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EXPO East seeks to educate, elevate industry



**Gaylord National
Resort & Convention
Center
Oct. 16 to 18, 2026**



Dr. Ellis Stricker Coyle

Next month, the DL EXPO East 2026 will take place from Oct. 16 to 18 as it comes to the Gaylord National Resort and Convention Center near Washington, DC.

This will be only the second offering of the show; the debut took place in 2024 with over 700 cleaners in attendance at the event, which was held in Kissimmee, FL.

This year, the convention hall will be officially open from 10 a.m. to 5:30 p.m. on Saturday, and from 10 a.m. to 3 p.m. on Sunday.

When cleaners are visiting the exhibit hall, they will have plenty of time to catch up on industry knowledge in the education sessions.

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 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 helping 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 decision.

Also tapped to speak at DL EXPO East is Maryland State Senator Mike McKay (and fellow drycleaner) whose topic will be "Policy, Politics and Progress: What Every Drycleaner Needs to Know."

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
Continued on page 6

SDA to host plant tour and profits panel in SLC

This October, the Southwest Drycleaners Association (SDA) will host its two-day Fall Meeting in Salt Lake City from Oct. 23 to 24.

The focus of the event will be on operational efficiency, profitability, networking and real-world business solutions.

There will be a featured



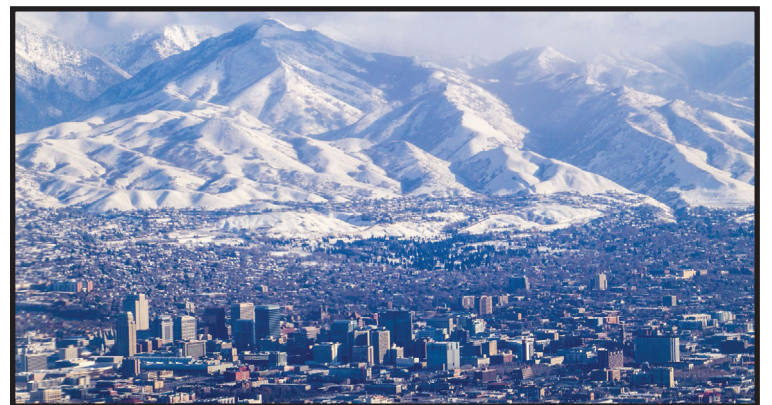
panel discussion on "Less Labor – More Profit," which will bring together successful drycleaners who will share practical strategies for overcoming today's labor challenges through smarter equipment investments, improved workflows, and streamlined production processes.

Attendees will hear first-

hand how fellow operators have increased efficiency, improved quality, and strengthened profitability while reducing labor demands.

One of the highlights of the meeting is an exclusive plant tour of Red Hanger Cleaners, where attendees will see the company's recently modernized production facility in action.

Participants will experience how investments in ad-
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SALT LAKE CITY, UT (pictured above) will be the host city for the Southwest Drycleaners Association's two-day Fall meeting from Oct 23 to 24. The event will also include a plant tour to Red Hanger Cleaners.

TCATA welcomes new leadership

The Textile Care Allied Trades Association (TCATA) welcomed members of the textile care industry to Asheville, NC, early last month for its 2026 Management & Educational Conference at the Omni Grove Park Inn.

The conference marked an important leadership transition for the association. **Mack Magnus** of **M & B Hangers** passed the gavel to **Rusty Smith** of **Forenta** (pictured on right), who began his term as TCATA's next president.

TCATA also welcomed three new members to its Board of Directors: James Baker of MN Chemicals, Chip Ottman of R.W. Martin and Kristen Vos of R.R. Street & Co. Inc. The association recognized outgoing board members Kelly Kelleher of Kelleher Casares



Equipment and John Silverman of Tschopp Supply and thanked them for their years of service and contributions to TCATA as they completed their tenure on the Board.

"The Asheville conference was a wonderful example of what TCATA does best: bringing our industry together," said Luci Ward Pettys, TCATA executive director.



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A premium miscalculation

It is very easy to make the mistake of falling short on liability protection insurance.

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Going with the flow

This month, Professor Bruce Grossman examines the importance of maintaining proper solvent flow.

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A thrifty way to market

With the rise in popularity of "thrifting," the industry has an excellent way to connect with Millennial customers.

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Make the most of your time

Jason Loeb examines how cleaners can make better use of their time by dropping unnecessary tasks.



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Giving young consumers a reason to come to you

According to this year’s **Cotton Incorporated Durability Survey** (research that examines consumer attitudes toward clothing longevity and garment care), the **five biggest reasons** consumers stop wearing clothing are: *it no longer fits (50%); an odor will not wash out (45%); there is a hole or tear in the clothing (42%), it has a stain that won’t wash out (42%); and it has a hole or split in the seams (41%)*. All of these are garment issues that can ~~possibly~~ probably be fixed by a professional.

Meanwhile, it is estimated that the global fashion industry produces **100 billion new garments every year** and about **87% of the materials** and fibers used to construct them end up in incinerators or landfills. The world produces over *90 million tons of textile waste annually*. Overall, only 1% of clothes will get recycled into new garments.

This is extremely wasteful, and it also offers a clear illustration of why textile care experts are so important. People will not abide imperfection in their fashion, and, as this industry is certainly aware, people imperfectly care for their attire.

People want a quick and simple solution, but the truth is it takes a considerable amount of time, knowledge and practice to successfully remove stains. On top of that, there are times when the old tried-and-true methods of stain removal aren’t always the best solution. In fact, spotting sage **Dan Eisen** will be discussing that precise topic this month (see his column on page 12), offering samples of when modern chemical technology upgrades trump the old ways. Sometimes, even the professionals need to refresh their skills.

Keeping up with latest in cleaning techniques is only one part of this profession. Truth is, even the professionals can be a bit confused when there is suddenly a drop in overall cleaning quality. Thus, **Don Desrosiers** has answers for those wondering, “Hey, why aren’t my shirts getting cleaned?” In his column on page 8, he examines the four things you need to clean properly: time, temperature, chemical action and mechanical action. One of those four things is off and he offers ways to figure out which one and remedy the problem.

Of course, one reason for the inferior quality cleaning could be something’s

not quite right in your cleaning machine. This month, our fix-it friend **Bruce Grossman** will begin a series that examines the importance of maintaining proper solvent flow in your drycleaning machine (see page 10), and, more importantly, how to maintain it.

Hopefully, those three columns will help you keep on top of the cleaning aspect of being a professional cleaner; however, as entrepreneurs in this industry know, you have to focus on several things simultaneously to succeed. It is an extremely challenging position to manage a textile care business, and that task is made nearly impossible if you do not manage your limited time wisely.

To that end, whiz-in-the-biz **Jason Loeb** has some ideas to help you weed out the unnecessary tasks from your workload so that you have time to address the most urgent tasks first. To get a better grip on your time, go read the full column on page 20... right now.

Another aspect of the business that cleaners can easily lose track of in the perpetual shuffle is preparing for unforeseen problems. Most business owners struggle to decide whether or not they are properly insured for when the unthinkable happens. This month, intrepid insurance expert **George Ingram** from **NIE Insurance** has been kind enough to contribute a guest column (see page 16) that looks at the process of deciding how much liability protection coverage is necessary.

While all of that content seems like a little bit of everything, there is still one question cleaners seem to always ask: *How can I get more business?* The simplest way is to promote the services you provide to the people who would benefit greatly from that service.

One group of people who really need professional cleaning help continues to be Millennials, a generation who loves to thrift shop for recycled clothing but still cannot take care or repair it properly. As **Katey Kratz** points out in her column on page 18, why not use that as a link to get Millennial customers in your door? How about: *Thrifted it? We can fix it or make it fit!* She has some really good ideas that you probably should consider.

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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.

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EXPO East seeks to educate, elevate industry

Continued from page 1
joined by fellow legislators for an open conversation on the policies, proposals and trends impacting businesses in the textile care industry.
Whether you're interested in labor issues, environmental regulations, taxes, small business policy, or the future of the industry, you will have a better understanding of how you can prepare your business for the

challenges and opportunities ahead.
Dave Coyle of Maverick Drycleaners will also be on hand to present a program on "From Operator to CEO: How to Double Your Profit in 90 Days." Coyle is the founder of In the Bag Cleaners of Wichita, KS, a company he had lead to generate over \$200 million in services, consistently ranking in the top 1% of the industry.

Rounding out the educational programs will be another panel discussion on Saturday morning — this one will feature some of DLI's Hall of Fame members offering some of their own personal insights. Scheduled to attend include are James Peuster, founder of the Route Pros, and Jane Zellers, one of the industry's most respected training experts and consultants.

In addition to the exhibitions and educational sessions, there will also be time for socializing, including a Friday night cocktail reception slated to take place from 5 to 7 p.m.
Those planning on attending DL EXPO East can take advantage of an exclusive group rate for the show: \$279 for single/double occupancy per night. The number of rooms are limited, so it is recom-

mended to make reservations early. To do so, visit the official website at www.dlexpo.org and visit the DL EXPO East section. From there, click on the "Hotel" link to be taken to a hotel reservations link.
To register for the event, which is sponsored by the Mid-Atlantic Association of Cleaners (MAC) and the North East Fabricare Association (NEFA), visit www.dlexpo.org.

SDA to host plant tour and profits panel in SLC

Continued from page 1
vanced automation and equipment — including Metalprogetti and Sankosha — have transformed workflow and operational efficiency.
The tour also includes a visit to one of Red Hanger's kiosk locations, providing insight into route dispatching and customer convenience

strategies.
The tour continues at Faye's Laundry & Dry Cleaning, showcasing the company's expanding laundry operation and innovative route processing methods.
Attendees will also see equipment and production techniques that support specialty garment care, next-day

comforter service, and efficient processing of western wear, including cowboy starch jeans.
"The Fall Meeting is designed to give owners practical ideas they can implement immediately," said Fran Stone, SDA president, as well as owner of A-Town Cleaners located in Abilene, TX.
"Members consistently tell

us that seeing successful operations in person and having open conversations with fellow cleaners provides invaluable ideas they can take home to improve their own businesses."
In addition to educational sessions, the meeting offers numerous opportunities to build relationships with fellow in-

dustry professionals.
The event begins Friday afternoon with the SDA Board meeting, followed by a networking happy hour and an optional dinner at the iconic Squatters Pub overlooking the mountains.
For more information or to register, visit the SDA website at www.sda-dryclean.com.

CLA host W-D-F workshop in Austin this month

The Coin Laundry Association (CLA) will head to Austin, TX, to host its Wash-Dry-Fold Workshop 2026 later this month. It will take place from Sept. 20 to 22 at the Hilton Austin.

The cost to attend is \$949 for CLA members and \$1,299 for non-members.

Following its Welcome Cocktail Reception that will get the ball rolling from 6 to 7:30 p.m. on Sunday, Sept. 20, the association will present two full days of educational sessions designed to offer attendees a comprehensive overview of making Wash-Dry-Fold and other services more efficient and more profitable.

CLA CEO and President Brian Wallace will offer opening remarks at 8 a.m. on Saturday before the first session starts at 8:15 a.m.

It will focus on "The Business of Laundry: Comparing Models, Markets and Opportunities."

This opening session compares today's leading models — wash-dry-fold, pick-up and delivery, and commercial laundry — with a close look at the capital, profit margins and operational realities behind each service offering.

Next up will be a session at 9:30 a.m. called "From Lab Coats to Linens: Capturing the Medical Services Mar-



ket."

Attendees will learn how to identify and approach prospective customers in your area, what these clients care about and how to structure agreements that deliver consistent recurring revenues.

Following a break for refreshments and to visit the tabletop exhibits, the education program will pick up again in the afternoon at 1 p.m. with a program that focusses on "The Short-Term Rental Opportunity: Finding, Securing, and Retaining Laundry Accounts."

At the same time, there will also be a separate session on "WDF 101: The Nuts and Bolts of Launching, Operating and Growing a Wash-Dry-Fold Service."

There will also be a pair of options to attend at 2 p.m. Attendees can either listen to "Commercial Accounts Unlocked: The Blueprint for Sus-

tainable Growth" or "The True Cost of Wash-Dry-Fold: Building a Profitable Pricing Model."

The sessions will conclude for the day with a 4 p.m. program that will offer a "Folding and Packaging Demo."

On Tuesday morning, there will be a program at 8:30 a.m. on "Building Community Engagement" presented by the LaundryCares Foundation.

Also on the agenda that morning will be "Strategic Corporate Allies Video Presentations" at 9 a.m. and the "Women's Laundry Network Panel Session" will begin at 9:15 a.m.

At 11:30 a.m., attendees will have a choice between two programs: "Making Every Mile Count" Fleet Planning for Profitability" or "Stain Removal 101."

In the afternoon, there will be a program on "The Facility of the Future: Automation, Efficiency, and Delivery at Scale" at 1:15 p.m. before Brian Wallace offers closing remarks afterward at 2:15 p.m.

The host hotel for the event will be the Hilton Austin at 500 E. 4th St.

For more information or to register for the event, visit CLA's official website located online at www.laundryassociation.org.

DLI offers several options this month

The Drycleaning & Laundry Institute (DLI) and its partner regional associations will keep cleaners busy this month with numerous opportunities, including its monthly featured webinar which will be presented by Mark Albrecht of the Route Pros at 1 p.m. EST on Sept. 16.

He will help attendees build a strong foundation for their pickup and delivery business with a program called "Starting (& Jumping Starting!) Your Route from Scratch."

Having worked with about 150 cleaners, Albrecht will share many of his tips, tricks and best practices that lead to success.

Also coming up is an offering of DLI's two-day Virtual Leadership course which takes place online on Sept. 15 and 17.

With interactive sessions, real-world scenarios, and actionable strategies, this course is de-



signed to teach participants how to effectively communicate their company vision, motivate others and create a lasting impact.

For more information about that course, or any others mentioned, visit DLIonline.org/Education.

On Sept. 17, DLI will host its latest installment of Marketing Masterclass from 2 to 3 p.m. The class offers a forum for members to learn about various strategies and tactics that sell drycleaning services.

Next month, DLI will host its one-week Introduction to Drycleaning and two-week Advanced courses at its School of Drycleaning; however, the deadline to sign up is Sept. 18.

Additionally, DLI will continue to host its weekly peer networking meetings at 11:30 a.m. EST every Tuesday.

Learn more and register at: DLIonline.org/Education.



In July, the Route Pros lead a MasterMind group at the DIA conference in Sydney, Australia. The four-hour discussion included wash-dry-fold, employee and customer retention, and route basics. "Australia has a lot of challenges that are a bit different than us, but the solutions are the same!" Peuster noted.



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SHIRT TALES



BY DON DESROSIERS

Hey! My shirts are not getting cleaned!

Many shirt launderers either say the phrase above or should say it. I'm amazed at the varying levels of clean that are *acceptable*. Some laundries have very clean shirts and accept that as normal while others barely seem to clean shirts at all and, yes, they consider that normal.

If you had a wishlist, it would probably include getting shirts perfectly clean, with no pre-scrubbing, no ring-around-the-collar and no stains. You want this first time, every time. Believe it or not, you can make this happen quick, maybe even today.

Basically, there are two types of **stains** that needs removing from shirts, most common is **ring-around-the-collar**. This needs a surfactant. It's in the soap that you buy. Then, there are **stains**. These are what you buy oxygen bleach for. It is almost true, but not quite, that if you have soiled collars, you aren't getting enough surfactant in your wash wheel, and if you have stains, you need oxygen bleach or more of it. This is not always true, but it can be,

sometimes.

In order to wash shirts, you need four things: **Time, Temperature, Chemical Action and Mechanical Action**. It has to be all four things. How much of each, though, can vary, but it is still scientific.

The most common example of this is enzyme detergents. They alter the chemical action and you decrease the temperature. Another example would be using rope ties versus washing shirts loosely. They improve mechanical action.

Consequently, you can save on detergent or cut down on wash time. All this has to be done with professional help. You are only as good as your chemical representative. If you don't have one and you have issues with shirt cleanliness, then the problem is his absence or his qualifications. Most detergent brands have a service rep who will tour customers in a geographical region for the sole purpose of making sure these customers are satisfied.

Some progressive distributors offer a similar free service for the same reason. The

coolest thing about doing shirts is you can make shirt cleanliness their problem rather than yours. His job is to satisfy you, and my job is to tell you not to be satisfied unless you get clean shirts without scrubbing collars and pre-treating minor stains.

Still, you may have quality problems. Your local chemical rep is not your washman or maintenance man. He can tell you what you need, but will be unable to make it happen without your support. Here are some reasons why you have cleanliness problems:

1) Overloading the wash wheel. This is probably the number one cause of inconsistent wash quality. Some days, the shirts look fine; on others, they don't. It is easier to maintain the proper loading capacity with a system like Tailwind, that has a self-defining lot size rather than a piece system, or a lot system that either has lots that are difficult to identify or has lots of varying sizes. In those cases, your wash person might try to squeeze in more shirts than they should into a

washer. Overloading the wash wheel will not allow for the proper amount of mechanical action — one of the keys to getting clean shirts. If you wash shirts loosely, you will need to under-load your machines by quite a bit. While some people — not I — think washing loosely while under-loading is the best way. Keep in mind, this is very difficult to manage.

It may require weighing every load (and making sure it gets done when you aren't looking) to insure you never put in more than 35 lbs in a 50-lb machine. I think that this is a problem waiting to happen.

Whatever your chemical rep has determined is the correct wash capacity and formula for your situation is what you need to stick with. Don't expect clean shirts if you go against his/her advice.

2) Low water temperature. You must have hot water. Let's say you need 120° water for your particular formula. Many enzyme detergents need this temperature. Certain oxygen bleaches won't do a thing unless you have the required temperature. What you set your water heater at, or what the gauge reads at the holding tank means absolutely nothing to me. What is the exact temperature of the water five minutes into the wash cycle?

Use a laser trap tester to get this reading right through the glass. Do not rely on the washing machine's temperature indicator. They are notoriously inaccurate. I have seen a 35-degree variance between the electronic readout on the machine and the actual temperature. That is the difference between clean and dirty shirts.

The setting you select on your water heater depends on several factors: the distance between the hot water maker and the wash arena, how (and whether) the pipes are insulated and the type and condition of the washing machine. In some climates cold water can be 35° in the winter and 80° in the summer. If your washing machine calls for a mix of hot and cold water to arrive at a wash temperature of 130°, it is incontestable that your water temperature will not be consistent year round.

The washing machines that have thermostatically controlled water temperature are

the best. When they are programmed, you simply select a temperature. The microprocessor determines whether you need hot water or cold water at any given moment and will continue to monitor this throughout the wash cycle.

Still, the wash wheel temperature must be checked to assure that the electronic reader is accurate. Keep in mind, when you inject hot water into a wash wheel full of fabric and cold metal, you will lose several degrees due to the relative temperature of these things.

3) Mechanical/Maintenance Issues. This is often overlooked as a cause of substandard wash quality. Be sure your washing machine's drain valve isn't leaking. If your hot water is leaking out of the wheel a little at a time, you may be doing all of the right things — the right water temperature and chemicals — but are flushing them down the drain. Again, trust a laser temperature gauge or a pyrometer, not the setting on the water heater. You must have hot water to get clean shirts.

If the drive belt that connects the wash wheel to the drive motor is too loose, the drum might not turn at the proper RPM. If the belt slips, the shirts will not get good agitation.

If you think that skimping on supplies here is the way to stop using all that red ink, I assure that there is something else that you've missed. Don't cut corners on proper chemicals. If you calculate your chemical cost on a per shirt basis rather than by the cost per pail or bag, you will see that the *expensive* stuff barely affects your supplies cost on a per shirt basis, but makes your life a lot better.

"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.

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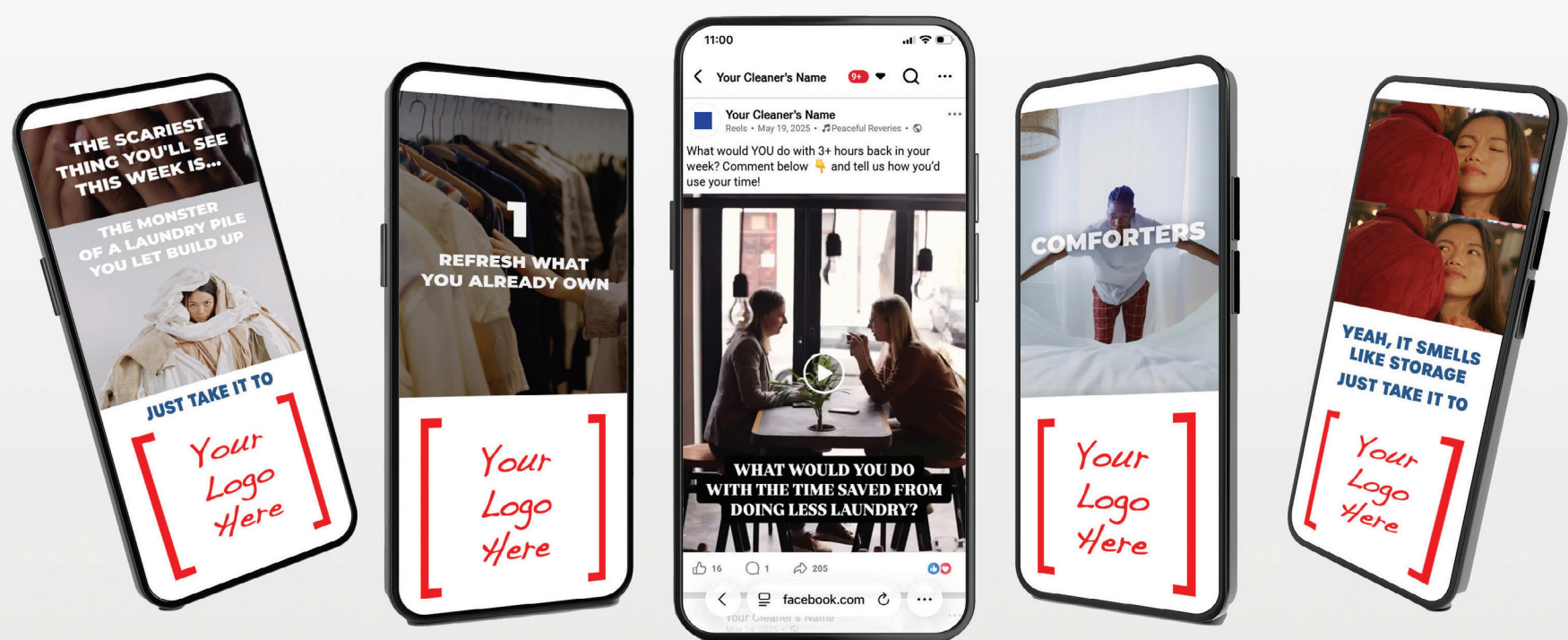
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WRENCH WORKS



By BRUCE GROSSMAN

Solvent flow: What is it all about? Part I

This month, we will explore solvent flow, valves, and some of the problems associated with them in the drycleaning process.

To begin with, *what is solvent*, and *what is solvent flow*? In the drycleaning sense, a solvent is a liquid that is moved or flushed through garments to remove dirt and debris.

What does solvent do?

Solvent accomplishes at least two major tasks.

1) Solvent dissolves oils, waxes, grease, and a long list of soluble soil, also called non-volatiles (dissolved compounds that will not evaporate with the solvent). Generally, the solvent itself can dissolve these compounds. However, another common soil family is sugars (often called sweet stains), which does not dissolve in pure solvent but readily dissolves in water.

Unfortunately, most common solvents in their pure form are not miscible with water (similar to oil and water, they won't mix). To overcome this immiscibility, a detergent (sometimes called soap) is added to allow the solvent to carry enough water to dissolve

the sugar stains.

2) The solvent flushes what's known as particulate soil from the garments. Particulates are dust, lint, hair, and more or less any solid matter that doesn't dissolve in the solvent. Once the particulates are released from the garment, keeping them suspended in the solvent is essential so they do not fall back onto the fabric. (This undesirable condition is called redeposition or greying). Detergent is vital in keeping these particulates suspended until they can be removed from the system through filtration or distillation.

Why is solvent flow important?

Think about the qualities of the solvent enumerated in the preceding paragraphs. Both are deeply dependent on the volume of solvent circulated through the garments.

1) The more solvent that comes in contact with the dissolved soil, the greater the amount of soluble soil dissolved and removed. Think of how much sooner sugar will dissolve in the coffee if the coffee is stirred rather than sitting

still. This process is called the flow rate, or solvent changes per minute moved through the drycleaning system.

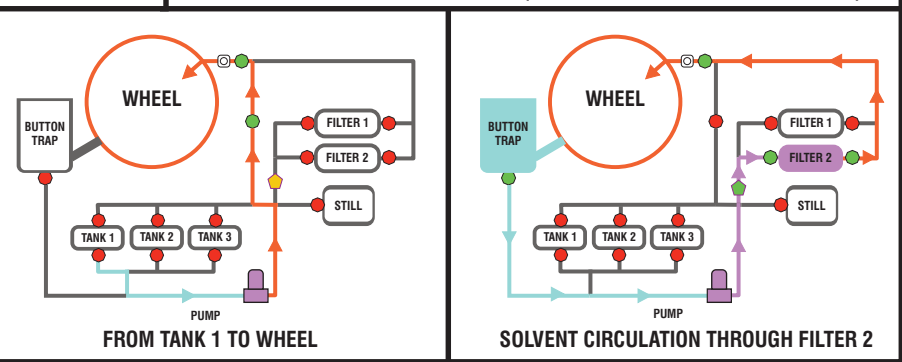
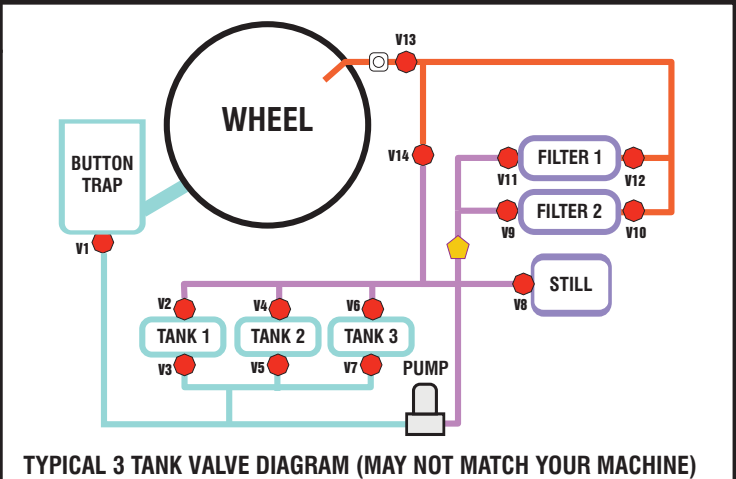
2) After the particulates are flushed from the garments and held in suspension, moving them out of contact with the garments is essential to avoid redeposition. The particulate-laden solvent is pumped through a filter or into a still for purification. The more passes through the filter, or the faster the solvent moves, the less chance exists to redeposit the soil.

The following is a list of common symptoms associated with problems with solvent and solvent flow affecting cleaning quality and how to

SOLVENT FLOW OPERATIONS

LEGEND

- FLOW FROM
- FLOW THROUGH
- FLOW TO
- NO FLOW
- SIGHT GLASS
- SHUT VALVE
- OPEN VALVE
- CHECK VALVE



diagnose them:

1) Poor Spot Removal and Excessive Deposition. There are several causes of this type of inferior cleaning performance.

Detergent charge. A low concentration of detergent commonly leads to this problem. In most cases, it's unlikely to be able to test for detergent concentration, so manually add an extra detergent dose to a load and look for any improvement. Also, monitor the performance of the detergent injector to be sure it's adding the proper volume.

Flow rate. Low flow rate is likely the foremost cause of this type of problem. A rule of thumb for checking the flow rate is that filling the wheel should take one minute to reach the operating level.

A method I've always found handy is to set up the flow path so solvent is pumped from a tank back to the same tank while watching the spray pattern across the tank sight glass. The area the spray fans out over the sight glass is a good barometer of the solvent pump performance. Often, lint, staples, safety pins, and all kinds of junk clog up vanes on the pump impeller, degrading but not stopping the solvent flow, which affects the solvent spray pattern.

2) High Filter Pressure. As I wrote earlier, in most cases, solvent is pumped through some type of filter to remove particulate soil. High filter pressure indicates poor filter

performance and results in poor cleaning results. The following are common causes of this type of fault.

Excessive debris build-up on filtration surfaces and excessive moisture in the solvent. More frequent filter replacement in the case of cartridge filters or spinning disk filters more often may rectify this problem. If the previous procedure didn't correct the situation, try cleaning large loads of towels or comforters to absorb moisture. If the filter pressure drops, excessive water in the solvent is the likely cause, and the additional moisture source must be determined and eliminated.

That's it for now. In the next issue, I will be continuing with this subject. The accompanying illustration is intended as a guide to the typical solvent flow paths, which will be used more extensively in later chapters on this subject.

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.

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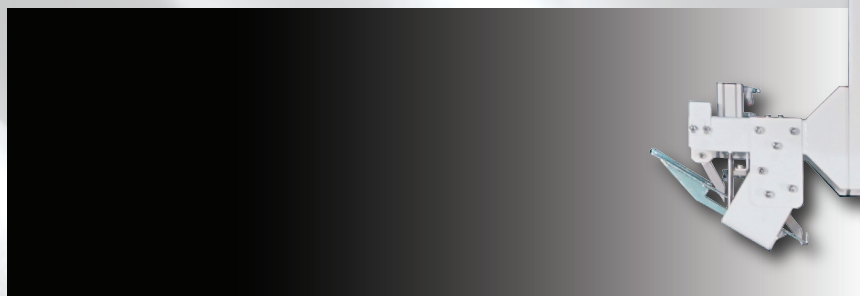
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THE SPOTTING BOARD



BY **DAN EISEN**

New chemical technology beats the old methods

I have been teaching spotting and drycleaning over 50 years.

At the time I was director of the New York School of Drycleaning, the spotting techniques I taught were the law of the land.

These procedures that were taught are now inefficient, time-consuming, unsafe to some fabrics and not completely EPA-friendly.

In my consultations and training I teach entirely different spotting techniques.

It is my understanding that these old techniques are still taught.

Old Spotting Process for Unidentified Stains

The thought process was to first treat it as a dryside stain, then a wetside stain. The black brush was designated for dryside stains and the white brush for wetside stains.

1) Oily type paint remover
2) Mechanical action
3) Oily type paint remover and amyl acetate
4) Mechanical action
5) Flush with volatile dry solvent or dryclean

The stain is then worked

At the time I was director of the New York School of Drycleaning, the spotting techniques I taught were the law of the land. These procedures that were taught are now inefficient, time-consuming, unsafe to some fabrics and not completely EPA-friendly.

as a wetside stain.

6) Flush steam gun
7) Neutral lubricant
8) Mechanical action
9) Flush
10) Neutral lubricant plus acetic acid
11) Mechanical action
12) Flush
13) Oxalic acid test
14) Heat
15) Flush
16) Rust remover-test
17) Heat
18) Flush
19) Neutral lubricant plus ammonia
20) Mechanical action
21) Flush
22) Peroxide plus

ammonia-test
23) Heat
24) Flush

Why this method is inefficient

1) White and black brushes do not have to be separated since new environmentally safe dryside agents can be flushed wetside.

2) There are substitutes for amyl acetate that are environmentally safe.

3) Since most unidentified stains are wetside it is more time consuming to treat dryside.

4) Acetic acid often leaves odor in fabrics and is capable of causing color change.

5) Ammonia is not completely environmentally safe and can cause color loss on some fabrics.

6) Too much testing of chemicals is time consuming.

7) Sodium perborate is a more effective last step bleach than hydrogen peroxide.

New spotting processes

Working a stain wetside then dryside. The process used entails prepared protein and tannin formulas which are relatively safe and do not have to be tested. Rust remover and oxalic acid are used as last steps if needed.

1) Flush
2) Neutral lubricant
3) Mechanical action
4) Flush
5) Protein formula
6) Mechanical action
7) Flush
8) Citrus based spotting agent
9) Mechanical action
10) Flush
11) Oily type paint remover, environmentally safe
12) Mechanical action
13) Flush
14) Ink remover-
15) Mechanical action
16) Flush
17) Sodium perborate - test
18) Heat
19) Flush
20) Neutralize
21) Flush

Dan Eisen is the former chief garment analyst for the National Cleaners Association and also an inductee of the Drycleaning and Laundry Institute's Hall of Fame, the highest honor the association can bestow on an individual. For questions and concerns, he can be reached at (772) 579-5044, or by e-mail at dan-nyeisen39@gmail.com or through his website at www.garmentanalysis.com.



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The high cost of falling short on liability protection insurance

by **GEORGE INGRAM**
Guest Columnist

A customer was using a commercial dryer at a laundromat when the dryer door became detached and struck her in the leg. The incident appeared to be little more than a minor inconvenience. The customer even smiled as she left the laundromat, but the smile eventually faded.

She later attributed a variety of problems to the incident, including continuing leg pain, sleepless nights and even weight gain. A seemingly minor inconvenience had developed into a disputed bodily injury claim and, ultimately, litigation.

Fortunately, the laundromat had surveillance video.

The video showed not only what happened, but how the customer appeared and moved afterward — something no one could go back and recreate once the claim developed months later.

It ultimately resulted in litigation and a settlement in the thousands of dollars. The Alabama Department of Insurance released its **Liability Insurance Coverage Data Call Report** in January 2026 after examining liability insurance experience over a ten-year period.

The study covers many types of businesses and does not separately identify fabricare operations.

Its findings, however, provide a revealing look at the broader liability environment. From 2020 to 2024, the average paid loss per closed General Liability claim increased from approximately \$15,200 to \$28,200 — an increase of approximately 85%, or 1.85 times the 2020 level.

From 2020 to 2024, the average paid loss per closed General Liability claim increased from approximately \$15,200 to \$28,200 — an increase of approximately 85%, or 1.85 times the 2020 level.

Legal involvement also increased. In 2020, approximately 24% of closed General Liability claims involved legal representation or litigation — about one claim in four. By 2024, that figure increased to 31%, or nearly one claim in three. Average defense and cost-containment expenses on legal claims increased about 32% over the same period. Perhaps most significant, the report found a greater proportion of claims are reaching full or near-full policy limits, primarily driven by legal

claims,

An incident does not have to be catastrophic to enter an increasingly expensive liability system. For fabricare business owners, these findings point to three areas where falling short can become costly: **accident prevention, documentation and insurance protection.**

• **Falling short on prevention.** The dryer-door claim is unusual. Many liability claims begin with much more familiar

circumstances... a customer slips on coffee spilled by a previous customer, or someone trips over a frayed entrance mat. A customer falls because of an uneven section of sidewalk. A laundry cart or garment rack obstructs a walkway. After an injury, seemingly minor conditions can raise important questions: How long was the condition there? Did an employee know about it? Should the business have known about it? What was done to correct it?

Employees should understand that spills and hazards require prompt attention. Walking surfaces, entrance mats, equipment and fixtures accessible to customers should be routinely observed and properly maintained. Make it a regular practice to walk through your business as if you were a customer entering for the first time. Look for potential hazards in customer areas, entrances, walkways,

equipment and fixtures. Something employees pass every day without thinking may be immediately noticeable — or hazardous — to someone unfamiliar with the premises.

• **Falling short on documentation.** Even good accident prevention cannot eliminate every incident. So, if something happens at your business and you have surveillance cameras, preserve the video immediately. Many systems automatically overwrite recordings after a short period.

Take photographs before conditions change. Identify witnesses. Document what employees observed and what the customer said at the time. If equipment is involved, preserve it or document its condition before repair or replacement. Keep relevant inspection, maintenance and repair records, and report potentially serious incidents promptly to your insurance professional.

When nearly one in three closed General Liability claims in the Alabama study involved legal activity, *contemporaneous evidence has real value.*

It can help an insurer determine what happened, evaluate liability and damages earlier, and make a better decision about whether a claim should be defended or resolved.

Memories fade. Employees leave. Equipment gets repaired. Conditions change. Evidence preserved when an incident occurs may tell a very different story from allegations made months later.

• **Falling short on insurance protection.** The finding that a greater proportion of claims are reaching full or near-full policy limits raises an important question: When was the

last time you reviewed your liability limits?

A liability limit selected five years ago may look exactly the same on today's policy. The liability environment surrounding that limit has not remained the same.

With claim severity increasing, greater attorney involvement, rising defense expenses and more claims approaching policy limits, business owners should periodically review their General Liability limits and, depending on their exposures, whether an umbrella policy is appropriate.

This is not simply a question of buying more insurance. It is determining whether the protection you have remains appropriate for the business you operate today.

The Alabama report does not identify the types of businesses generating these claims. We cannot say that fabricare claims increased 85% or nearly one-third of fabricare claims involve attorneys.

What the study does show is the broader direction of liability experience: higher claim severity, greater legal involvement, increasing defense expense and more claims reaching or approaching policy limits.

Fabricare business owners cannot control the broader liability environment.

However, they can control whether hazards are identified and corrected, whether evidence is preserved when an incident occurs, and whether their businesses carry appropriate liability protection. Those are three areas where falling short can become costly. Accident prevention remains the most effective form of liability protection.

Source: Alabama Department of Insurance, Liability Insurance Coverage Data Call Report, January 2026. The claim example is based on an actual National Fire & Indemnity Exchange claim. Names, location and other identifying information have been omitted.

George E. Ingram, CPCU (Chartered Property Casualty Underwriter), MBA, AIC, ARM, ARE, is the vice president of marketing and sales for the National Fire and Indemnity Exchange, which has specialized in offering small business insurance for more than a century. He can be reached at Ingram@NIEinsurance.com or by calling (314) 832-1118 x325.



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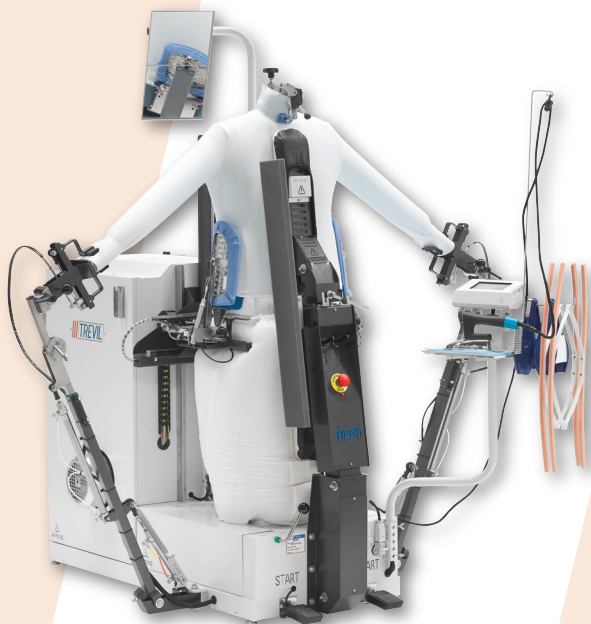


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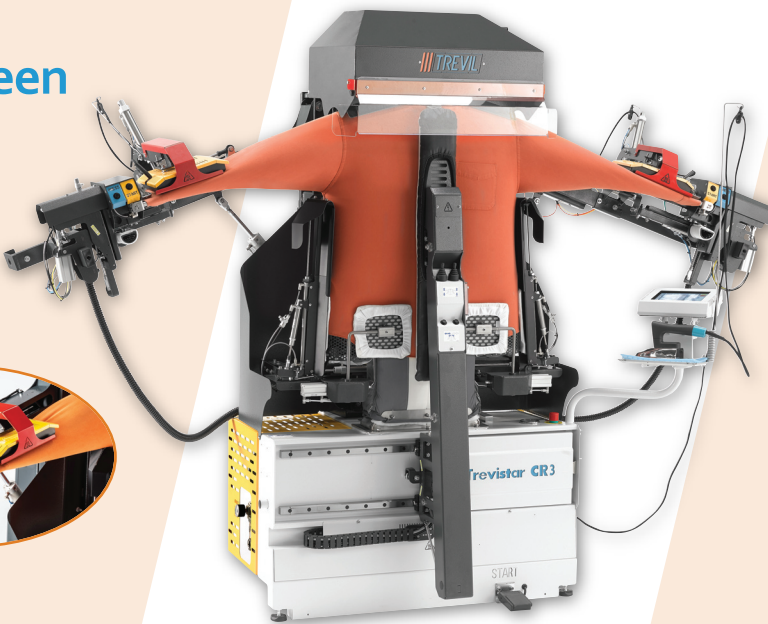
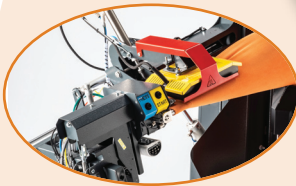
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PROACTIVE PRACTICES



FEATURING
KATEY KRATZ

Thrifted it? Make it fit. Adding alteration service

One of my younger employees seems to be wearing something new every time I see her. She combines the cutest, most unique pieces — things you can't find just anywhere. Every time I compliment her outfit, she responds, without fail, "Thanks! I thrifted it!"

No matter what she's wearing, where she's going or when I see her, she is perpetually wearing at least one piece she has thrifted. And I'm noticing she's far from alone.

More and more, when I compliment someone's outfit, they're excited to tell me they thrifted part of it or upcycled something they already had. I hear words like *restyled* and *re-worked*, often referring to pieces they've modified from their own closets. These conversations led me to ask my thrifting-expert team member, "Do you ever find pieces you love that don't quite fit?"

She responded with an exasperated sigh. "Yes, and I'm always sad to leave them on the rack."

I was baffled. "Why not have them altered?" I asked.

Her entire posture shifted as she responded glumly, "Because I don't know where to take them or who even does that." That answer has stuck with me. She isn't the first person I've heard say something like this recently. In the last few weeks alone, I've seen multiple requests from young women online asking if anyone in our

community does alterations.

It left me wondering: *Why do they need to ask?* Why isn't that service clearly advertised and accessible to them? And, why aren't we looking at the tremendous growth in thrifting as an opportunity to introduce an entirely new group of customers to the fabricare industry? The industry has spent years wondering how to introduce younger generations to professional fabricare. The upward trend in thrifting might just be our ticket.

Secondhand Is Not a Fringe Market Anymore

According to ThredUp's 2026 Resale Report, conducted with research from GlobalData, the global secondhand apparel market is projected to reach \$393 billion by 2030 and grow approximately twice as fast as the overall apparel market. Perhaps more importantly for our industry, Gen Z and Millennials are expected to account for 71% of secondhand market growth through 2030.

In 2025, the U.S. secondhand market grew nearly four times faster than the broader retail clothing market. This isn't a small group of consumers digging through bargain bins anymore. Secondhand has become an apparel channel in its own right. For many younger consumers, thrifting isn't simply about getting something inexpensively. It's fashion. It's entertainment. It's individuality. It's the thrill of finding something no one else has... and

sometimes it's the satisfaction of giving an existing garment another life. Finding those unique pieces, however, comes with a very distinct problem: they only come in one size.

Fast fashion, big-box stores and online retailers have taught us that if something doesn't fit, we put it back and find a different size. It's that simple. Millennials and Gen Z have grown up with clothing available in countless colors, sizes and variations. Many have never needed to have something tailored to them. So, when they discover an incredible vintage jacket with sleeves three inches too long or the perfect pair of thrifted jeans that need to be taken in at the waist, alterations may not immediately occur to them. That's where I see opportunity.

Instead of putting that one-of-a-kind piece back, what if they knew someone could make it fit? It's our opportunity to share the magic of alterations — and eventually proper garment care — with an entirely new generation. Many Millennials and Gen Z consumers have little understanding of what can be altered. They have no idea what alterations cost, and they may not know who does them. That knowledge gap represents an enormous opportunity.

Cleaners already possess many of the services these consumers need. You can often hem those vintage jeans, shorten those sleeves, replace

that zipper, repair that lining, take in that dress, fix that torn seam and professionally clean the garment before it ever enters their closet. The challenge isn't necessarily adding a new service. It's helping a new customer understand that the service already exists.

Market for the Problem You Can Solve

A sign in the window simply saying "Alterations" isn't going to cut it anymore. Millennials and Gen Z are chronically online and accustomed to searching for solutions to very specific problems. I don't think the word *alterations* means much to a 22-year-old who has never had anything altered. To reach the next generation of consumers, we need to look at our businesses through their lens and frame of reference. What problem are they actually having? How would they describe that problem? Most importantly, would the language we use help them recognize that we are the solution?

Instead of simply advertising "alterations," what if a cleaner advertised:

*Thrifted it? Let's make it fit.
Vintage find. Modern fit.
Vintage smell in your vintage find? Let us take care of that.*

Once they come in, the opportunity gets bigger. That 24-year-old who walks in with a thrifted pair of pants today may come back six months from now with a vintage coat that needs cleaning. Later, it might be an interview outfit, a

bridesmaid dress, a favorite sweater that needs repair or eventually an entire household's fabricare needs.

The first transaction doesn't have to be the most valuable transaction you ever have with that customer. It simply has to start the relationship.

So, here's my challenge: take five minutes and look at your business through the eyes of someone who has never had a garment altered. Search for your business online. Look at your website and social media. Stand outside your own front door. Could a 22-year-old with a thrifted blazer that doesn't fit immediately figure out that you can help them? If the answer is no, start there.

Post a before-and-after alteration on Instagram. Make a 20-second video showing what can be done with an oversized thrift-store find. Answer the question, "Can this be altered?" Show a zipper being replaced or a pair of vintage jeans being hemmed.

Reach out to a local thrift, vintage or consignment shop and see whether there's an opportunity to cross-promote your services.

Most importantly, stop assuming potential customers know what you do. Show them. Younger generations are already finding the clothes. They're already excited about giving old pieces new life. They're already sharing their thrift hauls, vintage finds and one-of-a-kind outfits. We don't have to convince them that these garments have value. We simply need to show them what's possible after they find them. After all, that thrifted piece they bring through your door today may be worth far more than the alteration itself. It may introduce you to a customer you'll have for decades.

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.



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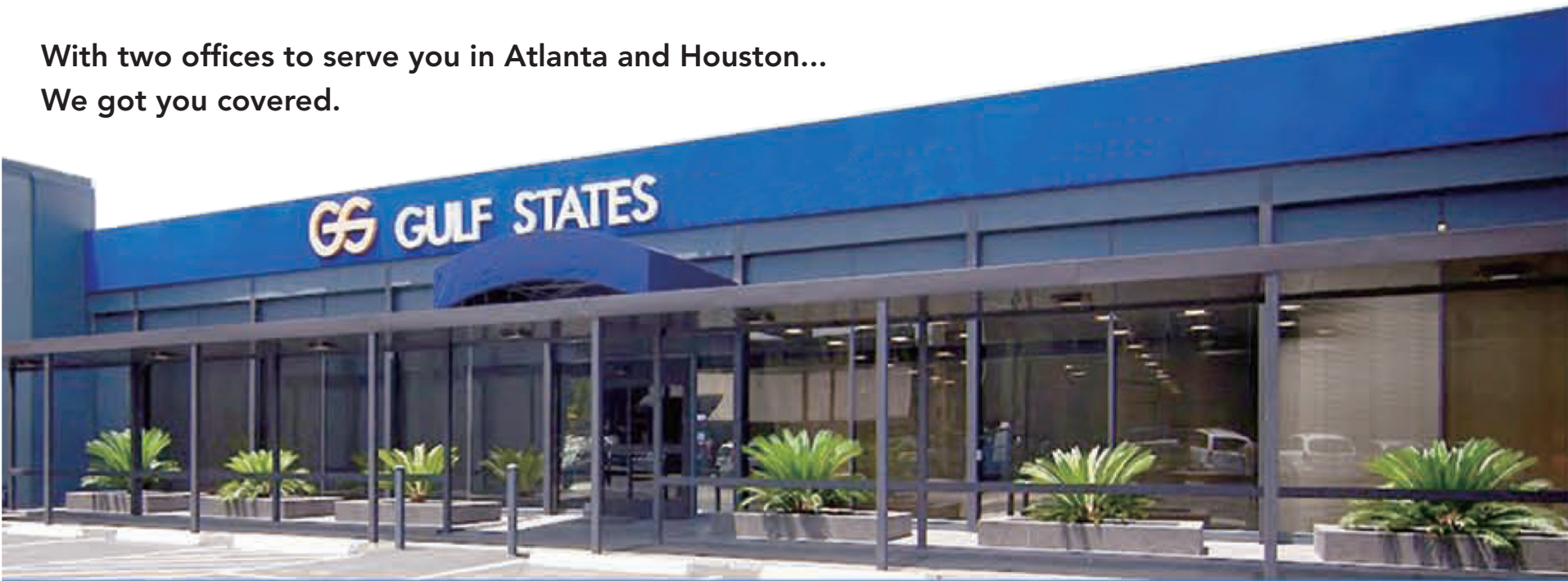
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Mastering time management in this industry

The whirl of machinery, the insistent ping of the counter bell, the careful inspection of garments — the life of a drycleaning entrepreneur is a constant flurry of activity. From managing staff and inventory to ensuring impeccable cleaning and stellar customer service, the demands are relentless.

Feeling pressed for time? (*See what I did there?*) You're not alone. The good news is that by implementing proven time management strategies tailored to the unique challenges of this industry, you can gain control, boost efficiency, and ultimately, cultivate a more profitable and less stressful business.

Unlike many other businesses, drycleaning operates on tight turnaround times and relies heavily on efficient processes. Consider the typical workflow: receiving garments, tagging, sorting, pre-treating stains, cleaning, pressing, inspecting, assembling orders, and finally, customer pickup (or delivery!). Each step is time-sensitive and bottlenecks at any point can lead to delays, frustrated customers, and a backlog that eats away at your precious hours.

Furthermore, as an entrepreneur, your responsibilities extend far beyond the core cleaning operations. You're likely juggling marketing, accounting, staff training, equipment maintenance, and staying abreast of industry reg-

ulations. This multifaceted role can easily lead to feeling overwhelmed and stretched thin.

Fortunately, a wealth of time management techniques can be adapted to the specific needs of your cleaning business. Let's explore some powerful strategies:

time for these proactively.

- **Urgent But Not Important.** These are tasks that demand your attention but don't necessarily align with your core priorities, such as answering non-critical phone calls or dealing with minor administrative issues. Delegate these

tagging garments to stain removal techniques and equipment maintenance — can significantly reduce errors, streamline processes, and free up your time for more strategic activities.

Well-documented SOPs empower your staff to handle

when you need it.

- **Communication Tools.** Facilitating seamless communication with staff and customers.

Investing in the right technology can automate repetitive tasks, improve communication, reduce errors, and provide valuable insights into your business operations, ultimately saving you significant time and resources.

6) The Importance of Regular Review and Adjustment

Time management isn't a one-time fix; it's an ongoing process. Regularly review your schedule, your processes, and your team's performance to identify bottlenecks, inefficiencies, and areas for improvement. Are your SOPs still effective? Is your delegation strategy working? Are you utilizing your technology to its full potential?

Schedule dedicated time each week or month to analyze your time management strategies and make necessary adjustments. This proactive approach ensures that you continuously optimize your workflow and stay ahead of the ever-evolving demands of your business.

Here are some questions you could ask during a time-management meeting:

- What are the biggest time constraints you're currently facing in your daily tasks?
 - Do you feel you have enough dedicated time to complete your assigned responsibilities effectively?
 - Are there any recurring tasks that consistently take longer than expected? Why do you think that is?
 - How effective do you feel your personal task prioritization is? Are you often dealing with urgent but less important items?
 - What strategies have you personally found helpful (or unhelpful) in managing your time?
 - Are there any tools or techniques related to scheduling or personal organization you'd like to explore or implement?
 - Do you feel your current workload is sustainable in the long run?
- Questions regarding processes and Standard Operating Procedures (SOPs):
- Are our current SOPs clear,

Continued on page 22

Not all tasks are created equal. The Eisenhower Matrix, also known as the Urgent-Important Matrix, is a powerful tool for distinguishing between tasks that demand attention and those that contribute most to your long-term goals.

1) The Power of Prioritization: The Eisenhower Matrix

Not all tasks are created equal. The **Eisenhower Matrix**, also known as the **Urgent-Important Matrix**, is a powerful tool for distinguishing between tasks that demand immediate attention and those that contribute most to your long-term goals. Divide your tasks into four quadrants:

- **Urgent and Important.** These are critical tasks that need immediate action, such as dealing with a broken machine or resolving a customer complaint. Address these first.
- **Important But Not Urgent.** These are tasks that contribute to your long-term success but don't have an immediate deadline, such as strategic planning, staff training, or developing a new marketing campaign. Schedule

whenever possible.

- **Not Urgent and Not Important.** These are time-wasting activities that should be eliminated or minimized.

By consistently categorizing your tasks using this matrix, you'll gain clarity on where to focus your energy and avoid getting bogged down in less impactful activities.

2) Batching and Time Blocking: Streamlining Workflow

Inefficiency often arises from constantly switching between different types of tasks. Batching involves grouping similar tasks together and completing them in one focused block of time. For a drycleaner, this could look like:

- **Morning Batch.** Responding to all customer emails and phone calls.
- **Mid-day Batch.** Reviewing financial reports and processing invoices.
- **Afternoon Batch.** Planning marketing activities or working on staff schedules.

Time blocking takes this a step further by scheduling specific blocks of time in your calendar for particular tasks. Instead of just reacting to your day, you proactively allocate time for important activities, treating these appointments with yourself as non-negotiable. This structured approach ensures that crucial tasks don't get overlooked amidst the daily rush.

3) Standard Operating Procedures: Efficiency at Every Step

In drycleaning, consistency and speed are key. Developing clear and detailed Standard Operating Procedures (SOPs) for every aspect of your operation — from receiving and

routine tasks efficiently and consistently, minimizing the need for constant supervision and intervention from you. This not only saves you time but also ensures a higher level of quality and customer satisfaction.

4) Delegation: Empowering Your Team

As your business grows, it becomes increasingly crucial to delegate tasks effectively. Identify tasks that can be handled by your staff, providing them with the necessary training and authority to take ownership. Micromanaging not only stifles your team's growth but also consumes a significant amount of your time.

Start by delegating routine administrative tasks, customer service inquiries, or even specific stages of the cleaning process to capable employees. Trust your team, provide clear instructions and expectations, and empower them to contribute to the overall success of the business. This frees you up to focus on higher-level activities like business development, strategic planning, and innovation.

5) Technology to the Rescue

Leveraging technology can be a game-changer for time management in this industry. Explore software solutions for:

- **Point of Sale (POS) and Customer Management.** Streamlining order intake, tracking garment status, managing customer information, and automating billing.
- **Route Management.** Optimizing pickup and delivery routes for maximum efficiency.
- **Inventory Management.** Tracking supplies and ensuring you have what you need

The Eisenhower Matrix

	Urgent	Not Urgent
Important	These are critical tasks that need immediate action, such as dealing with a broken machine or resolving a customer complaint. Address these first.	These are tasks that contribute to your long-term success but don't have an immediate deadline, such as strategic planning, staff training, or developing a new marketing campaign. Schedule time for these proactively.
Not Important	These are tasks that demand your attention but don't necessarily align with your core priorities, such as answering non-critical phone calls or dealing with minor administrative issues. Delegate whenever possible.	These are time-wasting activities that should be completely eliminated or minimized.

Autumn is Springtime *in reverse.*

~ Terri Guillemets



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Jason Loeb

Mastering time management in this industry

Continued from page 20

up-to-date, and easy to follow?

- Have you encountered any steps in our processes that seem inefficient or cause delays? Can you provide specific examples?
- Are there any tasks that lack a clear SOP, leading to inconsistencies or wasted time?
- Do you feel adequately trained on all relevant SOPs? Are there any areas where further clarification or training would be beneficial?
- How can we streamline the workflow for [specific process, e.g., garment intake, order assembly]?
- Are there any repetitive tasks within our processes that could potentially be automated or simplified?
- How do we currently identify and address bottlenecks in our workflow? Is this process effective?

Questions regarding team performance and delegation:

- Do you feel clear about your responsibilities and the expectations for your role?
- Are there any tasks you feel could be more effectively delegated to other team members? Why?
- Do you have the necessary resources and support to complete your delegated tasks effi-

ciently?

- How can we improve communication and coordination between team members to avoid delays or duplication of effort?

- Are there any roles or responsibilities that seem overloaded or underutilized?
- How can we better track individual and team performance in relation to our time management goals?
- Do you feel empowered to identify and suggest improvements to our workflows?

Questions regarding technology utilization:

- Are we currently using our technology (POS system, etc.) to its full potential in terms of time-saving features?
- Are there any features of our current technology that you find cumbersome or inefficient?
- Are there any new technologies or software solutions that you think could significantly improve our efficiency in specific areas?

- Do you feel adequately trained on all the technology we currently use?
- How can we better integrate our different technology systems to streamline data flow and reduce manual input?

General questions for review and adjustment:

- What are the biggest time-related challenges we are currently facing as a business?
- What are some *quick wins* we could implement immediately to improve efficiency?
- How often do you think we should formally review our time management strategies and processes?
- What metrics should we be tracking to measure the effectiveness of our time management efforts?
- What are your suggestions for fostering a more time-conscious and efficient work environment?
- How can leadership better support the team in managing their time effectively?

By asking a variety of these questions, you can encourage open discussion, gather valuable insights from your team, and collaboratively identify areas for improvement in your time management strategies.

Remember to foster a safe and constructive environment where everyone feels comfortable sharing their honest feedback.

7) Don't Forget Self-Care:

Finally, remember that you are your business's most valuable asset. Neglecting your own well-being will inevitably impact your productivity and decision-making abilities.

Schedule regular breaks throughout the day, prioritize sleep, exercise, and healthy eating habits. Taking care of yourself isn't a luxury; it's a crucial component of effective time management and long-term success.

As the driving force behind your business, your well-being is intrinsically linked to its success. Think of yourself as the most vital piece of equipment — if it's not running optimally, the entire operation suffers. Neglecting your physical and mental health will inevitably lead to burnout, decreased productivity, impaired decision-making, and ultimately, a less fulfilling entrepreneurial journey.

Prioritizing self-care isn't selfish; it's strategic. Schedule regular breaks throughout your busy day, even if it's just a few minutes to step away from the demands. Protect your sleep — aim for consistent, quality rest to ensure you're sharp and focused.

Incorporate physical activity into your routine, even if it's a brisk walk during lunch. Nourish your body with healthy foods to maintain energy levels. And crucially, don't neglect your mental well-being. This could involve mindfulness practices, spending time on hobbies, or connecting with supportive friends and family.

Remember, investing in your self-care isn't a luxury; it's a fundamental component of effective time management and a cornerstone of building a sustainable and thriving business. When you operate from a place of strength and well-being, you're better equipped

to handle challenges, inspire your team, and lead your business to greater heights.

But don't forget: just as you need to recharge, so do your employees. Foster a workplace culture that values self-care.

Encourage regular breaks throughout their shifts to prevent burnout and maintain focus. Be mindful of workload and strive for a sustainable pace, especially during peak seasons. Promote healthy habits by perhaps offering healthy snack options or sharing resources on wellness.

Most importantly, create an open and supportive environment where team members feel comfortable taking necessary time off and addressing their needs without fear of judgment.

Lead by example by prioritizing your own well-being and openly discussing its importance. When your team feels valued and cared for, they are more likely to be engaged, committed, and deliver the exceptional service that keeps your customers coming back. Investing in their well-being is an investment in the long-term success and positive atmosphere of your business.

Mastering time management is not just about getting more done; it's about gaining control over your business and your life. By implementing these proven strategies and tailoring them to the unique demands of your drycleaning business, you can move from feeling perpetually overwhelmed to operating with greater efficiency, clarity, and ultimately, achieve the sustainable growth and success you deserve.

So, take a deep breath, prioritize those tasks, and start pressing forward towards a more time-efficient and prosperous future.

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NewsMAKERS

EVI Industries, Inc. (NYSE American: EVI) announced it entered into a definitive agreement to acquire Florida-based **Sudsies, Inc.** It is expected that Sudsies will become the foundation of EVI's new consumer garment care division.



Founded in Miami in 1996 by **Jason Loeb** and **Jorge Baboun**, Sudsies has become one of South Florida's premier garment care businesses.

Jason Loeb noted: "After nearly thirty years building Sudsies, choosing the right partner for our future was one of the most important decisions we would ever make. We chose EVI because they offered something rare: a permanent home that protects what we have built and keeps our name, our team, our culture, and our standards in place. Joining EVI gives our team the resources and the opportunity to keep growing while preserving everything that has made Sudsies special. They share our values and our dedication to an exceptional client experience, and for me and

everyone who helped build this company, that is exactly the future we hoped for."

Sudsies will continue to operate under its established brand and be led by its founder, Jason Loeb, while serving as the foundation on which EVI intends to build a consumer garment care services division of national scale. **Henry M. Nahmad**, EVI's chairman and CEO, added: "Many of the finest businesses in our industry, including Sudsies, have chosen, and continue to choose, to join EVI, because we honor what their founders created and give them the means to reach their full potential. Our commitment to the commercial laundry distribution and service industry, the foundation of our Company, has never been stronger."

Kaplan's Careful Cleaners of Camp Hill, PA, has been honored with an award for 2025 Small Business Environmental Stewardship by the National Small Business Environmental Assistance Programs (SBEAP). The prestigious national recognition celebrates the family-

owned drycleaner and tailor shop's decades of exceptional craftsmanship that started in 1978.

Current owner **Dale Kaplan** has roots in the cleaning and tailoring industry in Harriburg, PA, since 1931, including his father and grandfather. The achievement represents a successful multi-generational effort driven by Kaplan and administered by his daughter, **Alana**, advocating for the complete elimination of perchloroethylene (PERC). The father-daughter team successfully transitioned the facility to an advanced aqueous cleaning system using **Miele** machinery.

Puritan Cleaners is open for business in the former Bill's Cleaners and Paz Cleaners location at the corner of W. Cary Street and Nansemond St. in the Carytown neighborhood of Virginia.

Ramon Paz purchased Bill's Cleaners some years ago, and finding a successor he could trust to look after his customers was of the utmost importance. "My greatest priority has always been taking

care of my customers," he said. "I went to **Norman Way** and his team at **Puritan Cleaners** because I know they shared my commitment to quality, exceptional service, and caring for every customer."



"We're honored that Ramon has entrusted us with the relationships he's built over the years," said Way, vice president of Puritan Cleaners. "We're proud to continue the tradition of locally owned garment care at this longtime neighborhood business. Our goal is to build on the outstanding service customers have come to expect while making garment care even more convenient."

Hallak Cleaners has received official national certification as an affiliate of **America's Best Cleaners (ABC)**. Founded in

1966 by **Joseph Hallak, Sr.**, the business has built a legendary reputation for couture management and personalized luxury service.

Today, second-generation leaders **Joe Hallak, Jr.** and **John-Claude Hallak** continue the family's legacy of craftsmanship, innovation, and meticulous attention to detail.

Over its nearly six decades of operation, Hallak Cleaners has earned numerous honors, including: ranked 5th globally as a 2024 CINET Global Best Practices Awards finalist; an International Drycleaners Congress Outstanding Innovator Award; and certified by the Green Cleaners Council.

"Hallak Cleaners represents everything the Couture-Care Certification stands for – heritage craftsmanship, operational excellence, innovation, and an uncompromising commitment to the luxury client experience," said **Chris White**, executive director of ABC.



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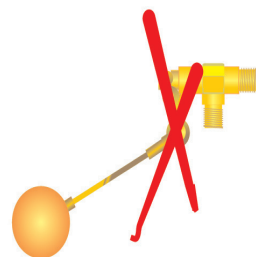
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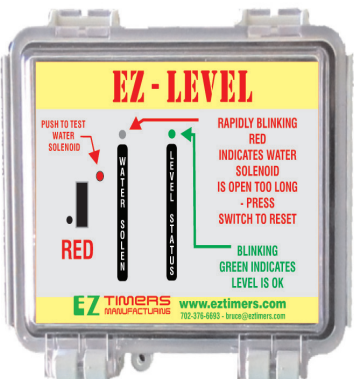
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clean slate. Before that, 12-
year-old Paul Bodin and his
father, David, had been forced to flee their
native country during the Russian Revolution
during which the family business in Kiev was
confiscated. An old article from the Herald
Examiner is reprinted. [Read More](#)

**Industry balancing act to
continue in 2022**
As cleaners prepare to close
the door on 2021 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, zippers and
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**FallFest EXPO pushes date
back**
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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
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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
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**Don's wishlist to St. Nick: 2021
edition**
by Don Derosiers
BH appy 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
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A Tribute to James Peuster
by Mark Albrecht and Jennifer
Whitmarsh
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