



National

# Clothesline



December 2024

Volume 63 Number 3

www.nationalclothesline.com

## Cleaners connect together in Frankfurt



For a few days, Frankfurt, Germany, was the center of all things fabricare as textile care professionals from all over the world took part in Texcare International and the first CINET World Congress.

Messe Frankfurt's TexCare International featured over 300 companies from 32 countries exhibiting the latest innova-

tions and automations for professional cleaners.

In response, about 15,500 attendees from 122 countries visited the event, which took place from Nov. 6 to 9.

After eight years without a TexCare event — due to the pandemic — the strong turnout this time out was most welcome.

Wolfgang Marzin, president and CEO of Messe Frankfurt, noted, "After the long break, we are delighted with this successful comeback of TexCare. The leading international trade fair demonstrated the great strides in innovation that this industry has made in recent years. I was really thrilled to see so many ex-

hibitors, especially new exhibitors and start-ups, as well as visitors from all over the world at TexCare. Above all, it was great to see so many young professionals at the stands and in the aisles."

Much of the emphasis of the week was on automation, digitalization and the use of AI as tools that can help cleaners

all over the globe who are dealing with a labor shortage of skilled workers.

Overall, a sense of optimism prevailed as other popular topics included participating in the textile circular economy and ways to reduce energy use.

Many of the same topics  
*Continued on page 8*

## NEFA's ProfitFest '24 promotes professionalism

With a theme of "Professionalism in Every Fiber," the North East Fabricare Association's (NEFA) ProfitFest held last month both informed and inspired attendees to make their businesses stronger for the future.

Held at the Courtyard by Marriott in Marlborough, MA, from Nov. 1 to 3, the event featured allied trades exhibits, educational opportunities and time for socializing. There was even time for paying tribute to

a person who personifies professionalism. During the event, Donald Fawcett, Jr. was honored for his selection into the DLI Hall of Fame.

He first began working in the industry for his father, Don, Sr., at Dependable Cleaners in Quincy, MA, when he was 15 years old.

Over the years, he served as DLI's district 1 director from 2000 to 2004, was elected DLI president in 2003, and served as chairman of the organiza-

tion from 2004 to 2005.

Additionally, he served as chairman of the Varsity group and the International Drycleaners Congress.

In 2015, DLI bestowed on Fawcett, Jr. its highest honor at the time — the Diamond Achievement Award — for his many years of unwavering support for the industry and his ongoing commitment to excellence.

When DLI announced the creation of its Hall of Fame, they originally included all Diamond Achievement Award winners automatically, including Fawcett, Jr. However, the weekend served as a perfect opportunity for honoring him close to home.

Throughout the weekend, NEFA tapped a wide variety of speakers to cover topics such as "Workplace Culture Re-Imagined" by Dr. Alex Ellis. He inspired attendees with ideas on how they can motivate their employees better and improve overall productivity.

Other programs and speakers featured on Saturday

included Mark Albrecht of the Route Pros who presented "Keeping Winners Engaged," Cohen Wills of Cleaner Marketing who discussed "Weaponizing AI for Small Business Marketing," and Jeff Alexander of Orlando Cleaners, who discussed how he has invested heavily in automation and completely changed the way his company is doing

business.

On Sunday, Sara Moncrieff of Puritan Cleaners delivered a program on "Relationships, Culture and Customer Service: Pillars of Success."

Near the end of the event, Carlyn Parker of Dependable Cleaners presented a program on "Understanding Your Customer and Effective Communication Strategies."



DONALD FAWCETT holds his DLI Hall of Fame Award presented to him at NEFA's ProfitFest in early November. He is flanked by (from left) NEFA Executive Director Peter Blake, The Route Pros Mark Albrecht and NEFA President Larry Fish.



### Sneak Peek Inside

6

#### Leaving a legacy

DLI President Kyle Nesbit has big plans for his term... and for the future of the industry.

10

#### Giving back this year

For years, Don Desrosiers has offered his holiday wish-list, but this year he wants to do something different.

14

#### Tracking labor percentage

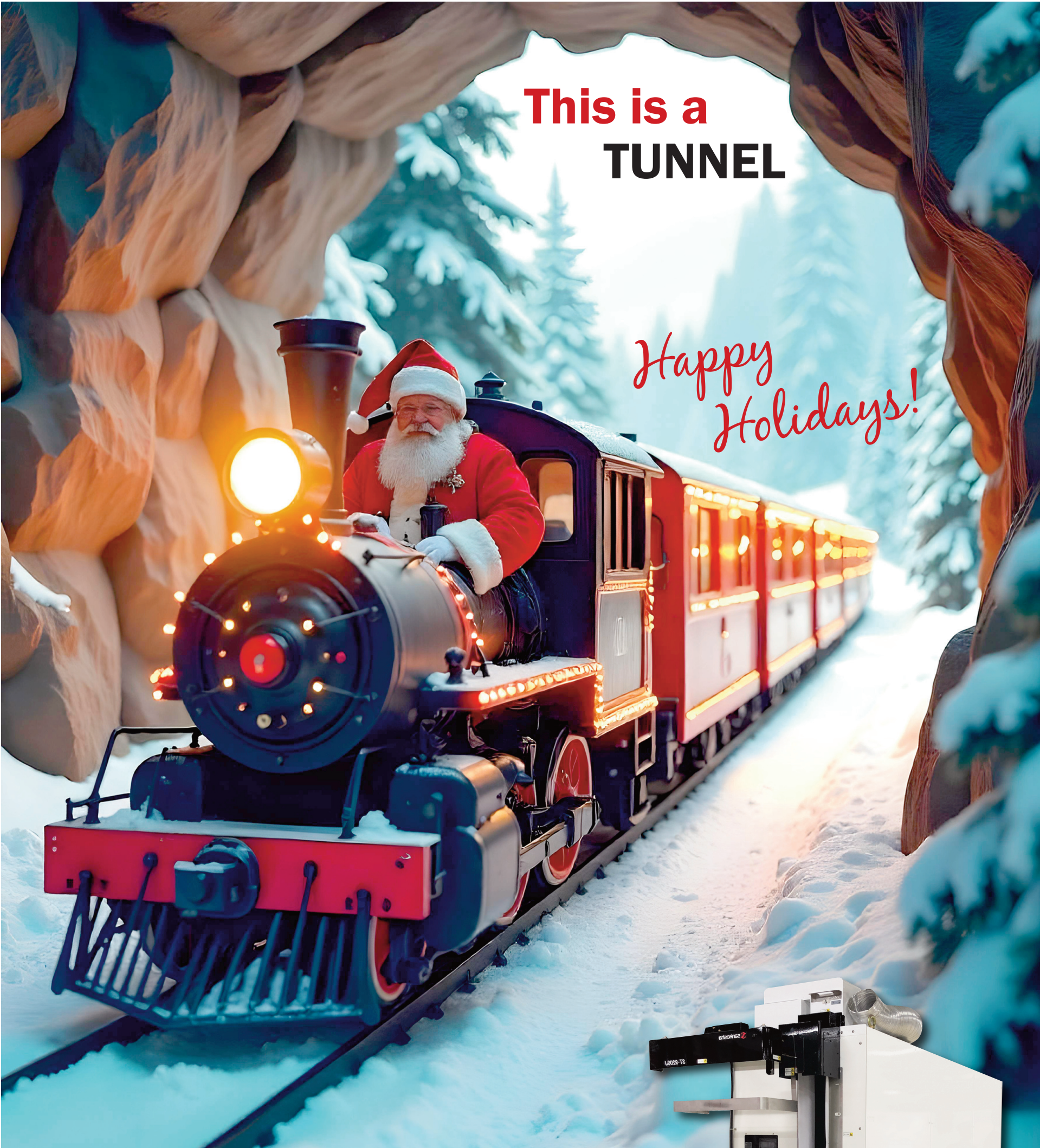
First you must measure your labor, then you must report it. Improvements will follow.

22

#### Spotting formulations

Different chemical manufacturers use different spotting formulas — here is what you need to know.





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



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





# Does your POS Software help your business grow?



## Expand your business with Cleaner Business Systems:

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



414 Gateway Boulevard, Burnsville, MN 55337

800.406.9649

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



# Honoring the past, paving the way for the future

As this year winds down, it’s a good time to look back and reflect on the things the textile care industry did well this year. For starters, it feels like the global industry is connecting more, as evidenced by the recent success of TexCare International and the Global Best Practices Awards in Frankfurt, Germany.

Even on an international level, drycleaners face many of the same issues: achieving better sustainability, overcoming labor shortages, and overall dwindling piece counts. Yet, the industry is actively responding to those challenges in an effort to maintain a strong industry.

Officially, drycleaning has been around for over 200 years, which means facing challenges and maintaining relevance is something this industry has done well historically. That is a comforting thought, and that is why it is so important that the industry is emphasizing its history more than ever.

Earlier this year, the Drycleaning and Laundry Institute (DLI) announced the creation of its Hall of Fame to honor those cleaners in the past that helped make sure there would still be a future. It has been said before, and it bears repeating: the DLI Hall of Fame now includes 11 members: Don Fawcett, Jr., Barney Deden, Stan Golomb, Sid Tuchman, Milt Chortkoff, Jeff Miller, Walter “Buster” Bell, Chris Edwards, Mike Nesbitt, Joseph William Stoddard and Jim Douglas. We definitely look forward to next year’s inclusions.

Perhaps a candidate to consider would be one of the Lifetime Award Winners presented by CINET during the Global Best Practices Awards ceremony in Germany — Carol Memberg, publisher of *National Clothesline* newspaper. In 1961, she and her husband, Sol, founded the publication aimed to help garment care professionals stay informed and successful. Her daughter, Leslie Schaeffer, accepted the award on her behalf (picture on right) from Chris Tebbs.

Another good sign this past year was the way DLI paved the way for a stronger industry future by making the change to combine regional shows into two big events, one on each side of the country. In their inaugural year, the DL EXPO East in Kissimmee, FL, and the DL EXPO West in Las Vegas, NV, were both enormously successful. Best of all, less regional shows overall saves both allied trades representatives and attending drycleaners money.

Meanwhile, current DLI President Kyle Nesbit (this month’s profile on page 6) has had a busy agenda that has included expanding the association’s presidential terms to two years; merging independent DLI states into joint state associations; setting up a national ad campaign for the industry; and creating a crystal ball for the future, among other things.

It is clear that the textile care industry is not taking anything for granted in the wake of the pandemic. It is concertedly working to build a stronger foundation for its members (and even non-members). It is laudable to see the industry honoring where it came from while it is becoming better and it is inspiring as we head into a new year soon.

We’d like to thank everybody for another year of support and wish the industry a very prosperous new year!



## Contents

### News & Features

- 6

**Leaving a legacy** As president of DLI and EDIT TX, Kyle Nesbit is forging a better future for the industry
- 8

**DLI taps Nesbit for program** DLI Hall of Famer Mike Nesbit will present a web program this month
- 26, 28

**Newsmakers**
- 30

**Classifieds**

### Columns

- 10

**Don Desrosiers** Instead of asking Santa for things on a wishlist, it’s time to give back to the industry
- 14

**John Rothrock** Improving labor efficiency comes down to this: Measure, Report and Improve
- 18

**Kermit Engh** A written action plan can help you achieve your goals better
- 20

**Frank Kollman** Do these things to avoid running afoul of government agencies,
- 22

**Dan Eisen** Different manufacturers use different spotting formulations — here is what you need to know
- 24

**Bruce Grossman** This month we begin a series on solvent flow — everything you need to know

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?

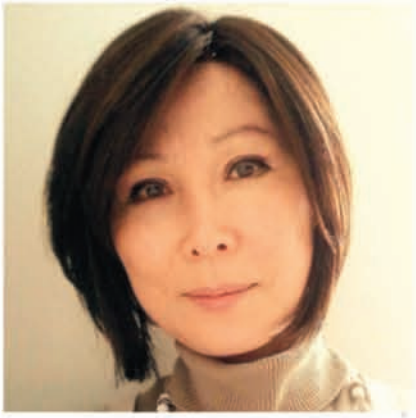


We've personally handled insurance for **thousands of dry cleaners!**  
We've already dealt with most any issue your business is likely to face.  
If you have any questions about insuring dry cleaners, we can and will give you a prompt, clear answer.  
Skeptical? Call us with a question and find out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





# Leaving a legacy

**W**hen Kyle Nesbit became president of the Drycleaning and Laundry Institute (DLI) earlier this year at the age of 41, he may have been the youngest president in the association's history. He may also be one of the busiest.

"I want to make sure that I do everything in my power to leave a legacy. I'm very concerned about that," he said. "I don't want to be a placeholder of a president. I really want to make as much impact as possible and I felt the only way to do that is to walk in and get everybody running and pushing as hard as they possibly can on certain things."

First on his agenda was to improve benefits for the independent DLI states — those who are not part of a joint state association (JSA).

"Those states do not receive the same amount of in-person educational or networking opportunities as a JSA," Kyle explained. "They pay the same amount of dues as a JSA member. They should be getting the same benefits."

Currently, the association is working on merging independent states into JSAs. "The first one on the dock is the Great Lakes merger. There are a lot of states along the Great Lakes that are in the process now of merging together so that they will have a financial way to facilitate these educational and networking opportunities," he added.

Next, Kyle worked to implement a new unified structure for allied trades members to receive a discounted rate for being a part of all the JSAs in addition to being a DLI member. Previously, they had to pay dues for each individual JSA membership.

Having only a year to accomplish a busy agenda, one of Kyle's other goals was to extend the term of association presidents to two years.

"Continuity-wise, you're shifting and bringing on somebody new every year and trying to get them up to speed. It slows the whole process down," he noted. "We are extending the term limits for our executive committee — every JSA across the U.S. pretty much has a two-year president, the allotment top. That has been voted in and Toran Brown will be the first two-year DLI president next term."

**W**anting to give back to the drycleaning industry, Kyle's presidential agenda is designed to strengthen DLI so that it can, in turn, strengthen its members. Another goal of his was to create a crystal ball for the industry.

"We just sent out a survey to members, non-members and all allied trades asking what it is DLI doesn't provide that you wish they did," he explained. "We want to know what that is and I have created what I call the Strategic Vision Committee. It has two past presidents — my father and Bobby Patel."

"Once the survey results come back

in, we're going to purge and say, 'OK. This is how we're structuring the Strategic Planning Committee on how we get these benefits.' Or, can we do it financially? That is going to drive the committee," he said.

Lastly, one of the other major components of Kyle's agenda is to imple-

"We are actively looking at acquisitions that make financial sense. It's generally going to be the person with the most market share within a given market," he continued. "There could be organic stores we open, but I think mostly it will be acquisition. And I think that our company's also strongly consider-

include Mike Nesbit. In fact, one of Kyle's early duties as DLI president was to present the award to his father at DL EXPO West (see photo below).

**W**hile Mike retired from Tide Cleaners, he recently co-founded a franchise that will

www.tidedrycleanersbx.com



## Kyle Nesbit

**EDIT TX, LLC**  
**Tide Cleaners**  
**Houston, TX**

ment a national campaign to promote textile care much in the way the "Got Milk?" campaign energized the dairy industry.

"There's a committee that is formed right now that is working on that project. That's the one I'm most excited about," Kyle emphasized. "We are hoping we will have our spots done before the Clean Show so we can show what we're getting ready to launch, and trying to get our ducks in a row to have every drycleaner who's significant enough to have their own social media and hit the send button on an email — to do it all at once to see if we can get the message out. I'm stoked about this one."

**A**s important as it is being a busy DLI president, it is just one of many roles that Kyle fills. Currently, he is the president of EDIT TX, a Tide Cleaners franchise.

"We have 53 locations in Texas and Colorado," he said. "Our locations are in Houston, Austin, Lubbock, Amarillo, Colorado Springs and Denver."

Overall, Tide Cleaners has close to 200 locations nationwide, though that number has been increasing of late as the company has aggressively sought to expand in new areas while also trying to scale back on locations that are not bringing in enough work in those markets that have maintained a large work-at-home population.

"What I think happens to those markets is we're going to have to be much more delivery-driven and less real estate-driven, which is tough," he added. "My belief is that you will have less locations in 10 years than what you have today. *Everybody will.* What happens when I deactivate a store? If I got 33 in Houston today, I would say in 10 years I probably have 20."

ing testing rolling out a couple of laundromats to see how that goes. I think for laundry there's probably not another brand that is positioned the way we are."

**A**s a third generation textile cleaner, Kyle grew up working for a man who had built his own legacy — his father Mike, who built up a cleaning business called Nesbits to include about two dozen locations before it was sold to Men's Wearhouse in 2003.

Over the next 15 years, Mike and Kyle continued to expand the company to include 36 total locations in Houston before they bought it back in 2018, rebranding it as Tide Cleaners.

"My father retired March 3rd of last year and that is when I took over as president," Kyle recalled.

One thing that he learned from his father in all that time was never to take the *soft side* of the business for granted.

"The soft side of the business is dealing with hourly people who live very much paycheck to paycheck," he added. "How you love on them, react with them, interact with them — try to show them that they're valued. My father has tried to teach me how to interact and culture-build better than I probably would have on my own."

When his father retired, Kyle described him to board members of DLI like this: "There's not a Drycleaning Hall of Fame, but if there were, I think he'd be a first ballot Hall of Famer."

Bobby Patel, who was president of DLI at the time, told him, "You know, Kyle, there isn't a Hall of Fame, but there should be."

That's when the ball got rolling on creating the Drycleaning Hall of Fame, which announced its first class of inductees earlier this year, and they did

allow drycleaners to take part in the clothing recycling market.

Cleaning locations can act as hubs for accepting garment returns from major clothing retailers (visit them at [thereturn.online](http://thereturn.online) for more information). Kyle, who is currently a board member for the initiative, is very excited about the possibilities. He has already signed up his first major brand, Zara.

"What's happening with test number one for Zara is there are 324 returns a day," he noted. "Anybody taking in garments is getting paid a certain amount for taking it in."

While that will make money, Kyle is more excited about the secondary resale market for garments that are worth more, which is the second test he's working on.

"What they're rolling out is a way for when you take in the return to take pictures of certain garments. Those garments' pictures will be uploaded to all these secondary markets," he explained. "So, the idea is you will actually become a resale hub."







Wishing everyone a fantastic 2025! Thank you to our current clients for being part of another successful year with us. We look forward to continuing our work together and welcoming new clients into the BeCreative360 family. Here's to even more creativity, inspiration, and collaboration in the year ahead!

Warm wishes, The BeCreative360 Team

Bryon + Bobby + Chun + Dave + Jackie + Jeremy  
+ Justin + Kate + Madison + Miguel + Shawn



# Cleaners connect together in Frankfurt

*Continued from page 1*  
were featured nearby as CINET hosted its first-ever World Congress event, which drew over 500 visitors as well as online followers who livestreamed the event in 11 different languages.

The event featured many educational programs that focussed on sustainability, AI, consumer expectations, hygiene, attracting labor and other industry themes.

Additionally, 19 countries offered reports of market trends and developments that are affecting textile care professionals worldwide.

**Global Best Practices Awards**

On the final day of the CINET World Congress 2024, the winners of the Global Best Practices Awards were officially announced.

In the Industrial Textile Services (ITS) category, the winner of the Overall Award was given to Tianjin Matillian Laundry Services of China. Lavanderia El Romeral of Spain came in second and L.I.G. Industrial Srl. of Italy placed third.

Other winners in the ITS category included Lavanderia Romeral of Spain for the Innovation Award and I-WASH Laundry of Singapore for the Sustainability Award.

The Retail Textile Cleaning

(RTC) category is broken down into two awards, based on size. The Overall Award in the RTC-Sme category was given to The Laundry Concierge of India.

Trailing close behind in the scoring were Drop & Wash of Malaysia (2nd place) and Snedcor's Cleaners of Michigan in the U.S. (3rd place).

The Overall Award in the RTC-Big category was given to Beijing Fornet Laundry Service Co. Ltd. of China. Washman Laundry LLC of UAE placed in second and Clean Clothes B.V. Dobbi of the Netherlands scored third.

The Innovation Awards for retail cleaners were given to LONDRI of Indonesia (RTC-Sme) and Washmen Laundry LCC, UAE (RTC-Big).

The winners of the Sustainability Awards for retail cleaners were TSC Wetclean of Canada (RTC-Sme) and DOBBI of the Netherlands (RTC-Big).

During the awards ceremony, two special Lifetime Awards were given out this year to TP Chan of Laundry Network in Singapore and Carol Memberg, owner of *National Clothesline*, who originally started the publication in 1961 along with her husband, Sol.

Additionally, CINET handed out Entrepreneurship Awards to: Adrianus Alvaro of KOTA Laundry in Jakarta Indonesia; Abdoulaye Ouo-

loguem of Leader Pressing of Mali; Chirag Bhatia of Cleanovo in India; Jash Dalal of The Laundry Concierge in India; and Michael Helm of Medo Clean in the Netherlands.

CINET also handed out awards to each country's winner. For the U.S. Margaret's Cleaners was selected. Other Country Award Winners in-

cluded: Lavoutique Laundry & Sewing (Brazil); TSC Wetclean (Canada); Beijing Fornet Laundry Service Co., Ltd. (China); Interhospital des Pays de Rance (France); Carpet Cleaning Tsaknakis (Greece); Levenula Laundry (Hungary); Laundry Concierge (India); Kota Laundry (Indonesia); L.I.G. Industrial Srl. (Italy);

Drop & Wash (Malaysia); Leader Pressing (Mali); Clean Clothes B.V. Dobbi (Netherlands); H2O Chemical (Poland); AMA Wash House SRL/Mura Laundry (Romania); For the Love of Laundry (Singapore); Lavanderia El Romeral (Spain); Washmen Laundry LLC (UAE); and American Dry Cleaning Company (UK).



**JIM GILLIGAN of SNEDICOR'S CLEANERS in Michigan smiles during CINET's Global Best Practices Awards ceremony. Snedcor's was the highest ranked American cleaning company in the Overall Awards categories, scoring 85.21 (RTC-Sme), trailing only Drop & Wash of Malaysia (85.93), and The Laundry Concierge of India (86.77).**

## Rails to fit your van? Oh Yes We Can!

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

- Mini
- Regular
- Stretch
- Transit
- Sprinter



Rail kits that install,  
in no time at all!



Call or go online for details!

**IowaTechniques**  
THE UNIQUE PRODUCTS PEOPLE  
(800) 727+1592

**No Welding!**

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

## DLI taps Nesbit for web presentation

This month, more programs will be coming from the Drycleaning & Laundry Institute (DLI) that are designed to bring garment cleaning professionals together and to help them improve their business.

One upcoming highlight will be a web presentation on "Helping Drycleaners Discover Additional Revenue" hosted by Mike Nesbit, a DLI Hall of Fame Award recipient honored earlier this year. Currently, he is the president of "The Return" and will share his vision on "how drycleaners can capitalize on the 25-billion-dollar garment return industry, re-commerce, and providing service to garment rental companies with limited to no capital required." It will take place on Dec. 11 at 1 p.m. EST.

In addition to Nesbit's feature presentation, DLI will host three weekly peer group meetings, a monthly Marketing Lab brainstorming session, and an online tour of how to access

membership benefits. On Dec. 20, DLI's Marketing Lab will bring cleaners together to discuss marketing trends and effective solutions. Recent meetings covered the value of trigger-based marketing, what some members are doing to keep customers happy, promoting additional services, and effective online advertising.

This month's meeting's topic will allow participants to explore how peers are using effective couponing promotions.

In an effort to bring the drycleaning and laundry community together, DLI continues to host weekly coffee-and-shop-talk meetings every Tuesday morning at 11:30 a.m. EST on Zoom so members can discuss what's happening and share new ideas, thoughts, and tips.

This month, they will be hold on Dec. 3, 10 and 17. For more information, visit [DLIonline.org/Membership](http://DLIonline.org/Membership) or call 800-638-2627.



# Forenta

"IN THE EYES OF CHILDREN, WE FIND THE JOY OF CHRISTMAS;  
IN THEIR HEARTS, WE FIND THE MEANING."

~ ANONYMOUS

Merry  
CHRISTMAS

YOUR PARTNER FOR FINISHING EXCELLENCE

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



# SHIRT TALES



BY DON DESROSIERS

## A new kind of Holiday Wishlist — Part 1

For newly two decades I have used my December column in a sort of whimsical manner. I call it my **Christmas Wishlist**. I have asked Santa to grant us new products, devices or equipment that would fill a need for the industry. Memorable asks have included: a handheld button sewer for shirt laundries that can't justify the cost of a sewing machine; a shirt

press that makes its own hangers one at a time; a device that stretches the front of a shirt in the event that the buttonhole band shrinks... and there are dozens and dozens more. It's meant to be fun, but also with hopes that a manufacturer or two is inspired. That **has** happened a couple of times and I'm flattered. This is my 26<sup>th</sup> year writing for this publication. I

appreciate this industry and everyone in it. It has been very good to me. In that spirit, I don't want to be asking Santa or anyone else for anything. This is the season of giving, not for getting, and not for asking for stuff. So, I would like to give to you this month *and* next month. Over the 46 years that I have worked, managed, consulted and directed for

this industry, I have picked up quite a few tidbits of wisdom, gold nuggets of "I wish I knew that 10 years ago!" and a few things that will make you say, "Well, I'll be a son-of-a-gun." Luckily, I have a great memory, so I haven't forgotten these treasures yet. Let's get started. This is going to be fun. ● You may have one of these laser trap testers.

They are very practical and a must-have tool in any laundry. Your washperson should have one in their pocket. I have always found these to be inaccurate when used to measure steam trap temperature.



The tool itself is extraordinarily accurate, but when measuring the temperature of a pipe, you must have it aligned just right, or the reading will be wrong. When measuring for a steam trap leak, you are looking for a temperature drop of 70 degrees from the hot side of the trap. That would mean that the trap is working properly. So, obviously, an accurate reading is vital. So why should your wash person keep one in their back pocket? Because there is no better way to assure that you are washing at the correct temperature. You can't beat this device. Shine the laser through the door glass and get your water temp. I know that your washer can digitally display the water temperature, but for some reason, these are often radically wrong. I have seen one off by 45 degrees. It was in Anchorage. I touched the door glass, and it was cold.

The manager insisted that he had hot water and *proved it* by displaying the digital readout which flashed 115 degrees. I told him to touch the glass. The lesson is that water temperature is too important to treat casually. Water temperature is (almost) everything. Always remember that you need four things to wash fabric: time, temperature, chemical action and mechanical action. (Stay tuned next month for more about this, plus more tips). If your water is the wrong temperature, the chemicals will not work. But, you presume that you're all set. You have the supplies rep tending to things, you have the chemicals, and you need 120-degree water and that is

Continued on page 12

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



### THE LAUNDRY TWO™ ARE RIGHT FOR YOU!

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

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

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

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

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

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

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



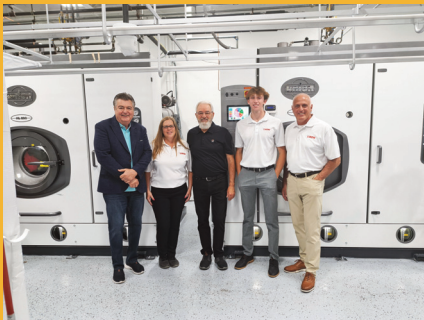




# *The Best Name in Dry Cleaning*



*The best machine for the best solvents.*



# *Union Drycleaning Products USA*

*1900 Meredith Park Drive  
McDonough, GA 30253*

*1-800-433-9401 • fax: 404-361-2454*

*www.uniondc.com*



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



**Don Desrosiers**

# A new kind of Holiday Wishlist — Part 1

*Continued from page 10*  
exactly what you have.  
Your shirts get *fairly clean* and your supplies rep can't offer remedies because you (and he) are doing everything right. (He may even be relying on that on-board water temp readout.) If he just adds additional chemicals, he may lose you as a customer by pricing himself out of the market.

So, in real life, here is what's happening. First thing in the morning, your 60-lb washer is filled with dry shirts waiting to be washed. Your ample water heater is set at 120 degrees. We don't know the recovery time... yet. When the washer calls for hot water, the fluid travels through a maze of pipes, pushing perhaps gallons of cold (or cooler) water before it that terminate into the cold stainless-steel washer and onto cool shirts. Once the drum fills with, say 12 gallons of water, what is the temperature? I'll tell you what it is *not*. The laser trap tester will tell you what it is.

If your chemicals (like some enzymes) only become effective at 120 degrees... well, that's why your shirts are getting

clean. Use the device to fine-tune your programming and your water heater setting. You could be washing in 95-degree water. There are many variables such as steam injection, recovery time and how cold the street water is. But, you need to know how hot the water is in your washer is and the only way is with a **laser trap tester**.

● While we have the ability to measure your water temperature, starch at 100 degrees and 5.5 pH, and, your rinses should get progressively cooler by around 20 degrees. So, if you are washing at 130, 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> rinse temperatures would be 110, 90, cold, respectively.

This prevents thermal shock in polyester. (You know, those wrinkles that don't come out no matter how hard you try.)

● Speaking of thermal shock, about 25 years ago, a customer approached me with a really cheap shirt: short sleeve, polyester, almost tissue paper.

He said that it was his favorite shirt (!) and his wife left it in the bottom of the dryer. It was wrinkled. I thought that I'd just wash

and press it, and it would be fine, but no matter what I did, there were still wrinkles. I knew it was thermal shock.

I thought to myself, "Maybe I can cause thermal shock?" The shirt, as you know, holds very little moisture. I put it in the freezer overnight and then I pressed it quickly the next morning from frozen. It worked like a charm, no wrinkles!

● Some things are just weird. We aren't on the metric system, but we buy Coke by the liter, and liquor, too. The Brits have their own system for everything, (Sterling, Imperial gallons) but they use pints for beer. *Only*. And we buy buttons by *line*! What the heck is a line? Actually, it's *lignes*, not lines. (But *lignes* is French for line, so it's still line.)

Shirt buttons are often 18L (the L means... *yep*) and the little sleeve buttons and the collar tip buttons are typically 14L. Who knows why we don't buy them by the millimeter or the zillionth of an inch? Buttons are measured in *lignes*... 40 *lignes* equal 1 inch (2.54 cm). In case you care, to calculate button size in *ligne*,

simply divide the diameter of the button (in millimeters) by 0.635.

● Back in my plant days, I was on the phone with a worker's comp insurance company. We were a new company, and they were trying to nail down our comp rate.

I had built a 20,000 square foot facility doing wholesale shirts only. I'm going to paraphrase a bit here. In effect he said, "...are you cleaning items using only water...?" I told him yes. This scenario would have resulted in a very high worker's comp rate. His response was interesting: "That's not what I want to hear."

It's hard to believe that he was that candid. I stammered a moment and then said, "Oh, we clean feather pillows in a special machine using ultraviolet light."

"That's what I want to hear!" My comp rate immediately plummeted and turned out to be less than one-tenth of what it would have been had we not been doing pillows.

● This same plant really turned into something big. Within a couple of years, we were doing 17 ½ tons of shirts per week. You won't run into too many of us that refer to the number shirts they processed in terms of tons. We operated 18 hours per day, 350 to 450 shirts per hour. It was insanity. Keeping the wheels turning was critical.

If you have one person pressing collars and cuffs, the next person pressing sleeves and then the body presser, the touch-up person, the inspector, the assembler, etc.. then you can't have any one of those people walk off the production line. The chain collapses if one person simply walks away.

Well, that would happen. All of a sudden, Unit 2 screeches to a halt because Big Bill is nowhere to be found. Soon it is discovered that he is in the men's room.

I cover his station and do collar and cuffs while he is on the phone in the restroom or whatever. You see, I would press for a couple of reasons. First, it is important that I show the staff that I am sincerely in need of productivity. It's not just lip service. Secondly, it is an opportunity to show everyone that I don't consider

their job to be beneath me.

So, Big Bill comes back from the restroom, undoubtedly shocked to see the boss pressing, and I say, "Bill, you can't just walk off the production line. Isn't that what breaks are for? If it's an emergency, ask me to cover for you!"

Big Bill says, "I gotta ask for permission to go to the bathroom?!" We were both angry, but I knew that I could not have employees walking off the production line willy-nilly. That would be chaos. My plan was the correct one. I'm thinking that no one will ask me for a bathroom break regularly because I will obviously be aware. Some may not want to bother me. I wasn't prepared for what actually happened.

My secretary and I shared an office. She had the gatekeeper position. I was on the phone, probably with a customer, but definitely not on a conversation that was close to its end.

Big Bill appeared at the office door. He evidently had a few words with my secretary, telling her that he needed to speak with me. He stood there for many minutes. Two. Three. Four. Five. Six. (I am fuming.) Seven. (Puffs of steam are coming out of my ears.)

I reluctantly put my call on hold. "Bill! What are you doing? What do you want?"

"Don, can you cover for me? I gotta go to the bathroom."

Yes. His entire production line was essentially shut down while he watched me talk on the phone. *If looks could kill!*

I'm having fun with this. I have some more Holiday Easter Eggs for you next month. See you in January!

*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](mailto:tailwind.don@me.com).

THE 21<sup>st</sup> CENTURY CONSUMER HAS CHANGED  
**HAVE YOU?**  
The Future  
NEXT EXIT ↗  
**YOUR BEST ROUTE TO SUCCESS**  
THE ROUTE PRO  
**WWW.THEROUTEPRO.COM**  
**(816) 739-2066**



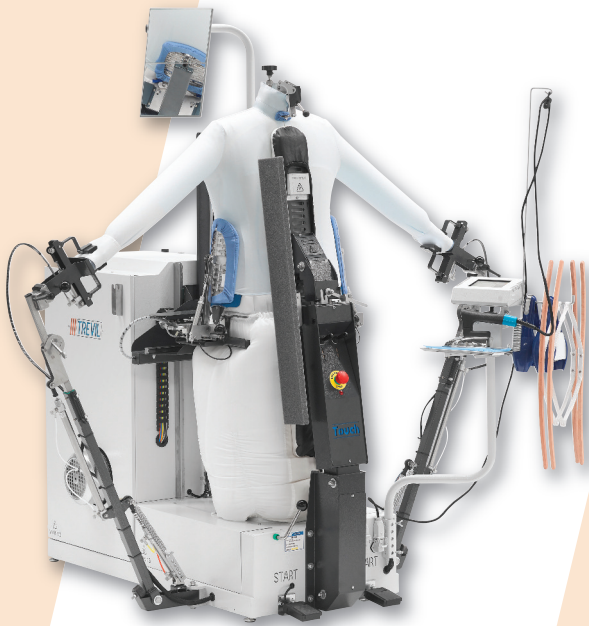


# Designed with *Your* Business in Mind

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

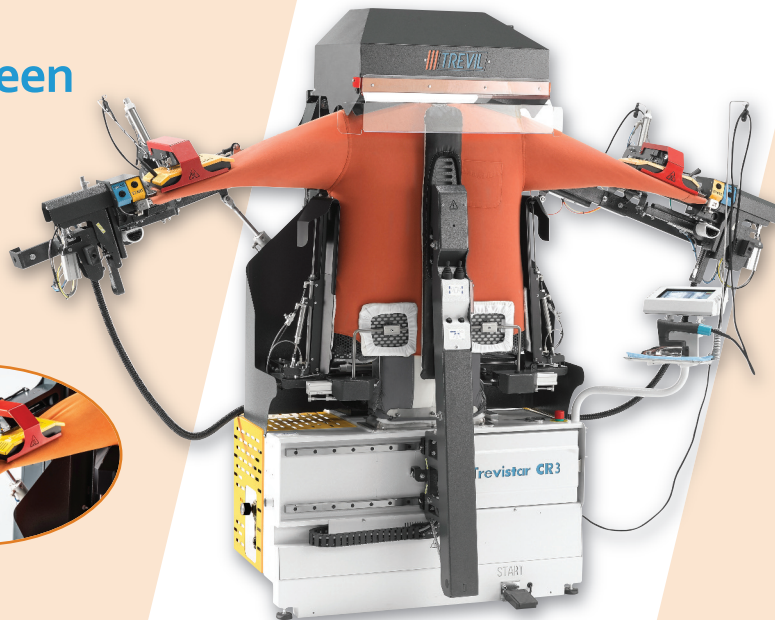
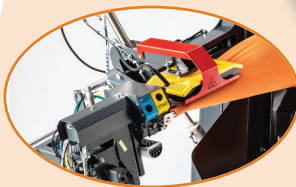
- Sizes from 0 Petite to 3XL and Larger
- Dual, Rotating Front Clamps (Patented System)
- One Heated for Wet Shirts / Blouses
- One Unheated for Drycleaned Shirts / Blouses / Jackets
- Front Clamps Pivot & Rotate

**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





BY JOHN ROTHROCK

# TURNAROUND TIME

## How to measure, report and improve

Over the last few months, I’ve put on a few extra pounds, and my clothes were getting a little too tight. With the holidays around the corner, I decided I needed a goal to motivate me to lose the weight. So, I challenged my office and support team to a voluntary weight loss competition. The person who loses the most weight as a percentage over the course of eight weeks wins a \$1,000 cash prize.

A few weeks in, I could already tell that effort and participation were low despite the cash prize. That’s when it dawned on me, with my dad’s favorite saying echoing in my head: “Whatever is measured and reported will always be improved upon!” The answer was obvious — staring me right in the face.

To get the competition going, we needed a weekly progress graph for everyone to monitor — more importantly — to ignite their competitive spirit. So, I asked the record keeper to make a weekly graph, print it as big as possible, and post it in several prominent areas in the building. Instantly, the game was on.

Interest and participation grew overnight, and the following week’s graph looked dramatically different. Reflecting on this, I have a few thoughts that I believe can help the drycleaning community.

At Yale, we have a long-standing culture built on the principle of measuring and reporting results. It’s woven into our fabric as a company. So, the question becomes: why didn’t my team and I start the competition by posting a progress graph?

The answer is simple: results.

How important are the results to your organization? How important are the results to your team? How important are the results to me? If you don’t value the outcome, then the inevitable will always happen.

Great outcomes do not happen by accident. Progress and performance have to be actively moni-

tored so changes and improvements can be made. Now, let’s apply this to a real-life example at Yale Cleaners.

performance and should be addressed. Consistently adopting these two practices over time fosters a culture of continuous improvement

only important to me. Unfortunately, that’s a common problem. This challenge can be overcome when you regularly publish a progress re-

specific expectations. Then, measure and track progress toward the objective. Finally, help your team get emotionally invested in the outcome by sharing progress reports and by praising and rewarding success.

Investing in measurement and reporting fosters a culture of accountability and improvement, leading to long-term growth and success. When you prioritize tracking and sharing key performance metrics, you’re not only keeping your team on target, you’re creating an environment where everyone is focused, engaged, and motivated to reach shared goals. Whether it’s a weight loss challenge or a company-wide initiative, the formula remains the same: Measure, report, and watch your team rise to the challenge.

**When you track your labor percentage daily, patterns emerge over time, enabling you to make better staffing decisions. You can also better identify equipment constraints that hinder performance and should be addressed.**

When I tell people in our industry that Yale’s labor percentage is consistently at or below 22%, they often don’t believe me. (Labor % = CSRs Pay + Production Staff Pay + Manager Salary / Net Sales.) But, how do we achieve these exceptional results? Let’s begin by looking at our past performance.

As you can see from the graph to the right, Yale’s labor percentage has consistently decreased over time. I’m here to tell you, that didn’t happen by accident. Throughout the early 1980s, we developed our lot system to effectively manage flow and volume throughout our buildings while controlling labor. During this period, we only measured and tracked labor on a weekly basis. The problem with a weekly review is that it’s not a small enough timeframe to change the outcome. Your monthly, quarterly, and yearly labor percentage will largely remain unchanged without finer control.

Our big breakthrough came in 1987 with the introduction of “Bill’s Report.” Originally calculated by hand nightly, this report tracked labor daily for the first time. This was significant because it allowed us to make immediate adjustments to our man-hours for the upcoming day based on current volume and labor constraints to meet or exceed our desired labor goals.

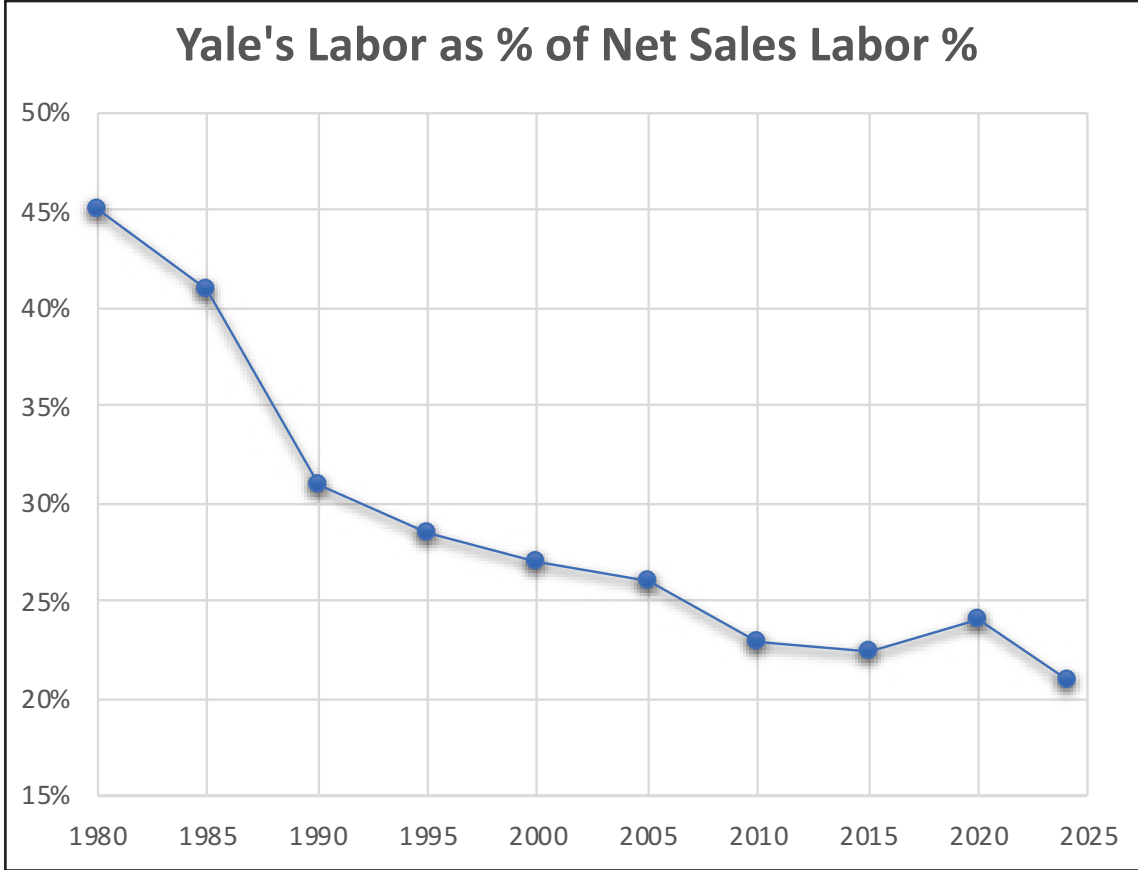
When you track your labor percentage daily, patterns emerge over time, enabling you to make better staffing decisions. You can also better identify equipment constraints that hinder

within your company that leads to lasting results.

The lesson learned? No matter how important a principle is to your organization, it’s very easy to become complacent. Never take for granted that your culture will always carry you through the rigors of everyday life.

port and give it wide distribution. The more people who know about the endeavor and can get emotionally invested in the outcome, the quicker you can achieve desired results.

In drycleaning, this principle applies to more than labor costs. Consider other metrics that drive efficiency,



So, in my weight loss effort, because my team didn’t value the outcome, no one tracked the results, and the challenge was failing. While weight loss has nothing to do with drycleaning, the lesson learned applies. My question to you is: what happens the next time you want to introduce a new endeavor in your company and your team doesn’t value the outcome? What can you do?

Measure. Report. Improve! Just like my weight loss challenge, the goal was

such as turnaround times, customer satisfaction scores, or item re-dos. When these metrics are measured and widely reported, they help your team see progress, identify areas of improvement, and ultimately elevate performance.

As the leader in your organization, it’s up to you to effectively communicate any problem or new initiative to your team. Holding people accountable can be challenging *unless*, from the beginning, you set clear and

**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).**





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

– Steven King, Owner/President

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



## SAVE MONEY WITH AIR WORLD

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

126 Christie Ave Mahwah, NJ  
**1-888-720-4080**  
E-mail: [airworld@gmail.com](mailto:airworld@gmail.com)  
FOR OUR FULL LINE:  
**[www.airworldpads.com](http://www.airworldpads.com)**

AIR WORLD PRODUCTS  
ARE AVAILABLE THROUGH  
FINE DISTRIBUTORS  
EVERYWHERE  
 **USA MADE  
PRODUCTS**







# The Software Leader in the Dry Cleaning Industry







With Spot's impressive tool set, you can define your business and stand out from the competition.



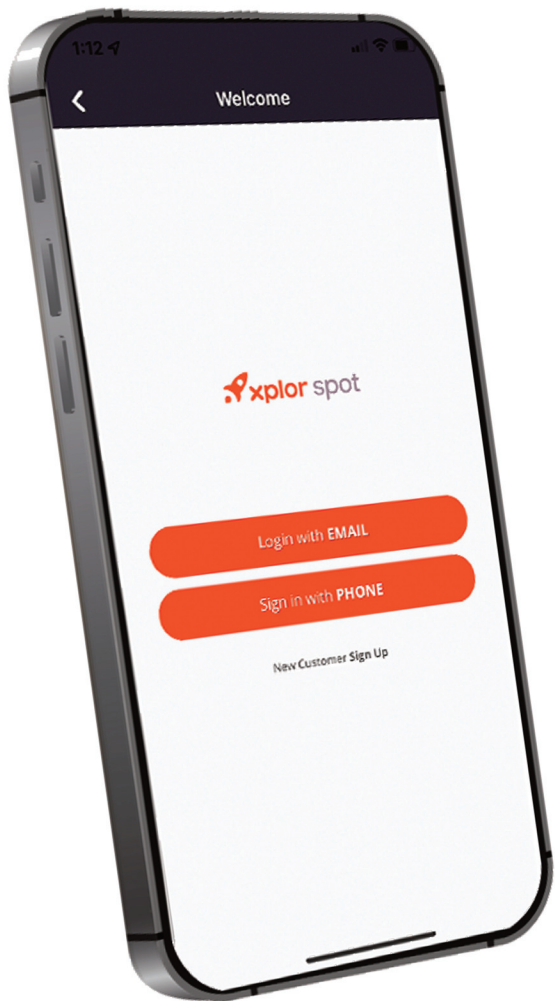
Manage your daily grind of quicks, details, pickups, and admin work, faster than ever before. Use comprehensive dashboards & report tools to stay informed.



Run your business the way you want to with Spot's customizable settings.



Deliver the latest technologies to your customers through simple and easy to use interfaces. Reduce customer calls and contacts by leveraging our web technologies and mobile apps.



**(801) 208-2212**

**WWW.SPOTPOS.COM**



# BUILDING VALUE



BY KERMIT ENGH

## The surprising key to achieving your goals

As we roll into the first quarter of the new year, you may be starting to consider your business goals for the upcoming 12 months. Given how 2024 has gone, maybe your primary ambition is to survive in 2025. Perhaps you're going to create a recurring revenue stream, or finally hire that general manager. Or, maybe you've decided to start preparing for an exit.

Whatever your goals are, the most important thing you can do now is write down your plan to achieve them. After you have developed your business goals for the year, I encourage you to do the same for the personal side of your life. Many have found it absolutely amazing that goals that are written down and reviewed get accomplished. If they are not down on paper, they don't count.

### A revealing study

This point was driven home by a study published in the *British Journal of Health Psychology*. The project was designed to see what impact stimuli would have on participants' level of exercise. Researchers divided a random sample of participants into three groups.

For the first group, the researchers asked the partic-

ipants to track how frequently they exercised. They were told to read a passage of an unrelated book before beginning.

though they were motivated to work out.

When the researchers analyzed the third group's exercise log, they were

one if the extra sales come from products and services that are too reliant on you to deliver them. Remember the Hub and Spoke value driver.

and cash and don't contribute significantly to your business's value.

**5) Collect more money up front.** Turn a negative cash flow cycle into a positive one and you boost your business's value and lessen your stress load.

**6) Create more recurring revenue.** Predictable sales from subscriptions or recurring contracts mean less stress in the short term and a more valuable business over the long run.

**7) Be different.** Refine your marketing strategy to emphasize the point of differentiation that customers value. Be relentless in highlighting this advantage.

**8) Find a backup supplier for your most critical raw materials.** Consider placing a small order to establish a commercial relationship and diversify the sources of your most difficult to find materials.

**9) Teach them to fish.** Answer every employee question of you with "What would you do if you owned the business?" Your goal should be to cultivate employees who think like owners so they can start answering their own questions without coming to you.

**10) Create an instruction manual.** Document your most important processes so your employees can do their work independently.

Here's to building a more valuable company in 2025! Food for thought as you are thinking about making 2025 your best year yet.

Kermit Engh has been an owner/operator in the drycleaning industry for over 32 years, a CINET winner in 2016 and has been a Methods for Management member for over 28 years. His positions as managing partner of MfM and as a Certified Value Builders Coach allow him to share his extensive background in strategic planning, finance, process improvement, packaging and branding, employee training programs, profitability, cost analysis, acquisition analysis and succession planning. To find out more about how Kermit can help you maximize the value of your business, contact him at [kengh@mfmi.com](mailto:kengh@mfmi.com).

**The researchers concluded that motivation alone has virtually no impact on our actions. Instead, it is motivation coupled with a written action plan of how you're going to achieve your goals that has the most impact on your results.**

For the second group, researchers wanted to measure the impact that motivation would have on their exercise levels. The second group was also asked to track their activity levels and were then told to read a book's motivational passage that outlined the benefits of exercise for maintaining a healthy weight.

The third group was asked to read the same motivational excerpt as the second group but had the additional task of writing down their exercise goals for the coming week.

When the researchers sat down to analyze the results, they were surprised to find that among the motivated group (group 2), just 35% exercised once per week. That was slightly less exercise than group 1 (36%) even

stunned to find that 91% of them had worked out.

The only difference between groups 2 and 3 was that the third group was asked to write down their goals. That simple task seems to have almost tripled their likelihood to succeed.

The researchers concluded that motivation alone has virtually no impact on our actions. Instead, it is motivation *coupled with a written action plan of how you're going to achieve your goals* that has the most significant impact on your results.

### Resolutions that boost the value of your company

If your goal is to build a more valuable company in 2025, here are some resolutions to consider:

**1) Stop chasing revenue.** A bigger company is not necessarily a more valuable



### A Complete Instant Pressing Department

Professional strength vacuum board and mini boiler combination.

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



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

Made in Italy

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





“We love how our new Unipress Steam Cabinet helps us save on labor costs. DLI Membership is a tremendous asset. We love DLI and will always be a member!”

Rhonda Eysel, CEO  
Master Kleen Dry Cleaners  
Columbus, Georgia

Jim Groshans, Sales Manager for Unipress Corp. redeems Rhonda Eysel’s DLI Membership Voucher for a \$200 Freight Credit off her purchase of a new Unipress Steam Cabinet. Rhonda owns Master Kleen Dry Cleaners in Columbus, Georgia.

# Save Money on Equipment, Services, and Supplies

Start your DLI Membership and receive certificates worth more than **\$5,500** from these industry manufacturers and suppliers:

Air World Pads and Covers  
BeCreative360  
Cleaner Marketing  
Cleaner’s Supply  
EnviroForensics and PolicyFind  
EzProducts International, Inc.  
FabriClean Supply  
Fabritec International  
GreenEarth Cleaning  
Kleerwite Chemical  
Kreussler, Inc.  
Laundrylux – Electrolux & Wascomat  
Luetzow Ind. Poly Factory Direct  
Memories Gown Preservation

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

DLI Membership Pays



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



# KEEP IT LEGAL



BY FRANK KOLLMAN

## Avoid running afoul of government agencies

**M**edical professionals often advise that we should do everything in our power to stay out of hospitals.

Hospitals can sometimes expose patients to more illnesses than they originally had. By simply being there, we significantly increase our chances of contracting something new, potentially leaving in a worse state — or, in severe cases, not leaving at all.

Courtrooms, in many ways, mirror hospitals. Stepping into a courtroom is something to avoid whenever possible, as is any interaction with government agencies.

Just as hospitals carry the risk of unintended consequences, so, too, do these institutions.

Judges and arbitrators, after all, are human and come with their own biases and predispositions.

I am not suggesting dishonesty is rampant; rather, the personal history and

worldview of each decision-maker plays a significant role in how they perceive cases.

For instance, a judge with a background representing plaintiffs against insurers might naturally lean toward doubting insurance companies.

too, are staffed with individuals who carry biases and strong opinions.

Moreover, unlike many in the private sector, government employees may become particularly resentful when met with any resistance.

This reaction often

people do not go to work for OSHA to advocate for employers who may have been unfairly targeted.

Likewise, the Equal Employment Opportunity Commission (EEOC) isn't typically staffed by those who believe employers are often wrongly accused.

ing this business owner and others to better understand applicable rules, and thus more confidently address any compliance inquiries.

Often, investigators ease up if they believe you understand and are abiding by relevant laws, whereas confusion can prompt further scrutiny.

It is rarely a good idea to tell an inspector, "I did not know that."

**2) Exercise common sense.**

Think through every business decision — especially those involving personnel — to assess whether you could convincingly argue its fairness before a judge or government official.

Though "fairness" is not a legal standard, it is often a deciding factor for judges, juries, and government representatives.

In trial preparation, I regularly gauge public opinion on cases by discussing them casually with strangers, ensuring I can frame my client's actions as reasonable.

**3) Stay informed.**

Keep up with industry publications like *National Clothesline* and regularly consult credible online resources.

Although I advise minimizing contact with government agencies, browsing government websites can be beneficial.

**4) Consult experts.**

Hire a good accountant and a skilled lawyer.

A knowledgeable lawyer can offer advice to help you sidestep court altogether, while a reliable accountant can keep the IRS at bay. And, of course, avoid hospitals.

**Courtrooms in many ways mirror hospitals. Stepping into a courtroom is something to avoid whenever possible, as is any interaction with government agencies. Just as hospitals carry the risk of unintended consequences, so, too, do these institutions.**

Similarly, judges who spent much of their career working with unions might struggle to see an employer's perspective.

In complex cases, the biases of these individuals often subtly influence the outcomes. Sometimes, it is not so subtle.

Government agencies,

stems from the unique motivations that draw people to these roles, which do not always align with supporting businesses.

Many working for the government believe they are doing sacred work.

Consider the Occupational Safety and Health Administration (OSHA):

Individuals within the National Labor Relations Board (NLRB) don't often tend to view unions as potential aggressors against employers.

Most who work in these agencies arrive with a critical view of the industries they regulate, or they adopt that view over time, shaped by experiences with the more extreme cases they encounter.

Having practiced law for more than four decades, I can say with certainty that government entities rarely appreciate being told "no." In fact, pushing back can sometimes elicit a response verging on retaliation.

This tendency becomes particularly concerning when a government employee on a "mission" is a prosecutor.

Although we might hope that government lawyers prioritize justice, they are often as invested in winning as their counterparts representing businesses.

Given this, my advice is clear: avoid court and government agencies as much as possible. Here's how:

**1) Know the law.**

Familiarize yourself with the regulations that apply to your business.

Recently, a drycleaner reached out after reading one of my articles. He asked me where to find OSHA regulations pertinent for the industry.

OSHA's website offers accessible resources, allow-

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

### Upcoming Podcast Episodes:

- Marketing to Gen Y
- What is a Manager's Job?
- How to create a "lot system" with barcodes (*there are a few ways!*)
- Alternative Solvents: The good, the bad and the ugly
- You may miss the chance to get your biggest customer today!
- What is "Quality?"
- All about those Rope Ties
- A dozen ways to use the colors of rope ties!
- Are you looking for trouble? You should be!

# THE PODCAST FOR DRYCLEANERS

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**  
to book a session or for more details





# GS GULF STATES

## DRY CLEANING EQUIPMENT

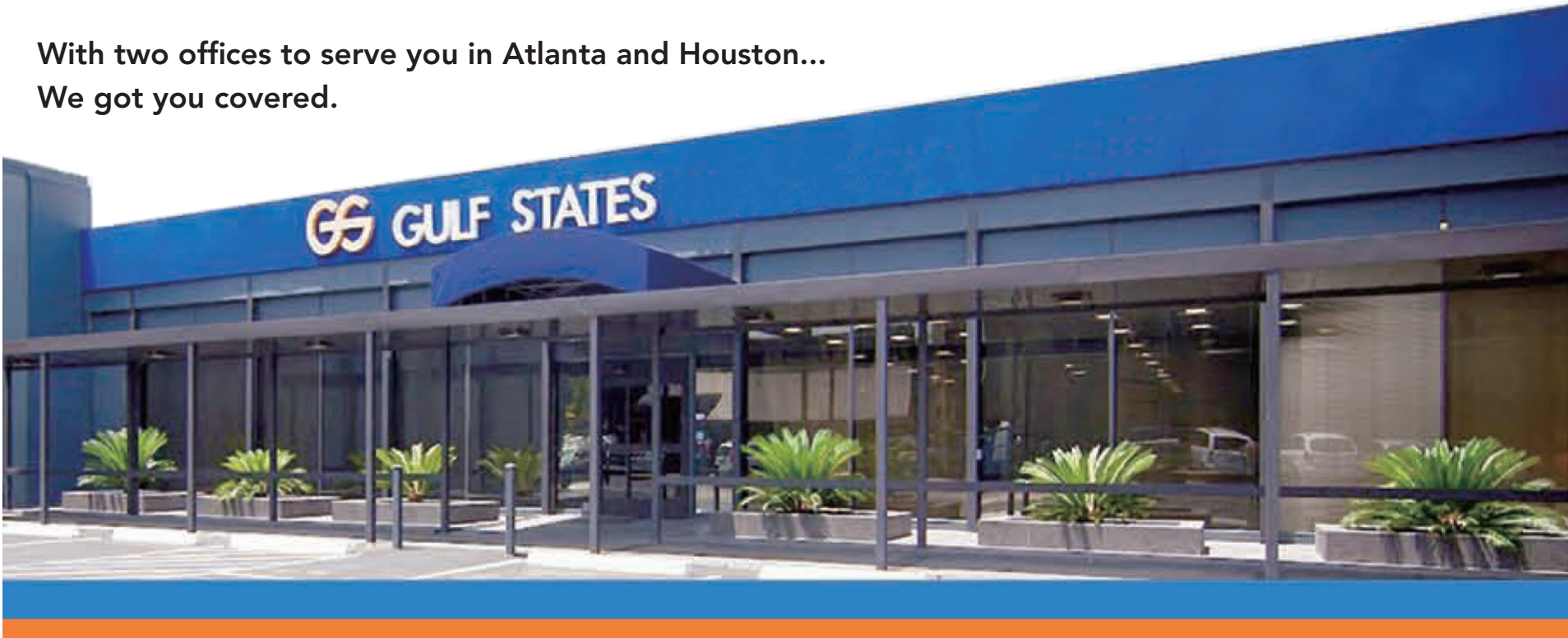
ATLANTA • HOUSTON • ESTABLISHED 1984

*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.



12647 Memorial Drive • Houston, TX 77024

713-984-8833  
800-289-4756

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

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



# THE SPOTTING BOARD



BY DAN EISEN

## Useful facts about spotting formulations

**C**hemical manufacturers have made tremendous strides in changing and improving their chemical formulations.

The chemical manufacturers do not necessarily all use the same formulation for their products. I have found in my training that I used different spotting formulations from different companies.

**1) Neutral lubricant.** This is the most useful spotting formulation since it is the first step in removing wet-side stains. If you use the proper lubricant you will remove more wetside stains in less time.

There are many products on the market and some are far superior than others. Some manufacturers have produced a lubricant that works on the principle of microemulsions.

When I do training, I have students use several different types and always find that they all lean towards one manufacturer.

There are also some lubricants that are effective

for removing dye on fabrics that have bled during wet-cleaning.

enzyme-based formulation is that they do not set tannin stains.

removed from fabrics, even with thorough flushing. Using a low alkaline-based

**movers.** These products vary from manufacturer to manufacturer.

I like acid-based ink removers because they are also effective in removing many plastic-based stains such as nail polish and paint.

I tested these products on some nail polish stains and found it to be as effective as using amyl acetate.

**8) Lanolin-type ink removers.** These chemicals are slightly alkaline and are effective on some inks that other formulations are not.

**9) Hydrogen peroxide.** This is a good bleach for the removal of the last traces of staining.

The EPA also lists it as an effective agent that destroys the Covid virus. Manufacturers have made formulations to be used for soaking and whitening silk and wool safely.

Products are also available using hydrogen peroxide and detergents as a booster for the wetcleaning system.

Peracetic acid is an acid-based hydrogen peroxide bleach that is effective for cleaning wool and silk and is also an effective bleach for mildew removal.

I have seen some cleaning systems using peracetic acid for cleaning laundered shirts and they seem to be very effective.

**Dan Eisen, former chief garment analyst for the National Cleaners Association, can be reached at (772) 579-5044, or by e-mail at dannyeyisen39@gmail.com or through his website at www.garmentanalysis.com.**

**There are many products on the market and some are far superior than others. Some manufacturers have produced a lubricant that works on the principle of microemulsions.**

Chemical sales representatives will be happy to give you samples of their products for you to evaluate.

**2) Protein formulas.** Some manufacturers make protein formulas with a low pH making it safe to silk and other delicate fabrics that may have color problems.

There are also some manufacturers still making their protein formulas with ammonia that can cause problems to color safety.

There are also some manufacturers making enzyme-based protein formulas that are effective and should be evaluated.

The advantage of using

Protein formulas, however, being slightly alkaline, are effective in neutralizing rust remover.

**3) Tannin formulation.** The tannin formulas manufactured have a low acid pH and are very effective in tannin stain removal.

These formulations usually do not affect color or produce color change.

They are as effective as tannin formulations with a stronger acid content or those containing acetic acid.

**4) Rust remover (hydrofluoric acid).** This is a useful acid for removing rust and metallic stains and for accelerating titanium stripper.

This acid is not easily

protein formula is the best way to neutralize and remove the rust remover from the fabric.

**5) Oxalic acid.** Many manufacturers make up a safe rust remover or fluoride-free rust remover using oxalic acid. It is safer for removing the metallic stains from garments with metal or glass trimming.

Oxalic acid can also be effective for removing difficult tannin stains. The fabric should be tested for safety before use.

It can be applied to the stain, heated with the steam gun and then flushed.

Oxalic acid can also be used to neutralize sodium perborate bleach bath instead of acetic acid.

**6) Oily type paint remover.** There are many products on the market and certainly the ones that are environmentally friendly are best to use.

These products do not contain alcohol and can be flushed wetside.

Some manufacturers make paint removers that will not flush easily when dry. Some products also do not easily rinse out in the drycleaning machine easily when dry.

**7) Oil-based ink re-**



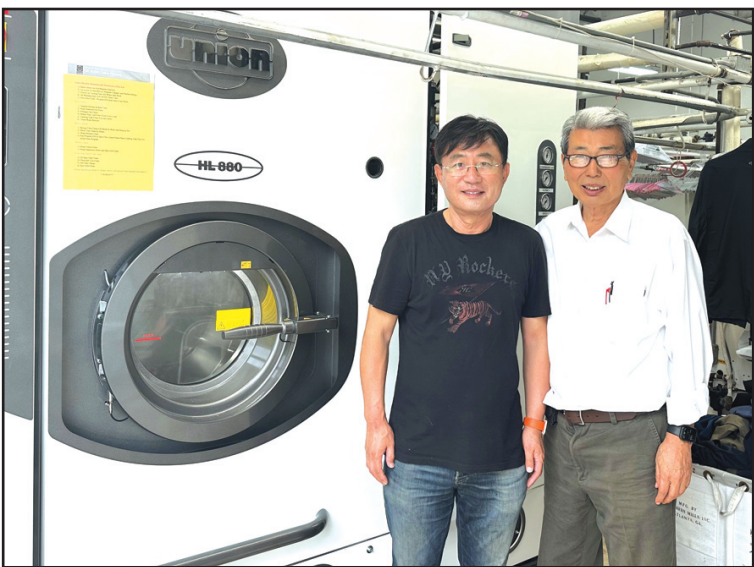
“Our recent MfM collaborative gathering served as a platform for sharing knowledge, discussing emerging trends, and brainstorming innovative solutions to common challenges faced by our industry. As CEO of Best Care Dry Cleaners, I am proud to have participated in this exchange of ideas. By staying informed 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](mailto:vreed@mfmi.com) or call 402-690-0066  
[www.MethodsForManagement.com](http://www.MethodsForManagement.com)



**SUNNY FRESH CLEANERS** in Dana Point, CA, recently purchased a new Union HL-880 alternative solvent machine with solvent heating and uni-jet spray wash. Mr. Choi (left), the owner, is pictured with Kenneth Park, owner of U.S. Western Multitech, which sold and installed the machine.





# BAG-XL AUTOMATIC BAGGER

Automatic Packaging was once considered a “Want To Have”  
It is **NOW** a Labor-Reducer “**NEED TO HAVE**”



**BAG-XL**  
Automatic Bagger

### *Bagger Features...*

- Garments Up to 60”
- Fast - Up to 280 Bundles per Hour
- Reliable Microprocessor with Self Diagnostics
- Easy to Change Poly
- Poly Sensor - Signals Operator to Change
- Quiet Operations
- Maintenance Free Loading Arms
- Additional Poly Rack Available
- Additional 5’ Feed Rail Sections Available



**Control Panel**



**Optional Unloader**



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







# WRENCH WORKS

By Bruce Grossman

## Solvent flow — what it’s all about

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

In the drycleaning process, a solvent is a liquid that is moved or flushed through the garments to remove dirt and debris.

What does solvent do? It accomplishes at least two major tasks:

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

Unfortunately, most common solvents in their pure form are not miscible with water (i.e. they won’t

mix similarly to oil and water).

To overcome this immiscibility, a detergent (sometimes called soap) is added to allow the solvent to carry enough water to dissolve the sugar stains.

tion is called redeposition or greying.

Detergent is vital in keeping these particulates suspended until they can be removed from the system through filtration or distillation.

sugar will dissolve in the coffee if it is stirred rather than still.

This is called the flow rate, or solvent changes per minute moved through the cleaning system, and depends on solvent volume

while watching the spray pattern across the tank sight glass. The pattern the spray forms as it fans out over the sight glass is a good barometer of the solvent pump performance. Often lint, staples, safety pins, and all kinds of junk clog up the vanes on the pump impellor, degrading but not entirely stopping the solvent flow. This gradual clogging of the pump impellor will affect the solvent spray pattern.

2) High filter pressure. As I wrote earlier, in most cases, solvent is pumped through some type of filter to remove particulate soil. High filter pressure indicates poor filter performance and results in poor cleaning results. The following are common causes of this type of fault.

**Excessive debris build-up on filtration surfaces and excessive moisture in the solvent.** More frequent filter replacement in the case of cartridge filters or spinning disk filters more often may rectify this problem.

If that didn’t correct the situation, try cleaning large loads of towels or comforters to absorb moisture. If the filter pressure drops, excessive water in the solvent is likely the cause, and its source must be determined and repaired.

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

**Once the particulates are released from the garment, keeping them suspended in the solvent is essential so they don’t fall back onto the fabric. This undesirable condition is called redeposition or greying. Detergent is vital in keeping these particulates suspended until they can be removed from the system through filtration or distillation.**

2) Solvent flushes what’s known as particulate soil for the garments.

Particulates are dust, lint, hair, and more or less any solid matter that doesn’t dissolve in the solvent.

Once the particulates are released from the garment, keeping them suspended in the solvent is essential so they don’t fall back onto the fabric.

This undesirable condi-

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

1) The more solvent that comes in contact with the dissolved soil, the greater the amount of soluble soil dissolved and removed. Think of how much sooner

over a period of time passed through the garments.

2) After the particulates are flushed from the garments and held in suspension, moving them out of contact with the garments is essential to avoid redeposition.

The particulate-laden solvent is pumped through a filter or into a still for purification. The more passes through the filter, or the faster the solvent moves, the less chance to redeposit the soil. The following is a list of common symptoms associated with problems with solvent and solvent flow affecting cleaning quality and how to diagnose them.

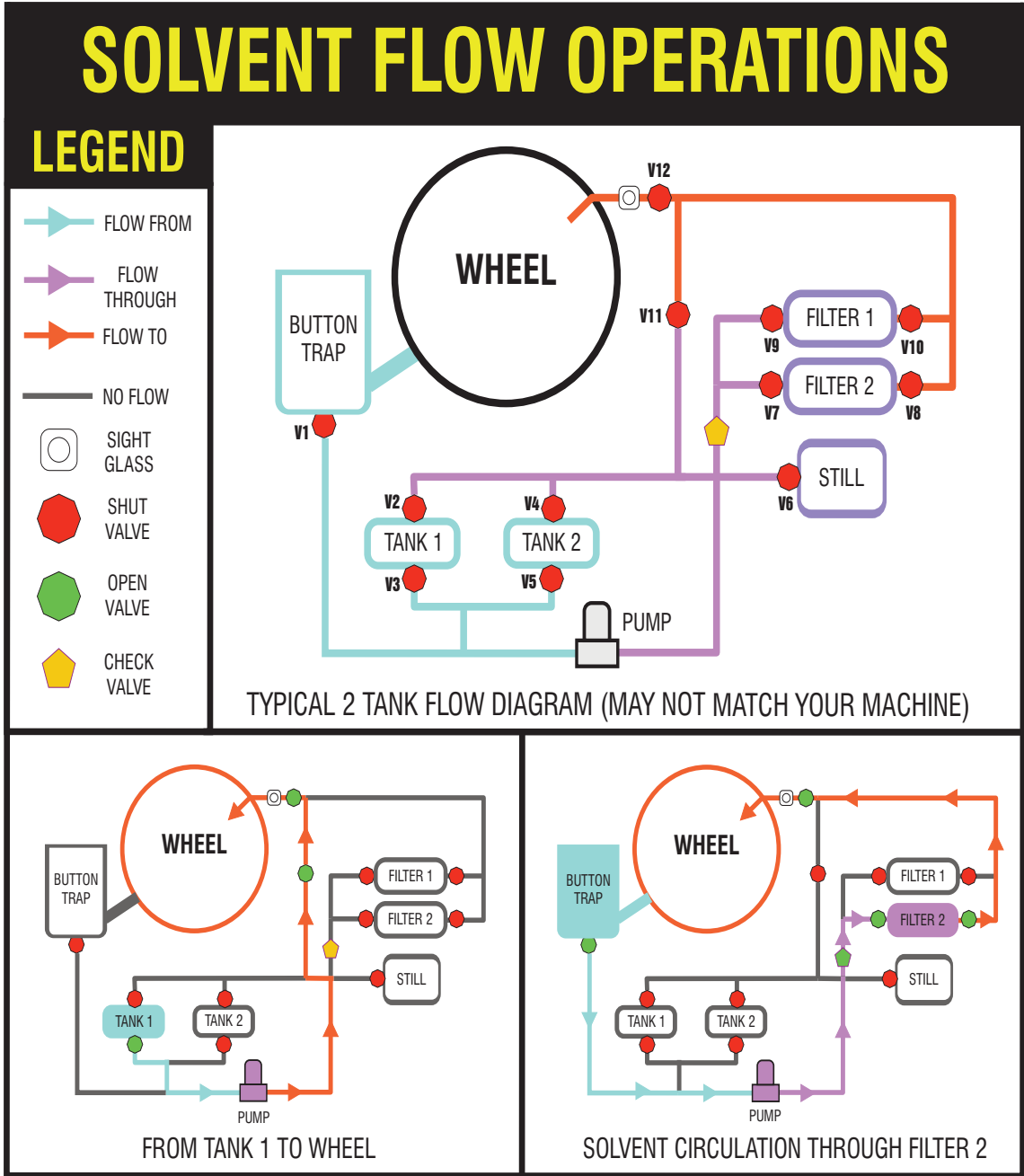
1) Poor spot removal and excessive redeposition. There are several causes of this type of inferior cleaning performance.

**Detergent charge.** A low concentration of detergent commonly leads to this problem. In most cases, it’s unlikely to be able to test for detergent concentration, so manually add an extra detergent dose to a load and look for any improvement.

Also, monitor the performance of the detergent injector to be sure it’s adding the proper volume.

**Flow rate.** Low flow rate is likely the foremost cause of this type of problem. A rule of thumb for checking the flow rate is that filling the wheel should take one minute until the operating level is reached. A method I’ve always found handy is to set up the flow path so solvent is pumped from a tank back to the same tank

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 SA-HARA 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.



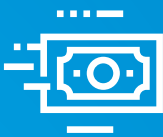


# REDUCE YOUR CREDIT CARD PROCESSING FEES

**% 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





# NEWSMAKERS

The **Certified Restoration Drycleaning Network** (CRDN) been named to the 2024 *Franchise Times* **Top 400** list, including being ranked third in sales growth within the Disaster Restoration category. CRDN secured the overall **ranking of 243**, up from 278 in 2023.

The *Franchise Times* **Top 400** exclusive ranking highlights the largest U.S.-based franchise systems by global systemwide sales.

CRDN was originally founded as a drycleaning business in metro Detroit. Since then, it has evolved into a global company specializing in restoring items damaged by disasters such as fires, floods, and storms. Founded in 2001, CRDN's franchise model has expanded to over 150 locations across the U.S., Canada, and the U.K. The company provides a wide array of services, from textile and electronic restoration to artwork and collectibles, helping clients save personal items with significant emotional and monetary value.

"We are honored to be recognized by *Franchise Times* for our work in providing high-quality restoration services to

clients across the country," said **Wayne Wudyka**, CEO and founder of CRDN. "This achievement is a testament to the dedication of our franchisees and our commitment to innovation and customer service."

For more information about CRDN and its restoration services, visit [www.crdn.com](http://www.crdn.com).

**Tide Services**, franchisor of the **Tide Laundromat** and **Tide Cleaner** brands, has signed a landmark 51-unit Tide Laundromat franchise deal with **Barry Dubin**, a veteran multi-unit franchise executive. In conjunction with the transaction, Dubin partnered with laundromat industry veterans **Tony Kahan**, **Richie Kahan** and **Tim Daugherty**, who will serve as the executive team for the newly formed franchisee, **US Laundry, LLC**. This agreement marks a major step in Tide Laundromat's expansion and signals a shift in the out-of-home laundry space.

"This partnership with Tide Laundromat presents an in-

credible opportunity to transform laundry day for thousands of families across the country by making substantial investments in often underserved communities," said **Dubin**. "I was particularly drawn to become a Tide Laundromat franchisee given my desire to build unique, multi-unit consumer businesses with a compelling value proposition. The Tide Services team has been a pleasure to work with throughout the transaction process, and I look forward to partnering with them as we roll out Tide Laundromats nationally."

Tide Laundromats are equipped with smart auto-dosing washers that directly dose trusted brands like Tide®, Gain® and Downy®, ensuring the correct amount of detergent and softener are added for an optimal clean. Guests can customize their selections with options like unscented, sensitive-skin formulas and Tide's Color Safe Bleach Alternative. Self-service options allow guests to complete their laundry in as little as 35 minutes, while convenient wash-and-fold drop-off services cater to those seeking additional convenience.

"Barry brings world-class franchise experience and

growth expertise that aligns perfectly with our vision for Tide Laundromats, further strengthening our talented team of franchise operators," said **Andy Gibson**, president and CEO of Tide Services. "This expansion deal isn't just about reaching more customers; it's about transforming how people approach laundry. At Tide Laundromats, every wash includes the precise amount of America's most trusted laundry products, delivering a consistent, high-quality clean. And as demand for convenience rises, our wash-and-fold services give busy customers valuable time back in their day."

Tide Services operates over 200 sites nationwide. For more information about Tide Services franchise opportunities, visit [tidefranchise.com](http://tidefranchise.com).

**Janet Davis Cleaners** has received notification of its official national certification as an affiliate of **America's Best Cleaners** (ABC). Founded in 1938 by **Janet Davis** and her father, it has a rich history steeped in quality and dedication to customer service. As a fifth-generation owner, **Kyle Matthews** carries on the tradition of excellence in garment care, combining old-world techniques with modern innovations.

The company specializes in a broad range of services, from everyday drycleaning and shirt laundry to the meticulous care of luxury and couture garments. Kyle Matthews also serves as the president of the **Association of Wedding Gown Specialists**, reflecting his expertise in handling delicate and valuable garments.

By joining ABC, Matthews aims to further this tradition. "As a fifth-generation owner of Janet Davis Cleaners, I am committed to preserving our legacy of exceptional garment care while continually enhancing the customer experience. America's Best Cleaners represents the pinnacle of quality and craftsmanship in our industry, and I am excited to join this prestigious group. With their support, I aim to further elevate our services, blending time-honored techniques with cutting-edge innovations," Matthews said.

"Janet Davis Cleaners has a rich history of craftsmanship that spans five generations, making them an ideal candidate for our CoutureCare certification, highlighting the highest standards in luxury garment care," noted Chris

White, executive director of ABC. "Kyle Matthews and his team have consistently demonstrated a commitment to quality and innovation, and we're excited to support them as they continue to build on their legacy. Together, we will push the boundaries of excellence and sustainability in the industry."

**ZIPS Cleaners** announced it has opened a new location in West Springfield, VA. The new garment care site is the 19<sup>th</sup> ZIPS location in Virginia and 71<sup>st</sup> location nationwide.

Co-owners **Jeff Levine** and **Carlos Cadenas** were thrilled when their new space became available.

"We drove by the shopping center and fell in love with the location," Levine recalled. "We liked the vibe of it. The intersection of Rolling Road and Old Keene Mill Road where we're situated is one of the busiest in West Springfield."

Both Levine and Cadenas are multi-unit ZIPS franchisees. Levine operates a ZIPS Cleaners in Alexandria, VA, and recently acquired another store in Mt. Vernon. Cadenas operates ZIPS sites in Falls Church, VA, and York, PA, is a partner in a Sterling, VA, location with two other ZIPS franchisees, Brett Vago and Kyo Kim, and with those same partners will soon open three locations of **Mulberrys Garment Care**, a sibling brand to ZIPS, in Northern Virginia.

"Carlos has known my dad for more than 30 years, so he and I have known each other since I was a teenager," said Levine. "When I told him I was thinking of opening a ZIPS in West Springfield, he said 'Let's open it together.' Falls Church and Alexandria make up an area and if you add West Springfield to it, it closes the gap. We thought it would be great to have the whole area and decided to enter a partnership."

"We're delighted to be adding another store to our system and to increase our coverage in Virginia," said Michael Waintraub, director of business development for ZIPS. "It's great when we can help existing operators who see the value of our franchise program and brand grow with us. Jeff and Carlos have many combined years of experience and expertise as ZIPS operators, and we wish them great success with this store and all their locations."

Happy Holidays

From all of us at

National Clothesline  
[www.nationalclothesline.com](http://www.nationalclothesline.com)





**Gulf Coast**  
**Equipment Sales**

***Wishes You a Merry Christmas  
and a Prosperous New Year!***

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



Union HP & HL 800 Series



Unipress Hurricane Series



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***



**Gulf Coast**  
**Equipment Sales**

4304 Wallace Road, Lakeland, FL 33812 • 813-253-3191 • 239-288-9386  
gcdeinc@yahoo.com • gcequipmentsales.com



# NewsMAKERS

Clean Brands, the parent company of Martinizing Cleaners, Lapels Cleaners, 1-800-DryClean, Pressed4Time and Dry Cleaning Station, has launched its new Clean Exit program that provides existing, unaffiliated drycleaning and laundromat owners with an exit strategy. Clean Brands, which has more than 400 companies operating in 40 states and seven countries worldwide, plans to acquire existing companies, provide branding and appropriate systems and technology, utilize existing management, and ultimately match ownership to a new franchisee.

“We are building this new division with the goal of offering a business with an already established cash flow to an incoming franchise owner with the operations and marketing support of a franchise system that has been around for 75 years. It’s really the best of both worlds for an aspiring owner,” said Kevin DuBois, CEO of Clean Brands. “We speak to many people that are looking to exit corporate America and take their finan-

cial future into their own hands, but don’t want to endure the ramp-up phase. With this new initiative, we can provide exactly that!”

Joseph Hebeka, recently hired as vice president of franchise re-development for Clean Brands, will head the program. He entered the drycleaning industry in 1997 and eventually became the owner/operator of Belding Cleaners in Grosse Pointe Park, MI. Hebeka grew his Belding Group to three stores and multiple delivery routes through several acquisitions.



Joseph Hebeka

“I’ve been in this industry for a long time. I love it, and I believe in it,” Hebeka said. “As an operator, I understand what

so many are going through as they look for an exit plan. I’ve been on both sides and have empathy for potential sellers. I also have experience in evaluating stores, acquiring them, seeing what needs to be done and improved upon, and working with the existing management team or hiring new staff altogether.”

Adding to Hebeka’s experience is the backing of the powerful 75-year-old Martinizing brand, which was recently ranked the number one drycleaner in the nation by *Newsweek* magazine.

The magazine’s America’s Best of the Best 2024 rankings were identified from the results of an independent survey of more than 24,000 U.S. customers who have either made purchases, used services, or gathered information about products or services in the past three years. The top picks for dycleaning included: 1) Martinizing Dry Cleaning with a total 84.43 score; 2) Zips Drycleaners with a total 83.89 score; and 3) Tide Dry Cleaners with a total 79.09 score.

For those interested in

learning more about the Clean Brands’ Clean Exit program, visit online at [www.cleanfranchisebrands.com/cleanexit](http://www.cleanfranchisebrands.com/cleanexit).

The ultimate reference guide for all things laundry, *The Laundry Book: The Definitive Guide to Caring for Your Clothes and Linens* is the first book from laundry influencer Zachary Pozniak and his father, veteran luxury drycleaner Jerry Pozniak. The book became available on Oct. 15 and is now at various online retailers, including Barnes & Noble.

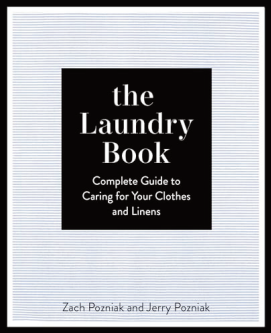
In *The Laundry Book*, the Pozniaks break down the often tedious task of laundry into playful and easily digestible pieces for a straightforward, easy-to-navigate book that can live in the laundry room and make doing laundry enjoyable.

“People all over the world seek out our expert cleaning techniques at Jeeves New York. With *The Laundry Book*, we aim to bring our expertise into the

home, helping people save time, money, and adopt more environmentally friendly laundering practices,” said Jerry Pozniak.

Zachary Pozniak added, “The overwhelming response to our @jeeves\_ny TikTok, Instagram, and YouTube accounts, with over one million followers seeking laundry tips, tricks, and sustainable at-home laundry options, highlighted a significant need. We realized it was essential to bring our professional knowledge to the public, enabling them to handle their laundry with confidence.”

The duo provide information and advice on all matters of fabric care, including: science-backed and -tested tips and techniques; how to save time, money, and the environment by doing laundry correctly; an A-to-Z stain removal guide; how to read clothing care labels; how to extend the life of your clothes; what ingredients to look for when buying laundry products; and when to call in the professionals.



## Contactless Automation at the Front Counter, Plant & Routes

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



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



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



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

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

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

## REPLACE THAT ZEROWASTE OR GALAXY

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

# SAHARA II

DESIGNED FOR TODAY'S SOLVENTS  
IT'S SO RELIABLE, YOU'LL FORGET IT'S EVEN THERE

## 2 YEAR WARRANTY

Complies with Federal, State and  
Local environmental regulations

Easy installation all parts included

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

# \$2,195

## EZ - LEVEL

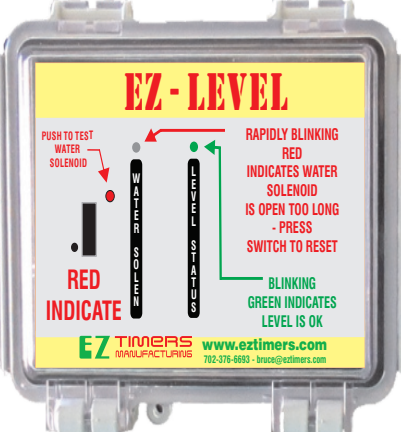
GET RID OF YOUR RETURN TANK'S TROUBLESOME  
BALL FLOAT VALVE

ELECTRONIC LEVEL CONTROL  
REDUCE DOWN TIME  
AND SERVICE CALLS  
REDUCE WATER AND  
CHEMICAL CONSUMPTION  
REDUCE SCALING AND  
PIPE DAMAGE

# \$695



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



**EZ - LEVEL**  
PUSH TO TEST WATER SOLENOID  
RED INDICATE  
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)

\*REQUIRES 24 VAC SOLENOID



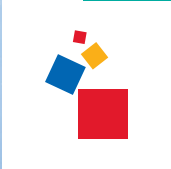


presented by Texcare

**AUGUST 23-26, 2025**

Orange County Convention Center  
Orlando, Florida USA

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



# JOIN US!

The Clean Show stands as the premier event in the commercial laundering, dry cleaning, and textile care sector, captivating thousands of global attendees with its unrivaled showcase of the latest and most innovative industry products.



**SCAN TO BOOK  
YOUR BOOTH TODAY!**

For more info: [cleanshow@usa.messefrankfurt.com](mailto:cleanshow@usa.messefrankfurt.com)





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

# Market Place

## Business Opportunities

**Sell Your Drycleaner**  
**New Jersey**  
**Pennsylvania**  
**Delaware**

**Patriot Business Advisors**

Phone: 267-391-7642 • Fax: 800-903-0613

broker@patriotbusinessadvisors.com

patriotbusinessadvisors.com

**Dry Cleaner in central New Jersey** is looking to add team members to our growing business. We are presently looking for Spotters, Pressers, Managers, Route Supervisors and Professional Finishers. Experience requirements are as follows:

Please read carefully...

- Must be willing to work 6 days a week – Monday-Saturday
- Must have reliable transportation
- Must be a legal citizen of the USA or have documentation allowing you to work in the USA
- All positions we are looking for MUST have 5-10 years experience in a busy dry cleaners at position applying for
- Bi-Lingual a preference, English must be your first language
- Has the ability to follow directions and train if need be

To be considered all requirements listed above are non negotiable. We are looking for leaders and the best in the business. (Please send resume to Wdcleaners999@gmail.com)

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

**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

## Equipment and Supplies

**PROSParts**  
Your one-stop parts shop  
**DRYCLEANING & LAUNDRY EQUIPMENT PARTS**  
NEXT DAY DELIVERY  
ALL BRANDS  
LOW PRICES  
1-866-821-9259  
**PROSPARTS.COM**

## 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](http://www.mosena.com)

## Buy, Sell, Hire in the classifieds

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

## Catalogs

**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.

## Place Your Ad

**Buy Sell Trade** National Clothesline classified ads put your ad before a nationwide industry audience. To place your classified ad, download the pdf form at [www.nationalclothesline.com](http://www.nationalclothesline.com) or call (215) 830-8467

## Reweaving Services

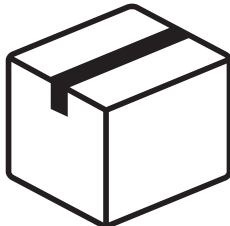
**Without-A-Trace:** Chosen the best in the U.S. by the Robb Report. Over 50 years experience. Experts in silk, knits, French weaving and piece weaving. For more information, please view our web site: [www.withoutatrace.com](http://www.withoutatrace.com). 3344 West Bryn Mawr, Chicago, IL, 60659. 1-800-475-4922

## Help Wanted

**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.



**GREAT PRICES.  
FAST DELIVERY.**



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

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

## Training & Education

### INDEPENDENT GARMENT ANALYSIS®

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

Purchase my Service Package and receive the following:  
• 5 free garment analyses per year  
• 1 Art of Spotting handbook  
• 1 Art of Wet Cleaning handbook  
• 6 personalized online training sessions for any employee on spotting, bleaching, wetcleaning, drycleaning and fabrics  
Cell 772-579-5044  
E-mail: [cleandan@comcast.net](mailto:cleandan@comcast.net)  
[www.garmentanalysis.com](http://www.garmentanalysis.com)

Miss an issue? Looking for an article?  
Want to connect to the industry?  
Point your browser to: [www.nationalclothesline.com](http://www.nationalclothesline.com)

- Complete text of the current issue
- Back issues with search capabilities
- Links to hundreds of industry web sites
- On-line classifieds

**National Clothesline**  
SERVING THE DRYCLEANING INDUSTRY FOR OVER 60 YEARS

**NCL Profile**  
Life goes on  
For the Boden family, starting a cleaning business in Yorkville, NY, was an opportunity for a clean state. Before that, 20-year-old Paul Boden 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 enemy from the revolution...

**Industry balancing act to continue in 2022**  
As cleaners prepare to close the door on 2021 and perhaps throw away the key, the last to breathe have given to the another arduous challenge, heavily punctuated by shortages of every imaginable kind: hangers, plastic, computer chips, steel and other metals, lumber, packaging materials, gasoline and...

**FallFest EXPO pushes date back**  
Even though interest for FallFest EXPO remains high, many cleaners are less than excited and overburdened to spend three days devoted to it in early December. As a result, the North East Fabric Association, the South Eastern Fabric Association and the Northeastern and Midwest 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 made more hours than I have during the past year and a half. I also know I cannot close, and...

**Don's wishlist to SL Nick: 2022 edition**  
by Don Derosiers  
BH appy December it is that time once again for my annual Christmas Wishlist. Every year, I send a plea to the great SL Nick for products that do not exist yet, but 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, JF has many know-how began his 20th year consulting teams...

## Index of Advertisers DECEMBER 2024

|                                |                                   |
|--------------------------------|-----------------------------------|
| A.L. Wilson.....10             | Mosena Enterprises .....30        |
| Air World Press Pads.....15    | Newhouse Specialty Co...30        |
| BeCreative 360 .....7          | NIE Insurance .....5              |
| Clean Show 2025 .....29        | North American Bancard..25        |
| Cleaners Business System.....3 | Patriot Business Advisors .....30 |
| Cleaner's Supply .....30       | ProsParts .....30                 |
| DLI .....19                    | Route Pros .....14                |
| Ehrenrich & Associates....30   | Sankosha USA .....2, 31           |
| European Finishing....18, 32   | Tailwind .....20                  |
| EZ Timers.....28               | Trevil America .....13            |
| EZProducts .....28             | Union Drycleaning Products.....11 |
| Forenta.....9                  | Unipress Corporation .....19      |
| Gulf Coast .....27             | Xplor SPOT.....16, 17             |
| Gulf States .....21            |                                   |
| Iowa Techniques .....8         |                                   |
| Methods for Management.....22  |                                   |

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



Happy Holidays!

from the  
**Sankosha Family**



**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!*



### **PAM-510 Pants Topper**

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

### **TURBO-440**

#### **Hi-speed, Deluxe Shirt Finisher**

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



 Made in Italy

### **JAM-467R Form Finisher**

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



## **EUROPEAN FINISHING EQUIPMENT CORP.**

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

