



# National Clothesline



August 2024

Volume 62 Number 11

www.nationalclothesline.com

## SCAQMD pauses its electric boiler rule until 2027 check-in

In California, the South Coast Air Quality Management District (SCAQMD) has decided to pause and revisit its rule mandating that certain sized gas-fired boilers will have to be replaced by electric boilers, with 2032 being the final year gas boilers can be purchased in the region. The decision came after many months of working directly with a small group of California



Cleaners Association (CCA) members who formed a working relationship with district members and showed them

the excessive financial burdens that would come with achieving compliance.

At this time, SCAQMD officials have opted to meet with the drycleaning industry for a "check-in" in 2027 to see how far it has advanced toward meeting the rule (Amended Rule 1146.2), which seeks to eliminate emissions from more than a million boilers and water heaters over the next decade.

The new rule encompasses those appliances that account for about 9% of all NOx emissions from stationary sources in the region, according to Canary Media. It stands to affect drycleaners, textile mills, hospitals, hotels and restaurants, as well as schools and pool and hot tub owners in the four-county jurisdiction that in-

cludes Los Angeles, Orange, Riverside and parts of San Bernardino.

For now, the rule is on pause as the logistics of how to make it affordably work are being considered — and a small group of drycleaners are highly responsible for making a significant impact.

It began with Jim Douglas, co-founder of GreenEarth, who used his contacts with SCAQMD to set up a face-to-face meeting with Emily Yen, who was drafting the language of the amended rule.

It turned out to be the first of several meetings — both in-person and via Zoom — as Douglas was joined by other CCA members including Sasan Rahimzadeh, Michael Leeming, Michael Shader,

*Continued on page 8*

## DL EXPO West hotel deadline ends soon

Looking ahead at the DL EXPO West in Las Vegas this October, there are quite a few dates and numbers that should be noted. make reservations prior to the Sept. 12 deadline can enjoy nightly rates starting at \$169 per night. Another important number to remember is zero since the cost of admission is free to all drycleaners.



The event will take place from Oct. 4 to 6; however, the deadline to take advantage of the discounted block of rooms offered at the host hotel — the Horseshoe Hotel and Casino — is Sept. 12.

Those attendees who

Then, there is six — the number of expert speakers that will deliver programs.

On Saturday, Coin Laun-

*Continued on page 8*



Wallace



White



Gibson



Coyle

## DLI installs its 2024-25 board officers and directors

The Drycleaning and Laundry Institute gathered recently at its summer board meeting for the installment of its 2024-25 officers and directors.

Bidding farewell to the Board were former Chairman Jeff Schwegman II of U.S. Leather Cleaning and Sunshine Cleaners in Cold Spring, KY, and John Mertes of Ziker Cleaners in Mishawaka, IN.

The current board includes

(picture on right, front row, left to right): Chair Kathy Benzinger of Benzinger's in Hamburg, NY; President Kyle Nesbitt, Edit TX, LLC; President-Elect Toran Brown of Rytina Fine Cleaners & Launderers; and District 4 Director Ray Kroner.

They will be joined by (picture on right, standing, left to right): District 3 Director Don Holocek; District 1 Director Larry Fish, District 2 Director

Norman Way; District 8 Director Ray Rangwalla; District 3 Committee Member Rhonda Eysel; District 5 Director Dan Sims; District 5 Committee Member Tom Ustanik; District 6 Committee Member Alan Cripe; District 1 Committee Member David Grippi; Allied Trades Director Mark Albrecht; Allied Trades Committee Member Jeff Jordan; District 6 Director Danny Bahlman; and District 7 Director Ryan Fish.



## From Broadway to a more specialized way



For almost 40 years, Jerry Pozniak (pictured on left) has cultivated a strong reputation as a go-to drycleaner in New York — including many huge Broadway productions with quick turnaround times. These days, he and his son Zachary (right) work together at Jeeves of Belgravia, and are emphasizing impeccable garment care at its most precise. For the full story, go to page 6.



## Sneak Peek Inside

- 10 Working around your business**  
Owners filling in for vacant positions can use that time to begin creating scalable systems for every task.
- 16 Testing, testing, 1-2-3**  
Dan Eisen will walk you through the proper way to test garments to ensure that they will be cleaned properly.
- 18 Who's in the driver's seat?**  
Getting your drivers to buy into using your delivery app isn't easy, but there are things to make it easier.
- 20 Getting the loyal treatment**  
Loyalty programs should offer real rewards to their big customers and inspire the rest to spend more.



MY NEW BFF is MY PFF



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





# Is your old and sluggish POS really pushing your buttons?

**Cleaner Business Systems  
can help you get up to speed:**

- Fast, reliable software
- Best-in-class support
- Robust text messaging with Clean Notify
- Integrated credit card processing
- Automated assembly integrations
- Loaner hardware program
- Route management



414 Gateway Boulevard, Burnsville, MN 55337

800.406.9649

[www.cleanerbusiness.com](http://www.cleanerbusiness.com) • [sales@cleanerbusiness.com](mailto:sales@cleanerbusiness.com)





A national newspaper  
for drycleaners and launderers  
August, 2024  
Volume 62 Number 11

# Cleaning clothes 1,700 years ago... and today

Earlier this summer, archaeologists in Rome, Italy, uncovered the 1,700 year old ruins of a laundry facility that was discovered during construction work. The site originally housed a residential building before it was converted into an open-air fullonica sometime between the second and third century. A fullonica was like a cleaning business where people paid to have garments laundered. This business utilized several rows of underground pots used for soaking dirty clothes. There were also several tanks used for washing and rinsing the laundry.

Another common practice of the time was to have vats for dyeing in a separate area. In addition to having a workflow configuration, the ancient shop utilized an unusual “detergent.” The Romans did not have soaps yet; they used oils while bathing. For clothes, however, they would often collect urine from pots in the streets of the city. Due to its ammonia content and acidic nature, it helped clean dirt and grease stains when diluted with water. They needed it to do their job, but collecting urine made them unpopular with the public.

Next, agitation was required, so laundry workers at a fullonica would have rinsed the clothes by hand and then beat the garments with sticks to loosen up any remaining dirt. After rinsing, the workers would wring out the garments and hang them to dry. Once the laundry was finally dry, clean and odor-free, its owner would come to the shop to pick it up, or it would be delivered to them.

With a few *major* exceptions aside, that doesn’t sound all that different from a modern drycleaning business. Of course, technology has greatly improved in the past 1,700 years and there’s been a huge upgrade in the area of detergents and spotting agents. However, the onus back then was on cleaning the garments to the best of human knowledge and keeping customer happy.

It doesn’t seem to be a stretch of the imagination to say that fullonica owners may have dealt with similar issues as modern drycleaners, such as filling in for employees who call in sick. Of course, the more time an owner spends filling in for vacant positions, the less time he can spend doing the things he or she needs to do in order to grow the business. However, that time can still be

valuable. It can be spent on creating scalable systems for each task in your production plant. Read how John Rothrock learned to improve his business even when he was much too busy to be *working on* it on page 10.

Back during Roman times, fullers lacked all the special detergents and spotting agents that cleaners utilize today — the urine either worked or it didn’t — so they probably could not appreciate the process of testing fabrics and garments in order to clean them properly. Fortunately, Dan Eisen appreciates the process and will help prevent you from inflicting any damage. His column on page 16 will walk you through step by step.

Rome is also quite famous for its aqueduct system and use of fresh water for its daily needs. However, fullonics did not have to worry about contaminants in their boiler systems. This month, Bruce Grossman continues his series on how to properly treat boiler water on page 12.

While delivery was possible 1,700 years ago, there were certainly not apps for delivery drivers to use, which can be a difficult transition. James Peuster discusses the pros and cons of the use of apps and will give you tips on how to get your driver to fully buy-in to your delivery app on page 18.

As far as we can tell, the Romans did not offer any loyalty rewards programs — a product of modern day marketing — but they also probably did not have the competition that cleaners face today. These programs can be confusing and frustrating for customers, so Don Desrosiers walks you through what you should consider when offering one and how to make it more successful. His column begins on page 20.

It is said that Rome wasn’t build in a day. The same can be said of a successful drycleaning business. In fact, it takes more knowledge than ever to do the job. Fortunately, we have another advantage the Romans lacked — the printing press — so cleaning knowledge is available to anyone at anytime through trade publications. To access our body of knowledge, visit [www.nationalclothesline.com](http://www.nationalclothesline.com).

## Contents

### News & Features

- 6

**Zach of all trades** Since joining his father, Jerry, at Jeeves of Belgravia, Zachary Pozniak has filled many roles
- 8

**Wash-Dry-Fold workshop** NEFA will host this event this month at Dependable Cleaners in Quincy, MA
- 26

**Classifieds**
- Columns**
- 10

**John Rothrock** Owners can use the time they spend filling in for others to create efficient systems in your plant
- 12

**Bruce Grossman** This month, we return to Part II of a series on proper boiler water treatment
- 16

**Dan Eisen** Testing a garment properly is crucial in order to clean it without any damage
- 18

**James Peuster** There are pros and cons on the matter, but it’s best if your driver buys into your app
- 20

**Don Desrosiers** If you want to offer a loyalty rewards program, be sure that it accomplishes what it intends

Visit us at [www.nationalclothesline.com](http://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 Cappel

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?

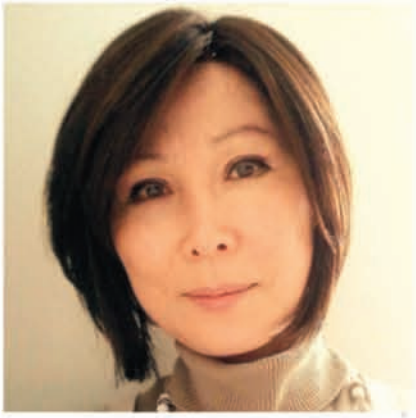


We've personally handled insurance for **thousands of dry cleaners!**  
We've already dealt with most any issue your business is likely to face.  
If you have any questions about insuring dry cleaners, we can and will give you a prompt, clear answer.  
Skeptical? Call us with a question and find out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



강 명순 입니다. 지금, 연락만 주십시오.  
Director of Korean Operations  
[Kang@NIEinsurance.com](mailto:Kang@NIEinsurance.com)

## Quote Request

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

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

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





# A Zach of all trades

**T**hough his father, Jerry Pozniak, had long been known as the “Drycleaner to the Stars,” Zachary had no intention of following in his footsteps. After all, his father told him to go fast in another direction.

“It was actually quite adamantly talked about how my dad did not want me to get into drycleaning,” Zach recalled. “I don’t think he was having the best time when it came to drycleaning when I was a teenager because that was during the 2008 recession.”

Instead, Zack earned a degree in mechanical engineering and worked as a construction consultant for a handful of years. The job was heavily steeped in customer service, so much so that he felt like a happiness consultant.

“Basically, I acted as a representative of the owner. So, if you’re building a house or apartment in Manhattan, you have to have a budget, you have a timeline... you kind of know what you want, but you probably don’t know what architect to pick or contractor or interior designer,” he explained. “So, it was very much holding the client’s hand. I was building everything from a hundred million dollar apartment renovation on the Upper East Side for a billionaire to a multi-billion dollar project — a high end hotel for Marriott called The Edition in Times Square.”

Oddly enough, the job was quite similar to his father’s in many aspects.

“You understand how emotional and sensitive people are about their homes. It’s the same kind of feeling that comes to clothing and drycleaning.”

Of course, his former job was on a larger scale, especially when dealing with flooding remediation projects.

“People just spent ten million dollars and then they were flooded when they just moved into their apartments,” he said. “This is some people’s life savings and they want it to be perfect, but finding the medium between what’s realistic and what they expect is incredibly difficult, just like in any business.”

He enjoyed the job, but Jerry began telling him he wanted help in modernizing his drycleaning business, Jeeves of Belgravia in New York. After “a year of being annoyed by him,” Zach decided to give it a try.

**I**n 2019, Zach came aboard to offer a second set of eyes to help refresh the company and help grow the brand awareness. However, it wasn’t long before the COVID pandemic upended everything.

“It was a rude awakening,” he noted. “Honestly though, I would not change it for the world — the ability to just take apart your business, look at the bare bones and kind of rebuild it. Having that kind of opportunity to kind of press pause on the business worked out really well for us. In that time period, we split up our operation completely.”

Prior to that, every employee at the business was capable of performing

every task. It was time to try something different.

“We have some folks who are extremely charismatic who just want to talk to clients all day. We have other people who put their heads down and want to be left alone,” Zach said. “So, we made a customer service team and then we separated the back of the

people,” Zach said. “It’s a grind and it’s really frustrating often. You pour hours of writing and filming and editing into something and then 500 people view it. You’re like, *what the Hell?*”

Eventually, the hard work and patience did finally pay off and it has become an effective medium for building loyalty and trust.

paramount for any business.”

While there are a few similarities between drycleaning and his former occupation, there is one big difference that Zach really enjoys.

“In construction, you could be stuck on a five- or six-year hotel project and you don’t really see results. You’re kind of banging your head against the wall

jeevesofbelgravia.com/newyork



## Zachary Pozniak

Jeeves of Belgravia  
New York, NY

house — we put the right people in the right seats. Then, we found this beautiful new store on Madison Ave. because there was so much commercial space available during COVID.”

**W**hile the business continued to be upgraded, so did its operations strategies and customer focus. The business moved away from quick turnaround times (including Broadway work) in favor of achieving the highest possible quality.

“We’re not really for everybody. Use us more for your specialty pieces,” Zach explained. “We have really tried to become more of a Ferrari or Rolex.”

As the business improved, it became more apparent that the company’s social media presence needed to do the same. Zach wanted to build on his father’s hard work of creating an online resource of informative blogs for consumers at [www.drycleaningtips.com](http://www.drycleaningtips.com).

“The reason we went into social media and video creation was for SEO and back linking to make our website as strong as possible without having to spend for banner ads and things like that,” he said. “My whole vision was... let’s create content for everybody so when someone like the *New York Times* needs somebody to talk about sweat stains on your underarms and collar — they reach out to us. Then, we have the *New York Times* linking to our website, which is a dream when it comes to SEO.”

The plan was to build viewership on YouTube, which is owned by Google, but the process required quite a bit of patience, followed by more patience.

“It took three years with no results for them to be like, ‘This isn’t B.S. anymore. This person is reliable and people seem to like him... so we’re finally going to start showing him to other

“Pulling back the curtain and showing how much goes into wetcleaning a wedding dress or hand cleaning that leather-trimmed jacket or skirt — it’s just an *aha* moment for a lot of people that it doesn’t just go into this black box and come out shiny and new,” he added. “It’s dozens of years of experience and practice and testing — always putting the garment first. I think it has been really important in building trust within our community and showing people how much effort goes into this.”

Zach emphasized, however, that an improved presence on YouTube isn’t a solution for getting people in the store.

“I wouldn’t go in with the expectations that people are going to start flocking to your doors if they see a video on how to get an oil stain out, but I do think it puts you into the community of trusted folks and people now subconsciously know more where to go when they have a problem.”

**I**t has been a very busy and challenging first five years in the drycleaning industry for Zach, but he’s gained a lot of knowledge and experience in different areas.

“Like most drycleaners, I’m booking clothes. I’m on the spotting board. I’m in the truck. I’m the operations guy. I’m IT. I’m HR. I’m the hiring manager and the guidance counselor,” he laughed. “You understand the pain points of these specific roles when you have to do them yourself. That’s something my dad and I try to let employees know — there is nothing we won’t do. We’ll take the trash out. We’ll clean clothes. We’ll drive the truck. We’ll do whatever we’ve got to do... and I expect that from everybody else. There is no elitism here. Everybody helps out as a team... and it’s fostered a really positive and constructive culture, which I think is

everyday and your recommendations may fall on deaf ears,” he said, “but, now I get so much satisfaction from cleaning something and... that’s the day.”

**Z**ach believes there is an art form to laundry and drycleaning and he doesn’t believe in taking any shortcuts during the process and he doesn’t see the process getting any easier for consumers to do it at home.

“At the end of the day, garments are becoming more and more difficult to clean and someone’s going to have to service them,” he said. “I’m optimistic that drycleaners who have survived COVID learned a lot of really valuable lessons. It kind of weeded out the folks who were less experienced and didn’t have the ability or the business savings to persevere.”

One lesson that the staff of Jeeves of Belgravia do not need to learn is to communicate clearly with customers up front so they understand the difficulties and temper expectations.

“I find that being very transparent with expectations goes a long way,” Zach added. “We paint a very bleak picture at times for things that are very soiled and we say, ‘We’re going to try our hardest. This probably isn’t going to come out.’ Then when the spotting team absolutely crushes it and makes it look brand new again, we look like superheroes.”

Of course, every garment cannot be saved, but Zach remains humble whenever that happens.

“I think once you get cocky, that’s when you get into trouble,” he noted. “In business and life we learn every day. We learn from our mistakes. If we do post wrong information, we are always going to correct it and keep going. That’s just part of life.”



# Book your success with our marketing magic.

## CHAPTER 2: Design Services

At BeCreative360, we pride ourselves on offering **comprehensive design services tailored to meet all your print and design needs.** With over a decade of industry experience, our dedicated design team is committed to delivering exceptional results that exceed your expectations.

We understand that every project is unique, which is why we work closely with you throughout the design process to ensure that your vision is brought to life effectively. Our goal is to achieve 100% satisfaction with every design project we undertake.

### We will fulfill all your print & design needs

Business Cards  
Door Hangers  
Posters  
Promotional Flyers  
Window Clings  
Counter Cards  
Every Door Direct Mail (EDDM)

Brochures  
Letterheads & Envelopes  
Outdoor Banners  
Window Decals/Stickers  
Vinyl Store Banners  
Videos Promoting Kiosks  
Storefront Neon Signs



Scan to learn more about Digital Screens and other BeCreative360 services.



BeCreative360.com | 949.270.1609 | create@becreative360.com



See you at DryCleaning & Laundry EXPO West October 4-6 • Las Vegas



# SCAQMD pauses its electric boiler rule until 2027 check-in

*Continued from page 1*  
Bobby Patel, Dave Suber and Paul Choe.  
They communicated the many problems that come with achieving compliance. Perhaps the biggest obstacle for cleaners is the financial burden of the retrofit wiring process required to handle the energy demands of an electric boiler.  
“That retrofit can cost upwards of a half million dollars, and that’s if you own the

building,” explained Sassan Rahimzadeh.  
It might be worse, however, if you are a tenant.  
“Imagine saying to a landlord, ‘I’d like to rent the space here but I need to bring in a 400 amp service with much higher utility requirement,’” he added. “The landlord is just going to laugh at you and say no. They’re not going to be wanting or willing to take on that burden.”

Another part of the rule that the group helped change was to extend the lifetime of natural gas boiler purchases.  
Initially, it allowed for a 15-year lifespan. So, in a case where one is purchased in 2032, it would be allowed to continue through 2047. However, that lifespan has been further extended by SCAQMD, as well.  
“They changed that from 15 years to 25 years, extending

the life of the boiler to 25 years,” Rahimzadeh explained.  
While he views the extension and the 2027 check-in as victories, he knows the electric boiler rule will move forward eventually and he believes cleaners in other areas of the country may face similar battles in the future.  
“We as operators in every jurisdiction there is — we have to go fight for ourselves,” he

urged. “In fact, we have an advantage. No regulator, no politician, no legislator wants to be seen as someone who puts small businesses out of business. We just have to go through the right channels. We have to have the right approach. Shouting is worthless and pointless. They won’t listen to you. You have to go with a planned argument... and go with a solution and not just complain about it.”

# Hotel deadline for DL EXPO West is approaching fast

*Continued from page 1*  
dry Association (CLA) CEO Brian Wallace will discuss “Top Trends in WDF and Laundry Delivery” at 8:15 a.m., followed by Tide Services CEO Andy Gibson who will present “Consumer and Mar-

ket Trends in Home Laundry” at 9:15 a.m.  
In the afternoon, Jeff “The Stain Wizard” Schwarz from A.L. Wilson Chemical Co. will discuss “The Power of Bleaches” at 1:30 p.m. He will discuss the same topic on Sun-

day at noon.  
On 2:30 p.m. Saturday afternoon, Bruce Grossman of EZ Timers Manufacturing will talk on “Machine Problems? Find It. Fix It. Forget It!” at 2:30 p.m. He will present another session on the topic on Sunday

at 1 p.m.  
Finishing Saturday’s programs will be Dave Coyle, owner of In the Bag Cleaners, who will present “The Millionaire Maker” which will focus on the ten best ways to grow your profit.

On Sunday morning, America’s Best Cleaners (ABC) Executive Director Chris White will speak at 9 a.m. on the topic of “Fashion Circularity and You!”  
In addition to the educational programs, the exhibit hall will feature live running equipment.  
It is scheduled to be open from 10:30 a.m. to 5 p.m. on Saturday, and from 10:30 a.m. to 3 p.m. on Sunday.  
There will also be a Welcome Reception to kick off events on Friday evening from 5 to 7 p.m.  
For more information on the DL EXPO West, visit them at [www.dlexpo.org](http://www.dlexpo.org).  
Attendees can register from there and also use a direct secure link to reserve their hotel reservations at the Horseshoe Hotel and Casino. The site also includes an updated exhibitor list.

## NEFA hosts workshop on W-D-F

The North East Fabricare Association (NEFA) has tapped James Peuster of The Route Pros to host a seminar on “The Business Behind Wash-Dry-Fold” on Wednesday, Aug. 21.  
It will take place from 10 a.m. to 4 p.m. at Dependable Cleaners, located at 1900 Quincy Ave. in Quincy, MA.  
It will specifically explore the following topics: real life WDF experiences and successes; customer concerns and needs assessment; pros and cons of subscription/pound/bag pricing; how to compete with Poplin and other apps; competing with laundromats; and proven sales and marketing strategies for WDF.  
The cost to attend is \$149 for DLI members and \$249 for non-members. Class size is limited so early registration is recommended.  
To register, contact [peter@nefabricare.com](mailto:peter@nefabricare.com) or call (617) 791-0128.

You already know about **RiteGo®** for laundry.

Now Get To Know **EasyGo®!**

**EasyGo Drycleaning Spray Spotter & Leveling Agent:**

- Spray it on and dryclean it out in any solvent... saving time and labor.
- Use it on the board to remove more difficult stains.
- Keep customers coming back by delivering stain-free goods!

See Us at  
**EXPO WEST**  
October 4-6

**EasyGo is Eco-Friendly... California Compliant, Chlorinated-solvent and NPE Free, Biodegradable and Non-combustible.**

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

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





Strength does not come from winning. Your struggles develop your strengths. When you go through hardships and decide not to surrender, that is strength.

- Arnold Schwarzenegger



The Best Start to the Finest Finish, Since 1937

T: 423-586-5370 - W: [forentausa.com](http://forentausa.com) - E: [forenta@forentausa.com](mailto:forenta@forentausa.com)



# TURNAROUND TIME



BY JOHN ROTHROCK

## Trying to navigate small business challenges

Everyone has heard the expression, “Work on your business, not in your business,” but it’s an oversimplification and not always practical for running a small business. As small operators, we understand the daily struggle of working hands-on cleaning clothes while managing the business. Whether you’re a one-person show or part of a larger operation, the challenges are real, and you can’t do one without the other. Still, far too many business owners fall into the trap of filling their days with routine tasks, such as pressing clothes, removing stains, and running payroll. Even worse are the absentee owners who leave all business decisions to staff. When this happens, strategic planning, new marketing strategies, and business growth often seem like unrealistic, distant dreams. Years of “working in and on” a garment care business has taught me the value of practical knowledge and hands-on experience to run

a great business. While my formal education in Accounting and Business Administration at the University of Oklahoma provided a solid foundation, the ensuing years proved to be invaluable. This is a testament to the importance of practical knowledge in our industry. After graduation, I spent two years remodeling and installing plants with my father. Next, I shadowed Yale’s general manager for two years, learning daily operations, systems, and how to clean and press clothes. Afterward, I managed and worked in various package plants, gaining a lot of hands-on experience. Eventually, I made the pilgrimage to the Drycleaning and Laundry Institute (DLI), attending their three-week in-person school before becoming a Certified Garment Care Professional. Fast-forward to today, where I run one of the largest cleaning operations in the country. I’ve been in a tough position more times than I care to admit where

Yale was so short-staffed I pressed for months on end. Conversely, I’ve enjoyed long stretches when my daily focus was on growing the organization. Reflecting back, I learned there is no substitute for practical experience. To run a successful small business — at a minimum — you must have a basic understanding of all its facets: daily operations, accounting, finance, marketing, maintenance, plant layout/equipment installation, community relations, and real estate. Only fools believe they can master all areas and require no outside help. Nonetheless, you must strive to master as many as possible. Then, seek out trusted subject matter experts to help offset any of your weaknesses. Let me give you an example. When I managed stores, I became a very fast finisher specializing in shirts and pants. I continuously pushed myself to see how many items I could finish per hour. At the same time, I observed great finishers who were equally fast and

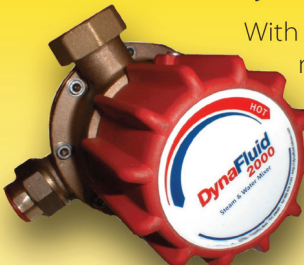
many who were not. That provided me with the information to set reasonable speed and quality expectations at every workstation. When a new team member says, “That many pieces per hour isn’t possible,” I can jump on the press to demonstrate our standard is not only possible but easily achievable. This has proven invaluable. **Unwavering Systems** If you want to make money in this industry, you must develop scalable systems for every task performed — from how to detail clothing, how to move clothes through your plant, how and when to change drycleaning filters, and how to handle complaints, just to name a few. When things go wrong, you will fail down to your level of systems. Conversely, when things go well, robust systems will enable you to accomplish more with less. My favorite example comes from my father, Bill Rothrock. If you’ve read my column, you should be familiar with Yale’s Hour Lot System. It is the systematic process of moving a lot (batch) of clothing through a cleaning facility where each step of the process is completed in one hour or less — one hour in detailing/sorting, one hour in the cleaning machine, one hour in finishing, and one hour in inspection/assembly. Yale Cleaners lives and dies by the execution of our lot system; it’s the secret behind our daily in-by-noon, ready-by-5 promise to customers. So, on a day when things go wrong, like a new team member mixing multiple lots of clothes together and assembly becomes a nightmare. Normally, each lot would take 15 to 30 minutes to inspect and assemble. Once three or four lots are mixed, it can easily take three or more hours to unscramble the mess. It’s the equivalent of having no system at all. However, when we get slammed and production increases 30% overnight, the staff using the hour lot system can always deliver on our promise. **Chop All Dead Wood Before Nightfall** The analogy above sums

up the need to terminate problematic team members immediately. High-achieving members do not want to work with low achievers. Low achievers are a cancer in your organization that spreads quickly, causing enormous carnage. We have all been in a similar market over the last few years where labor is scarce. My company was so short-staffed I spent many weeks behind a press. No matter how short-staffed we were, keeping “a warm body” was never worth it. Their poor attitude, lack of productivity, and absenteeism was a major drain on those around them. The longer they were employed usually resulted in one or more high achievers quitting. If you terminate them quickly, however, those high achievers will instead pick up the slack until a suitable replacement can be found. Remember the phrase, “Quit working in your business and start working on your business” is easier said than done. It’s OK to start working on your business from your current position. If you find yourself pressing daily, work on systemizing that workstation. That will make the training process easy and give you the tools needed to hold new hires accountable. And, if you are behind a desk working on your business, I encourage you to take over a pressing station during the heat of the summer. If it’s your first time pressing, I promise it will be an eye-opening experience. If you’re a veteran, there might be new lessons that will help you solve tomorrow’s challenges.

John Rothrock, a University of Oklahoma alumnus and Certified Garment Care Professional (CGCP), leads Yale Cleaners in Tulsa, Oklahoma. John is passionate about exceeding customer expectations and innovation in the drycleaning industry. His expertise extends beyond garment care, with a viral video educating viewers on the drycleaning process. Currently, he leverages his industry knowledge by serving as the second vice president of the Southwest Drycleaning Association (SDA).

### Getting Steamed?

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



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

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

**(800) 727+1592**



## unique

About Iowa Techniques

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



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

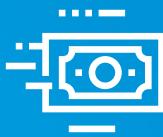


# REDUCE YOUR CREDIT CARD PROCESSING FEES

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



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



Next Day Funding with  
weekend settlement

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



with  
4G / Wifi  
→

## SMART TERMINAL

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

INTEGRATE  
WITH YOUR POS

**STANDARD  
TERMINAL**



## OPTIONAL PROGRAMS:

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

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

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

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

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

**866.481.4604**

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

**NorthAmerican<sup>®</sup>**  
BANCARD

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

BBB RATING A+



# WRENCH WORKS



By BRUCE GROSSMAN

## A hot take on boiler water treatment II

There is a long list of impurities in water entering a boiler. However, when it comes to the drycleaning and laundry industry, the major ones affecting the operation of boilers are **dissolved solids** (known as **TDS**, or total solids) and **oxygen**, which is dissolved in the new city water entering the return tank. [Editor's Note: See our July 2024 issue for Part 1 in our online archives.]

This oxygen combines with carbon dioxide to form carbonic acid, a destroyer of the metal in the boiler and piping throughout the steam/return systems.

The pH indicates the concentration of acids in boiler water (pH is a scale used to specify how acidic or basic [or alkaline] a water-based solution is).

Measuring TDS and pH levels indicates the condition of the treated water entering and inside the boiler, allowing proper adjustment of the blowdown frequency, as well as the volume and timing of boiler compound addition to the return tank, preventing boiler damage.

### Establishing the Correct Blowdown Procedure

Blowdown and compound addition are the two most important factors in maintaining the proper boiler water chemistry.

No matter how efficient the water treatment pro-

gram, water entering the boiler (feed water) will contain impurities such as salts and suspended and dissolved solids. The process of boiling away water to generate steam leaves these impurities behind, accumulating inside the boiler during daily operations.

Blowdown uses gravity and steam pressure to expel this accumulated debris, detritus, and other impurities before they adhere to and/or corrode the internal surfaces of your boiler and steam system piping.

Sometimes, it seems like every boiler manufacturer and/or operator has their own idea about how and when to blow down their boiler. The recommendations I will be making are based on several years of experience in troubleshooting and repairing boilers of many different manufacturers in arguably the worst area for boiler water impurities in the country.

They may differ from those recommended by the boiler manufacturer. When in doubt, follow the manufacturer's procedure.

### When to Blow Down

Under normal circumstances, two daily blowdowns are sufficient: one in the morning and the other in the early afternoon. (Never leave the boiler or return tank empty

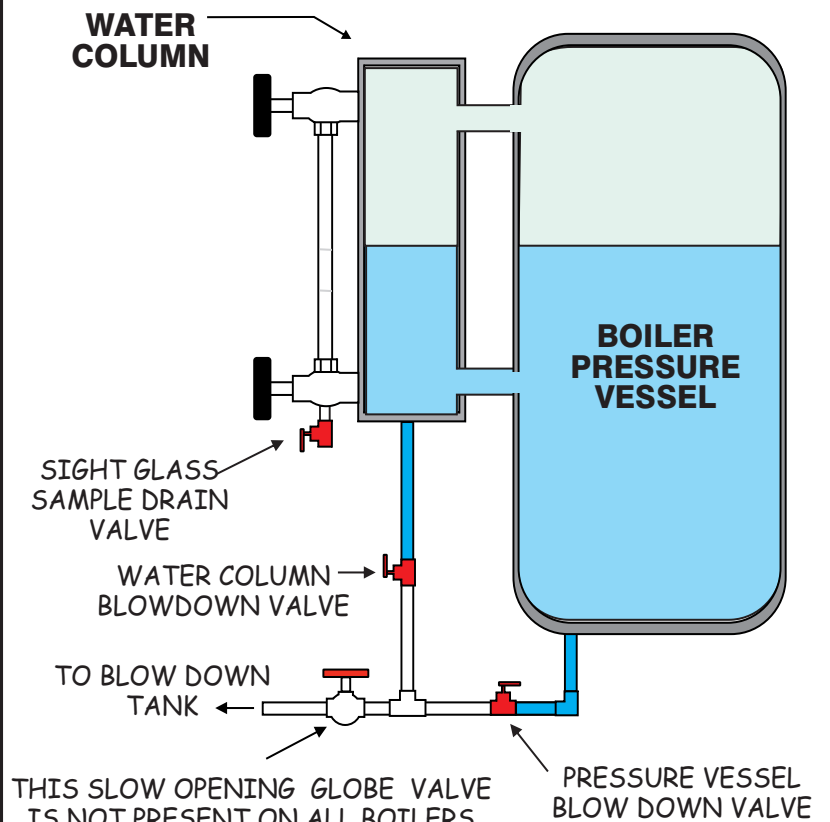
overnight). While the boiler is shut down, much of the particulate matter, being heavier than water, will settle to the bottom of the boiler in an area where the blowdown is very effective.

The morning blowdown would be shortly after the boiler is started up. Wait until the steam pressure rises to about 30 to 40 PSI, and then start the blowdown. For the afternoon blowdown, shut down the boiler while you're still using steam so boiler pressure drops quickly. The blowdown procedure is initiated when boiler pressure drops to about 30 to 40 PSI.

You will quickly determine the length of time after a blowdown until steam pressure rises sufficiently to resume production. Use this recovery period to calculate the best timing to minimize production loss by timing blowdowns. Hence, recovery occurs during an employee break or lunch period and is shortly after the boiler is started.

Boilers used in drycleaning and small laundry operations usually have

### BLOWDOWN VALVE LOCATIONS



two to four blowdown valve locations. First is the water column, and second is the boiler shell (pressure vessel). There may also be a large slow-opening globe valve and a small valve at the lower end of the sight glass fixture, which can also be used to drain water samples for testing.

### How to Blow Down

The most effective part of the blowdown is during the first several seconds. Therefore, short ones are

recommended. Blowdowns of about 15 seconds for the water column, 25 seconds for the boiler shell (pressure vessel), and 5 seconds for the sight glass (if a valve is installed for that purpose).

Locate the valves shown in the illustration. Slowly open the valve and start the timing after the valve is fully open. (If the boiler is specified to run at pressures over 80 PSI, there is generally a slow-opening globe valve that must also be open during blowdown.)

Blowing all the water out of the boiler and/or draining the return tank and refilling with city water is *not necessary*. It is a waste of water softening capacity and boiler compound. When the blowdown is complete, be sure to reset the valves for normal boiler operation.

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](http://www.eztimers.com). Please address any questions or comments for Bruce to [bruce@eztimers.com](mailto:bruce@eztimers.com) or call (702) 376-6693.

### 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!

MADE IN ITALY

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

WATCH VIDEO ONLINE  
[WWW.HISTEAM.COM](http://WWW.HISTEAM.COM)



# DON'T WAIT

## To Change Out Your PADS or COVERS

When your pads get burned out, garment pressing becomes difficult and results suffer. With a simple change to **Air World** products, your pressing quality immediately goes up.

ONLY AVAILABLE THROUGH AUTHORIZED DISTRIBUTORS



### COLLAR & CUFF

- FEWER BROKEN BUTTONS
- LESS TOUCH UPS
- FASTER DRYING TIME



### PRESS PADS

- LASTS 50% LONGER
- BREATHES BETTER
- MORE HEAT-RESISTANT



### GRID PLATES

- MOLDED FOR A PERFECT FIT
- HIGH-TEMP COVER
- ALL SIZES AVAILABLE



AIR WORLD PRODUCTS  
**LAST LONGER**

AIR WORLD PRODUCTS  
**SAVE YOU MONEY**

AIR WORLD PRODUCTS  
**IMPROVE RESULTS**



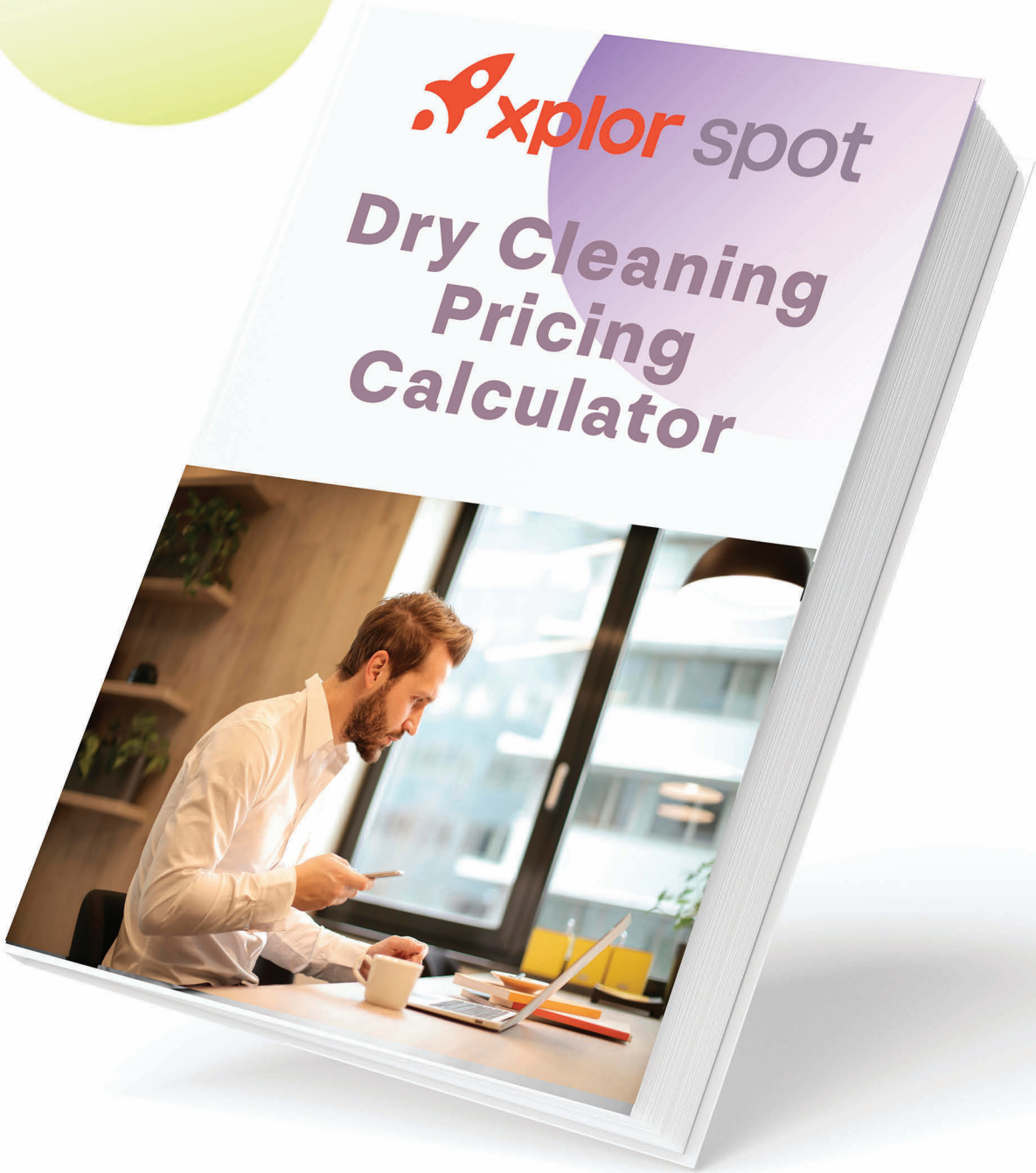
AIR WORLD PADS & COVERS

Air World, Inc. | 201.831.0700 | [info@airworldpads.com](mailto:info@airworldpads.com) | [airworldpads.com](http://airworldpads.com)





# COMPLETE PRICING GUIDE FOR YOUR DRY CLEANING BUSINESS





- Q Increase profits to reinvest back into your business
- Q Turn your business into a growth machine
- Q Optimize your pricing strategy and watch your profitability soar

Download Your  
Guide Here!



WWW.SPOTPOS.COM  
P: 801-201-2212



# THE SPOTTING BOARD



BY **DAN EISEN**

## How to test and examine garments properly

**P**rofessional drycleaners who know how to test fabrics, as well as the proper drycleaning and wetcleaning procedures, will avoid problems from ruined fabrics. Although there are tests that require laboratory analysis, many can be performed by the knowledgeable drycleaner. These tests are used to ensure drycleaning, spotting and wetcleaning procedures are done correctly. They are also used to test fabrics for serviceability, drycleaning, spotting and wetcleaning.

**Drycleaning**

The visual condition of

your solvent is important, but it is also important to see the results of fabrics after drycleaning.

1) **Swatch Test.** Cut a white fabric and attach it to a garment in a light load that is drycleaned.

2) **Testing colors.** Saturate a cloth with solvent and rub an unexposed area of fabric with suspected color problems. You may encounter these problems on black and white garments blended with spandex.

3) **Trimming problems.** Test plastic-coated trimming with amyl acetate. You must always test with a solvent

stronger than the one you are using. To test color of trimming and sequins, saturate a q-tip with solvent and rub trimming.

**Spotting**

Place a white cloth under fabric to be tested. Test dye transfer to cloth when spotting with steam gun and neutral lubricant. Test stronger chemicals on an unexposed seam.

**Wetcleaning**

1) Test the fabrics for dye serviceability by using a steam gun and neutral lubricant on unexposed area.

2) Test for dye crocking

by rubbing a white cloth with neutral lubricant on an unexposed area of garment.

should show an alkaline concentration.

2) Test effectiveness of

**These tests are used to ensure drycleaning, spotting and wetcleaning procedures are done correctly. They also test fabrics for serviceability, drycleaning, spotting and wetcleaning.**

**Bleach Testing**

Use pool testing strips to check bleaching.

1) When bleaching with sodium perborate or sodium percarbonate, test water solution with pool strips. It

hydrogen peroxide by saturating a q-tip with titanium sulphate and then contacting the peroxide. The q-tip should turn orange if the peroxide is effective.

**Identifying Fabrics and Fibers**

**Burn test.** It is very easy to identify fabrics using the burn test. This is used when there is no labeling or indentation that lists the fiber content. Take a small sample of fabric from an unexposed area and apply a lit match.

1) **Silk** - Fries and sizzles and ceases to burn after match is removed. It smells like burning feathers or hair and leaves a black bead that can be crushed between your fingers.

2) **Polyester** - Its difficult to burn and shrinks from a flame while melting. It has a pungent odor and the bead it leaves can not be easily crushed between your fingers.

3) **Wool** - Fries and sizzles and does not support a flame. It smells like burning hair or feathers and leaves a bead that can be easily crushed.

4) **Acrylic** - Burns readily with a yellow, purple and orange flame. It leaves a bead that cannot be easily crushed.

**Caution:** To avoid burns, do not attempt to crush a fiber immediately after burning until it has time to sufficiently cool.

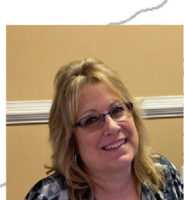
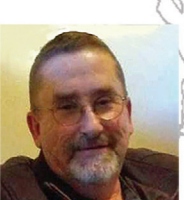
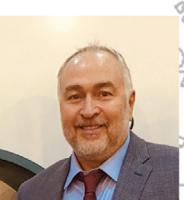
5) **Polyurethane and Leather** - To tell the difference between these two fabrics, saturate a q-tip with paint remover.

Rub sample and check if dye transfers to q-tip. Dye on leather will transfer to q-tip while dye on polyurethane will not.

Dan Eisen, former chief garment analyst for the National Cleaners Association, can be reached at (772) 579-5044, or by e-mail at dannyeisen39@gmail.com or through his website at www.garmentanalysis.com.



*Customer Service is everyone's job!*



**Realstar, USA**

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

See Us at  
DRYCLEANING & LAUNDRY  
**EXPO**  
WEST  
October 4-6





# TENSIONING EQUIPMENT

Improves Quality • Increases Production • Easy to Operate  
Built for Reliability & Ease of Operation



Versaform V4  
All-Purpose Tensioning Finisher



TUF-R  
Rotating Tensioning Unit



ATT  
Tensioning Pants Topper Unit

## ADD MORE TENSION FOR LESS STRESS FINISHING

### Tensioning Features...

- High Capacity Blower Motors
- Easy to Change Pads
- One Touch Program Selection
- Less Experience Needed
- Avoid Designer Button Damage
- "No Crease" Fashion Provides Perfect **NO CREASE** Results



TPF-PA  
Tensioning Pants Topper  
for Wet Cleaning



3501 Queen Palm Drive • Tampa, FL 33619 • 813-623-3731  
[www.unipresscorp.com](http://www.unipresscorp.com)





# THE ROUTE PRO



BY JAMES PEUSTER

## Getting drivers to buy into your delivery app

I have been contributing articles to *National Clothesline* for over 15 years now, and I have witnessed the evolution of route sales, systems, management, motivation and accountability techniques. Times have definitely changed. I often look back at my previous articles, especially ones geared to assisting those who look to their current POS systems for cutting edge assistance in maintaining the efficiency and consistency of

running your routes. I've been privileged to attend many conferences hosted by various POS companies, and I have watched many of them step into the 21st century and beyond. Going back in time, I often would write on how the race to a paperless manifest would be a game-changer. Now, I watch the big two companies present their systems with the focus being on optimizing and real team updates. While technology pro-

vides us with various short-cuts and efficiencies, it can also provide challenges when it doesn't work like it should. With that being said, here is the most common feedback I am hearing and experiencing with those on the front line—the drivers and managers.

**The Positives**

**1) Provides a solution for back-up drivers.** Anyone can now jump in the vehicle and service the customers when needed.

**2) Communicates real-**

**time information** to both the company and the consumers. Easy access to information when needed.

**3) No more fumbling around with paper.**

**4) More appealing to the younger and hungrier generations.**

**The Concerns**

**1) Slow connectivity can slow the process down,** especially with more than one customer at a business or living complex.

**2) GPS is not always accurate**—especially during

optimization.

**3) Some states do not allow phones to be in driver's hands.**

**4) Big brother is watching.**

**5) Drivers get frustrated and stop using it**—especially those who aren't tech savvy.

**6) Newer iPhones don't scan.**

**7) Drivers miss writing notes on the manifest.**

There are various blessings and concerns I didn't list because some have features others do not. When asked about using a paperless manifest, I will respond the same: "It all depends on what you are looking for and how you plan to use it."

Personally, I have always been a fan of using technology to enhance service and increase the customer experience. Just like your current POS system, **what benefits do you want and what do you need?**

None of this matters if your driver doesn't buy in. They will still do the route the way they know and like. Here are **five steps** to get them to buy in.

**1) Explain the why's.** Increased accuracy and communication are the big two.

**2) Provide company phones.**

**3) Train and coach.** Make sure they get the time to fully understand it.

**4) Don't force optimization.** The experienced drivers know the route well. I suggest maybe once a month, but the time it takes to prep the route in the a.m. usually equates to the time saved in the field.

**5) Be patient.** Some learn quicker than others.

The bottom line is... I'm still a fan. I recommend you purchase a magnet holder designed for cell phones in vehicles. This will let the driver take the phone off the magnet to update and then put it back, avoiding the temptation of holding the phone while driving.

James Peuster is a consultant who specializes in route development, management and maintenance. He offers onsite consulting as well as ongoing coaching across the country. He also has cost groups to monitor route efficiency. For information, call (816) 739-2066, email [RouteProsJames@gmail.com](mailto:RouteProsJames@gmail.com), or visit [www.theroutepro.com](http://www.theroutepro.com).

**texcare**  
international

**Nov 6–9, 2024**  
**Frankfurt, Germany**

**Where pure innovation happens**

**Impulse provider. Source of inspiration. Networking platform.**

Texcare is back – with solutions for all areas of modern textile care. Discover the latest innovations and cultivate your network!  
[www.texcare.com](http://www.texcare.com)

[info@usa.messefrankfurt.com](mailto:info@usa.messefrankfurt.com)  
Tel. +1 770 984 8016

messe frankfurt



# GS GULF STATES

## DRY CLEANING EQUIPMENT

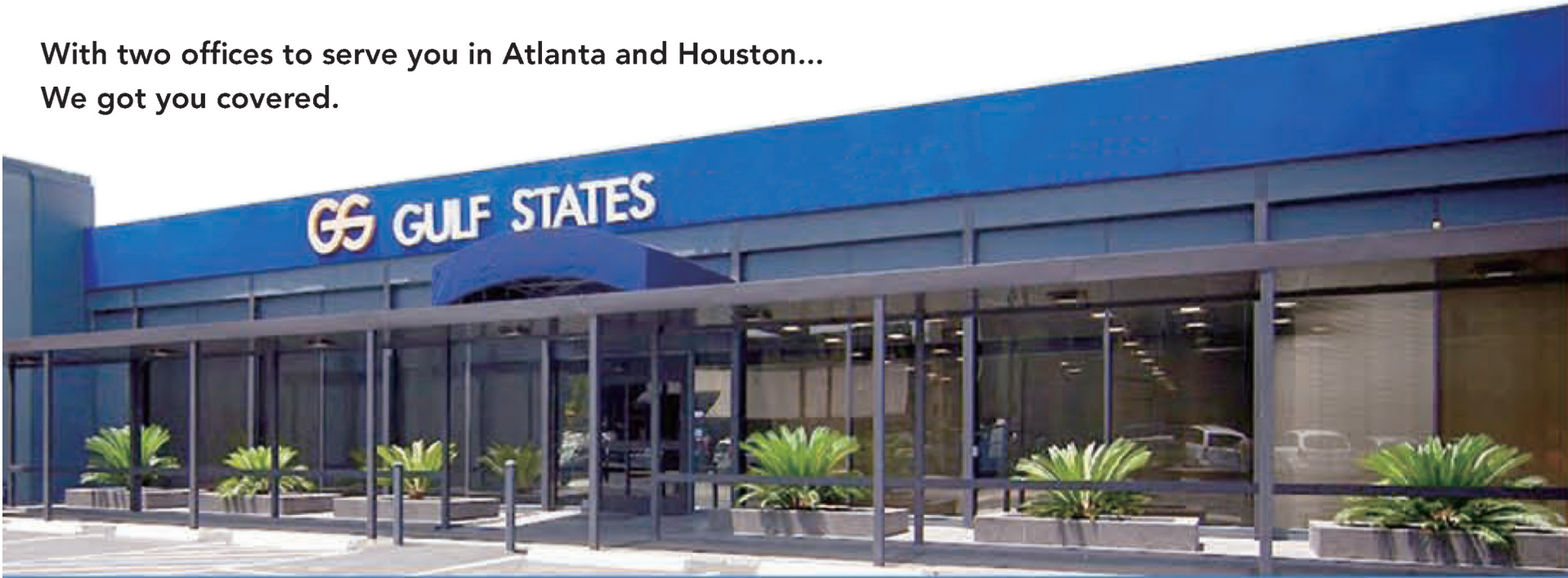
ATLANTA • HOUSTON • ESTABLISHED 1984

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

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



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



713-984-8833  
800-289-4756

12647 Memorial Drive • Houston, TX 77024

[gulfstatesdryclean.com](http://gulfstatesdryclean.com)

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



# SHIRT TALES



BY DON DESROSIERS

## What do successful loyalty programs offer?

It's been decades now, but ever since the airlines created the virtual currency that is frequent flyer miles, many businesses have felt compelled to have some sort of rewards program in place, as well.

Many of these rewards programs are fairly tame, in spite of their secret agenda — to get your email address and send you promotional material which you may or may not covet.

I consider these types of programs to be harmless because they aren't blatantly biased against the non-members.

If you have a rewards card from Dick's Sporting Goods and buy something at Big 5 Sporting Goods, you can experience a small amount of regret when you learn your rewards could have saved you 10%, but the important distinction is that Big 5 Sporting Goods doesn't make you feel any less worthy for making a purchase

there. And, they shouldn't!

Some loyalty programs do that, and it doesn't feel very good. I'm not going to tell you how you should run yours. I'm not a professional marketing guru, but I am a professional customer and I understand business. I know that a loyalty program, along with everything else that you do, must be good for the consumer and for the business owner.

Now, as a person familiar with many drycleaners and

their marketing practices, I want to share some things I've seen.

I also want to share some of the things I've experienced with airlines on frequent flier programs and as a frequent cruiser and their programs. And, as a person who frequents other businesses that don't do loyalty programs, I want to tell you why that's OK, too.

Then, I'll tell you what the worse thing you can do when

you have a program in place.

Keep in mind, this is all from the perspective of a professional customer with business sense. Many of you give gifts to your best customers. I have seen three or more tiers of gifts given out around the holidays. I like this.

It's unlikely anyone feels slighted if they don't get a gift. They probably aren't aware you do this. The good customers feel special... as well they should! I have felt slighted as a customer though, because no drycleaner that I have ever done business with has bothered to do this.

**A loyalty program should not be about offering significant discounts. After all, these good customers are the people who gleefully pay full price.**

Many years ago, my cleaner at the time sent out an email offering 50% off anything finished at the store if you picked it up on Dec. 26th. I picked up everything two days prior. I felt cheated, but a loyalty program should not be about offering significant discounts. After all, these good customers are the people who already gleefully pay full price. It should be about making them feel happy to be a customer.

This can be something as simple as a special parking space, or a special queue in the call office. I think that the most successful rewards programs dangle potential benefits in front of prospective members such as a special parking space if you spend \$100 a month or a gift on Thanksgiving if you spend \$200 a month."

This is hardly a discount. It is and enticement to spend more! Cruise lines do this. You get a nice array of goodies if you've spent 80 nights on cruise ships with a particular line, but when you have spent 100 nights, well — now you get free laundry and drycleaning, a little gift, a special depar-

REGISTRATION IS  
OPEN  
& FREE  
www.dlexpo.org

DRYCLEANING & LAUNDRY  
**EXPO**  
WEST  
OCTOBER 4-6, 2024

SCHEDULE & SPEAKERS

Friday, October 4:  
Welcome Reception • 5:00 pm - 7:00 pm

Saturday, October 5:  
Exhibit Hours 10:30 am - 5:00 pm



8:15 am - 9:15 am  
**Brian Wallace**  
CEO, Coin Laundry Association  
Topic: *Top Trends in WDF and Laundry Delivery*



9:15 am - 10:15 am  
**Andy Gibson**  
CEO, Tide Services  
Topic: *Consumer and Market Trends in Out of Home Laundry*



1:30 pm - 2:15 pm  
**Jeff "The Stain Wizard" Schwarz**  
A.L. Wilson Chemical Co.  
Topic: *The Magical Powers of Bleaches*



2:30 pm - 3:15 pm  
**Bruce Grossman**  
Chief of R&D, EZtimers Manufacturing  
Topic: *Machine Problems? Find it, Fix it, Forget it!*



3:30 pm - 4:15 pm  
**Dave Coyle, "The Millionaire Maker"**  
Owner of Maverick Cleaners & In The Bag Cleaners  
Topic: *The 10 Best Ways to Grow Your Profit*

Sunday, October 6:  
Exhibit Hours 10:30 am - 3:00 pm



9:00 am - 10:00 am  
**Chris White**  
Executive Director, America's Best Cleaners  
Topic: *Fashion Circularity and You!*



12:00 pm - 12:45 pm  
**Jeff "The Stain Wizard" Schwarz**  
A.L. Wilson Chemical Co.  
Topic: *The Magical Powers of Bleaches*



1:00 pm - 1:45 pm  
**Bruce Grossman**  
Chief of R&D, EZtimers Manufacturing  
Topic: *Machine Problems? Find it, Fix it, Forget it!*

FULL EQUIPMENT SHOW  
COMPUTERS • SUPPLIES  
DRY CLEANING MACHINES  
See Finishing Equipment LIVE!

MEET OUR EXHIBITORS

- 3 Hanger Supply Co.
- A.L. Wilson Chemical
- Air World Inc.
- BeCreative 360
- BÖWE
- CCA/SDA
- CRDN
- Church & Dwight Company
- Cleaner Marketing
- Cleaners Equipment Co.
- Covers Etc., Inc.
- DLI
- Electrolux Professional Inc.
- European Finishing (Hi-Steam)
- Extract
- EZProducts International Inc.
- Firbimate, USA

- Forenta, L.P.
- Fulton
- GreenEarth Cleaning
- Gulf States Dry Cleaning Equipment
- Indy Hanger & Supply
- LaundriTek Inc.
- M & B Hangers
- MACPI
- Maruso USA, Inc.
- Memories Gown Preservation
- Metalprogetti
- NY Machinery/Unisec
- National Clothesline
- Parker Boiler Co.
- Raillex Conveyor Corp.
- Realstar, USA
- Sanitone by Fabritec

- Sankosha USA, Inc.
- Seitz, The Fresher Company
- Sigma Garment Films
- SMRT Systems
- The Route Pros
- US Leather Cleaning
- Union Drycleaning Products
- Unipress Corp
- United Fabricare Supply, Inc.
- Wedding Gown Preservation Co.
- Xplor Spot
- Zestos

\*As of 7/16/24  
Check the website for an updated  
exhibitor list... [dlexpo.org](http://dlexpo.org)

HOTEL  
INFORMATION



**HORSESHOE**  
LAS VEGAS

Horseshoe Hotel & Casino  
3645 Las Vegas Blvd. South  
Las Vegas, NV 89109  
877-603-4390  
Single or Double \$169.00  
Must mention  
DryCleaning & Laundry Expo West

Sponsored by  

For more information visit [www.dlexpo.org](http://www.dlexpo.org)

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



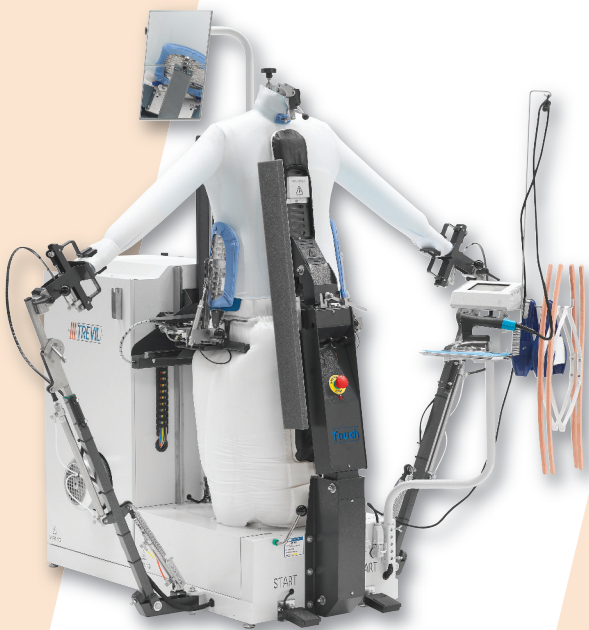


# Designed with *Your* Business in Mind

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

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

/// NEW MODEL



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

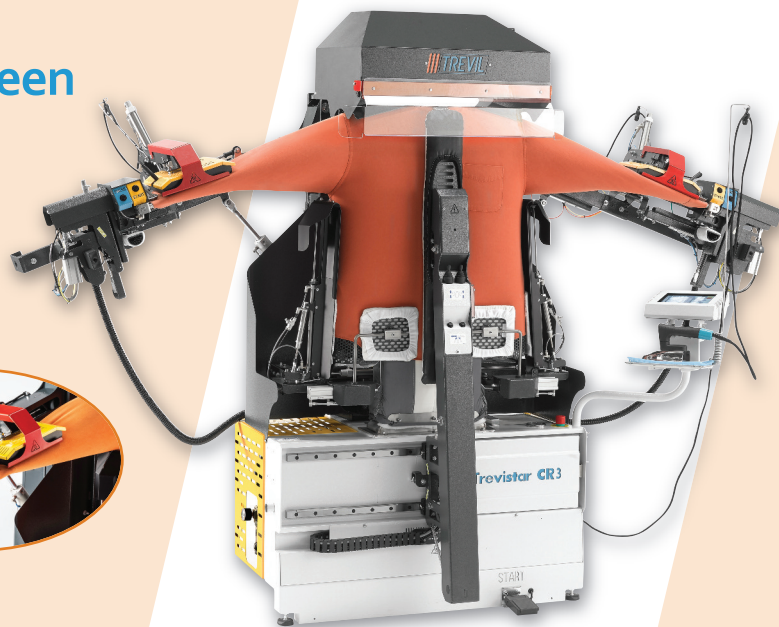
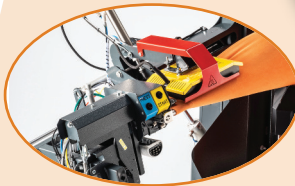
- Sizes from 0 Petite to 3XL and Larger
- Dual, Rotating Front Clamps (Patented System)
- One Heated for Wet Shirts / Blouses
- One Unheated for Drycleaned Shirts / Blouses / Jackets
- Front Clamps Pivot & Rotate

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

## TREVISTAR CR3 with Touch Screen Tensioning Shirt Finisher

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

**Heated Cuff Placket Press**



/// NEW MODEL

/// NEW MODEL



## TREVIFORM with Touch Screen Tensioning Form Finisher

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



For additional information and videos of these and other great Trevil products visit:  
[www.TrevilAmerica.com](http://www.TrevilAmerica.com)

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

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



Don Desrosiers

What do successful loyalty programs offer?

Continued from page 20  
ture lounge and a selection of hors d'oeuvre upon arrival. These cost the giver very little money and make the customer feel very special.

When I go to the grocery store and see two prices on something — \$2 (with your Stop & Shop card) and \$3 without — I'm not really sure what they are trying to accomplish other than to entice membership and create loyalty.

I guess that makes sense, except that I can't help but wonder if the \$2 price is a bargain, or the \$3 price is a non-member penalty. It's probably the former, but it makes me think. Is there a profit margin either way?

I frequent certain places because they make me feel welcome. They do not offer me a discount, a special parking space, 10% off on my next purchase, or a free drink. They just make me feel like I belong there.

Surely you have heard about how important it is to remember customers by name. I am 100% certain that the two restaurants in my mind right now offer meals that I could purchase for less money, much less, if I went elsewhere. Why don't I do it? Because it's not about the money.

Ten percent off my next pur-

chase is not an enticement. It's a game. When you make a customer feel special, you have solidified him as a customer.

four days before my flight, and I sit in a special section of the airplane. It makes a very big difference. But, flashing these

It doesn't matter if you think I don't deserve those things. What matters is that United Airlines thinks I do.

I was certain that I had flown United more than ever because I liked the benefits.

Their rebuttal was shocking, but is terrific food for thought. The Gold Card the previous year was a gift, they said. A comp. They data-mined their database, just like you can do, and discovered that I was a potential big customer.

They gifted me the Gold Card (it was called Premier Executive back then) and gave me a taste of what travel could be like if I regularly purchased from them. It worked like a charm!

One more thing, the distance traveled — the miles — have nothing to do with how many miles you fly. It has to do with how much money you spend.

This can be valuable information for you. We all have those customers who only buy sale items.

Airlines are very price sensitive. They know that most fliers are rare customers and shop for the lowest fare, regardless of the carrier. This is like most of our customers, who spend less than \$100 per year.

United figured this out. They aren't going to give you 3,000 miles for flying from Boston to San Francisco. Your loyalty level is a multiplier.

Essentially, 100k members earn 11 times the number of dollars they spent as frequent flier miles. It is virtual currency, as I said at the beginning of this article.

Platinum members earn nine times the dollars spent. The lowest level is four times. This helps to minimize the value of a price reduction.

There is a lot to all of this and I wish I had a perfect one-size-fits-all loyalty program for drycleaners, but I didn't set out to do that. I set out to give you a little food for thought.

If you do want you've always done, you'll get what you always got.

Don Desrosiers has been in the drycleaning and shirt laundering business since 1978. He is a work-flow engineer and a management consultant who provides services to shirt launderers and drycleaners through Tailwind Systems. He is a member of the Society of Professional Consultants and winner of DLI's Commitment to Professionalism award. He can be reached by cell phone (508) 965-3163, or email to: tailwind.don@me.com.

A loyalty program should try to capture that big tuna, or maybe lots of little fish — all of them happy to choose you for their clothing care. It should recognize your top customers and make those under the threshold desire more for spending more.

I don't feel special at the grocery store because they sell me a \$3 item for \$2; I feel like part of the herd and perhaps happy that I escaped the opportunity to pay too much for something. That can't be the goal of a loyalty program! I'll leave the grocery store happy that I got a deal, but they did nothing to make me feel unique. I feel neutral.

A loyalty program should try to capture that big tuna, or maybe just lots of little fish — all of them happy to choose you for their clothing care. It should recognize your top customers and make those under the threshold desire more for spending more.

I am 100k with United Airlines (UA). I always sit in the same seat. The staff addresses me by name. I get frequent free upgrades to first class, up to

benefits is hardly the point.

Every now and then, I end up on a different airline. It happened last week. My flight was delayed and they put me on a Delta Airlines flight.

Delta doesn't know it, but I am their dream customer. Do they seize the moment? Absolutely not. They do everything imaginable to make me more certain than ever that I should never fly on any other airline aside from United.

Delta puts me in the back of the plane where there is no legroom, foot room, or knee room. I cannot use my laptop because there is no room between me and the seat in front of me. They want to charge me for luggage, a better seat, movies and an internet connection. I succumb to none, aside from the feeling that United treats me so much better.



“Our recent MfM collaborative gathering served as a platform for sharing knowledge, discussing emerging trends, and brainstorming innovative solutions to common challenges faced by our industry. As CEO of Best Care Dry Cleaners, I am proud to have participated in this exchange of ideas. By staying informed of the latest advancements in garment care technology, we can ensure that our services are efficient, convenient, and tailored to meet the evolving needs of our clients.”

~Lisa Loscerbo, Best Care Dry Cleaners, Winnipeg

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

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

Email vreed@mfmi.com or call 402-690-0066  
www.MethodsForManagement.com

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



# HOT! HOT! HOT!

## *Hot Deals going on at*



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



Union HXL8000K



Forenta Water Chiller



B&C Technologies HE-65



We are family owned and centrally located in Lakeland, Florida. Our factory trained technicians are able to deliver, install and service most brands. And, with more than 100,000 parts in stock, our parts department is ready to serve.

Financing Options Available

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



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



# Contactless Automation

## at the Front Counter, Plant & Routes

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



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

**The Ultimate Heat Seal Machine**  
**Call Toll Free 877.906.1818**

See Us at  
**EXPO WEST**  
October 4-6



**EzPi**  
GARMENT LABELING EXPERTS  
EzProducts International, Inc.

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

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



**Pony**  
*For all your finishing needs.  
For all your pressing needs.*



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



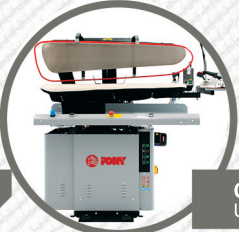
**SILVER SV**  
Vacuum table



**FORMPLUS-S**  
Form finisher



**JOLLY**  
Spotting table



**CPS-U**  
Utility press



**PONY USA**

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

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

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

**REPLACE THAT ZEROWASTE OR GALAXY**

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

**ALL SOLVENTS**

## 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

**\$2,195**

## EZ - LEVEL

ELECTRONIC LEVEL CONTROL

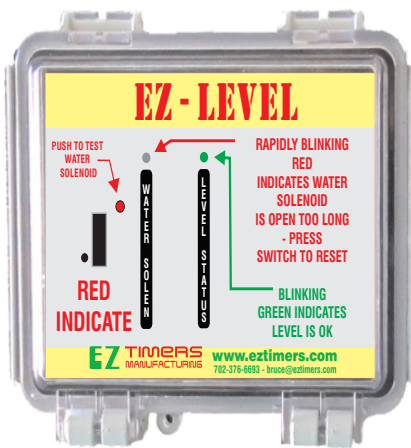
- REDUCE DOWN TIME  
AND SERVICE CALLS
- REDUCE WATER AND  
CHEMICAL CONSUMPTION
- REDUCE SCALING AND  
PIPE DAMAGE

**\$695**

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

\*REQUIRES 24 VAC  
SOLENOID

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



**EZ - LEVEL**

PUSH TO TEST  
WATER  
SOLENOID

RED  
INDICATE

WATER  
SOLENOID

SOLENOID  
FIRMWARE

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

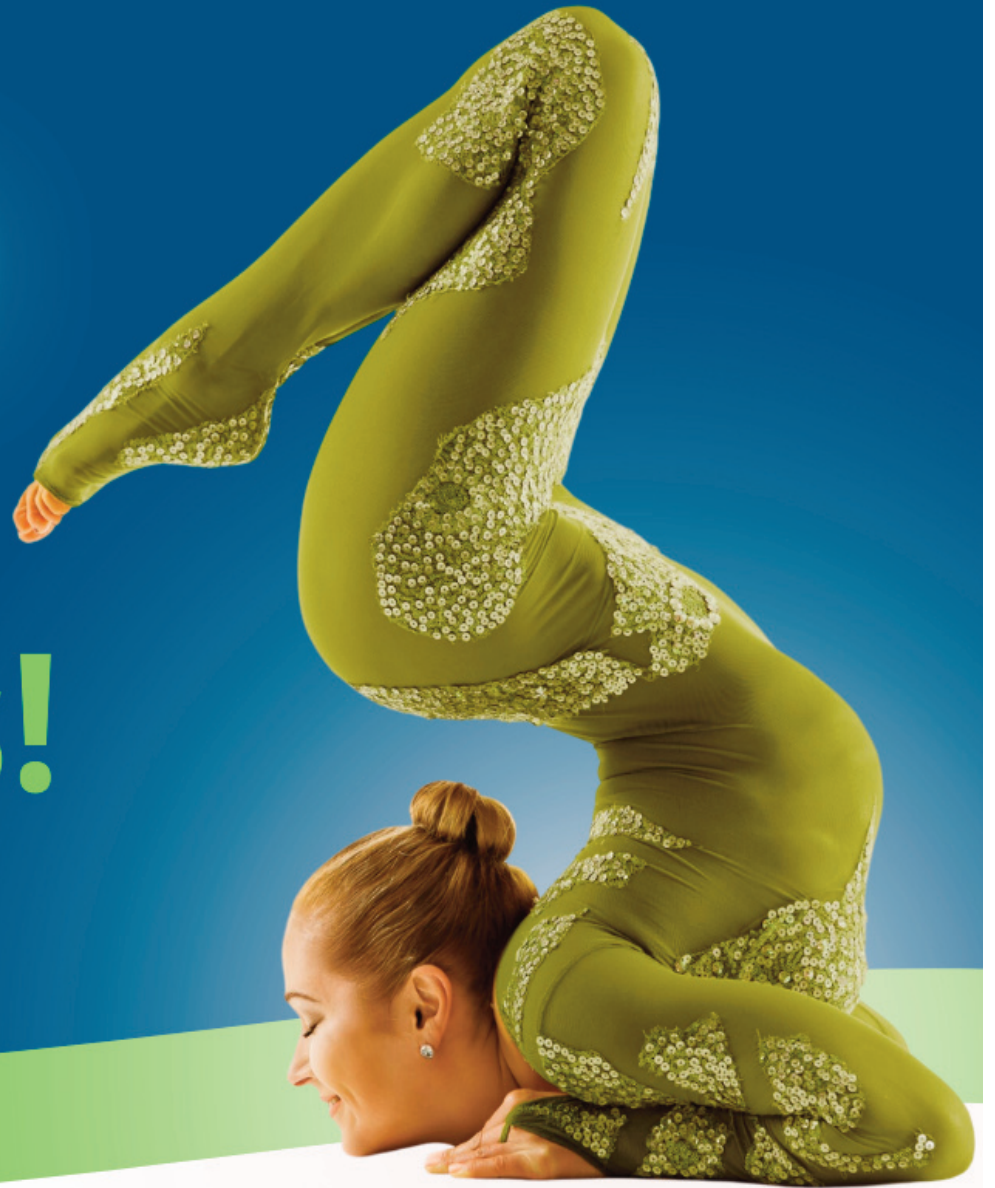
BLINKING  
GREEN INDICATES  
LEVEL IS OK

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

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



# 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.**



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

PROSParts

Your one-stop parts shop

DRYCLEANING & LAUNDRY EQUIPMENT PARTS

NEXT DAY DELIVERY

ALL BRANDS  
LOW PRICES

1-866-821-9259

PROSPARTS.COM

NEWHOUSE

Newhouse Specialty Company, Inc.

High quality products for Drycleaners and Garment Manufacturers.

Serving our customers since 1946.

Call 877-435-3859 for a Newhouse Catalog or go to [www.newhouseco.com](http://www.newhouseco.com) to download and print a page.

GREAT PRICES.  
FAST DELIVERY.

OVER 20,000  
PRODUCTS  
IN-STOCK.

1-800-568-7768

CLEANERSUPPLY.COM

Time to Sell Your Business?

WE CAN HELP!

NEED HELP WITH:

• Business Exit Strategy • Merger Sale or Acquisition

• Succession or Partner Issues • Business Fair Market Value

• Financing or Environment

WANTED

Need a seasoned business to business sales executive to train as a consultant/partner.

Contact us for a complimentary chat.

Send your resume with location and availability to:

Richard Ehrenreich, CED, SBA, F-CBI

EHRENREICH & ASSOCIATES, LLC

301-924-9247 • Richard@Ehrenassoc.com

Waste Water Evaporator

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

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

Plant Design

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

Reweaving Services

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

Training & Education

INDEPENDENT GARMENT ANALYSIS®

274 NW Toscane Trail  
Port Saint Lucie, FL 34986

Cell 772-579-5044

E-mail: [cleandan@comcast.net](mailto:cleandan@comcast.net)  
[www.garmentanalysis.com](http://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

Professional Help without Breaking the Bank!

Get experienced consulting via telephone or Zoom for a low, low cost. Get help with Shirts, Production, Cost-cutting, logistics, garment management with barcodes and a host of other issues with one of the most experienced voices in the industry, Don Desrosiers! All for a low, low Hourly rate! No travel cost, no other consulting fees, no hidden costs. Discounts for recurring subscriptions. References available. This has worked very well for those that have used this service! Low cost...Big return!

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

Call 508.965.3163 to book a session or for more details

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

Help Wanted

Part-time Rep needed (Florida): Fabritec International seeking sales & service rep for drycleaning/laundry products in Florida. Commission-based with expenses paid. Perfect opportunity for a retiree wanting to stay active in the industry or for a rep to add a chemical line to your portfolio. Contact Jeff at 859-781-8200. Experience highly preferred.

Railex 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.

Position Available

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

Buy Sell Trade National Clothesline classified ads put your ad before a nationwide industry audience. 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](http://www.nationalclothesline.com)

• Complete text of the current issue

• Back issues with search capabilities

• Links to hundreds of industry web sites

• On-line classifieds

NCL Profile

Life goes on

For the Bodin family, starting a cleaning business in Yorkers, NY, was an opportunity for a clean state. Before that, 12-year-old Paul Bodin and his father, David, had been forced to flee their native country during the Russian Revolution (during which the family business in Kiev was confiscated). An old article from the Herald...

Industry balancing act to continue in 2022

As cleaners prepare to close the door on 2021 (and perhaps throw away the key), the last 11 months have proven to be another arduous challenge, harshly punctuated by shortages of every imaginable kind: hangers, plastic, computer chips, steel and other metals, lumber, packaging materials, zippers and...

FallFest EXPO pushes date back

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

Light always follows darkness

by Peter Blake

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

Don's wishlist to St. Nick: 2021 edition

by Don Desrosiers

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

A Tribute to James Peuster

by Mark Albrecht and Jennifer Whitmarsh

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

Index of Advertisers AUGUST 2024

Air World .....13

A.L. Wilson.....8

BeCreative 360 .....7

Cleaners Business System.....3

Cleaner's Supply .....26

DLI .....25

Drycleaning & Laundry Expo West .....20

Ehrenrich & Associates ....26

European Finishing .....12, 28

EZ Timers.....24

EZProducts .....24

Forenta.....9

Gulf Coast .....23

Gulf States .....19

Iowa Techniques .....10

Methods for Management.....22

Mosena Enterprises .....26

Newhouse Specialty Co...26

NIE Insurance .....5

North American Bancard ..11

NY Machinery/Pony .....24

Patriot Business Advisors .....26

ProsParts .....26

Realstar.....16

Route Pros.....24

Sankosha USA .....2, 27

Tailwind .....26

TexCare.....18

Trevil America .....21

Unipress Corporation .....17

Xplor SPOT.....14, 15

Visit these advertisers' web sites!

Links to all are listed at [www.nationalclothesline.com/ads](http://www.nationalclothesline.com/ads)



# This is a **BAGGER**



# This is an **AUTOMATIC BAGGING MACHINE**®

PS-290U



- Up to 280 Bundles per Hour
- Loading from Either Side Creates Space Savings
- Competitively Priced
- Film (720mm/28 inch) Available



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







**TIME TO UPGRADE YOUR PLANT?**

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

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



**SAM-451 for Laundry**

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

**SAM-451 for Dry Cleaning**

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

 **Made in Italy**



**EUROPEAN FINISHING EQUIPMENT CORP.**

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

