



It's almost time for a Clean getaway

It's crunch time. The moment of truth. The point of no return. Clean Show 2025 will be here next month and time is quickly running out for those who still need to make plans.

Messe Frankfurt, the company that organizes the show, has had an extra year to prepare for this one as it shifted back to an odd-year format after Clean 2022 in Atlanta.

This year, attendees can ex-

pect some new things, according to Greg Jira, who works as the director of the Clean Show for Messe Frankfurt.

He discusses some of those things, as well as what kind of exhibitor and attendee numbers to expect. He also give some advice on what attendees should do to prepare for Clean 2025 in a separate story on page 6.

Those who make the trip to Orlando will have access to all the latest in technology, services and knowledge for the textile care industry on display at the Orange County Convention Center.

According to Jira, the Clean Show is now bigger than Europe's TexCare Show.

Visitors will have ample time to visit with vendors and watch live equipment demonstrations in the Exhibit Hall.

It is scheduled to open from 10 a.m. to 5 p.m. on Saturday, Aug. 23, from 9 a.m. to 5 p.m. on Sunday and Monday,



THE CLEAN SHOW 2025 will be hosted at the Orange County Convention Center (pictured above) in Orlando, FL, from Aug. 23 to 26. Those who make the trip can expect solid attendee and exhibitor numbers, as well as dozens of hours of educational offerings.

and from 9 a.m. to 3 p.m. on Tuesday.

This year's show will also feature the debut of an Innovation Awards program that will honor exceptional performance in the fields of industry research, new materials and

technologies.

The awards will be measured in four categories: Best New Application; Best New Product; Best New Technology for Sustainability; and Best New Technology for Automation. Exhibiting companies

have until July 18 to submit innovations to be considered for the program. A jury of industry experts will assess the entries and the winners will be announced sometime during the show.

Continued on page 8

DLI hosts July virtual offerings, contest

This month, the Drycleaning and Laundry Institute (DLI) will be offering a pair of virtual courses, starting with its four-day course on Stain Removal.

It will meet from 1 to 3 p.m. EST via Zoom on the dates of July 8, 10, 15 and 17.

The interactive program

combines live lectures, engaging videos and hands-on stain removal activities to ensure a well-rounded learning experience.

The cost is \$495 for non-members; it varies from free to \$295 for members, depending on their level.

Shortly on the heels of that

course will be another on "Customer Service Superstars" that will feature Jen Whitmarsh of The Route Pros and Snappy Dry Cleaning, located in Williamsville,



Whitmarsh

NY. It will meet from 1 to 3 p.m. on July 29 and 31.

The course will cover: building the skills and mindset needed to create unforgettable customer experiences, foster loyalty, and drive success; effective communication techniques; problem-solving strategies; tools to handle chal-

lenging situations with confidence and grace; and knowledge and techniques to exceed expectations, delight customers, and shine in every interaction.

Whitmarsh describes the course as a "high-energy virtual course designed to trans-

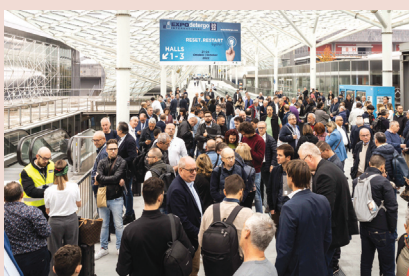
Continued on page 8

Fiera Milano in Italy will host EXPO Detergo 2026

Plans have been made for EXPO Detergo International 2026, the leading event in Europe dedicated to machines, technologies, products and services for textile cleaning.

It will be held at Fiera Milano in Italy from Oct. 23 to 26, next year. Companies that register to exhibit by November 30, 2025, will benefit from early booking, accessing better rates.

The last edition of the show, held in 2022, recorded significant numbers: 17,144 operators, of which 40% came from abroad (from 106 countries) and 250 ex-



hibitors (33% international from 22 countries).

"We are going through a period characterized by rapid transformations and global challenges where it is essential to create opportunities for discussion and enhancement of the innovation that companies in our sector can express," noted Livio Bassan, president of EXPO Detergo. "Our event represents a unique opportunity to highlight, at an international level, the potential of technologies, products, and services for textile care."

Visit them online at www.detergo.eu.

Sneak Peek Inside

6

A life in show business

We interview Greg Jira, the director of the Clean Show, about the upcoming event in Orlando... and much more.

14

The automation temptation

It's easy to believe new technology can fix everything, but it could magnify the problems of a broken system.

18

Keeping things cool

A water pump failure on your drycleaning machine can halt everything; here's how you can prevent it.

26

Knowing your numbers

The most effective way to grow your business is to track certain KPIs that provide insight to your profitability.

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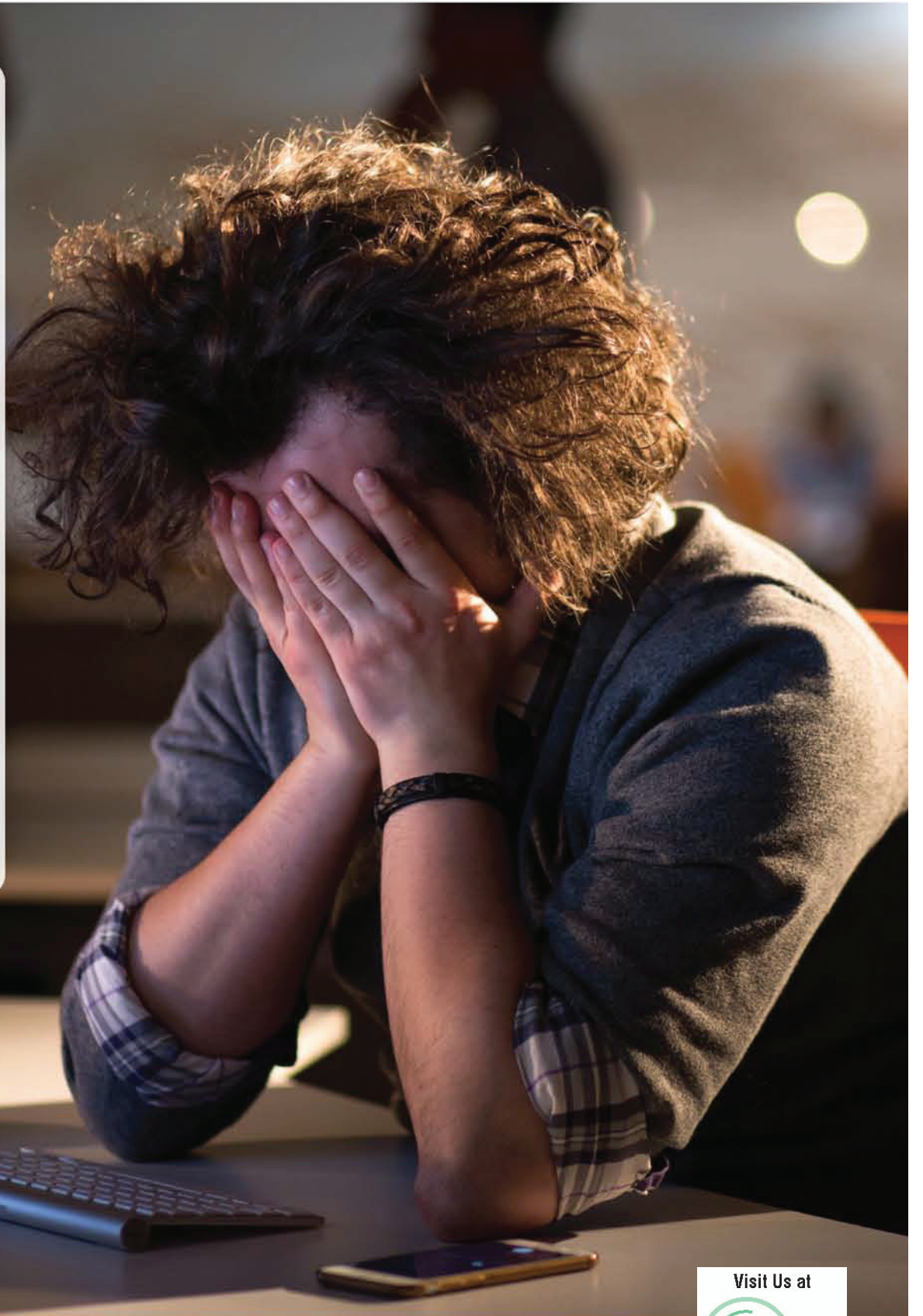


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Clean 2025 is shaping up to be a special show

Each year, there is an estimated 13,000 trade shows that take place in the U.S., but few of them are quite like the Clean Show. We have reasons to believe that this years show’s in August might be something special.

For one thing, it has been almost three years since the previous installment — Clean 2022 in Atlanta. According to Greg Jira, who works as director of the Clean Show for Messe Frankfurt, that extra year gave the team some extra time to make additions and improvements, such as the debut of the Innovation Awards that will debut at Clean 2025 in Orlando.

Another good sign is that the timing is right. The last show took place under the shadow of Covid. This time, things have lined up better.

“In the short time I had to work with John Riddle, who was really the architect of making the show the legacy that it is — hats off and kudos to John — he always kind of indicated that the years that were coming off of a TexCare show seemed to be the watermark year because, for whatever reason, the Europeans used TexCare to the launching of their innovations,” Jira said. “So, we’re literally coming right off TexCare and I think there’s a lot of excitement in that regard.”

Then, there’s the numbers. While it’s notoriously difficult to try to gage registration and exhibitor numbers *leading up to a Clean Show*, it is one of the few barometers they have to compare. In that regard, Orlando has outperformed Atlanta so far.

“Where we came in at 184,000 net square feet in Atlanta, we are already at 211,000 for Orlando,” Jira noted. “From the registration side, we’re pacing slightly ahead of Atlanta [2022]. We’re pacing right in line with New Orleans [2019]. Each market isn’t quite the same.”

A better indicator for attendee registrations are the hotel registrations, which have also showed positive signs. “We’re 154 registrations on peak night higher than we were at this point in time, the last Atlanta edition.” he added.

No matter how many attendees end up showing up to the Clean Show, the vast majority of them will be there for one reason. According to a study by the Center for Exhibition Industry Research (CEIR), 92% of trade show attendees are looking for new products, and 86% of them are specifically seeking solutions to their business challenges.

Attendees want to buy and solve while exhibitors simply want to have an opportunity to make a sales pitch. After all, 85% of exhibitors say the primary reason for exhibiting at a trade show is to generates leads and sales. This explains they are willing to travel thousands of miles and spend a lot of money to bring their new equipment, products and services along with them.

While this sounds like a perfect recipe for success, there is one troubling statistic from CEIR: Only 34% of attendees said they were very satisfied with their experience at exhibitions they visited recently.

The best way to improve that number is for Clean Show visitors to come with a game plan ahead of time. Jira recommends using the Clean Show app or the official website to access all of the education schedules in one convenient place. It also houses an exhibit floor map so you can see where the vendors you need to visit are located and can schedule your day.

If you haven’t made plans to go to Clean 2025 yet, there is still time. It may be difficult to get into the association headquarters hotel of your choice, but there are plenty of other options still available. There is not, however, *plenty* of time. With less than two months to go, there is no more time to waste.

In terms of making travel arrangements, attendees have until July 19 to pay a discounted early bird special of \$120 for members of the sponsoring associations and \$130 for non-members. After that date, the cost goes up to \$170 per non-member and \$156 per member between July 20 and Aug. 16. On-site registration costs \$200 per person for both members and non-members. Sign up at the official website now: www.cleanshow.com.

Contents

News & Features

- 6

The man behind the show We interview Greg Jira about what to expect at Clean 2025 and how to prepare
- 30

Classifieds
- 10

Ray Kroner In an effort to generate social media content, DLI has launched a story contest
- 14

John Rothrock While automation can boost production, it can also magnify issues in a broken system
- 18

Bruce Grossman In summer, it’s best to try to prevent water pump failures in your drycleaning machine
- 20

Don Desrosiers What makes up a good loyalty program in the textile care industry?
- 26

Kermit Engh The key to growing your business is by tracking certain KPIs that determine its profitability
- 28

Dan Eisen What do you need to know when dealing with fluorescent dye problems?

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What to know before the Clean Show

With Clean 2025 coming to Orlando next month (Aug. 23-26), we sat down for a one-on-one interview with Greg Jira, group show director of Messe Frankfurt North America.

He has been the director of the Clean Show since 2019, when he took over the duties from John Riddle.



Greg Jira

Following the success of the previous installment of the show — Clean 2022 in Atlanta, GA — the Messe Frankfurt team has had extra time to prepare for this show with the return to the odd-year format.

“We’re really excited. Atlanta did well, but we were still coming out of Covid,” he said. “We’re in a three-year window as opposed to a two-year window since the last edition, so I think there’s some pent-up energy there. In the short time I had to work with John Riddle — who was the architect of really making the show the legacy that it is — he always kind of indicated that the years that we’re coming off of a Tex-Care show seemed to be the watermark year on the European side of things — for whatever reason. I think there’s a lot of excitement in that regard.”

“May I add,” he continued, “the most exciting news is Clean Show is larger than Tex-Care. We are now larger, technically, than the parent show.”

Clean 2025: Attendee and Exhibitor Expectations

In terms of numbers for the Clean Show 2025 in Orlando, FL, there has already been a lot of good news, according to Jira.

“From the actual exhibitor side, we already have exceeded the Clean Show 2022 numbers. Where we came in at 184,000 net sq. ft. in Atlanta, we are already at 211,000.”

One metric that Greg and his team closely follow is the number of first-time exhibitors. In 2022, the Clean Show set a record with 41 first-time exhibitors signing up. This year, they did even better.

“We have blown it out of the water. We are currently at 68,” he said. “Now, let me put a caveat on that. All the partnering associations agree that the definition of a first-time exhibitor is any company who hasn’t been at a Clean Show since 2017. So, if they didn’t do Las Vegas in 2017 and haven’t done anything since that in the time period — but maybe they did the 2015 Atlanta show. But, then they stopped and now they’re back. They are first time.”

In terms of attendee registration numbers, those may be a little more difficult to gage because every market isn’t exactly the same. “We’re pacing slightly ahead of Atlanta [2022]. We’re pacing right in line with New Orleans [2019]. So, we’re pleased with that,” Greg explained.

“What I think is probably a

better indicator from the attendee side are hotel pickups because that is a finite number. And the hotel pickups — again, Orlando’s a way different place to navigate than New Orleans, than Atlanta — but we’re at 154 registrations on peak night higher than we

see. If you just take the time to look at the schedules — we have a mobile app that’s also accessible — you can build a schedule that you can refer to that will keep you going where you want to be.”

Of course, when on the exhibit floor of the Orange

County Convention Center, Clean Show attendees should not hesitate to ask questions to the Messe Frankfurt team working on floor.

“In 2022, the Clean Show set a record with 41 first-time exhibitors signing up. This year they did even better. We have blown it out of the water. We are currently at 68,” Jira said.

were at this point in time in the last Atlanta edition, he said.

Make Plans Now

It should also be noted that the time is quickly running out (if it hasn’t already) to sign up for hotel reservations at the headquarters hotel of your association of choice.

“I would say, by the time this article comes out, it’s not impossible. You could also go on a waiting list,” he said. “It is always possible that people change their reservations, they overbook because they know they can do it, and stuff might pop up.”

Once travel plans are secured, there is still more to do. According to Jira, you can get a lot more out of your time at the show by making plans ahead of time.

“The education schedule is collectively gathered on the Clean Show website [go to www.cleanshow.com]. I would advise people to take time prior to going to the show to plan your show,” he said. “The show is very large. It’s a lot of walking. It’s a lot of people to

County Convention Center, Clean Show attendees should not hesitate to ask questions to the Messe Frankfurt team working on floor.

“You can find us on the show floor. We have a show office if there’s something you need. Please come up and let us know,” he added. “We always have somebody from our staff there and they can get you in touch with the right people. Don’t keep questions to yourself.”

A Life in Show Business

Oddly enough, it was asking questions that helped a young Greg Jira advance and runaway with the circus, as he likes to call it.

At the age of 15, he had an opportunity to work putting on a different kind of show — live concerts.

A local concert promoter who lived in his neighborhood offered him and a couple of other kids roadie jobs for a show at Cleveland Municipal Stadium, home of the Cleveland Browns at the time.

“Thankfully, the two other older roadies could drive. I wasn’t old enough to drive,” Greg recalled. “I was actually a punk rocker back then, but I kept my head down. I just did the job. The other two asked for autographs, and the person they asked didn’t appreciate that they were asking. So, the artist — I’ll leave you hanging who it was for now — was very involved in the financials of the band.”

At the end of the shift, the artist had a complaint for the roadies. “Then, he said, ‘Everybody but him’ and pointed at me. He goes, ‘He kept his head down. He just did whatever we asked him to do. He just did. He didn’t screw up. So, you should keep on hiring him,’” Greg paused while telling the story. “The artist was Mick Jagger. It was the Rolling Stones.”

That’s how he got the job,

rafters, he screamed, “Can’t anybody make a bowline knot?”

“I’m a dumb, dumb 15-year-old. I literally go, ‘I can make a bowline knot,’” he added. “First, he goes, ‘Can you read a map? Can you tell me what this means?’ It’s a schematic of which motors and what chains and measurements that are needed to put out the show for here.”

Then, the man asked Greg if he could tie a bowline knot, so he did, just like he learned in the Boy Scouts.

“A bowline knot was very convenient for the riggers up in the ceiling because the down rigger would tie the chain that they would pull up in the air with the rope,” he continued. “Then they would pull the rope over the girder and, with the bowline knot being a pretty wide knot, they could put their foot in the bowline knot so they can take their hands off the chain, reposition themselves, and then secure the chain to the girder. If you tie the bowline knot wrong and put your foot into it, it could be dangerous because the rope falls down and the chain falls down.”

It wasn’t long before he hit the road. “I ran away and joined rock-n-roll,” he recalled. “I pretty much ran away from home and became a roadie in the music industry. I did high steel rigging, setting up the production and putting the lights and sound up in the air, then concert promotion for 15 years to probably just before I was 30. Then I came over to the trade show side.”

He was on a production crew that worked on U2’s *Achtung, Baby* American tour, and he also spent a lot of time on the road with The Alarm, Heart, Mötley Crüe and many others.

Those who have questions can contact Greg Jira by e-mail at: greg.jira@usa.messefrankfurt.com.

The Clean Show By the Numbers

Date	Location	Attendance	Companies	Sq. Ft.
March 1985	New Orleans	17,000	500	
April 1987	Atlanta	18,000	500	
March 1989	Dallas	17,000	500+	
June 1991	Las Vegas	17,000	500+	
April 1993	Chicago	17,000	484+	
June 1995	New Orleans	19,000	518	
June 1997	Las Vegas	21,000	546	
June 1999	Orlando	20,000	621	281,050
July 2001	New Orleans	16,546	562	270,000
August 2003	Las Vegas	16,526	538	250,000
June 2005	Orlando	13,951	511	228,800
June 2007	Las Vegas	14,667	484	227,950
June 2009	New Orleans	9,902	412	192,640
June 2011	Las Vegas	11,200	430	184,150
June 2013	New Orleans	10,300	422	195,140
April 2015	Atlanta	11,264	437	195,400
June 2017	Las Vegas	12,563	472	227,006
June 2019	New Orleans	11,000+	430+	224,900
July 2022	Atlanta	10,000	347	216,400

*All figures were compiled by former *National Clothesline* editor, Hal Horning, based on the statistics provided from show organizers after each show.

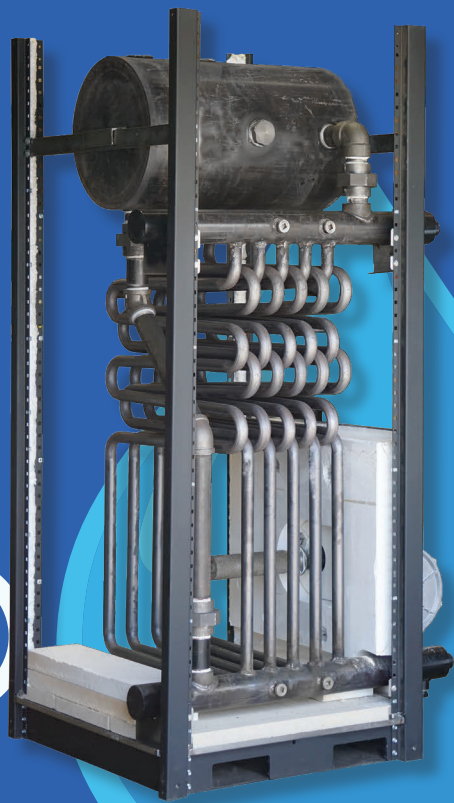
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It's almost time for a Clean getaway

Continued from page 1

While all of the industry innovations in the exhibit hall will certainly draw in a lot of attendees, those cleaners will also want to set aside time to take advantage of all the educational sessions that are planned this year.

DLI Morning Sessions

The Drycleaning and Laundry Institute (DLI) will begin on Saturday morning at 8 a.m. with a program called “Beyond the Hanger: Marketing Strategies to Strengthen Your Business.”

As the marketplace becomes more competitive, this session is designed to help cleaners learn how to stand out with the use of strategic marketing and explore innovative ways to attract new customers, retain loyal ones, and build a business that sets your brand apart.

Afterwards, DLI will also present “The Client Journey” at 9 a.m. Dave Coyle of Maverick Drycleaners will give attendees the tools and tactics they



Coyle

need to surprise clients using marketing channels that aren't congested. Those who attend will

also learn to spot pain points and identify opportunities for magic moments as you build a team that always puts your clients front and center.

“The Only Option at Any Price” will begin at 8 a.m. on Sunday morning, which will explore how to position your business as the top choice for customers — regardless of price. It will be presented by Glen Gould of Connections Companies, LLC.

This program will focus on proven strategies for delivering exceptional customer service, building customer loyalty and creating a value-driven brand that makes price comparisons irrelevant.



Gould

Afterward, DLI will present “Seven Things Your Company Should Be Doing with AI” at 9 a.m.

This seminar will explore artificial intelligence applications, from streamlining operations and improving customer service to enhancing marketing strategies and optimizing inventory management. Learn how AI tools can save you time, reduce costs and boost profitability.

On Monday morning, the association will offer a panel discussions of “Cleaning for a Cause: Community Impact and Business Growth” at 9 a.m. where attendees will discover how giving back can make a difference for both your community and your business. The panel will feature drycleaning operators who will discuss how they participate in charitable causes and strengthen their business's reputation.

Afternoon Sessions

In addition to the early morning educational sessions, there will be afternoon programs scheduled on Saturday and Sunday. A popular speaker at previous industry events, Chris Kuehl of Armada



Kuehl

Corporate Intelligence will be back to offer an “Economic Outlook: What to Expect in 2025 and Beyond” at 2 p.m. on Saturday.

An experienced economist, Kuehl will offer his insights on the state of the economy and his forecast for the year to come — specifically, what small business owners need to know to navigate that coming

economy.

On the same day, professional speaker and trainer Jessica Stollings-Holder will present a program on “Generational Fluency” at 3:30 p.m.

She has studied how to bridge gaps across generations for more than two decades and uses theoretical, historical and practical insights to present a



Stollings-Holder

high-level view of the generations in the workforce and how to bring them together for greater understanding and more effective working relationships.

There will be another pair of educational programs presented on Saturday afternoon, including one by Kristina Stubblefield, a digital marketing specialist, who will present “Unlock the Power of AI to Revolutionize Your Business” at 2 p.m. Those who attend will learn how AI can elevate their marketing by personalizing interactions and streamlining operations.

Registration Information

There is a reduced cost for “early birds” who sign up for the Clean Show by July 19 — \$130 for non-members and

\$120 for members of one of the sponsoring associations.

After that date, the cost goes up to \$170 per non-member and \$156 per member between July 20 and Aug. 16. On-site registration costs \$200 per person for both members and non-members. D L I will be headquartered at the Rosen Centre Hotel, which will be offering Clean Show 2025 attendees a special discounted rate starting at \$215 per night.

Links to that hotel, and other official Clean Show hotels, can be found by visiting the “Planning and Preparing” section of the website, www.thecleanshow.com.

For general attendees, there are plenty of hotel options to choose from, including the Hilton Orlando, Rosen Plaza Hotel, Rosen Shingle Creek, DoubleTree by Hilton Orlando at Sea World and several others with nightly rates ranging from \$159.

In addition to offering a place to secure hotel accommodations, the official Clean Show site also has links for Southwest Airlines, United Airlines and Delta Airlines discount codes.

In the same section, there is a downloadable schedule for the complimentary shuttle bus that runs to and from the Clean Show hotels and the Orange County Convention Center.

DLI hosts July virtual offerings, new contest

Continued from page 1

form customer service professionals into exceptional brand ambassadors,” she said. “This program focuses on building the skills and mindset needed to create unforgettable customer experiences, foster loyalty, and drive success.”

Looking ahead a bit, the association has plans to host a two-day virtual leadership course called “Inspire and Influence” that will meet from 1 to 3 p.m. EST on Sept. 9 and 11.

The course is designed to empower individuals to become impactful leaders in today's fast-paced world.

This program focuses on mastering the art of inspiration, building trust, creating a dynamic culture and fostering individual leadership to drive success in any team.

More information on any of DLI's classes is available at DLIonline.org or (800) 638-2627.

Contest for Members Only

DLI is also currently seeking stories from drycleaning

members about their personal experiences working with customers' clothing and household items.

The contest is open to DLI members only. A random drawing will determine one winner of registration and two nights of lodging for the Clean Show in Orlando this August.

Dave Coyle with Maverick Drycleaners is providing the prize. The contest seeks to find relatable stories DLI can use to further promote the industry in its industry-wide, consumer-oriented social media campaign.

The story categories include:

- Strangest thing found in a pocket;
- What lengths did you go to correct a problem;
- Most unusual garment cleaned;
- Craziest customer request;
- Most valuable lesson.

Members are invited to enter the contest online at DLIonline.org/True-Threads.

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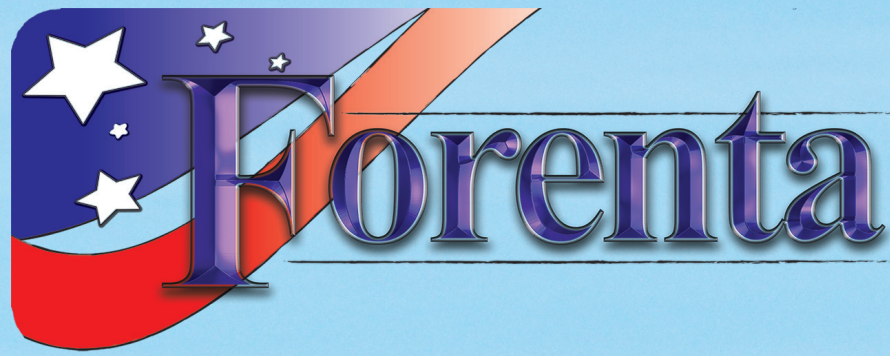
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Don't underestimate the power of a planted seed

Editor's Note: This month, we have invited **Ray Kroner**, the Committee Chair of DLI's Social Media Action Committee, to discuss the ultimate in broad branding: the association's new social media campaign that seeks to connect the positive attributes of professional textile care in a form that resonates with younger customers.

So plant your own gardens and decorate your own soul, instead of waiting for someone to bring you flowers.
— Jorge Luis Borges

To elevate the presence of our individual businesses we typically rely on word-of-mouth, community giving, coupons, billboards, and, in some instances, TV commercials. No matter what your method is, its success is most likely because *you make it happen*.

Our industry is not usually a draw for positive media exposure so we can't wait for them to "bring us flowers."

Crafting a message takes time and gaining attention is a

constant battle.

But, planting seeds is what we do, and then we wait for our **garden to grow**.

While this is great on an individual level, the DLI has initiated a social media program designed to promote what our profession has to offer on a unified national level.

For this program to gain traction we need your help. As you know, a large social media presence grows from liking, commenting and, most importantly, sharing posts.

The DLI Board of Directors approved a Social Media Analysis Committee made up of drycleaners from around the country to oversee short videos and posts developed by a professional company (Clairvoyance).

These videos and posts will be spotlighted on Facebook, TikTok, Instagram, and LinkedIn.

For this campaign to be successful, we need you to **Like**, **Comment** and **Share** to gain maximum exposure.

Our "garden" doesn't grow

without our attention and contribution. This is a chance to work together to control the narrative of our livelihoods.

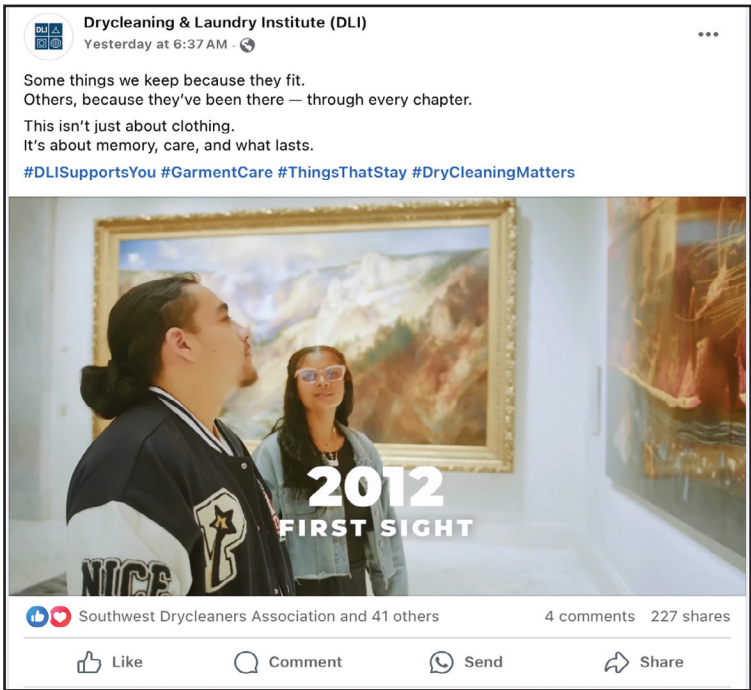
It is also a chance to win two nights stay at Clean Show 2025 in Orlando this August by entering our contest — courtesy of Dave Coyle of Maverick Drycleaners.

To give the public a better understanding of what we do, we are hosting a contest (blind drawing) of stories that our media team can draw from for future posts. Pick one of the five topics and send your story to www.DLIOnline.org/true-threads.

You may submit one story per visit, but can have unlimited visits.

The drawing will be held on July 29. The five story categories include:

- Strangest thing found in a pocket;
- What lengths did you go to correct a problem;
- Most unusual garment cleaned;
- Craziest customer request;
- Most valuable lesson.



One of DLI's social media posts in early June tugged at the viewer's heartstrings, accentuating a man's love of his letterman's jacket (left in photo) through meeting his first love, having a child and other big life events. As the ad notes, "This isn't just about clothing. It's about memory, care, and what lasts."

Ray Kroner is the Committee Chair of DLI's Social Media Action Committee, the creative force behind the recent ad campaign that seeks to overcome common misconceptions about professional garment

care to an urban professional social media audience. Ray is also the owner of Kroner Dry Cleaners in Cincinnati, OH. To contact him, send email to ray.kroner@kronerdrycleaners.com.

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Jan's plans spotting seminar next month

Jan's Professional Dry Cleaners & Laundromat will host a two-day seminar on "Advanced Spotting and Best Business Practices" at its plant in Clio, MI, on Saturday and Sunday, Aug. 9 and 10.

In 2022, Jan's Professional Dry Cleaners won the Best Overall Award in the Small Retail Textile Cleaning category of CINET's Global Best Practice Awards.

The spotting program will feature the expertise of Dennis Schmitt, Chris Harlow and Jan Barlow, owner of Jan's Professional Dry Cleaners. The three instructors have more than 100 years of combined industry experience in all.

The immersive, hands-on experience will cover advanced spotting board techniques and equipment maintenance, fabric and stain

identification methods, and dry side chemical spot removal on a variety of materials.

Participants will also conduct acid and alkali pH tests.

In addition to technical skills, the class will explore business best practices to support operational excellence and service quality.

There will be an optional welcome reception for those in town by 6:30 p.m. on Friday evening.

On Saturday morning, Aug. 10, the program will begin at 9 a.m. and run until 4:30 p.m. that evening.

On Sunday, it will run from 9 a.m. until 4:30 p.m.

The cost is \$295 per person and the class is limited to 20 people. Reservations should be made by July 30.

For hotel reservations there are several options in Birch Run and Frankenmuth.

To register or learn more information about the event, contact Jan Barlow at (810) 625-2061 or email: Jan@janscleaners.com.



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TURNAROUND TIME



BY JOHN ROTHROCK

Don't automate what is already broken

In the rush to modernize, many cleaners are chasing automation with the hope it will fix their problems.

Walk a trade show floor and you'll see it everywhere: sorting conveyors, automatic baggers, and 24-hour kiosks.

Vendors pitch technology as the solution to nearly everything. But, here's the ugly truth: automation doesn't fix broken systems; it just exposes them faster.

I've watched operators pour thousands into high-tech equipment and still fall short because the core of their operation — workflow, leadership and accountability — was a mess.

There is no equipment, no matter how fancy, that's going to overcome those challenges.

When Automation Scales Chaos

Take tunnel finishers. They can be a valuable tool in the right plant, helping to significantly increase throughput and reduce labor.

But, if used without discipline, they encourage pressers to work faster, pushing garments out that still need hands-on finishing.

The result? Wrinkled garments, inconsistent quality, and disappointed customers.

It's not the tool; it's the system and training around it that determine success.

I once walked through the

remains of a plant in Oklahoma that had invested in a massive automatic sorting and bagging setup. Unfortunately, the production floor was complete chaos.

Instead of replacing broken equipment, they just shoved new machines into random corners of the building.

I've watched operators pour thousands into high-tech equipment and still fall short because the core of their operation — workflow, leadership and accountability — was a mess. There is no equipment, no matter how fancy, that's going to overcome those challenges.

The resulting layout didn't make sense, and the workflow was inconsistent at best. There was no structure.

Eventually the plant shut down, and the equipment sold off in a fire sale.

The technology was not the issue. The operation never had the proper foundation in place to support it.

That story may sound extreme, but it's not uncommon. Across the country, operators are skipping the hard work and hoping tech will save them.

Without a solid base, even the best automation won't

hold up.

Why Automation Works at Yale Cleaners

We've had long-term success with automation at Yale Cleaners because the structure behind it is strong.

Our computer-aided assembly has worked for nearly 20 years because it's built on a

It's already been used more than 70,000 times because it works.

Automation works when it enhances something that already functions well.

It's not the starting point. It's the final layer that makes a great system even better.

That's exactly what hap-

Don't Confuse Tools with Strategy

Too often, I see cleaners treat automation like a magic wand. They add a text service or 24-hour kiosk hoping it will improve the customer experience. But, if quality is inconsistent or operations are weak, the tech just magnifies those issues.

It's like buying presses with automatic cycles when your solvent is always dirty.

Customers won't care how consistent the press job is if the clothes still look, smell and feel dirty.

Fix First, Then Upgrade

Before you invest in automation, ask the hard questions:

- Is my workflow efficient without it?
- Is my team trained and bought in?
- Are we consistently delivering on our basic promises?
- Would automation improve the experience, or just distract from the real problems?

If the answer is no, don't start with technology. Start with leadership, with layout, with training, with quality.

Fix the friction points first, then scale.

Automation is a multiplier. It will multiply your strengths or compound your weaknesses. That's why it works at Yale, and that's why it fails in so many other places.

Before you automate, ask yourself: what exactly are we scaling? If it's not excellence, it's not ready to grow. And, if it is, automation won't get in the way. It'll get you there faster.



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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).



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– Steven King, Owner/President

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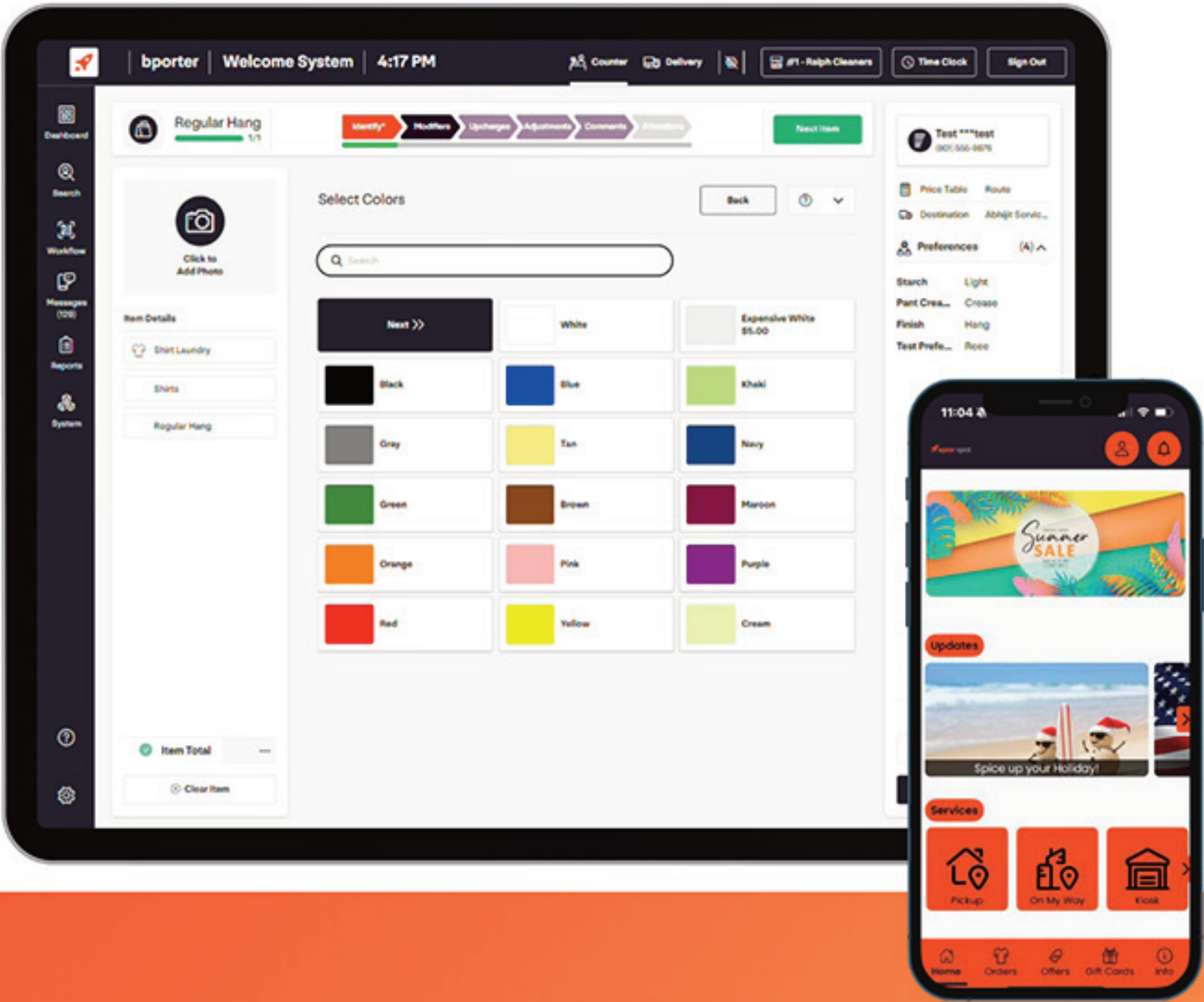


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WRENCH WORKS



By BRUCE GROSSMAN

Managing the dreaded water pump failure

Warmer weather places greater strain on the systems that cool your drycleaning machinery. Each year at this time, I publish an article about how to diagnose the causes of the failure of the water pump and how to prevent them.

The water pump supplies coolant to the still and refrigeration condensers and, in many cases, the solvent cooler of the drycleaning machine.

To cool these components, a liquid called “coolant” is forced through the coils of the condensers by a pump.

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

Before we get into managing this species of disaster, here are a few words about prevention.

These pumps seldom fail without giving ample warning of an evolving problem.

Suppose the circuit breaker in the electrical panel

pump in the off position, remove the protective electrical plate at the rear of the pump, and inspect the wire connections.

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

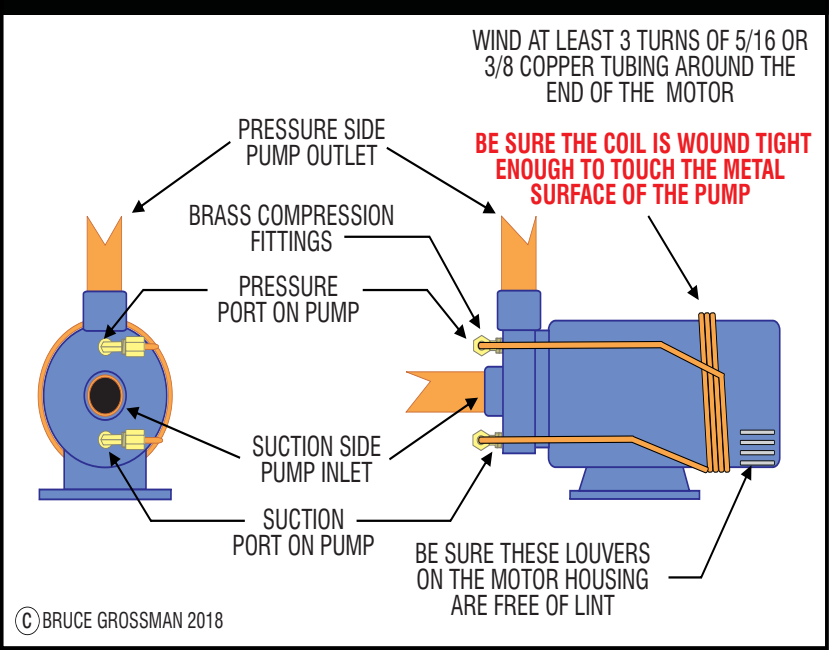
Using a flashlight, observe if there is any melted insulation, bluing, or discoloration of the wires or connectors; if so, replace them.

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

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

Using a flashlight, observe if there is any melted insulation, bluing, or discoloration of

WATER PUMP COOLING SYSTEM



The water pump supplies coolant to the still and refrigeration condensers and, in many cases, the solvent cooler of the drycleaning machine.

In systems using a water tower, the coolant is water; in systems utilizing a chiller, it is either water or a mixture of water and glycol (anti-freeze) called “brine.”

that controls the pump trips frequently. That’s a sure sign of looming disaster.

If you are not afraid of electricity, this would be the time to set the breaker for the

the wires or circuit breaker connections or the area where the circuit breaker attaches to the power busses in the breaker box.

Another harbinger of doom is frequent pump motor shut down due to motor overheating.

This type of pump failure is caused by the tripping of the pump motor’s internal protective thermostat and often occurs without tripping the panel circuit breaker.

A symptom of this failure is that the motor will be extremely hot.

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

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

Remember, this is only a temporary solution.

The following goes for all electrical equipment: *Do not use the circuit breakers to turn equipment on and off!*

This practice degrades the breaker’s performance and sometimes will keep the breaker from tripping at the correct current levels.

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

The next pump killer is excessive head pressure. Several factors could cause excessive head pressure and will be indicated by a high reading (45 PSI

and above) on the pump outlet pressure gauge if you have one installed.

Also, the pump’s start-up sound will differ under high head pressure.

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

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

The illustration for this month shows an easy and inexpensive method to prevent the pump motor from overheating.

Whether or not you’re currently experiencing overheating problems, it’s well worth installing this cooling device.

Bruce Grossman is the Chief of R&D for EZtimers Manufacturing. EZtimers manufactures machines that make your machines run better. For those needing to replace Zero-Waste or Galaxy misters, see our SAHARA 2 model. For those with boiler problems, check out our EZ-Level and EZ-Dose machines. For more information on EZtimers products, visit www.eztimers.com. Please address any questions or comments for Bruce to bruce@eztimers.com or call (702) 376-6693.

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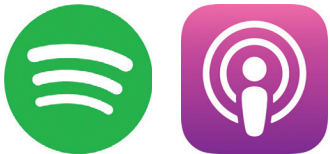
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SHIRT TALES



BY DON DESROSIERS

What makes up a good loyalty program?

It's been many decades now, but ever since the airlines created the virtual currency that is frequent flyer miles, many businesses have felt compelled to have some sort of rewards program in place at their businesses as well. When it comes to these things, I don't claim to be an expert at the programs themselves, nor at designing them, but it is a most opportune time to think like a customer and like a businessman, in tandem.

Many of these rewards programs are fairly tame, in spite of their secret agenda, which is to get your email address and send you all sorts of promotional material which you may or may not covet. I consider these types of programs to be harmless because they aren't blatantly biased against the non-members.

If you have a rewards card from, say, Dick's Sporting Goods and buy something at Sports Authority, you can experience a small amount of regret if and when you learn that your rewards could have saved you 10%, but the important distinction is that Sports

Authority doesn't make you feel any less worthy for having made a purchase there. And in fact they shouldn't!

share some things that I've seen. As a very frequent flier, I want to tell you about my experiences with the airlines. As

I like this. It's unlikely that anyone feels slighted if they don't get a gift. They probably aren't aware that you give gifts

is a bargain, or the \$3 price is a non-member penalty. It's probably the former, but it makes me think. Is there a profit margin either way?

I frequent certain places because they make me feel welcome. They do not offer me a discount, a special parking space, 10% off on my next purchase or a free drink. They just make me feel like I belong there. Surely you have heard about how important it is to remember customers by name. I am 100% certain that the two restaurants in my mind right now, offer meals that I could purchase for less money, much less, if I went elsewhere. Why don't I do it? Because it's not about the money. Ten percent off my next purchase is not an enticement. It's a game.

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

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

I am 100K with United Airlines. I always sit in the same seat, the staff addresses me by name, I get frequent free upgrades to first class up to four days before my flight and I sit in a special section of the airplane. It makes a very big difference. But, flashing these benefits is hardly the point.

Every now and then, I end up on a different airline. It happened last week. My flight was delayed and they put me on an American Airlines flight. Great! Another terrific benefit. For me. Now, American Airlines has a unique opportunity, but they will drop the ball.

The chance of me purchasing a ticket on AA is extraordinarily slim. I keep buying tickets with UA in order to maintain my status (like you want your customers to do). AA doesn't

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

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

As a person familiar with many drycleaners and their marketing practices, I want to

a frequent cruiser, I want to tell you about their programs and how they have made be loyal. As a person that frequents certain stores, I want to discuss the good and the bad. And, as one who frequents other businesses that don't do the loyalty programs, I want to tell you why that's OK.

Then, there's the worse thing that you can do when you have a program in place. These are all from the perspective of a professional customer with business sense.

Many of you give gifts to your best customers. I have seen three or more tiers of gifts given out around the holidays.

at all. The good customers feel special, as well they should!

I have felt slighted as a customer though, because no drycleaner that I have ever done business with has bothered to do this. Many years ago, my then drycleaner sent out an email offering 50% off anything that I might have at their store if you pick it up on December 26th. I had picked up everything two prior on the 24th. I felt cheated, but a loyalty program should not be about offering significant discounts. After all, these good customers are the people that already gleefully pay full price.

It should be about making them feel happy to be a customer. This can be something as simple as a special parking space, or a special queue in the call office. I think that the most successful rewards programs dangle the potential benefits in front of their prospective members. "You get these bennies if you spend \$100 per month, but you upgrade to a special parking space and a gift on Thanksgiving if you spend \$200 per month."

This is hardly a discount; it is and enticement to spend more! Cruise lines do this. You get a nice array of goodies if you've spent 80 nights on cruise ships of a particular line, but when you have spent 150 nights, well, now you get free laundry and drycleaning, a little gift, a special departure lounge and a selection of hors d'oeuvres upon arrival. These cost the giver very little money, but the goal of making the customer feel special has been met with a vengeance.

When I go to the grocery store and see two prices on something, "\$2 with your Stop & Shop card, \$3 without. I'm not really sure what they are trying to accomplish other than to entice membership and create loyalty. I guess that make sense, except that I can't help but wonder if the \$2 price



METHODS FOR MANAGEMENT

“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

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Don Desrosiers

What makes up a good loyalty program?

Continued from page 20

know it, but I am their dream customer. Do they seize the moment? Absolutely not.

They do everything imaginable to make me more certain than ever that I should never fly on any other airline aside from United. AA puts me in a seat in the back of the plane, where there is no leg room, foot room, or knee room. I cannot use my laptop computer because there is no room between me and the back of the seat in front of me.

They want to charge me for luggage, a better seat, movies and an internet connection. I succumb to none, aside from the feeling that UA treats me so much better. It doesn't matter if

you think that I don't deserve those things. What matters is that UA thinks that I do.

Some airlines charge you to check a bag and even more money to carry one on. The fare you pay is for a middle seat. Aisles or windows cost more. I understand as well as anyone that business must generate income. That's what it is all about. But, what if they generate the feeling of disgust? Or contempt? AA wants me as a customer, but instead of seizing that opportunity, they unwittingly prove to me that I should stay where I am.

This may sound perfect to you. You take such good care of your customers that when they go somewhere else, no

one can compare. Perfect, right? Perhaps not if the tables are turned. And, that is my point. When an unknown customer comes into your door, is he/she treated like a chump? No? Good answer.

Now, suppose that new customer is a potential \$500 per month customer, trying to scope out a new cleaner. Maybe he just moved into town? Or maybe his drycleaner isn't any good and he needs to make a change. If you are in the role of American Airlines in my story (and I bet you are every day), you must treat that person as a "big tuna" in waiting, because he just might be! Treating this person like some nobody is the one thing that

you should never do lest you wish to prove to him that doing business with the competitor is far better than doing business with you. You are underscoring an unknown customer and labeling him as insignificant.

If he was a great customer, you would shower him with gifts and benefits, but what entices him to get there? Only you can do that.

How did United do it with me? It's great. They sort of bought me. About 10 years ago, they sent me a Gold Card in the mail. This was, at the time, their third tier in the Frequent Flier program. I loved it and very much enjoyed the perks. None of them was a dis-

count. It was all recognition.

I favored United on every flight that year. At the end of the year, I was stunned to get down-graded to Silver! I called them to protest. I was certain that I had flown United more than ever because I liked the benefits. Their rebuttal was shocking, but is terrific food for thought. The Gold Card the previous year was a gift, they said. A comp. They data-mined me in their database, just like you can do and discovered that I was a potential big customer. They gifted the Gold Card (it was called Premier Executive back then) and gave me a taste of what travel could be like if I regularly purchased from them. It worked like a charm! Think about that.

One more thing... for more and more airlines — United Airlines among them — the distance traveled has nothing to do with how many miles you fly. Believe it or not. It has to do with how much money you spend. This can be valuable information for you.

We all have those customers that only buy the sale items. Airlines are so price sensitive. They know that most fliers are rare customers and shop for the lowest fare, regardless of the carrier. This is like most of our customers, who spend less than \$100 per year.

United figured this out. They aren't going to give you 3,000 miles for flying from Boston to San Francisco. Your loyalty level is a multiplier. So, 100K members earn 11 times the number of dollars that they spent as frequent flier miles. It is virtual currency, as I said at the beginning of this article. Platinum members earn nine times the dollars spent. The lowest level is four times. This helps to minimize the value of a price reduction.

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

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

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

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Light Buffet Lunch • 12 PM

Mr. Chris Tebbs, IDC Executive Director, Opens Convention • 1 PM

Norman Way: *Developing the Wash and Fold Model*

Heath Bolin: *Automation in the Industry*

Buffet Reception • 6 - 8 PM

Day 2 • Thursday, September 11

Visit to CD Cleaners

Daniel Fitzgerald: *The CD Cleaners Concept*

Lunch at the Hotel • 1 PM

World Country Reports

Retail Laundering Options for a More Profitable Business

Conference Closes • 5 PM

IDC Gala Dinner

Cocktail Reception • 5:30 PM & Opening Ceremony & Dinner • 6 PM

Day 3 • Friday, September 12 (Optional)

Presentations at the Hotel from:

Tom Zengeler, Zengeler Cleaners & Wes Nelson, Sankosha USA, Inc.

Visits to Zengeler Cleaners and Sankosha USA, Inc.

Japanese Sushi Lunch provided by Sankosha USA, Inc.

Return to the Hotel • 4 PM



Daniel Fitzgerald



Joanna Vasquez



Michael Jackson



Wes Nelson
President,
Sankosha USA, Inc.

CD One Price Operations Team



Convention Hotel:
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(Additional days may be available)

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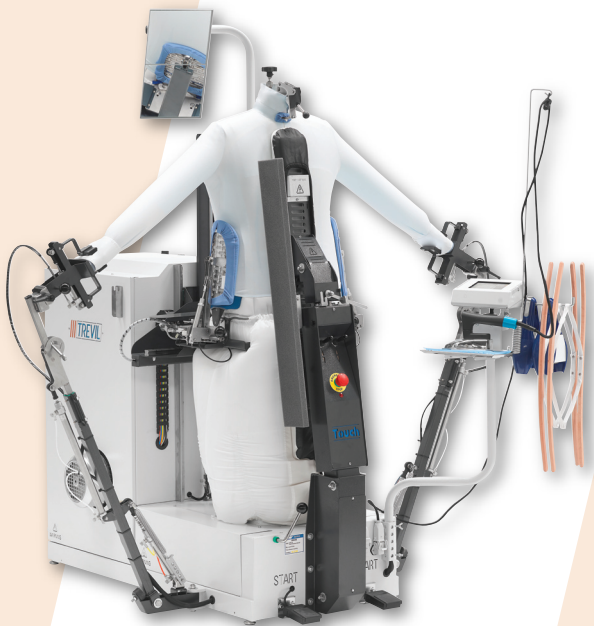


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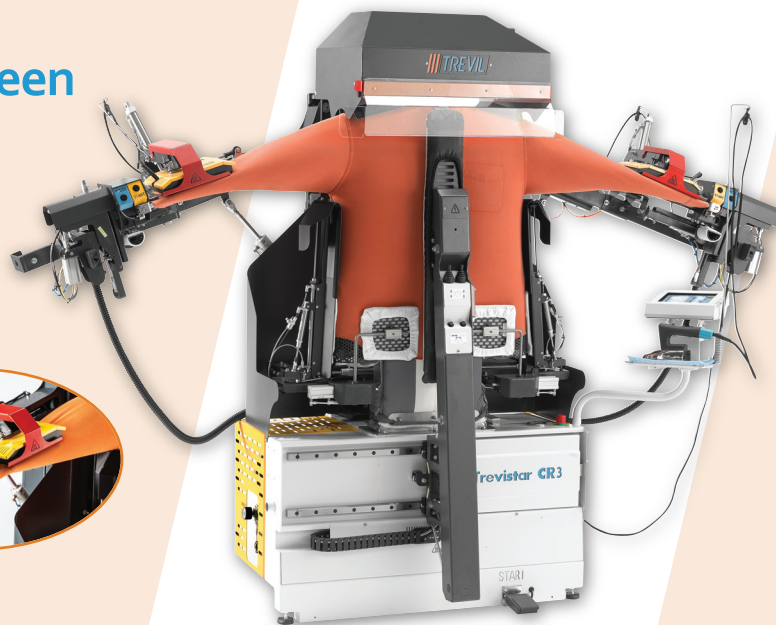
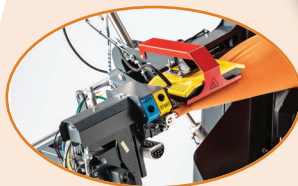
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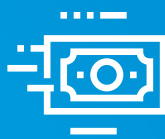
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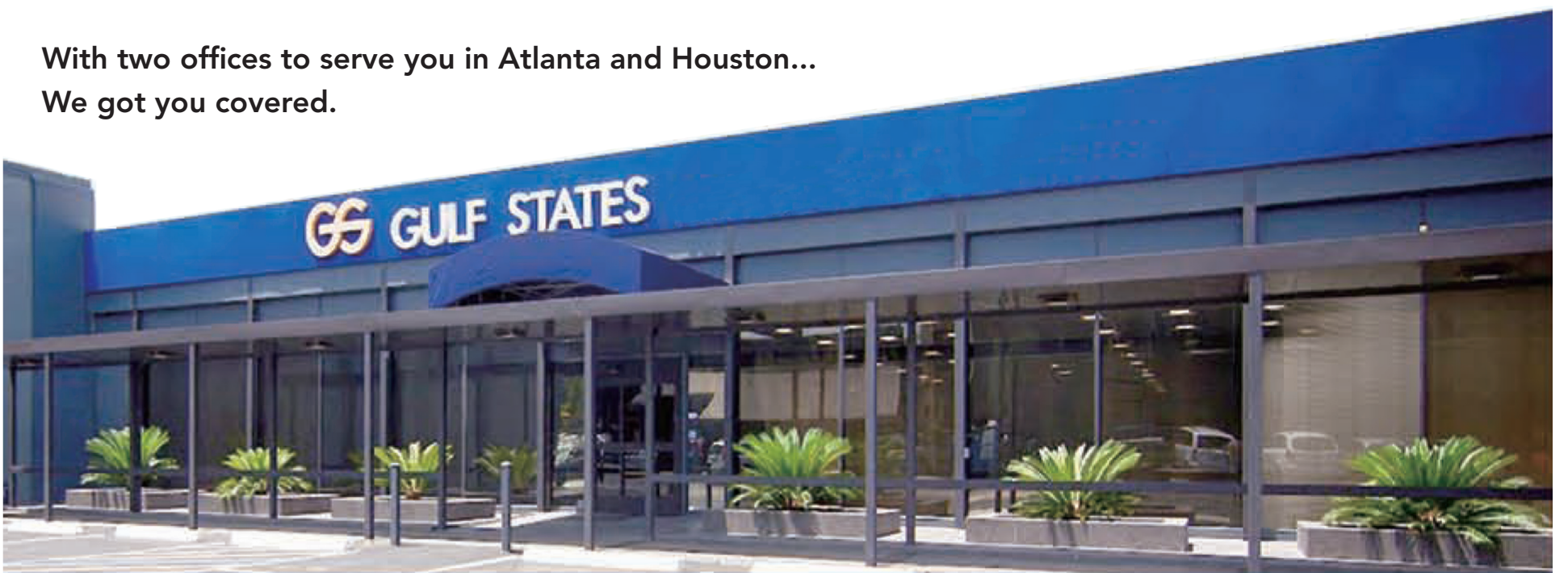
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BUILDING VALUE



BY KERMIT ENGH

Know your numbers to calculate your success

For those who have gotten to know me, you know how strongly I believe in knowing your numbers.

We compete in a service industry where operational efficiency, customer satisfaction, and financial performance are critical to success. To effectively manage and grow their businesses, owners must track key performance indicators (KPIs) that provide actionable insights into productivity, cost control, service quality, and sustainability. If you're not tracking these numbers, I honestly don't know how you're running your company — or how long you'll be able to.

Let's explore the essential KPIs for cleaners and laundry operators. These businesses rely heavily on operational efficiency and service quality to maintain customer loyalty and profitability. Here are several KPIs that are essential:

1) Revenue per CSR Worked. This KPI measures the average revenue generated by each CSR or employee involved in the cleaning process. It reflects labor productivity and helps identify staffing efficiency. By calculating the dol-

lars earned per CSR worked, cleaners can optimize workforce allocation and adjust staffing levels without sacrificing service quality.

This KPI also allows you to track the percentage of legitimate up-charges or special handling charges captured by each CSR. Track this to establish your normal range and periodically review anomalies.

In my company, this range has historically been between 8% and 12%. Keep in mind: how your pricing tables are set up will affect this range.

2) Order Turnaround Time. Turnaround time is the duration from when a customer drops off the order to when it's ready for pickup. Top-performing cleaners maintain turnaround times under 24 hours, greatly enhancing customer satisfaction and loyalty. Faster turnaround improves operational flow and throughput.

3) Production Pieces Per Operator Hour (PPOH). This calculates how many garments or linens each operator processes an hour. A higher PPOH indicates better workflow design, equipment usage, and labor

productivity — all of which reduce labor costs and boost profitability. Strategically placed equipment, automation, and reducing unnecessary movement are key to optimizing PPOH. Posting these results daily, or even in real time on a production monitor, can boost awareness and performance.

4) Equipment Utilization Rate. This measures how often machines are actively used versus idle. Utilization rates above 85% are a benchmark of efficiency, helping reduce downtime and maximize ROI.

5) Customer Satisfaction Score (CSAT) and Net Promoter Score (NPS). These metrics help assess service quality and loyalty. Drycleaners with CSAT scores above 90% and NPS scores over 50 typically see stronger repeat business and referrals. If you haven't explored NPS, I encourage you to do so. Surveys are simple to conduct — ours was supported by our POS marketing partner.

6) Delivery Punctuality Rate. If you offer pickup and delivery, maintaining a punctuality rate above 95% is crucial. Timely delivery builds

trust and enhances the overall service experience. With modern POS systems, near-100% punctuality is achievable.

7) Eco-Friendly Solvent Usage. Sustainability is increasingly important. Aim for at least 70% of your cleaning processes to use eco-friendly solvents. This supports environmental goals and appeals to eco-conscious customers.

8) Financial KPIs:

• **Revenue Growth Rate:** Tracks monthly or quarterly increases to assess growth.

• **Labor Cost Percentage:** Should ideally remain below 30% of revenue to maintain profitability.

• **Profit Margin Analysis:** Regularly review gross and net margins to guide pricing and cost control.

KPIs for Laundry Operators

Laundry operations share many KPIs, but some metrics are unique due to the nature of the service.

1) Revenue Per CSR Worked. Same as drycleaning — just substitute pounds for pieces.

2) Pounds Per Operator Hour (PPOH). This is fundamental in laundry operations. Improving PPOH reduces labor costs and increases capacity. Achieving high PPOH requires optimized workflow, properly sized equipment, and minimal unnecessary movement.

3) Service Delivery Time. This measures the time from pickup to delivery. Maintaining a 24 to 48 hour window is essential, especially for subscription or on-demand models. Next-day delivery tends to outperform the traditional Mon-Thu or Tue-Fri schedule.

4) Pickup and Delivery Accuracy. Accuracy rates around 98% help reduce complaints and operational disruptions. Mistakes in orders directly impact satisfaction and retention.

5) Machine Utilization Rate. Laundry facilities should aim for machine utilization rates of 75% to 85%. Monitoring utilization helps identify bottlenecks, schedule maintenance effectively, and maximize throughput.

6) Customer Retention Rate. Retention rates of 75% or higher signal strong service quality and brand loyalty. Tracking this helps evaluate marketing and service consistency.

7) Eco-Friendly Practices Adoption Rate. Measure the percentage of operations using sustainable detergents, energy-

efficient machines, and water-saving processes. Aim for a target of 65% or higher.

8) Cost Per Order. This financial KPI includes labor, utilities, and materials. Keeping cost per order low supports both profitability and pricing flexibility.

9) App Engagement Metrics. For tech-enabled services, monitoring app usage (targeting 70%+ active users) offers insight into customer behavior, engagement, and growth opportunities. This can be tracked using most major POS systems.

Tips for Tracking KPIs

• Implement real-time dashboards for turnaround time, PPOH, and machine utilization.

• Review customer satisfaction surveys and delivery punctuality regularly.

• Optimize workflow layout and invest in automation to improve efficiency.

• Track eco-friendly solvent/detergent use to support sustainability.

• Analyze financial KPIs monthly to adjust pricing, staffing, and marketing.

• Leverage app analytics to boost engagement and plan subscription growth.

Tracking KPIs is essential for achieving operational efficiency, controlling costs, and delivering great service. Add in turnaround time, equipment usage, and sustainability, and you've got a full picture of your business health. If you don't know your numbers, how in the world can you run a business? See you next month.

Kermit Engh has been an owner/operator in the drycleaning industry for over 33 years. Notable awards include CINET's 2016 Best Practices for *sustainability* and *country*. He has been a Methods for Management member for over 29 years. His current position as managing partner and business coach with them allows him to share his extensive background in strategic planning, finance, process improvement, succession planning, acquisition and disposition analysis, packaging and branding, corporate culture, employee training programs, profitability, quality and production standards, cost analysis and development of management KPIs as well as being a Certified Value Builders Coach. Contact him at kengh@mfmi.com.

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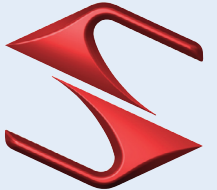


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THE SPOTTING BOARD



BY DAN EISEN

Correcting fluorescent dye problems

White fabrics produced in manufacture will usually have a gray or yellowish tint. To offset the discolored look, fabrics are bleached in manufacture to create a white fabric.

Fluorescent dyes or optical brightness are then added to the fabric to increase the whiteness of the fabric. Fluorescent dyes increase the brightness by converting invisible ultraviolet light to visible light. Although fluorescent dyes are often added to colored fabrics the problems that drycleaners encounter are usually confined to white fabrics.

Fluorescent dye breakdown

A fluorescent dye breakdown can occur from many factors. This includes sunlight, drycleaning solvents, staining substances and chemicals used for stain removal. Strong bleaches and strong chemicals will also break down the fluorescent dye on most fabrics.

When observed under black light, a fluorescent dye will glow. When the fluores-

cent dye is removed, the area will not show any degree of fluorescence.

Many drycleaners are using the portable Spectralight, which I invented, to be used to examine fabrics for staining and for fluorescent dye.

Correction procedures

It is important when correcting a fluorescent dye breakdown that the fabric is taken into consideration. Different fabrics require different procedures for restoration.

Correction of fluorescent dye problems is accomplished by wetcleaning and bleaching but not in drycleaning.

Remove staining substances

You cannot correct a fluorescent dye if staining substances or residue are still left in the fabric. If you have a tannin or protein stain the staining substance must be removed first.

If the fabric is gray with redeposition of soil the fabric cannot be made lighter unless the redeposition of soil is cor-

rected. Fluorescent dyes cannot camouflage staining.

Silks and wools

The fluorescent dyes on silks and wools are affected by alkalis found in protein formulas and ammonia. It is important to avoid using these chemicals for stain removal.

To correct a fluorescent dye breakdown, alkaline-based bleaches such as sodium perborate and sodium percarbonate should be avoided. The best bleaches to use for correction are acid based agents. This includes sodium bisulphate and sodium hydrosulphate.

1) Soak garment in a plastic pail with one to two ounces of bleach per gallon of water.

2) Add a few ounces of a mild detergent for better penetration when soaking.

3) Soak garment for approximately 10 to 15 minutes.

4) Rinse garment thoroughly and add a little detergent to the rinse water. A small amount of detergent in the rinse water will aid in increasing the brightness of the fabric.

Wilson Chemical makes a product called DroGo which is also effective for these type of problems.

Cottons, rayons and linens

These fabrics require an alkaline-based bleach. These bleaches include sodium perborate and sodium percarbonate.

1) Soak garment in a plastic pail with warm water adding one to two ounces of bleach per gallon.

2) Add a mild detergent to the bleach bath.

3) Soak garment overnight and rinse thoroughly.

4) Use a mild acid to neutralize the bleaching action.

5) Rinse again and add a mild detergent to increase the brightness.

Bluing

Bluing can be an important asset for whitening a white fabric. The brightest white fabrics have a slight blue hue. When manufacturers bleach fabrics they add fluorescent dyes and a slight blue color.

Bluing has the ability to mask a yellow tint and gives the fabric an additional whiteness. A popular bluing agent that is very effective can be obtained in most supermarkets under the name Mrs. Stewart's Liquid Bluing.

Those drycleaners who are interested in purchasing my Spectralight (portable or mini), which can even be carried in your pocket, should contact me either by phone at (772) 340-0909 or email me at: cleandand@comcast.net.

I have been providing restoration services to several drycleaners and have been very successful with helping them in the restoration processes. If you have a garment that may need restoration please contact me and we will discuss it.

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

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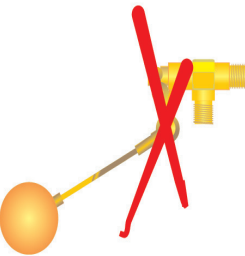
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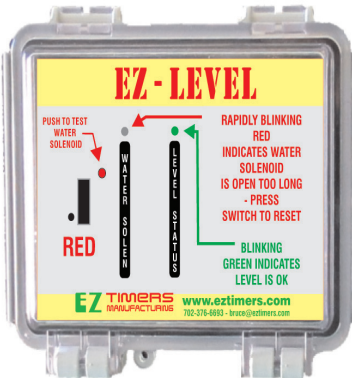
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EZProducts	28	Sankosha USA	2, 27
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