



National

Clothesline



January 2024

Volume 62 Number 4

www.nationalclothesline.com

SDA and SEFA plan March meeting in Big Easy

This March, Mike Nesbit and Jason Loeb will headline a joint meeting that will be hosted by the South Eastern Fabricare Association (SEFA) and the Southwest Drycleaners Association (SDA) in New Orleans, LA.

The event will take place from March 8 to 9 at the newly renovated Hotel Indigo French Quarter.

“For the first time in memorable history, SEFA and SDA will join forces for a free event-filled meeting,” noted SEFA President Randy Parham. “Drycleaners won’t be able to pass up this opportunity to network with colleagues from the two largest regional drycleaning organizations in the nation.”

The meeting is free for drycleaners and SDA/SEFA allied members. Non-member vendors can attend for a \$100 registration fee.

Registrants may choose to attend an optional dinner on Friday, March 8, at Deanie’s Seafood, which will be at an additional cost.

SDA President Kyle Nesbit noted about the upcoming meeting, “We made sure to secure speakers for this meeting who will focus on expanding and improving your business. Jason Loeb of Sudsies, the ‘King of Culture,’ will provide his secret recipe for creating dynamic, cheerful and productive teams. Mike Nesbit will share how to diversify your revenue with little to no investment funds.”

Mike Nesbit’s program on “Diversify or Die: Unveiling the Vision of Increased Piece

Counts” is scheduled to begin at 8:30 a.m. on Saturday morning.



Mike Nesbit

After lunch, Loeb will present “Creating a Contagious Business Culture” at 2 p.m.

The host hotel for this event is the Hotel Indigo French Quarter, located at 705 Common Street, in New Orleans.

A special hotel rate of \$199/night is available through February 13, 2024. A link for this rate, as well as more information, is provided on the SDA website at www.sda-dryclean.com.



When:
March 8 to 9, 2024

Where:
Hotel Indigo French Quarter,
New Orleans, LA

Cost:
FREE
for all drycleaners

DLI announces 2024 dates for training opportunities

For those seeking the best cleaning education and knowledge, there will be ample opportunities offered by the Drycleaning and Laundry Institute (DLI) throughout the year.

Most notably, DLI will host its signature introductory and advanced cleaning classes this Spring and Fall at its School of Drycleaning Technology, originally established in 1927.

The Introduction to Drycleaning class, which is suited for newcomers to the industry, will take place twice this year: March 4 to 8 and Oct. 7 to 11.

Some of the topics to be covered in the class include: sorting loads for drycleaning; fibers and their characteristics; fabric construction; cleaning

silk, stain and other fabrics; drycleaning science; operating a drycleaning machine; stain removal chemistry and procedures; pressing pants, coats and skirts; and using tensioning equipment to improve finishing quality.

For graduates of that course, or industry members with a few years of experience, the Advanced Drycleaning course consists of two full weeks of instruction.

Continued on page 8



Clean Show '25 to open pre-sales soon

This month, pre-sales for all it has been chosen as the Clean Show '25 host site.

booths will open up for those who exhibited at the last Clean Show that took



place in the city of Atlanta, GA, in 2022.

Next year’s Clean Show will be held in Orlando — the first show to do so since 2003 and the third time over-

Exhibitors who took part in the 2022 Clean Show will be able to begin booking space and receive priority placement for Clean '25, starting on Tuesday, Jan. 16.

The Clean Show will be held at the Orange County

Continued on page 8

Finding a nice balance



The pandemic and Hurricane Ian have helped make Chris and Craig Bamberg’s first five years as owners of Florida’s Platinum Dry Cleaners “action packed.” Still, difficulties have not prevented them from upgrading the business’s fleet, equipment and branding. For more on the Bambergs, see page 6.

Sneak Peek Inside

- 8 NCA names interim director**
Dawn Hargrove-Avery is the new interim executive director for NCA in the wake of Nora Nealis’s passing.
- 10 Cost-effective chemical use**
Dan Eisen examines some of the practices cleaners may use that are not so efficient.
- 12 Full speed ahead**
Offering solid same-day service will increase the number of garments you receive from customers.
- 22 Terminate bad firing habits**
Frank Kollman offers an in-depth guide to properly firing an employee and avoiding any legal issues.



**NEVER A COMPROMISE
FOR QUALITY OR SAFETY**

5930 Bandini Blvd.
Los Angeles, CA 90040

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

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

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

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

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



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

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

Lowest Cost of Ownership?



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

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



Ready to grow your business? Let's go!

Complete Software Solutions

Your All in one Solution for Dry-Cleaning Management

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

COMPLETE SOLUTIONS



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

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

Take advantage of educational offerings in 2024

The year has barely begun and it already feels like it's going to be a busy one for the drycleaning industry. There is a lot on the schedule already and much of it bears repeating — like the opening of pre-sales for Clean 2025 in Orlando that begins on Jan. 16.

On that date, those who exhibited at Clean 2022 in Atlanta will have the opportunity to obtain priority placement for the next one, which we expect to be a big one as it will once again be almost three years between shows. At any rate, those with designs on exhibiting should take advantage of the opportunity.

Speaking of opportunities, there is another pair of important ones this month. The International Committee of Textile Care (CINET) will host two events — one on each coast — to give drycleaners the chance to be a part of this year's Global Best Practices awards.

The first opportunity will take place from 11 a.m. to 2 p.m. EST on Tuesday, Jan. 9 at Hallak Cleaners in Hackensack, NJ — a 2020 CINET Global Best Practices finalist. Then, on Friday, Jan. 12, CINET will host a second event from 11 a.m. to 2 p.m. PST at Margaret's Cleaners in San Diego, CA. The events will offer an introduction to CINET and its Global Best Practices Awards Program, which take place every other year and showcase the best drycleaners in the world in terms of sustainability, technology and innovation. (See our front page story in the October 2023 issue that can be found in our online archives at www.nationalclothesline.com).

The events in California and New Jersey will allow domestic cleaners to apply and take part of the contest, seeing firsthand what other cleaners are doing successfully at this time on a global level. Later this year, CINET will present the 2024 winners of its 6th edition of Global Best Practices Awards during TexCare International, which will be held from Nov. 6 to 9 in Frankfurt, Germany.

Numerous other educational opportunities are already scheduled to take place in 2024, including offerings from the Drycleaning and Laundry Institute (DLI) and the National Cleaners Association (NCA).

DLI's plans for its 97th year in existence includes Spring and Fall offerings of its signature one-week introductory and two-week advanced cleaning courses that will take place in March and October at its School of Drycleaning in Laurel, MD. Additionally, the association will also host three offerings (Spring, Summer and Fall) of its Virtual Stain Removal course.

Each class meets online over the course of seven dates — all of which must be attended in order to obtain certification. For more details and specific dates, visit DLIonline.org.

Meanwhile, NCA has named Dawn Hargrove-Avery as its interim director in the wake of Nora Nealis's passing recently. She has already announced numerous in-person course offerings from the association through July.

On the docket will be programs to supercharge CSR performance this month and May, a basic spotting course in February and June, an advanced spotting course in March and July, and a pair of pressing courses (basic and advanced) in April. For more information, visit nca-i.com.

Other notable upcoming events this year include a joint meeting hosted by the Southwest Drycleaners Association (SDA) and the South Eastern Fabricare Association (SEFA) on March 8 and 9 in the Big Easy. (www.sefa.org or sda-dryclean.com) The North Carolina Association of Launderers and Cleaners (NCALC) is planning its annual convention May 24 to 27 at the Hilton Atlantic Beach in North Carolina. (www.ncalc.org)

In the second half of 2024, the South Eastern Fabricare Association (SEFA) will host Drycleaning and Laundry EXPO East from June 7 to 9 in Kissimmee, FL, along with marketing partner Pennsylvania and Delaware Cleaners Association (PDCA).

Lastly, the California Cleaners Association (CCA) will join forces with the Southwest Drycleaners Association (SDA) to host Drycleaning and Laundry EXPO West in Las Vegas, NV, from Oct. 4 to 6. Look for more details in this publication as they become available.

Contents

News & Features

6 Finding a balance Brothers Chris and Craig Bamberg each bring different strengths to Platinum Dry Cleaners

8 A new director for NCA After the passing of Nora Nealis, NCA names Hargrove-Avery as interim director

30 Classifieds

Columns

10 Dan Eisen Following proper cleaning and stain removal procedures can ensure cost-effective chemical use.

12 John Rothrock The faster service you offer to customers, the more garments they want to bring in.

14 Bruce Grossman How does a boiler convert water to steam and stay within certain pressure parameters?

18 Kermit Engh When selling your business, will you be looking for a strategic buyer or a financial buyer?

22 Frank Kollman Follow these guidelines when firing an employee and avoid potential legal repercussions.

26 Stucky Szczotka Wetcleaning or drycleaning — a head to head comparison of the costs.

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).

© 2024 BPS Communications Inc.

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

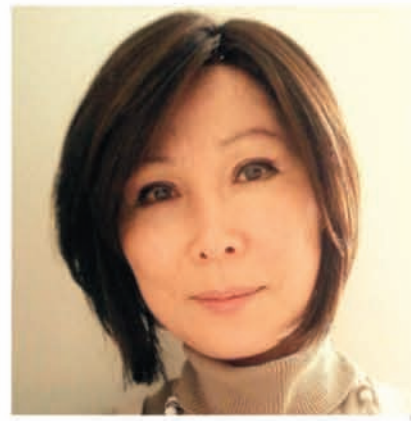


We've personally handled insurance for **thousands of dry cleaners!**
 We've already dealt with most any issue your business is likely to face.
 If you have any questions about insuring dry cleaners, we can and will give you a prompt, clear answer.
 Skeptical? Call us with a question and find out for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

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



Anne Cobb
 Customer Service and Sales
 Cobb@NIEinsurance.com



강 명순 입니다. 지금, 연락만 주십시오.
 Director of Korean Operations
 Kang@NIEinsurance.com

Quote Request

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

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

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

Platinum
DRY CLEANERS

Finding balance



The Bamberg Brothers both grew up around their family's commercial offset printing business in Buffalo, NY, before they each found their own professional path down south in the state of Florida.

Chris bought Cache Cleaners in Naples in 1999, and owned it for seven years altogether. After working in sales and marketing for a couple of different companies, he returned to the industry to serve as the president and managing partner of Deluxe Cleaners in Jacksonville, FL, and the president of the Certified Restoration Drycleaning Network (CRDN).

Meanwhile, Craig found his professional path in corporate America. He spent over 17 years altogether with ASG Software Solutions in Naples, FL, handling everything from community relations to serving as senior director of central operations.

Both Bambergs had accrued a fine pedigree of professional business experience, but they never combined their skills to work together on a project until they decided to purchase Platinum Dry Cleaners in Naples, FL.

"I was getting set to look for chapter two, having left corporate America and I think Chris always wanted to get back into owning his own drycleaner, and the opportunity for Platinum came along around mid-2018, and we closed on it in January of 2019," Craig noted.

At the time, the business was in its second generation of family ownership and about 30 years old.

"It was definitely in need of a refresh, if not a reintroduction to its glorious past," Craig said. "It had four locations at the time. It had delivery routes. It had a large processing facility. If you've never done it before, I'm not sure it's your best first venture. It was a bit overwhelming."

For Chris, it was less so because he had considerable experience with big drycleaning operations. Craig, on the other hand, was glad he wasn't attempting an industry new to him on his own. Neither brother, however, were prepared for what was coming.

"We're a member of America's Best Cleaners and we were a member of Route Pros, as well — so, talk about people who have been in the industry for a while... and they talk about back when it was normal," Craig began. "When you talk to me, what is normal? I've been here for five years."

"So, 2019 was our first year, and we were just setting things up the way we wanted to do things. Then, in February of 2020, here comes the first year of the pandemic, then the second year of the pandemic. Once things started to settle down a bit, we got hit with a hurricane here about 15 months ago. So, it really has been crazy. We're on Florida's southwest coast and we're just a little south of Fort Myers Beach, which was the epicenter of Hurricane Ian."

Fortunately, Chris's background in CRDN paid dividends when it came to the Bambergs helping their customers recover through difficult times.

"The northern flank of our customer

base was certainly affected, and we were able to assist a lot of our customers with our restoration drycleaning," Craig explained. "It was a very traumatic time for a lot of our clients. For a lot of them, it was their first rodeo whereas my brother did restoration in Jacksonville. He knew what to do. It was a really big comfort to a lot of our

and business. I equate it to if you and I were going to go out and buy a Ferrari, I'm not sure Quickie Oil Change is where we're going to go for the maintenance."

Meanwhile, the Bambergs have been performing maintenance on Platinum, as well. During the pandemic, they trimmed down from four stores to two,

what they want," Craig explained. "If they respond to a mailing, I'll do some mailings. If they respond to social media, we're going to do that, too."

Marketing was a recent topic during an America's Best Cleaners meeting featuring Jeff Schapiro of Cleaners Supply who discussed the findings of his company's recent surveys on dryclean-



Chris and Craig Bamberg

Platinum Dry Cleaners
Naples, FL

customer base, and they are very grateful for it even to this day."

Though it's been an "action packed" first five years as owners of Platinum, Chris and Craig have still managed to invest in it to get the business back to its former glory.

"The fleet definitely needed an upgrade, so we invested in that right away," Craig said. "There was some equipment in the back that needed upgrading. We started off with the

converting most of the customers of the closed stores to route customers. As a result, Platinum's pickup and delivery is booming like never before with a dozen routes.

"Even in 2019, we lived in an Amazon and DoorDash world, but the pandemic made it more of a reality for everybody as opposed to: *Do I want to try it?*" Craig noted. "We were just in the right place at the right time for that. The pandemic electroshocked us into home delivery."

"I equate it to if you and I were going to go out and buy a Ferrari, I'm not sure Quickie Oil Change is where we're going to go for the maintenance."

drycleaning equipment. We've since moved into packaging and we picked up a MetalProgetti Giuletta and we've upgraded some of our pressing equipment, as well."

When it came to the company image and how to market it, however, the Bambergs decided to go back to the old school approach with the logo.

"What we ended up doing is bringing back the old logo," Craig said. "It was a reintroduction to that glorious past that Naples and Fort Myers was accustomed to with the Platinum name."

High standards are important in an area rich with wealthy residents who regularly wear the most luxurious fashion on the market.

"We live in a very, very high net worth community west of 41 here in Naples. It is considered some of the most prime real estate, not only in the U.S., but across the world," Craig explained. "There's a lot of very cultured, cultivated closets and wardrobes that come from high net worth global travel

With 40 employees at Platinum, Craig is the first to admit that it is easy to spread yourself thin as an owner. Fortunately, with Chris as partner, he believes they have been able to find a nice balance for the business.

"There are some days where we don't see each other. We're going down the same road. We're just in different lanes," Craig said. "Over the summer when we installed the Guiletta, I was working on the data that was going to fill the labels that are going to be printed on the machine where Chris was in the midst of training the people who were going to actually work on the machine."

While Chris utilizes his 15 years of production experience to make sure Platinum produces the quality their customers expect, Craig brings a global business perspective and a marketing background that has been quite useful.

"We have 82-year-old customers. We have 25-year-old customers. So you know what you do? You just give them

ing owners and customers. In particular, Craig was stunned that 54% of owners didn't believe in spending money on marketing.

"That just amazes me," he said. "Even if you open up a pizzeria, you've got to advertise. I don't know how good the pizza is. If nobody knows it's good, they're not going to sell it."

These days, the Bambergs believe Platinum has come back stronger since the pandemic, but there was a time when they wondered if their clientele would return after a pandemic and a hurricane.

"In terms of drycleaning, we were one of the first to fade away, but we were also one of the first ones to come back — and that's primarily the state of Florida," Craig said. "When something happens like Sept. 11, it's the first place to kind of curl up. When something happens like a pandemic — because there are a lot of second and third homes here — it's the first place to kind of clam up. But then, when it's time to reopen, a lot of times it's the first to reopen."

Every market is different, which is why the Bambergs have worked so hard to know theirs. At the end of the day, success still largely hinges on good communication with customers, whether it's in person, on the phone or online.

"Talk to them. They'll tell you," Craig said. "That's why we have great customer service people. I know people at the counter deal with the customer all the time. The drivers, around holiday time, will maybe see the customer in the driveway, but primarily a customer on route — the reason they're on the routes is they're busy and that works for them. But again, when they do talk to a customer, they'll just kind of listen to them and they'll tell you what you need to hear: the good, the bad and the ugly."

Thank You from Your Marketing Family.



With 12 years in business and over 1000 locations, BeCreative360 is the first and ONLY full-service marketing agency exclusively dedicated to the dry cleaning industry, established by dry cleaners for dry cleaners.



Bobby Patel
Co-Founder
27 Years in Dry Cleaning
Successful Entrepreneur
Mentor



Dave Troemel
Co-Founder
Marketing Director
46 Years in Dry Cleaning
Consultant



Bryon Eser
Co-Founder
Creative Director
BFA in Graphic Design/Marketing
26 Years of Design Experience



Kate Quintero
Vice President of Operations
20 Years in Dry Cleaning
On The Spot Marketing
Management
Sales
Consulting



Jeremy Andaya
Web Developer
Website Management
Website Design



Allison Brown
Social Media Manager
BeSocial360
Google/Facebook Ad Management
Social/Web Analytics



Justin Chow
Graphic Designer / Illustrator
Custom Promotions
Digital Screen Designer
Brochures
Door Hangers
Custom Designs



Shawn Ganatra
Email Marketing Specialist
Email Implementation
On The Spot Marketing
HTML - Coder



Chun Huang
Product Support Specialist
Custom Requests
Reporting
Print Coordinator
Custom Neon Signs



Yash Patel
Reputation Manager
Communications
ReviewMyDryCleaner
ReviewPlus.one
Digital Screens
Sales



Monica Tao
Graphic Designer / Illustrator
Xpor-Spot Mobile App Design
Social Media Design
Event Banners
Van Wrap



Robin
24/7 A.I. Assistant
User Experience Enhancement
Customer Support
Interactive Engagement
FAQ Assistance

Additional Services:

Branding/Logo • Route Builder • New Mover Program • Integration Services • BeTailored Services



BeCreative360.com

| 949.270.1609

| create@becreative360.com

NCA appoints Hargrove-Avery as interim director

The board of directors for the National Cleaners Association (NCA) recently announced the appointment of Dawn Hargrove-Avery who will serve as its interim executive director.



Hargrove-Avery

She will take over the role that was left open following the recent passing of the association's

longtime Executive Director Nora Nealis late last year.

Hargrove-Avery's educational background includes a Bachelor of Science degree in Technical Management.

She also has worked 22 years for NCA, including over 14 as its digital marketing manager.

In that time, she has accrued a multitude of accreditations in marketing, writing, content, and AI such as Certified Social Media Pro and Content Manager Pro.

A key aspect of Hargrove-Avery's new role will be to work side by side with Ann Hargrove and Alan Spielvogel, two prominent members of the industry. Hargrove is known for her vast contributions to the wetcleaning sector and Spielvogel brings with him a wealth of technical expertise and insight.

Hargrove-Avery's main focus will be to continue building on the strong foundation established by her predecessor and to keep NCA positioned as

a leading association in the industry.

A 6-Month Planner

To that end, Hargrove-Avery also released a 6-month planner from NCA of all of its educational programs scheduled between now and the end of July.

First up is a program called "Supercharge CSR's Performance" that is set to take place on Jan. 21. Other programs in the coming months will include: Basic Spotting on Feb. 11; Advanced Spotting on March 3;

Basic Pressing on April 7; and Advanced Pressing on April 28. Then on May 19, NCA plans to host another "Supercharge CSR's Performance" program. Finally, a Basic Spotting class will take place on June 2, followed by an Advanced Spotting Course set for July 14.

For more information on any of NCA's upcoming programs, visit them online at www.nca-i.com or contact them by phone at (212) 967-3002.

DLI announces 2024 dates for training courses

Continued from page 1

The course will take place from March 11 to 22 and Oct. 14 to 25.

The advanced class covers some similar ground from the introductory course, but more in-depth, plus includes additional topics such as: designing a drycleaning plant with the most effective workflow; using bleaches without damaging fabric color; current regulations facing the industry; cleaning and preserving wedding gowns; customer service techniques; and understanding the differences between solvents including perc, Green-Earth and hydrocarbon.

Both on-site classes run Monday through Friday from

9 a.m. until 4 p.m. Tuition costs vary depending on your association membership level; however, non-members pay \$1,595 for the introductory course and \$2,195 for the advanced course.

Additionally discounts are available for those who sign up for both the introductory and advanced classes concurrently.

Virtual Stain Removal

This year, DLI will also be offering three complete sessions of its virtual stain removal course. It covers everything from fiber identification and characteristics to stain removal chemistry and procedures to using bleaches and specialty products such as

digesters, amyl acetate and acetone to assist in the spotting process.

Altogether, the class meets virtually on seven different dates, all of which are required attendance in order to graduate. There will be classes in the Spring, Summer and Fall.

The Spring session will meet on the following dates: April 30, May 2, 7, 9, 14, 15 and 21. The Summer session will take place on July 9, 11, 16, 18, 23, 25 and 30. Finally, the Fall session will meet on Sept. 10, 12, 17, 19, 24, 26 and Oct. 3.

The cost to attend DLI's Virtual Stain Removal course is \$695 for non-members while DLI members receive discounts ranging from 20% off to

free, depending on the level of association membership.

Self-Study Courses

For those whose schedule runs on the busy side, DLI does offer self-guided courses for students who wish to learn at their own pace or are not able to attend scheduled courses.

DLI issues certificates of completion to all students who pass the final exam at the end of each course.

Available courses include: Customer Service in Drycleaning; Drycleaning Finishing Procedures; Drycleaning Fundamentals; Fibers & Fabrics; Stain Removal; and Wetcleaning. For more information on the self-study courses, visit DLIonline.org/SelfStudy.

Virtual Options

DLI will also continue to host its weekly member meet-

ings on Zoom every Tuesday morning at 11:30 a.m. EST.

In addition to that, there will be a virtual training opportunity that will take place this month.

The program is scheduled for Jan. 17 and will be called "How to Create a Team That Operates and Grows Your Company Without You."



Dave Coyle

Jan. 17, DLI will host a Marketing Lab Virtual Roundtable Discussion.

For more information about any of DLI's upcoming programs, visit their website at www.DLIonline.org.

It will be presented by Dave Coyle of Maverick Drycleaners at 1 p.m. EST. Also on

Jan. 17, DLI will host a Marketing Lab Virtual Roundtable Discussion.

For more information about any of DLI's upcoming programs, visit their website at www.DLIonline.org.

You closed 3 minutes ago. Bad for her, worse for you!



Owning an Iowa Techniques drop box means never having to say, "Sorry, we're closed." If you were your customer, when would you find time to come to your shop? If you don't offer a convenient, 24-hour drop off solution for "after hours" customers, you are driving business to the competition. Get your drop box today!



One of the first purchases I made in my business was the 24-hour drop box from Iowa Techniques. Sixteen years later, that drop box is still working great and has never needed any kind of repair or service.

-Mike Astorino, Fabricare Cleaners

Iowa Techniques™
THE UNIQUE PRODUCTS PEOPLE™
(800) 727+1592

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

To learn more, visit www.nationalclothesline.com/ads

Clean Show '25 to open pre-sales soon

Continued from page 1

Convention Center in Orlando from Aug. 23 to 26, 2025.

The 2022 outing that took place in Atlanta saw approximately 10,000 attendees show up to participate in the four-day event.

The exhibit hall at the Georgia World Congress Center included 347 exhibiting companies altogether filling up 216,400 sq. ft. of space.

For those registering to attend the Orlando show next year, Messe Frankfurt is utilizing Map Your Show to provide exhibitors with an online contract and exhibitor portal that will serve as a one-stop shop for all show information.

This will be the second Clean Show by Messe Frankfurt, who purchased the show from its sponsoring associations who still work to coordinate it today.

Those sponsoring organi-

zations are: the Drycleaning and Laundry Institute (DLI); the Textile Care Allied Trades Association (TCATA); the Textile Rental Services Association (TRSA); the Coin Laundry Association (CLA); and the Association for Linen Management (ALM).

The first Clean Show dates back to 1977 in Chicago where it possessed a fancier title: the World Education Congress for Laundry and Drycleaning.

For questions, contact the sales team by email at cleanshow@usa.messefrankfurt.com.

Additionally, more information about Clean 2025 can be found at Messe Frankfurt's official website located at www.cleanshow.com.

After Clean 2025, the next installment of the Clean Show is scheduled to take place from July 16 to 19, 2027 in Las Vegas, a city that has previously hosted it on six occasions.

This is a TUNNEL



This is a **PRESS-FREE FINISHER**®

ST-9200



- High Productivity and High Finishing Quality
- Low Energy Consumption
- Flexible Layout Matching Your Floor Plan
- Removes Wrinkles and Dries
- Low Speed Mode: 160 pieces/hour
- Medium Speed Mode: 250 pieces/hour
- High Speed Mode: 380 pieces/hour

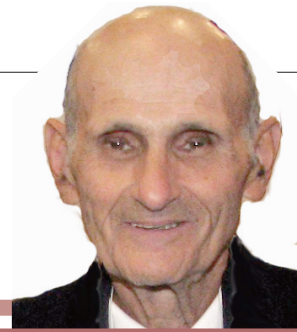


Sankosha USA Inc.
TOLL FREE: (888) 427-9120 • TEL: (847) 427-9120

www.sankosha-inc.com



THE SPOTTING BOARD



BY DAN EISEN

Ensuring cost effective chemical usage

Manufactures today are producing the most efficient chemicals designed for quality and safety.

The chemicals that were taught for spotting years ago were good then, but not now.

Acetic acid, ammonia and solvent-based paint removers caused many fabric damages.

The formulations produced now are *extremely safe* when used properly.

The chemicals produced today are far more expensive, but can be cost effective when used properly. I

how to use them effectively. These are some reasons why cleaners are increasing their chemical usage:

All spotters hold the steam gun too close to the fabric. This may remove a portion of the stain but the residue left over is a set stain. This means more chemicals and time are required for removal.

am able to reduce the costs of the product by teaching

1) Setting stains that require more chemicals for re-

moval.

2) Spotting procedures that use more expensive chemicals first.

3) Using pre-spotting agents because of poor wet-cleaning formulations.

4) Failure to properly dilute their formulations.

5) Failure to properly combine some chemicals to make the spotting more efficient.

6) Using chemicals in wet-cleaning that do nothing.

7) Failure to use enzyme-

based products which can be more cost effective.

Now, let's talk about the first one this month.

1) Set stains. All spotters hold the steam gun too close to the fabric.

This may remove a portion of the stain but the residue left over is a set stain.

This means more chemicals and time are required for removal.

The steam gun should be held six inches from the fabric. This will make the lubricant used more effective.

The new lubricants are very effective and will remove most stains as long as they have not been set by high heat.

These lubricants have also been known to work on dye transfer from wetcleaning.

This will give you a valuable spotting agent that is very cost effective on a multitude of stains.

We will talk about other cost saving procedures in my next article.

If anybody would like to discuss chemical usage with me, please contact me at the phone number or email listed below.

Dan Eisen, former chief garment analyst for the National Cleaners Association, can be reached at (772) 579-5044, or by e-mail at danneisen39@gmail.com or through his website at www.garmentanalysis.com.



COMPLETE CLEANERS in Trussville, AL, replaced two 23-year-old Union HP 850 machines with two new Union Nova 60SS machines. Pictured at the startup, from left to right, include: David Daniels, owner of Trademark, Vic Williams, Union's eastern sales manager, and Alex Yearout, owner of Complete Cleaners.

WINTER HOLIDAY SALE



Expecting a lot of work around the holidays ?

SAM-451 can help, for

- ◆ Laundered Shirts +
- ◆ Dry Cleaned Garments



Winter Special Holiday Sale **\$19,925 !!**

If you need a Hi-Steam tensioning machine, lock in a great price now.

Limited time offer, ending 1/31/2024

Call **Hi-Steam**: [201-638-1836](tel:201-638-1836) or [888-460-9292](tel:888-460-9292)



Garment Management Systems

QUICKSORT

automated assembly system

QUICKSORT

automated assembly system



Dry Clean at Your Convenience

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



Reliable

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

Affordable

Provides the best return on investment.

Available

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



501-420-1682

garmentmanagement.com

TURNAROUND TIME



BY JOHN ROTHROCK

The pros and cons of same-day service

Do you desire more than your fair share of the drycleaning market you serve? If you answer that question with anything other than yes, there is no point in reading further.

The formula for dominating your market is remarkably simple: Offer fast same-day service, six days a week, at a fair price. Believe me, Yale Cleaners isn't the only company to discover this secret. There are more than a few of us "crazy cleaners" out in the wild.

So, if the winning formula is really that simple, why haven't most cleaning businesses found the winning answer? Because, winning ain't easy!

Since 1980, my family has been perfecting the art of same-day service. For over four decades now, through tireless trial and error and far too much misspent money to count, **The Focus Method** is the culmination of what is possible in the industry.

At its heart, **The Focus Method** is a continuous improvement system for cleaners. It has no starting or ending point and seeks to manage the constant conflict between increasing sales and reducing costs. For **The Focus Method** to work, same-day service must be your company's unwavering ultimate goal.

If your sales are stagnant and neither quality nor store location is the problem, then increasing your service speed is the only way to organically grow piece counts.

Sure, there are a lot of marketing gimmicks that provide temporary results. However, actual sustainable growth will only be achieved when your company meets — or, better yet — exceeds customer expectations of faster service.

Operationally, the slower your service speed, the higher your costs. It takes time and money to let clothes sit in carts waiting for their chance to be serviced. You are quite literally letting cash flow die a painful death in that buggy.

Instead, becoming a same-day cleaner will increase your sales. More importantly, doing what it takes to provide same-day

service will decrease operational costs.

The benefits of same-day service compound daily for you and your customers alike. Let's explore how it accomplishes this and compare it to the drawbacks so you can decide for yourself.

and quicker turnaround times contribute to overall operating efficiency.

Being a same-day cleaner will force you to evaluate and subsequently eliminate many non-value-adding activities in your current workflow.

ably significant.

The Drawbacks

Limited time for processing difficult items or stains, potentially compromising quality.

The faster turnaround time may pose challenges in

proach to your same-day service pledge will require building a culture that can withstand the pressure.

Possible challenges in maintaining consistent quality with a faster turnaround.

Ensuring consistent quality becomes challenging when striving for a quicker turnaround as it requires a delicate balance between speed and precision in the drycleaning process. Building a culture focused on fast service with a quality product will be required.

While acknowledging these drawbacks, it's essential to implement strategic measures to mitigate these challenges. Addressing these concerns proactively can help businesses harness the benefits of same-day service while maintaining a high standard of quality and employee satisfaction.

As we usher in the start of 2024, consider this a pivotal moment to redefine your business strategies. Make same-day service the cornerstone of your operations. Embrace the transformative potential it holds for your business.

Make 2024 the year you set a bold goal, shattering the barriers that have held back your potential for too long. Let the promise of same-day service be your catalyst for growth, operational efficiency, and a competitive edge.

Same-day service is not for the faint of heart. The path to success is paved with challenges, and while the drawbacks may seem daunting, conquering them is where the true victory lies. Ultimately, it's not just about offering same-day service; it's about transforming your business into a well-oiled machine that seamlessly delivers on its promises.

John Rothrock is the president and CEO of Yale Cleaners, a family drycleaning business in Broken Arrow, OK, that is focused on providing high quality, same day drycleaning with exceptional customer service. He earned a degree in Business Administration in 2005 from the University of Oklahoma. He is a graduate of the Drycleaning and Laundry Institute, and is a Certified Garment Care Professional (CGCP).

While most customers have huge closets of clothes, they only wear a tiny percentage of those items. If their cleaner offered faster service, they would bring in their favorite items more often, thus increasing sales.

The Benefits

Aligns with customer expectations.

Catering to the demand for quicker service meets customer expectations, fostering satisfaction and loyalty. Meeting or exceeding customer expectations builds confidence and satisfaction, building long-term relationships. Remember those stats from Cleaners Supply's 2023 Consumer Report?

Increases sales due to customer preference.

Fast service is a significant factor influencing customer choices, translating into higher sales. While most customers have huge closets of clothes, they only wear a tiny percentage of those items.

If their cleaner offered faster service, they would bring in their favorite items more often, thus increasing sales.

Minimizes customer service problems related to delays.

Quicker service mitigates potential issues and complaints associated with delays, ensuring a smoother customer experience.

Facilitates same-day payment, improving cash flow.

Prompt service allows for quicker payment, positively impacting your business's cash flow.

While not every customer will come back the same day, most will, so you actually get paid the same day you did the work. It is like being a pre-paid cleaner without all the related problems.

Enhances operational efficiency.

Streamlined processes

Eliminates the need for time specials or multiple service speeds.

Offering consistent same-day service removes the complexity of managing multiple service speeds or time-specific special customer requests.

Reduces claims and lost clothes with quicker turnaround.

Faster service reduces the chances of claims or misplaced items, enhancing customer satisfaction.

Requires less customer service representative (CSR) training.

A streamlined service process reduces the need for extensive training, saving time and resources.

Imagine never again having to answer the question, "When were these clothes promised... are they due today?"

Simplifies management processes.

Same-day service simplifies managerial tasks by offering a clear, consistent operation approach.

Provides a distinct competitive advantage, especially in a crowded market.

Offering same-day service sets your business apart, giving it a competitive edge in the market.

Since the majority of cleaners offer two-plus day service, being a same-day cleaner will set you apart, which, over time, will result in increased sales.

The drawbacks associated with same-day service should also be acknowledged and addressed for a balanced perspective. However, the advantages of implementing a same-day service strategy are undeni-

thoroughly addressing stubborn stains or handling delicate garments, possibly affecting the overall quality of the service. You will be required to set up systems to move orders efficiently throughout the cleaning process; this is where the **One-Hour Lot** system becomes the most valuable.

Increased pressure to complete work within the promised timeframe.

Same-day service places additional stress on employees to meet tight deadlines, potentially impacting morale and job satisfaction.

If running a same-day cleaner was easy, everyone would do it. Remember, just because something is hard doesn't mean it shouldn't be done; it just means it's hard, and that's OK.

Requirement for redundant equipment, backup plant, or backup partnerships to handle equipment breakdowns or the loss of utilities.

To ensure seamless same-day service, businesses must invest in redundant equipment or establish backup plans, which will incur additional costs and logistical challenges. Additionally, you may need to keep an ample supply of replacement parts with the ability to repair anything that breaks quickly.

Potential labor issues due to increased workload, tight deadlines, and absenteeism.

The increased workload and strict deadlines may lead to burnout, absenteeism, or potential labor disputes, affecting the overall productivity and well-being of the workforce. Taking a no-excuses ap-



"You'll never get bored when you try something new.
There's really no limit to what you can do."

- Dr. Seuss

WE WISH YOU A HAPPY

new year

2024

YOUR PARTNER FOR FINISHING EXCELLENCE SINCE 1937

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

WRENCH WORKS



BY BRUCE GROSSMAN

Controlling your water boiler level II

Last issue, we took the necessary components and cobbled them together into a configuration that controlled the maintenance of the proper water level inside the boiler. That was half of the picture. Controlling the fire or “firing” the boiler is the other half.

In this issue, I’ll describe how the different components are organized into a safe and reliable system to convert the water inside the boiler into steam, and maintain that steam within a specific pressure range.

Controlling the fire

The fire is controlled by simply turning a gas solenoid (an electrically operated valve) on and off. Sounds simple, but there are a lot of things that need to happen to accomplish this safely. An **ignition controller** coordinates the activities of the different sensors used for this opening and closing of the **gas solenoid**. These ignition controllers may be called a

Honeywell or Fire Eye (and other brand names depending on the manufacturer of the boiler).

Ignition controllers usually do six things (refer to the corresponding number) in the illustration):

1) The output from the first low water sensor located in the **water column** is monitored when the water level drops below the probe, the gas solenoid is shut off, and an audible alarm is sounded. When the water level is at or above the sensor, the gas solenoid circuit is enabled (if other conditions are met, the flame will go back on), and the alarm will stop.

2) The output from the second low water sensor located in the **pressure vessel** is monitored when the water level drops below the probe, the gas solenoid is shut off, and an audible alarm is sounded. The alarm will continue until the water level is at or above the sensor and a manually oper-

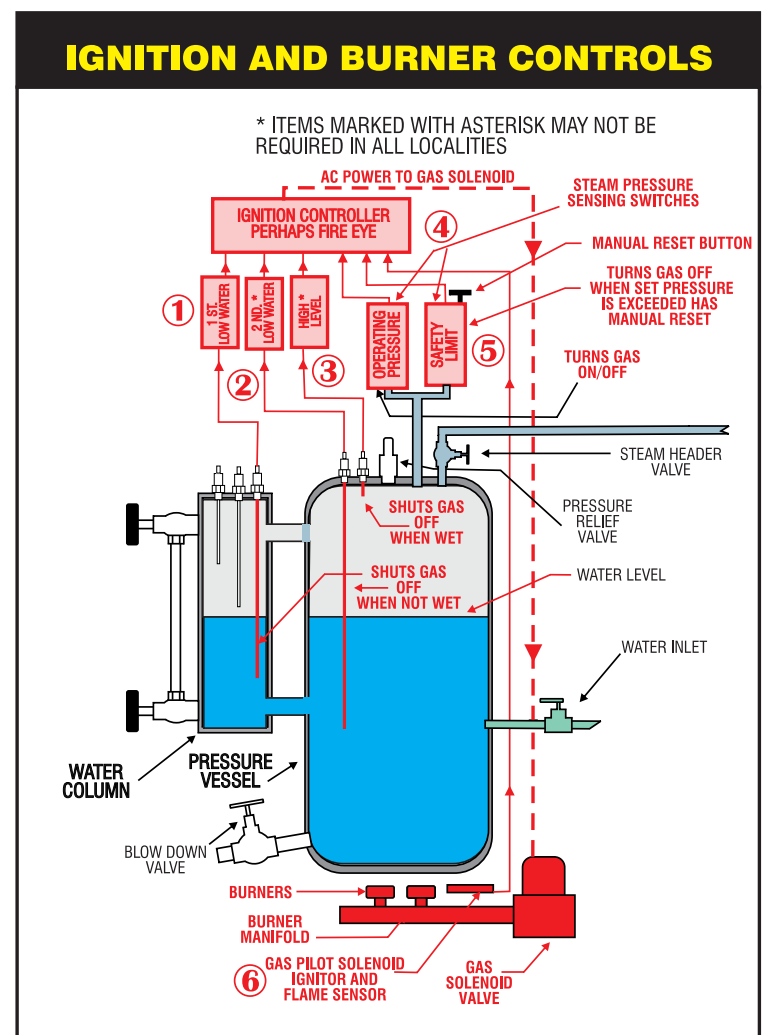
ated switch is pressed to clear the alarm condition.

The gas solenoid circuit is then enabled (if other conditions are met, the flame will go back on), and the alarm will stop.

3) The high-water sensor output (not found on all boilers) in the **pressure vessel** is monitored when the water level is at or above the probe, the gas solenoid is shut off, and an audible alarm is sounded. The alarm will continue until the water level is below the sensor and a manually operated switch is pressed to clear the alarm condition.

The gas solenoid circuit is then enabled (if other conditions are met, the flame will go back on), and the audible alarm will stop.

4) The condition of the **operating pressure switch** is monitored. This switch normally has closed contacts that open when a pre-set pressure in the **pressure vessel** is reached and closes again when the pres-



sure drops to a pre-set pressure (the difference between this switch’s opening and closing pressure setting is called the differential).

The opening of the gas solenoid valve can only occur if the operating pressure control switch is closed. This means the upper limit of the boiler operating pressure had not been reached.

5) The condition of the **high-pressure safety limit switch**. This switch normally has closed contacts, which open when a pre-set pressure in the **pressure vessel** is exceeded and requires a manual reset.

Opening the gas solenoid valve can only occur if the high-pressure safety limit switch is closed. When this switch opens, it indicates the safety limit of the boiler operating pressure has been exceeded. Usually, there is no alarm indicating this condition.

6) **Gas ignition** is monitored. Before the gas solenoid valve is opened, a smaller **pilot solenoid valve** is opened, and an electric spark is used to ignite a small burner to act as an ignition source for the larger volume of gas released by the gas solenoid valve.

If a flame is not sensed

after a short pre-set time, the pilot solenoid valve is shut. Depending on the **ignition controller**, it will try a few times for a successful pilot ignition, then go to an alarm condition requiring a manual reset. Most ignition controllers provide a visual indication when an ignition fault has occurred.

Most **ignition controllers** have visible indicator lights; use a smartphone to record light patterns while the boiler operates properly. Referring to that video goes a long way in enabling you to troubleshoot ignition problems, perhaps saving an expensive, unnecessary service call.

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.

Professional Help without Breaking the Bank!



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

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



Go to www.tailwindsystems.com for more details

Call 508.965.3163 to book a session or for more details

Tailwind.don@me.com to book a session or for more details





FIRBIMATIC

1-800-220-0630 • www.firbimaticusa.com

EcoGreen

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

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



F40-SE



F60-SE



**F Series
SoftMount**



Find us on:
facebook







FOLLOW US ON
Instagram



The Software Leader in the Dry Cleaning Industry



-  With Spot's impressive tool set, you can define your business and stand out from the competition.
-  Manage your daily grind of quicks, details, pickups, and admin work, faster than ever before. Use comprehensive dashboards & report tools to stay informed.
-  Run your business the way you want to with Spot's customizable settings.
-  Deliver the latest technologies to your customers through simple and easy to use interfaces. Reduce customer calls and contacts by leveraging our web technologies and mobile apps.



(801) 208-2212

WWW.SPOTPOS.COM

BUILDING VALUE



BY KERMIT ENGH

Strategically preparing your business for sale

Recently, a survey conducted by Cleaners Supply found that the average age of the operators surveyed was 58. Think about that for a moment. Are you close to that age or older? Have you thought about your future and what that could look like?

At the recent Methods for Management (MfM) Success Conference in Chicago, Steve Baker of The Great Game of Business presented a workshop on **quality time remaining**. Rarely does a presentation create the emotions and discussion as this one did.

If you don't intend to transfer ownership to a family member, which is the case for me, you will eventually need to sell your business.

Whether you want to sell your company next year or a decade from now, you will have two basic options for an external sale: the **financial buyer** or the **strategic buyer**. Let's examine these two options.

The Financial Buyer

The **financial buyer** is buying the rights to your future profit stream, so the more profitable your business is expected to be, the more your company will be worth to them.

Strategies that are key to driving up the value of your business in the eyes of this buyer include:

- De-risking it as much as possible.
- Creating recurring revenue.
- Reducing reliance on one or two big customers.
- Cultivating a team of leaders.

If you have followed the column for the past three years, you have been introduced to the **Eight Drivers of Value**.

The Strategic Buyer

The alternative is to sell to a **strategic buyer**. They will care less about your future profit stream and more about what your business is worth in their hands, typically calculating how much more of their product they can sell by owning your business.

Strategic buyers are usually big companies, so the value of selling more of their product or service with the purchase of your business can be substantial.

This motivation often leads strategic buyers to pay more for your business than a financial buyer ever would.

For example, Nick Kellet's Next Action Technologies created a software application that takes a set

of numbers and visually expresses them in a Venn diagram.

Next Action Technologies was generating approximately \$1.5 million in revenue when they received their first acquisition offer; Kellet's first valuation was for \$1 million, which was a little less than the revenue being generated at the time, which is typical of a financial buyer.

Preparing for Every Eventuality

Why bother making your business attractive to a financial buyer when the strategic buyer typically pays so much more?

The answer is that strategic acquisitions are very rare. Each industry usually only has a handful of strategic acquirers, so your buyer pool is small and subject to several vari-

sure she has a backup plan. I have a grandson who aspires to get into the NFL. His backup plan is the NBA. Ten-year-olds dream big. His grandfather focuses on content in school.

The same is true of positioning your company for an exit. You may want to sell your business to a strategic buyer in a spectacular exit. Still, a financial acquisition is much more

Whether you want to sell your company next year or a decade from now, you will have two basic options for an external sale: the financial buyer or the strategic buyer.

Kellet knew the business could be worth more to a strategic buyer, so he searched for a company that could profit by embedding his Venn diagram software into their product. Kellet found Business Objects, a business intelligence software company looking to express its data more visually.

Business Objects could see how owning Next Action Technologies would enable them to sell more of their software, leading them to acquire Kellet's business for \$8 million, more than five times revenue — an astronomical multiple.

ables out of your control; the economy, interest rates, the competitive landscape, and a whole raft of other variables can all impact a strategic acquirer's appetite to buy your business.

Imagine your child is a promising young athlete who intends to go pro. Becoming a professional athlete is a long shot, fraught with unknown hurdles: injury, the wrong coach, or not having what it takes to compete at the highest levels. Do you squash her dream? No, but you ensure she does her homework, so if her dream fades, she has her education; you make

likely, and financial buyers are looking for companies that have done their homework and have worked to become reliable cash machines.

In summary, while the allure of a strategic buyer is undeniable, it's essential to recognize that such opportunities are rare and often influenced by factors beyond our control. Just as we prepare for all eventualities in life, the same principle applies to preparing your business for sale. Whether enhancing profitability, diversifying customer base, or cultivating a strong leadership team, the goal is to make your business a robust, attractive asset for any potential buyer.

Remember, the journey to a successful exit requires foresight, planning, and guidance. If you're contemplating this significant step and seeking expertise to navigate these waters effectively, I am here to help.

Kermit Engh has been an owner/operator in the drycleaning industry for over 30 years and has been a Methods for Management member for over 27 years. His positions as managing partner of MfM and as a Certified Value Builders Coach allow him to share his extensive background in strategic planning, finance, process improvement, packaging and branding, employee training programs, profitability, cost analysis, acquisition analysis and succession planning. To find out more about how Kermit can help you maximize the value of your business, contact him at kengh@mfmi.com.



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!





PND-98U



PND-2500A with SVP-24



PND-1000AD with SVP-24



MVP-35B



SVP-24



PND-3000A with MVP-35B



ES-2000AR Spotting Board

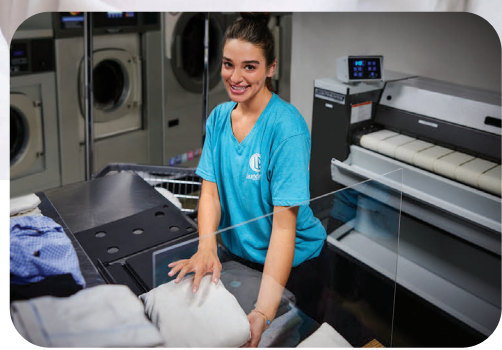


EUROPEAN FINISHING EQUIPMENT CORP.
SECAUCUS, NJ
WWW.HISTEAM.COM • SALES@HISTEAM.COM
TOLL FREE: (888) 460-9292



WATCH VIDEO ONLINE
WWW.HISTEAM.COM

Imagine the Possibilities



Picture a world where your market reach goes far beyond where you are today ... Our environmentally-friendly equipment, market diversity and expertise make us unique. With a Poseidon Textile Care System, you're set to explore new market and money-making opportunities beyond traditional dry cleaning. Grow the utilization of Poseidon equipment and increase revenue streams.

Discover Untapped Market & Profit Opportunities



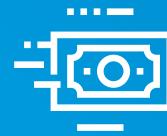
poseidontextilecare.com
(800) 256-1073

REDUCE YOUR CREDIT CARD PROCESSING FEES

Ⓢ Rates as low as .05%*



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



Next Day Funding with
weekend settlement

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



with
4G / Wifi
→

SMART TERMINAL

FREE TERMINAL PLACEMENT OPTIONS

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

INTEGRATE
WITH YOUR POS

STANDARD TERMINAL



OPTIONAL PROGRAMS:

EDGE: The Best CASH DISCOUNT PROGRAM from North American Bancard

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

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

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

GROW YOUR BUSINESS. PARTNER WITH NAB TODAY!

866.481.4604

NorthAmerican
BANCARD®

WWW.NYNAB.COM

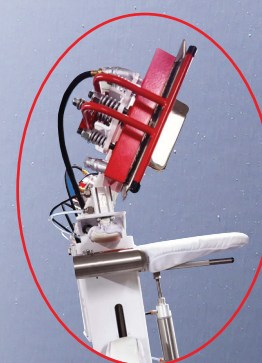
© 2022 North American Bancard, LLC (NAB). All rights reserved. NAB is a registered ISO of BMO Harris Bank N.A., Chicago, IL, Citizens Bank N.A., Providence, RI, The Bancorp Bank, Philadelphia, PA, and First Fresno Bank, Fresno CA. American Express may require separate approval. *Durbin regulated Check Card percentage rate. A per transaction fee will also apply. **Some restrictions apply. This advertisement is sponsored by an ISO of North American Bancard. Apple Pay is a trademark of Apple.



FASTER EASIER BETTER



Model CT-2 DOUBLE BUCK



TENSIONING CUFF CLAMP



SNAP IN TAIL PLATE - No more screws



3501 Queen Palm Drive • Tampa, FL 33819 • 813-623-3731
www.unipresscorp.com

To learn more, visit www.nationalclothesline.com/ads

KEEP IT LEGAL



BY FRANK KOLLMAN

How to discipline or discharge an employee

I have been a management labor and employment attorney since 1977. When I first started practicing, unions were still very active and the anti-discrimination laws were still in their infancy. Today, unions are extremely active organizing government employees, but not so much in the private sector. The anti-discrimination laws go far beyond race, sex, color, age, national origin, and religion in their requirements now, in many cases not for the better.

Employee discharges have become even more difficult than they were in 1977, especially since Congress decided that employees have the right to jury trials for discrimination claims.

The first step toward a solid program of discipline is the preparation and distribution of written work rules. These work rules should outline the boundaries of proper conduct for all employees. These rules of conduct can be contained

in the employee handbook, posted on bulletin boards, or distributed separately to all employees.

vised.

Employees should either sign a receipt stating that they have received a copy of

Employee discharges have become even more difficult than they were in 1977, especially since Congress decided that employees have the right to jury trials for discrimination cases.

In addition, they should be redistributed to all employees once a year, whether or not they have been re-

the work rules or a notation should be made in their personnel files that they have received a copy. *Under no*

circumstances should an employer make up rules as he goes along.


The work rules themselves should contain a program of immediate and progressive discipline. Certain serious misconduct, such as theft, insubordination and intoxication on the job, should call for immediate discipline up to and including discharge.

Other minor offenses, such as absenteeism, lateness, and unsatisfactory work performance, should be subject to progressive discipline. That program of progressive discipline should provide for an oral warning, followed by a written warning, suspension, and discharge. Some employers may wish to dispense with the suspension phase, especially where absenteeism itself is the misconduct involved. In those cases, a final warning should be substituted in the progression of discipline.


Another important element in a solid disciplinary program is a comprehensive personnel filing system. At the very least, personnel files should contain the disciplinary record of each employee. Employees should be permitted to examine their personnel files at reasonable times.

A good disciplinary program also has a senior management official who is responsible for employment decisions. In large and medium companies, this position is normally filled by a full-time personnel director. In smaller companies, this responsibility should be assigned to the chief executive officer. This individual should be responsible for reviewing all employment actions, especially discharge.

The last, and probably the most important element of a good disciplinary program is supervisor training. Supervisors — especially those who directly supervise rank and file employees — should be given regular instruction on good personnel practices, including discipline and discharge. Too often, a supervisor is selected because he was a good worker. As a result, he infrequently has the requisite skill and ability to perform the personnel functions that are central to



Customer Service is everyone's job!

Realstar, USA

1-888-822-7827
www.realstarusa.com

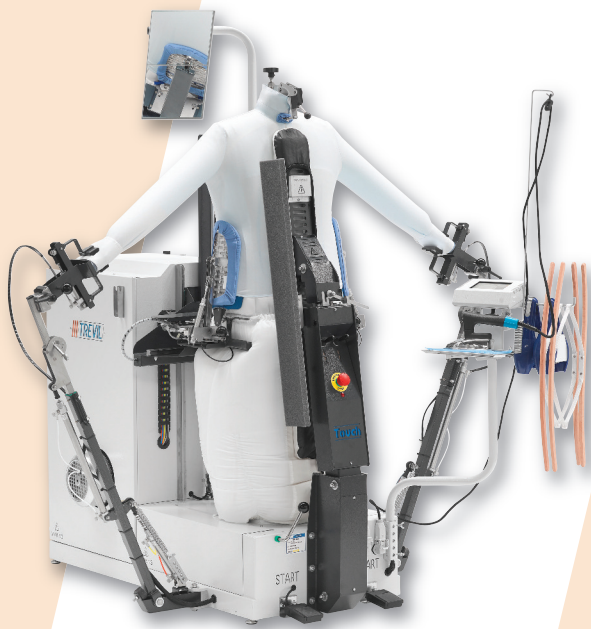


Designed with *Your* Business in Mind

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

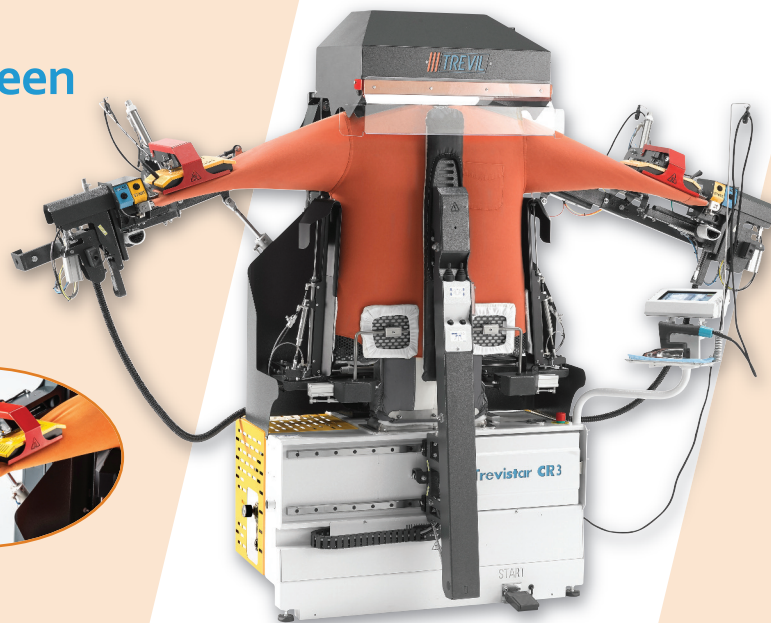
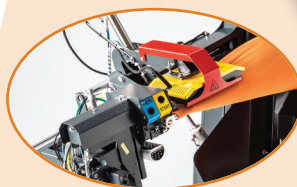
- Sizes from 0 Petite to 3XL and Larger
- Dual, Rotating Front Clamps (Patented System)
- One Heated for Wet Shirts / Blouses
- One Unheated for Drycleaned Shirts / Blouses / Jackets
- Front Clamps Pivot & Rotate

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

Frank Kollman

How to discharge or discipline an employee

Continued from page 22

his success.

A good supervisor program should include the following:

1) Instruction on the applicable state and federal employment laws.

2) Lessons on how to create a positive working environment, especially where the company is non-union.

3) Instruction on how to evaluate employees.

4) Discussion on how to communicate with employees.

5) Detailed instruction on proper methods of discipline and discharge.

6) Instruction on how an employment discrimination case is prepared for trial.

Item 6 gives a supervisor a taste of what an improperly prepared discipline case could entail in time, money, and aggravation.

Discipline or Discharge?

Discipline should never be imposed precipitously or out of anger. At most, an employee engaging in serious misconduct should be suspended indefinitely pending a full investigation. That investigation should be conducted by the company's chief personnel officer. If discharge is warranted, the suspension should be converted to a termination.

The personnel officer should proceed in the investigation by first reviewing the employee's personnel file. The employee's length of service, past record, and prior evaluations could affect the decision.

The next step is to interview all the management officials with knowledge of the circumstances leading to the discipline. Detailed notes of these interviews should be kept by the personnel officer for later use. If employee witnesses are involved, the personnel officer should take statements from the employees, which should be signed. In some circumstances, the employee should be interviewed concerning the conduct, keeping in mind that he may have the right to have a union representative present. If he makes such a request, and there is a union, it must either be granted or the interview terminated.

All the necessary written documentation for discipline should be compiled during the investigation. The investigation should be conducted as though charges or discrimination or a lawsuit have already been filed. It is wrong to assume that this documentation can be compiled later.

Once an investigation of the underlying facts has been conducted, numerous questions should be considered by management officials. First, does the conduct violate a written rule? If it does, is immediate or progressive discipline appropriate? If a minor offense, has progressive discipline been followed?

Second, the company should determine whether employees have been similarly disciplined for such conduct in the past. If the investigation uncovers that exceptions have been made, the company should explore the circumstances surrounding the uneven enforcement of the rules. If an exception has been granted in the past, it may tie the hands of the company in future cases — because minorities are permitted to prove discrimination by showing that a non-minority employee was treated differently in the past.

Third, the company should consider the employee's length of service. If the employee is probationary, more severe discipline may be suitable. On the other hand, a long-term employee may be entitled to less severe discipline.

Fourth, the company

should ascertain whether the employee had notice of the rule violated. If not, discipline may be inappropriate. Of course, certain misconduct is clearly prohibited whether or not it is clearly set forth in work rules, such as stealing.

Fifth, the company should determine whether the employee in questions has engaged in certain "protected" activity in the recent past. For example, has the employee recently been engaged in union activity? Has the employee recently filed a charge of discrimination?

If the answer is "yes," the decision to discipline or discharge may come under even greater scrutiny by a court or government agency.

Once the investigation is completed and the elements considered, the decision to discipline or discharge can be made. The discharge decision should nevertheless be reviewed by the chief operating officer, who has ultimate authority at the company. If he or she concurs in the decision, the decision should be communicated to the employee.

Implementing Discipline

A fully supported disciplinary decision can be weakened by poor implementation. Too often, employers confronted with a distasteful disciplinary action will try to ease their discomfort by softening the words used to tell the employee. This only helps the employee prove at a later time that he or she was the victim of discrimination.

Example: An employer's work performance has steadily declined. The employee has received counseling from his supervisor, though no written record was made of these sessions. Finally, the company decides to discharge the employee, but calls the termination a "layoff" to allow the employee to collect unemployment insurance with no difficulty and to make the separation less hostile. The employee files charges of discrimination.

In this example, the employer's lack of documentary evidence of poor work performance is the least of his problems. If the company now maintains that the employee was discharged for poor work performance, not laid off, the *new* reason appears pretextual. A court or jury might conclude that the "lie" told at the separa-

tion conference was designed to cover up the real reason: unlawful discrimination. Moreover, if the company decides to stick with the layoff story, which could be perjury, it may have to explain why the employee was not recalled, why new employees were hired, why less senior employees were not laid off first, etc.

Discipline, especially discharge, should be communicated to the employee in a conference with the personnel officer. The employee should be told the reason why he is being disciplined in a candid, complete manner. If disciplinary forms are used, fill one out, tracking your oral presentation to the employee. If the employee is being discharged for theft, tell him. If he is being discharged for unsatisfactory work performance, set forth in detail why his performance was substandard.

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

If an employee is discharged, do not permit him to finish the day. For this reason, the employee should be advised of the decision at the end of the day, if practical. Finally, do not embellish the reasons given for the final decision. For example, employers find it difficult to refrain from referring to incidents several years old. This may make it appear that the decision to discipline or discharge was made with some reservations. If the misconduct was serious enough to warrant discharge, there is no need to give further justification.

Established procedures for discipline and discharge are necessary for every company, small or large. Employees are more inclined to sue these days than take the company's decision at face value. The fundamentals set forth above should help most employers minimize their legal troubles.

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

UNLOCK SUCCESS WITH Methods for Management BUREAU MEMBERSHIP

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 vreed@mfmi.com or call 402-690-0066

www.MethodsForManagement.com

Make it your **New Year's Resolution** to become a **Certified Wedding Gown Specialist™**

We're celebrating our all-new website—now including a member resource center—with a special membership offer. 50% discount on your initial fee plus free registration for our annual meeting in Columbus, Ohio, February 22-25.

Offer valid until February 28, 2024.

Elevate your brand, grow sales, lower costs, and expand your bottom line!

- Logos and trademarks set you apart from other dry cleaners
- Industry leaders share training and technical support
- NEW online member resource center
- Gown care labels refer brides to you
- Top wedding websites feature you at deeply discounted pricing
- Archival-quality wedding chests at special pricing

“The meetings are amazing, being able to share with and learn about a lot of ideas from other peers in this specialized service, as well as spending time with some really terrific people.”

Greg and Margaret Butler
Dublin Cleaners
Columbus Ohio
Jack Barth Memorial Award of Excellence 2022



Association of
Wedding Gown Specialists
™ Cleaning • Preservation • Restoration

www.WeddingGownSpecialists.com
info@WeddingGownSpecialists.com • 800-501-5005

STUCKY'S STRATEGIES



BY STUCKY SZCZOTKA

Wetcleaning vs drycleaning cost comparison

If your drycleaning machine is aging out and you're on the fence about whether to invest in a new one vs a wetcleaning system, read on for a head-to-head cost comparison.

In this column, I will investigate operational expenses of both options, including labor, utility costs and disposal fees, as well as purchase price and installation costs. When the numbers are crunched, there's a clear winner — wetcleaning — a technology that can also help you grow wash-dry-fold (WDF) for more revenue and profit.

WDF is an easy revenue stream to adopt as long as you have the washing and drying capacity for it. It can fall right into your current route pickup and delivery program. The problem is that most cleaners are limited on washers and dryers.

So, when faced with the dilemma of adding a wetcleaning system or drycleaning machine, the wetcleaning system comes out on top for more than just cost savings. It wins because it not only allows you to process *dryclean only* garments using water, it gives

you the capacity you need to process and grow residential WDF.

Initial Investment

Let's begin by evaluating the initial cost of each system. In the graphic on the bottom left is the amount required to purchase new alternative solvent drycleaning machines versus similarly-sized Poseidon wetcleaning systems. There's a \$60,000 to \$64,000 cost differential in favor of wetcleaning.

Additional Capital Expenditures

Sometimes there are additional costs associated with a new drycleaning machine, including upgrading boilers, chillers, air compressors and electrical. If you have to upgrade any of these because of your new drycleaning machine, you'll spend considerably more. If you go with a wet cleaning system, you won't.

For example, a customer of mine recently replaced a 50-lb capacity perc drycleaning machine with an 80-lb capacity alternative solvent drycleaning machine at a \$100,000 list price. To get it installed, we had to replace existing doors in the plant

and remove equipment and the slick rail. We also had to upgrade the plant's electrical.

By comparison, an 80-lb capacity wetcleaning system, which operates on two 15-amp breakers, doesn't require anything extra. So, if you add a wet cleaning system, you'll likely not have to purchase or upgrade anything else. The new wet cleaning system also helped increase WDF revenue from current customers.

Yet another high-end cleaner was operating two drycleaning machines. When one was aging out, they brought in wetcleaning. Now, they do more WDF using the wetcleaning machines. They grew that revenue stream so much that they've since added more wetcleaning machines and a flatwork ironer, which allows them to iron sheets, duvets, drapes and table linens.

Installation Costs & Hassles

Consider the installation process for both machines. When you get into larger capacities, installation can get tricky. Let's say you are installing that 80-lb capacity drycleaning machine. Because of its large footprint, it won't fit through a 42" door opening. But, an 80-pound capacity Poseidon wetcleaning system will.

Recently, we installed an 80-lb capacity drycleaning machine for a customer. Because it would not fit through the doorway, we had to replace the original with a roll-up door and upgrade the electrical at a considerable cost.

If that customer had gone with an 80-lb capacity wet cleaning system instead, it would have fit through the door and eliminated the need to stop production and replace the door.

Operational Costs

The minimal initial investment of a 60-lb capacity drycleaning machine is at least \$60,000 greater than that of a similarly sized wetcleaning system. Other capital expenditures and upgrades are also part of the installation and operational equation. Now, let's compare labor, chemistry/solvent, regulatory/licensing

fees and utility costs.

Chemistry

Initial start-up costs for chemistry for a 60-lb capacity wetcleaning machine is around \$1,300. It's \$5,000 or more for a 60-lb capacity drycleaning machine. From there on, there is not a huge difference.

Water

Water usage can vary. On the drycleaning side, when a chiller is utilized to recycle water through a drycleaning machine, very little water is used. However, a chiller costs between \$15,000 to \$45,000. The other way to cool a drycleaning machine is through the use of a cooling/water tower. These are located on the roof, so they can lose some water through evaporation, and at certain times of the year, can't be utilized because of high temperatures and extremely high humidity levels. When this happens, plants rely on city water to cool the drycleaning machines.

In general, a 60-lb capacity wetcleaning machine uses 40 gallons of water per load, and over the course of a year, would go through as much water as a drycleaning machine hooked to a water tower. A drycleaning machine hooked to a chiller is most water efficient. The only problem is that this scenario requires a costly initial investment.

Electricity

When it comes to electricity, wetcleaning wins. This is because a drycleaning machine requires 60 to 90 amps to operate, whereas a wetcleaning system requires just two 15 amps.

Natural Gas

Natural gas usage follows suit. The boiler needed to operate a drycleaning machine uses 670,000 BTUs, which dwarfs the wetcleaning requirement of 118,000 BTUs. Plus, a boiler will run until all plant production is completed for the day. A wetcleaning system dryer operates in 15 to 20 minute increments a dozen times a day.

Labor

When compared, labor costs are very similar in both drycleaning and wetcleaning. Spotting likely involves less time on the

wetcleaning side because 90% of stains are water-soluble. They come out when they are wetcleaned.

And as long as the wetcleaning machine is partnered with a properly programmed dryer (so items come out of the dryer at the proper moisture levels), finishing time is about the same as with drycleaned garments.

Without a controlled drying process, wetcleaned items might take more labor time to finish. For these reasons, labor costs are a draw.

Regulatory & Waste Disposal Fees

Finally, regulatory fees and waste disposal costs are not uniform across the country because each state has its own set of laws. But, you can be sure there are never disposal or regulatory costs for wetcleaning.

Drycleaning is another story. For example, Michigan drycleaners are inspected annually and licensed through the Environmental Great Lakes and Energy (EGLE). They are charged a fee based on the size of the drycleaning machines in their plants. Additionally, still-bottom-solvent wastes must be picked up and disposed of, which costs hundreds per drum.

I recently had a customer dish out \$1,130 for a 35-gallon drum for a still-bottom/water separator, as well as a 35-gallon drum for filters.

Half of the Overall Cost

When all factors are considered, *wetcleaning costs are thousands less than those of drycleaning*. The other benefit? A new wet cleaning system will allow you to expand and grow WDF.

My recommendation? Make wetcleaning a larger part of your plant's production for less than half the cost of drycleaning, 50% more throughput, and the ability to significantly grow WDF business and revenue.

Michael "Stucky" Szczotka, owner of Eagle Star Equipment in Troy, MI, is a textile care, drycleaning and wetcleaning expert with more than 45 years of hands-on industry operations experience. He is a frequent contributor to industry journals and associations.

Initial Investment Wet Cleaning vs. Dry Cleaning		
60lb. Capacity		
	Wet Cleaning System	Alternative Solvent Dry Cleaning Machine
List Price	\$37,191	\$90,400
Freight	\$825	\$2,065
Chemistry Pump/Solvent	\$1,300	\$5,000+
Basic Install	\$2,500	\$5,400
Total	41,816	\$102,865

80lb. Capacity		
	Wet Cleaning System	Alternative Solvent Dry Cleaning Machine
List Price	\$48,295	\$102,900
Freight	\$950	\$2,255
Chemistry Pump/Solvent	\$1,300	\$6,250+
Basic Install	\$2,700	\$6,000
Total	\$53,245	\$117,405

Wet Cleaning Saves \$61,049

Flexible Training Solutions!



Well trained staff has never been more important. We provide the most **comprehensive training** in the industry, no matter what your skill level. Getting the training you need is **easier than ever**.

- IN PERSON
- ON-LINE
- VIRTUAL
- LOCAL
- OR A COMBINATION



**YOU DECIDE WHAT WORKS BEST FOR YOU
AND YOUR TEAM.**

Learn More at DLIonline.org/Education

For Contactless Automation at the Front Counter, Plant and Routes



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



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

Saves You Money, Time and Labor

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



Toll Free 877.906.1818 www.ezpi.us

To learn more, visit www.nationalclothesline.com/ads



Pony with the world's largest factory and 65 years of history!



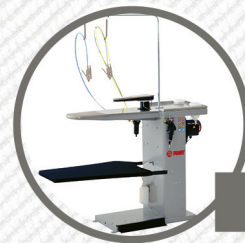
For all your finishing needs.
For all your pressing needs.



SILVER SV Vacuum table



FORMPLUS-S Form finisher



JOLLY Spotting table



CPS-U Utility press



PONY USA/NYM
609 Chancellor Ave. Irvington, NJ 07111
E-mail: sales@pony-usa.com
TOLL FREE NUMBER 1-800-816-2243

To learn more, visit www.nationalclothesline.com/ads

THE 21st CENTURY CONSUMER HAS CHANGED
HAVE YOU?



YOUR BEST ROUTE TO SUCCESS



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

To learn more, visit www.nationalclothesline.com/ads

REPLACE THAT ZEROWASTE OR GALAXY

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

SAHARA II

DESIGNED FOR TODAY'S SOLVENTS

IT'S SO RELIABLE, YOU'LL FORGET IT'S EVEN THERE

2 YEAR WARRANTY

Complies with Federal, State and Local environmental regulations

Easy installation all parts included

No costly filter cartridges to buy, uses replaceable inexpensive granulated carbon

ALL SOLVENTS



\$2,195

EZ-LEVEL

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

ELECTRONIC LEVEL CONTROL

REDUCE DOWN TIME AND SERVICE CALLS

REDUCE WATER AND CHEMICAL CONSUMPTION

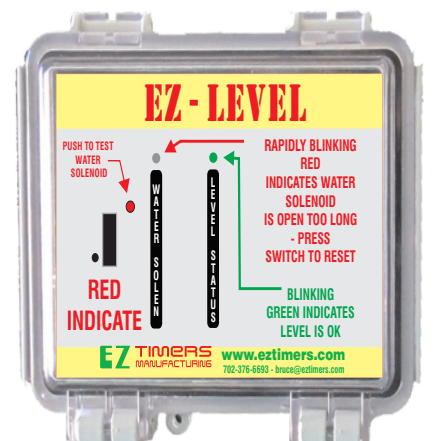
REDUCE SCALING AND PIPE DAMAGE

\$695

EZ TIMERS MANUFACTURING
www.eztimers.com

702-376-6693

*REQUIRES 24 VAC SOLENOID



To learn more, visit www.nationalclothesline.com/ads

WISHING YOU A HAPPY & PEACEFUL
New Year!



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

www.sankosha-inc.com



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

Market Place

Business Opportunities Equipment and Supplies Catalogs

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



PROSParts
 Your one-stop parts shop
DRYCLEANING & LAUNDRY EQUIPMENT PARTS

NEXT DAY DELIVERY
 ALL BRANDS
 LOW PRICES

1-866-821-9259
PROSPARTS.COM

Catalogs



Newhouse Specialty Company, Inc.

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



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



cleaner's SUPPLY

**GREAT PRICES.
 FAST DELIVERY.**



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

1-800-568-7768
CLEANERSUPPLY.COM

Drycleaning business and building for sale. Established in 1947. Building includes living quarters upstairs. Staff is well trained with a specialized clientele, located in Philadelphia, PA. Call 609-605-7552 for more information.

Help Wanted

Waste Water Evaporator

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

Plant Design

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

Training & Education

Buy Sell Trade in National Clothesline Put your ad before a nationwide industry audience. To place your classified ad, call (215) 830-8467.

POSITION AVAILABLE: Spotter (Scottsdale, AZ) Nationally/Internationally recognized high-priced couture dry cleaner seeks technically skilled spotter for "dry clean only" garments. Another spotter handles all other garments/households. Over 12 dry clean & wet clean machines available. Our normal turnaround is ONE WEEK. Significant compensation package. For full job description, minimum qualifications, compensation, benefits, etc. email stu@ravefabcare.com.

QUALITY REBUILT EQUIPMENT

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

Phone: 757/562-7033.
Mosena Enterprises Inc.
mosena@mindspring.com
www.mosena.com

Reweaving Services

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

INDEPENDENT GARMENT ANALYSIS®

274 NW Toscane Trail
 Port Saint Lucie, FL 34986

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

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

Visit the advertisers' web sites!

Links to all are listed at www.natclo.com/ads

Raillex Conveyor Corp is looking for manufactures agents to represent our products across the USA. All territories are available. If interested, please call (516) 983-6527 and ask for Richard.

Plant Equipment for Sale

All equipment in working order with proper maintenance

- Unipress, multiple presses available, New & Used
- 2 Columbia Drynique 60# auto reclaimer w/microprocessor
- UniMac 60# auto reclaimer w/microprocessor, (2 new & 2 used)
- Chillers
- Fulton Boiler - 30 lb.
- Quincy Compressors- 1 Screw & 1 Piston conveyor w/dryer

Call 479-806-7401 for details and pricing

Position Available

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


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

Buy, Sell, Hire in the classifieds

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

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



Index of Advertisers JANUARY 2024

Association of Wedding Gown Specialists25	Newhouse Specialty Co...30
BeCreative 3607	NIE Insurance5
Cleaners Business System3	North American Bancard..20
Cleaner's Supply.....30	Parker Boiler2
DLI27	Patriot Business Advisors30
European Finishing.....10, 18, 32	Pony28
EZ Timers.....28	Poseidon19
EZProducts28	ProsParts30
Firbimatic15	Realstar.....22
Forenta.....13	Route Pros28
Garment Management System11	Sankosha USA9, 29
Gulf Coast20	Tailwind14
Gulf States27	Trevil America23
Iowa Techniques8	Union Drycleaning Products.....31
Methods for Management.....24	Unipress Corporation21
Mosena Enterprises30	Xplor SPOT.....16, 17

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



Does **UNION** have a machine for **Sensene**?



Of course we do!

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

America's Best Selling Brand of Dry Cleaning Machines

HI-STEAM

TIME TO UPGRADE YOUR PLANT?

*Out with old presses
in with the new, fast,
easy finishers!*



PAM-510 Pants Topper

- To finish Pants and shorts
- Automatic tensioning
- Waistband expands to 45½"
- 9 Electronic program controls

TURBO-440 Hi-speed, Deluxe Shirt Finisher

- Hand-finished quality
- Small to size 3XL shirts
- All fabrics (including microfiber)
- No broken buttons, no color loss
- Smaller foot print
- Touch screen control



 Made in Italy

JAM-467R Form Finisher

- Rotating form (360°) for easy loading + adjustment of garments
- Telescoping form (94") for short or long garments
- 6 clamps for jackets with multiple vents
- Touchscreen computer control
- 2 HP motor



EUROPEAN FINISHING EQUIPMENT CORP.

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

