize your business.

Email ataylor@mfmi.com or call 402-690-0066

www.MethodsForManagement.com

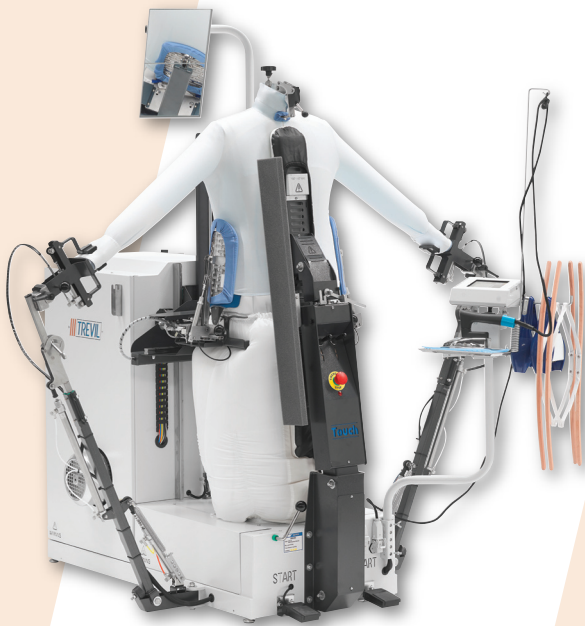


Designed with *Your* Business in Mind

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

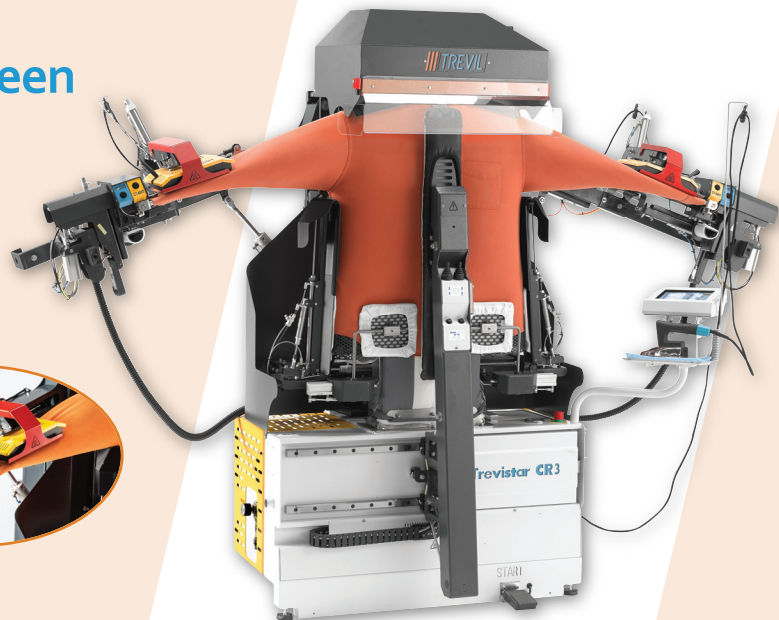
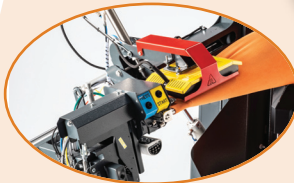
- Sizes from 0 Petite to 3XL and Larger
- Dual, Rotating Front Clamps (Patented System)
- One Heated for Wet Shirts / Blouses
- One Unheated for Drycleaned Shirts / Blouses / Jackets
- Front Clamps Pivot & Rotate

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

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

BUILDING VALUE



BY KERMIT ENGH

How NPS can predict future profitability

The value of your business is determined by its future stream of profitability. But, how do we predict this? There is one question you can ask your customers that can actually predict this: the **Net Promoter Score (NPS)**.

It is a predictor of your future stream of profitability, and acquirers love it. Many companies recognize the power of loyalty and its impact on financial performance. Not only is the notion of loyalty intuitively appealing, but a growing body of empirical evidence suggests companies that choose to ignore loyalty may find themselves on precarious footing.

Given the link between loyalty and financial benefits, such as increased market share, higher revenue and lower costs, companies have invested time and resources into developing loyalty programs that measure, manage, and improve loyalty performance.

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

points.

Establishing a Standard

Despite the popularity of loyalty programs, the true value of such programs is not often realized due to ambiguous or ill-defined measurement. Moreover, it became quite obvious that measuring customer satisfaction was simply not enough (Reichheld, 2003).

To begin the path toward standardization, **Satmetrix**, in close consultation with **Frederick Reichheld**, founder of the **Loyalty Practice at Bain & Co.**, embarked on an independent research project in 2003. The objective was to better understand the micro- and macro-economics of customer loyalty.

At the micro level, the research focused on finding a loyalty question that could consistently predict short-term purchase and referral behaviors.

At the macro level, the research sought to validate this metric by linking it to long-term corporate financial indicators across industry-specific companies.

When studying customers of a given company, which loyalty question shows the strongest link to short-term purchase and referral patterns? Does the loyalty question identified above also link to long-term corporate financial indicators when studying companies within a given industry?

Not only did the researchers discover the most effective question for accurately measuring customer loyalty, they also identified **Net Promoter** as a valuable tool for assessing long-term corporate growth.

the power behind Net Promoter. Extensive analyses conducted by Satmetrix, along with independent researchers such as Marsden et al. (2005) and Ritson (2006), continue to strengthen Net Promoter's validity by producing consistent results.

To evaluate the relationship between loyalty questions and customer behavior, researchers designed survey questions and response options with quantitative analysis in mind.

Response options for the loyalty questions were based on a 0-to-10 point rating scale,

correlate to actual customer behavior **80%** of the time. More explicitly, if customers reported that they were likely to recommend a particular company to a friend or colleague, those same customers were also likely to repurchase from the company, as well as generate new business by referring the company through word of mouth.

Conversely, if customers reported they were not likely to recommend a company, they were also less likely to engage in actual repurchase or referral behaviors.

Not only did the researchers discover the most effective question for accurately measuring customer loyalty, they also identified Net Promoter as a valuable tool for assessing long-term corporate growth.



THE ROUTE PRO'S
25 YEARS

(660) 660-2066

25 Years of Developing
Your People to Develop Your Business

Your business doesn't grow by accident—it grows by design.

At The Route Pros, we specialize in building strong teams that drive profitable, sustainable route growth.

Hiring The Route Pros is your best route to success when it comes to:

- ✓ **Route Development**
Optimize efficiency, increase density, and maximize profitability.
- ✓ **Leadership Training**
Develop confident leaders who inspire accountability, performance, and growth.
- ✓ **Customer Service Excellence**
Turn everyday interactions into long-term customer loyalty.
- ✓ **People Development**
Because when your people grow, your business follows.

With 25 years of real-world experience, we don't offer theory—we deliver proven strategies that work in the field.

Call The Route Pros
www.theroutepro.com

Since then, ongoing research has continued to strengthen the validity of Net Promoter. For example, Reichheld's book *The Ultimate Question* presents many cases documenting with 0 representing extremely negative and 10 representing extremely positive. Response options for the behavioral questions were numerically scaled and consisted of a set of rank-ordered categorical choices. Using these scaled responses, they correlated each paired loyalty and behavioral combination for each of the different industries.

Next, they examined correlation coefficients in terms of absolute magnitude and level of significance to find the loyalty question that most strongly and consistently linked to short-term customer behaviors. Below is a listing of the primary questions and behaviors that were linked within each industry.

Because different industries foster distinct types of customer-to-company relationships, one of the presumed hypotheses in this micro-level analysis was each industry would yield a unique answer. In other words, the researchers assumed a different question would prove to be the *right* loyalty metric for each industry.

However, the results were otherwise: a single loyalty question is, in fact, sufficient to gauge customer purchase and referral patterns across seemingly disparate industries.

Specifically, of the correlations studied across the different industries, the *likelihood to recommend* question proved to be the first- or second-strongest

Results of this analysis also led to the discovery of a customer classification scheme whereby customers can be grouped according to their joint loyalty and behavioral profiles. Using these groupings, customers can be characterized in terms of both what they say and what they will actually do.

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

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

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

To test whether the recommend question would still link to financial indicators beyond the individual customer level, researchers aggregated company data to calculate two types of loyalty percentages:

- **% Promoters:** The percentage of respondents indicating a recommend rating of 9 or 10.

- **Net Promoter Score (NPS):** The percentage of respondents indicating a recommend rating of 9 or 10, minus the percentage of respondents

Continued on page 24

DRYCLEANING & LAUNDRY
EXPO
EAST

DLI EXPO EAST 2026
WASHINGTON, DC



535

STEAM TUNNEL



MEET MACPI AT DLI EXPO EAST 2026
DISCOVER INNOVATIVE SOLUTIONS
FOR THE LAUNDRY AND TEXTILE CARE
INDUSTRY.

389

SHIRT
FINISHER



174

SWEATER BOARD



320

AUTOMATIC QUAD
PANTS FINISHER



macpi.com

Kermit Engh

How NPS can predict future profitability

Continued from page 22
indicating a recommend rating of 0 through 6.
Using these percentages, they correlated % Promoters and Net Promoter Score with each company's growth rate for each targeted industry.

They examined 33 correlation coefficients, in terms of absolute magnitude and level of significance, to determine whether either of the two loyalty percentages linked to corporate financial growth.

This macro-level analysis revealed significant correlations (0.70 or higher) for a majority of the targeted industries. These high correlations led to

the interpretation that the recommend question, when expressed in terms of % Promoters or Net Promoter Score, does indeed serve as an aggregate loyalty metric for companies to track long-term corporate growth.

These results also indicated that the Net Promoter Score expression of the recommend question, rather than simply the % Promoters metric, more strongly links to revenue growth for most industries.

In other words, companies that maintain higher Net Promoter Scores also demonstrate higher growth rates, whereas companies that maintain lower

most direct gauge of customer loyalty and, ultimately, financial success.

Although this finding was borne out by statistical tests, it also makes intuitive sense. When customers are truly loyal, their relationship with a particular company surpasses the basic model of economic exchange, where money is simply spent for products acquired or services rendered.

Not only do these customers remain committed to the company, despite price increases and occasional errors, they also actively recruit new customers through positive word of mouth.

These recommendations indicate true loyalty because they reveal customers who are willing to risk their character, trustworthiness and reputation with virtually no reward beyond the positive regard and thanks of others.

Furthermore, it makes sense the Net Promoter Score demonstrates the strongest link to long-term corporate growth.

Results from the macro-level portion of this study revealed that Net Promoter accurately measures the net ef-

fect of word of mouth.

In other words, the reason Net Promoter is such a powerful metric for gauging long-term growth is because it takes into account both the increased growth achieved through positive referrals and the lost potential for growth caused by the effects of negative word of mouth.

So how do you improve your scores? Focus on the *why* behind your clients' responses to the first question. Fix those issues, and keep surveying.

While existing research positions Net Promoter as a straightforward metric that links customer loyalty to purchase behavior and long-term growth, there is always a need for ongoing validation.

To this end, Satmetrix continues to analyze the links between Net Promoter and other indicators of long-term growth, as well as expand these analyses into additional industries, market segments, and countries.

Although other factors can certainly influence a company's growth potential, companies would be well advised to begin looking at loyalty through the eyes of customers

who are likely to recommend them.

By measuring and tracking this propensity, as well as the net effect of customers who promote over customers who detract, companies can confirm the appropriateness of the Net Promoter metric in their own specific circumstances.

Kermit Engh has been an owner/operator in the drycleaning industry for over 33 years. Notable awards include CINET's 2016 Best Practices for sustainability and country. He has been a Methods for Management member for over 30 years. His current position as managing partner and business coach with them allows him to share his extensive background in strategic planning, finance, process improvement, succession planning, acquisition and disposition analysis, packaging and branding, corporate culture, employee training programs, profitability, quality and production standards, cost analysis and development of management KPIs as well as being a Certified Value Builders Coach. Contact him at kengh@mfmi.com.



Net Promoter Scores demonstrate lower growth rates. This comprehensive undertaking revealed unequivocal results: an individual's propensity to recommend a company to friends and colleagues may be the

Contactless Automation

at the Front Counter, Plant & Routes

- Heat Seal Presses • Permanent Barcode Clothing Labels
- EzLabelOff • EzLabelDispenser



- Presses and Solutions for all Budgets
- Best and Free Technical Support Forever
- OSHA, UL, CE and TÜV SÜD Safety Certified Presses
- Very reliable, easy to fix and upgradeable
- Pre-printed Sequentially Numbered Heat Seal Barcode Labels
- Safely remove a permanent barcode label with *EzLabelOff*
- Lift a label off in numerical order with *EzLabelDispenser*

The Ultimate Heat Seal Machine
Call Toll Free 877.906.1818



EzPi
GARMENT LABELING EXPERTS
EzProducts International, Inc.

See Us at
EXPO EAST
Booth 100

A Proven Industry Leader & Recommended by the Consultants You Trust

Toll Free 877.906.1818 www.ezpi.us

STOP PAYING TO HAUL SEPARATOR WATER

REPLACE THAT ZEROWASTE OR GALAXY

DESIGNED FOR TODAY'S SOLVENTS

SAHARA II

LIGHTER THAN WATER SOLVENT
\$2,395
PERC
\$2,545



THE TATTLER IV

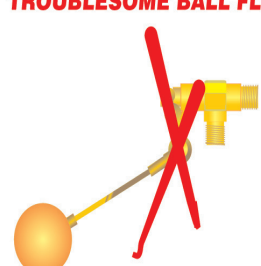
STEAM TRAP TESTER

STEAM TRAP TESTING MADE EASY

\$695



GET RID OF YOUR RETURN TANK'S TROUBLESOME BALL FLOAT VALVE



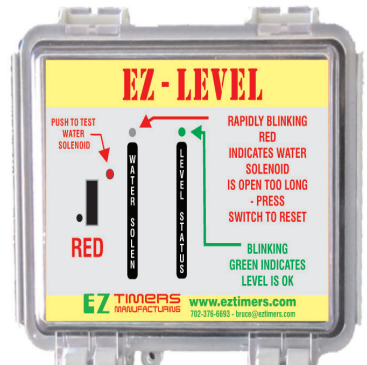
NOW \$795

*REQUIRES 24 VAC SOLENOID

EZ TIMERS
MANUFACTURING
www.eztimers.com
702-376-6693

EZ - LEVEL

ELECTRONIC LEVEL CONTROL



EZ - LEVEL

PUSH TO TEST WATER SOLENOID

RED

RAPIDLY BLINKING RED INDICATES WATER IS OPEN TOO LONG - PRESS SWITCH TO RESET

BLINKING GREEN INDICATES LEVEL IS OK

EZ TIMERS
MANUFACTURING
www.eztimers.com
702-376-6693 • info@eztimers.com

DREAMS *don't work*
unless you DO



Sankosha USA Inc.
TOLL FREE: (888) 427-9120 • TEL: (847) 427-9120
www.sankosha-inc.com

See Us at
DRYCLEANING & LAUNDRY
EXPO
EAST
Booth 101

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

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
patriotbusinessadvisors.com

Equipment and Supplies

Used Equipment For Sale: 1 - Sankosha Single Buck, 1 - 50# IPSO washer, 1 - 30# IpsO Washer, 1 - Forenta Legger Topper Press, 1 - Forenta Utility Press, 1 - Forenta Spotting Board, 1 - Forenta Susie, 1 - Ingersol Compressor - 7hp, Assorted Puffs, White Conveyor, up and down. Call for pricing 305-766-3221. 8/26



ProParts
Your one-stop parts shop

DRYCLEANING & LAUNDRY EQUIPMENT PARTS

NEXT DAY DELIVERY

**ALL BRANDS
LOW PRICES**



1-866-821-9259

PROSPARTS.COM

MILNOR Washing Machine for Sale. Never installed, \$9,000. Private party, call Bill 714-259-9999 x27. Located in Southern California. 8/26

For Sale. Firbimatic hydrocarbon green earth dry cleaning machine. Model # FAS32LT3K 2015 Build F80 Omnia. \$19,000. 570-575-4397. 8/26

Waste Water Evaporator

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

To place your classified ad: Download the pdf form at www.nationalclothesline.com/adform, email info@bpscommunications.com or call (215) 830-8467.

Catalogs



**Call 877-435-3859 for a
Newhouse Catalog or go to
www.newhouseco.com
to download and print a page.**

Training & Education

INDEPENDENT
GARMENT **A**NALYSIS®

New Manual: *Procedures and Chemical Formulations to Lower Chemical Costs*
FREE Chemical Evaluation
of Your Plant Available.

Purchase my Service Package
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

Cell 772-579-5044
E-mail: cleandan@comcast.net
www.garmentanalysis.com

**— SAVE BIG —
ON DRY
CLEANING
SUPPLIES**

800-568-7768
CLEANERSUPPLY.COM

HELP WANTED

Seeking an experienced drycleaner
to join our high volume plant in Mpls,
MN. Must be reliable, detail oriented,
and able to work efficiently in a fast
paced environment. Competitive pay
based on experience. Please email re-
sume to lisa@pilgrimdrycleaners.com
or call 763-425-7524 x231 to apply.

Index of Advertisers

AUGUST 2026

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

60

Miele  Care –
the greener way to clean.





[HOME](#)
[BACK ISSUES](#)
[CLASSIFIED ADS](#)
[ADVERTISERS](#)
[DATELINE](#)
[ASSOCIATIONS](#)
[LINKS](#)
[RESOURCES](#)
[ABOUT US](#)
[CONTACT](#)




NCL Profile
Life goes on



For the Bodin family, starting a cleaning business in Yonkers, NY, was an opportunity for a clean slate. Before that, 12-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 article from the Herald Tribune and a photo of the family from 1918.

[Read More](#)






Industry balancing act to continue in 2022

As cleaners prepare to close the door on 2021 land 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, zippers and more.

[Read More](#)



FallFest EXPO pushes date back

Even though interest for FallFest EXPO remains high, many cleaners are too short-staffed and overburdened 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 Associations have decided to move the event back to mid-December.

[Read More](#)

Light always follows darkness
 by Peter Blake



It has been a long, interesting and challenging 18 months, to say the least. I know I have never worked harder or more hours than I have during the past year and a half. I also know I am not alone, and...

Dor's wishlist to St. Nick: 2021 edition
 by Don Derosiers



BH happy December! It is that time once again for my annual Christmas Wishlist. Every year, I send a plea to the great St. Nick for products that do not exist yet, but I believe they...

A Tribute to James Peuster
 by Mark Albrecht and Jennifer Whitmarsh



As we round out 2021, lets recognize an achievement of a familiar personality in our industry. James Peuster, JP (as many know him) begins his 20th year consulting teams...

A.L. Wilson.....	10	Mosena Enterprises.....	26
BeCreative 360	27	Newhouse Specialty	
Cleaners Business System	3	Company.....	26
Cleaner's Supply.....	26	NIE Insurance	5
DLI	9	Patriot Business Advisors	26
Ehrenreich & Associates..	26	ProsParts	26
European Finishing....	18, 28	Route Pros	22
EZ Timers.....	24	Sankosha USA	2, 25
EZProducts	24	Tailwind	12
Forenta.....	7	Trevil America	21
Gulf Coast	13	Unipress Corporation.....	17
Gulf States	16	Western State Design.....	19
Iowa Techniques	8	Xplor Spot	14, 15
Itsumi USA	11		
MACPI.....	23		
Methods for			
Management.....	20		

Visit these advertisers' web sites!
Links to all are listed
at www.nationalclothesline.com/ads



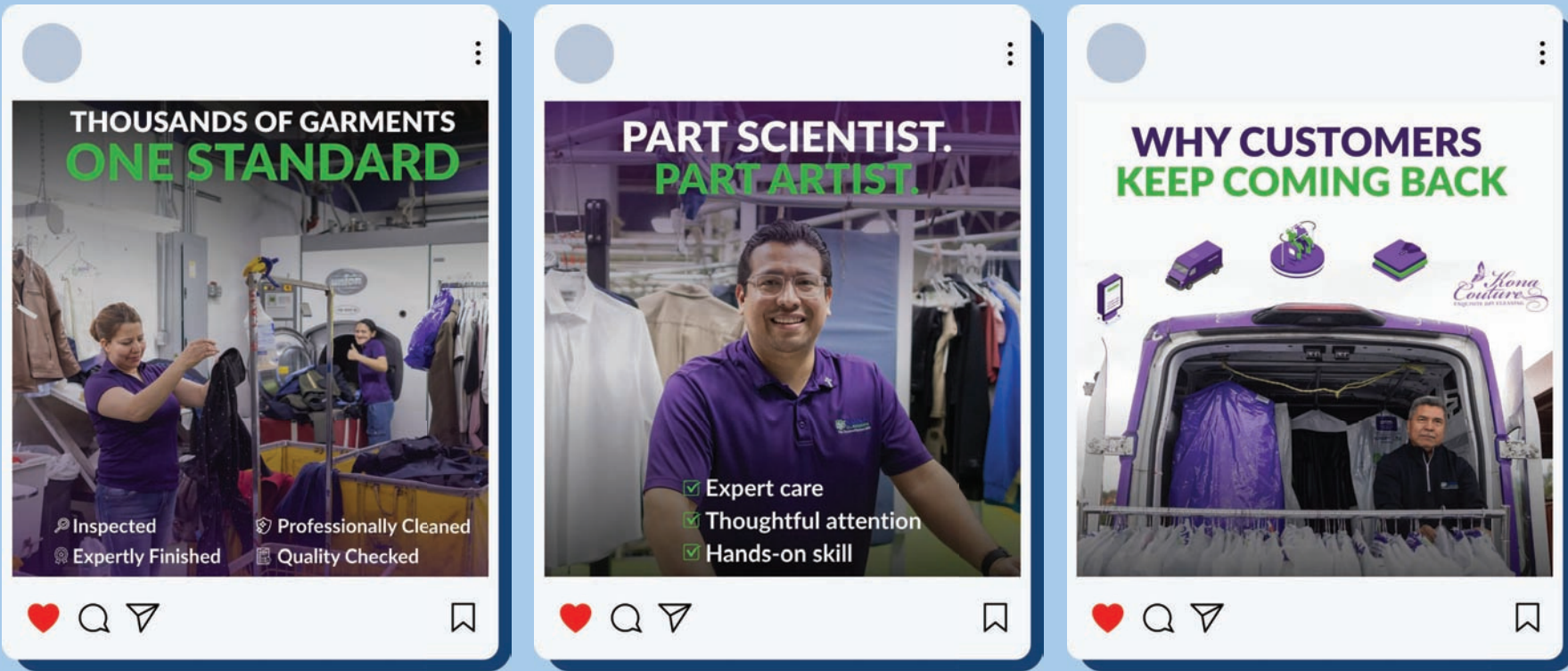
A REAL PHOTO SHOOT FOR REAL RESULTS

BeCreative360's on-site custom content shoot

Show customers the real people, real care, and real quality behind your business with a custom on-site content shoot.

We come to your location and capture professional photo and video content designed for your website, social media, ads, reels, Google Business Profile, and more.

Authentic imagery builds trust, tells your story, and helps customers see why you're the standard.



A few examples from actual custom content used on social media.

LET'S CREATE YOUR CUSTOM CONTENT!
SCHEDULE YOUR PERSONAL 2-DAY PHOTO SHOOT TODAY!



BeCreative360.com | 949.270.1609 | create@becreative360.com



TIME TO UPGRADE YOUR PLANT?

Out with old presses

In with the new, fast, easy finishers!

*For: Hand-finished look,
Little or no touch-ups*



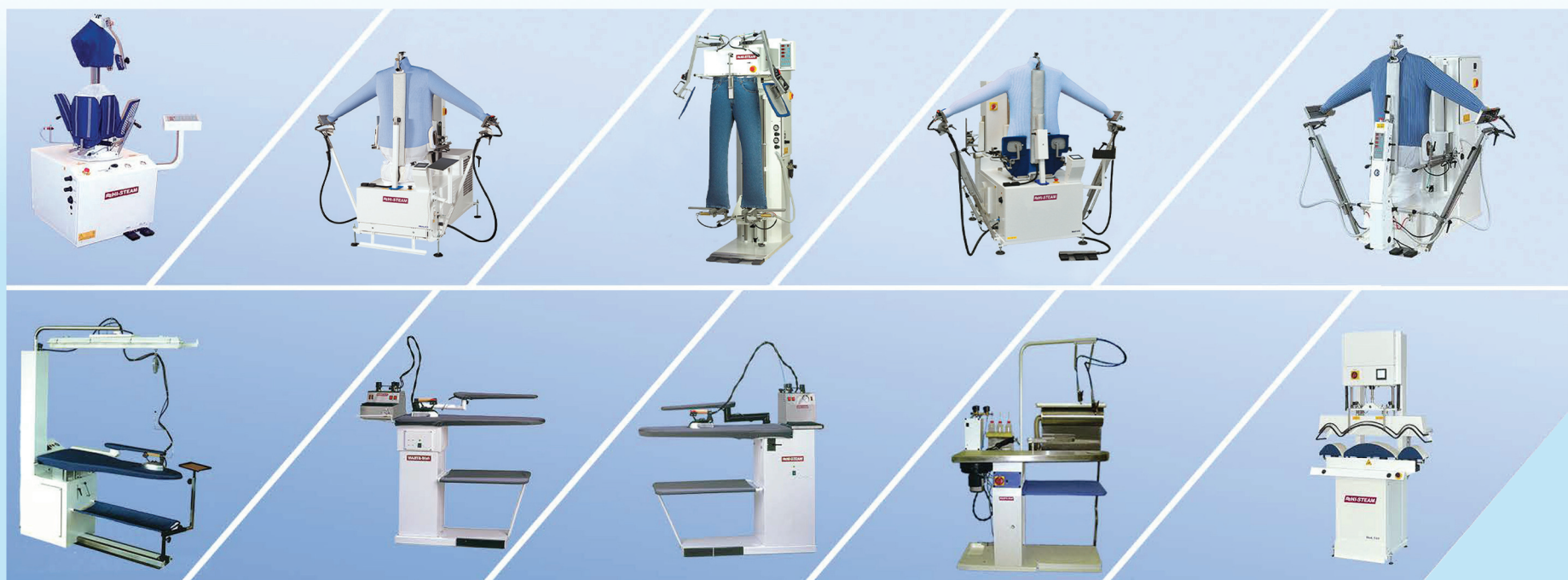
 *Made in Italy*

SAM-451 for Laundry

- 30-40 shirts per hour
- Oversized (3XL) or undersized shirts
- All fabric, including microfiber and tuxedo shirts

SAM-451 for Dry Cleaning

- Shirts
- Blouses
- Lab coats
- Men's & ladies' jackets (suits and casual)
- Dresses (up to 48" long)



EUROPEAN FINISHING EQUIPMENT CORP.

1 County Road, Unit A-10, Secaucus, NJ 07094
Telephone: (201) 210-2247 Fax: (201) 210-2549
TOLL FREE: (888) 460-9292
sales@histeam.com
www.histeam.com

