



THE Reclaimer

SEFA Hosts Customer Service & Route Development Workshops



EDUCATION AND TRAINING ARE A SEFA PRIORITY IN 2019. THE ASSOCIATION IS STARTING OFF 2019 WITH TWO TERRIFIC PROGRAMS IN FLORIDA.

“Education is a cornerstone of our menu of membership benefits”, stated Peter Blake, SEFA Executive Director. “We will be reaching out with classes to all SEFA states. For those members who can’t attend SEFA programs --we are still dedicated to their education and offer great scholarships (see article on page 8).”

THE TEAM APPROACH TO CUSTOMER SERVICE

SEFA is teaming up with Jim Groshans, FabriCoach, to present this 2-hour workshop on January 15 from 6:00 pm - 8:00 pm in Ft. Myers, FL. The program is FREE for all members who register by January 11. There is a nominal fee for non-members and for members who do not pre-register.

“Welcome to Customer Service Coaching for the fabricare industry,” offered Jim Groshans. In this class, we take an in-depth look at how team building and understanding of the entire fabricare process is a key to delivering customer service excellence. We will define customer’s expectations and explore ways to exceed those expectations. Topics of discussion include:

- Define customer service
- Describe customer expectation levels
- Describe how each step in the DC plant work flow impacts customer satisfaction
- Identify internal communication gaps and solutions
- Describe why care label basics are important for quality output and customer service
- Define customer service behaviors needed to get the right people

FabriCoach believes the key to success is through team work and training. Knowledge

Continued on page 4

NOVEMBER/DECEMBER, 2018
VOLUME 17, NO. 6

IN THIS ISSUE

President’s Message: Count your Blessings3

Route Development Workshop in Tampa, FL4

Is an Exit Plan in Your Future?7

Are You Taking Full Advantage of SEFA Education Assistance?8

Take Your Dog to Work Day10

SEFA Board Meeting Set for Destin, FL10

Past DLI Presidents Invited to Recent Meetings12

2019 Compliance Calendars Now Available12

Allied Trade Members15

fabricaremanager.com



EXPERIENCE THE SPEED OF TOUCH

The Fabricare Manager touchscreen terminal speeds up order intake with a touch of the screen.

Fabricare Manager knows dry cleaning. That's why we designed a point of sale solution to improve every aspect of your dry cleaning business.

The touchscreen terminal allows you to speed up order intake by logging garments, care instructions and more—right at your fingertips.

Feel the difference Fabricare Manager POS system makes in your daily work-flow.

POS FEATURES:

- User-Friendly Touch Screen
- Ultra-Secure Card Processing
- Customizable Pricing Controls
- Industry Leading 24/7 Support
- Targeted Text & Email Notifications
- Third-Party Integration Options
- Robust Route Management



FabricareManager
System Solutions for Dry Cleaners

(888) 299-9493

SEFA OFFICERS & DIRECTORS 2017-2018

CHAIRMAN

Russ Bullard

PRESIDENT

Don Holecek

V.P. SOUTH CAROLINA

John Johnston

V.P. ALABAMA

Mark Watkins

V.P. FLORIDA

Randy Parham

V.P. GEORGIA

Rhonda Eysel

SECRETARY

Julia Campbell

FINANCE CHAIRMAN/TREASURER

Mark Watkins

STATE DIRECTORS

ALABAMA

Mark Watkins

Jason Windham

Tim Morrow

FLORIDA

Randy Parham

Joe Lancaster

Kevin Johnston

Wash Respass

GEORGIA

Rhonda Eysel

Warner Wade

Julia Campbell

SOUTH CAROLINA

John Johnston

Coles Taylor

Perry Bullard

TENNESSEE

Don Holecek

ASSOCIATES

Frank Buckley, AL

John Neu, GA

James Peuster, GA

Frank Briercheck, FL

Ken Holder, FL

Rusty Daniels, SC

ASSOCIATE DIRECTORS

AT LARGE

Jim Groshans

Mack Magnus

Steve Pedelty

DIRECTOR EMERITUS

(HONORARY)

Buster Bell,

Gary Dawson,

Lang Houston,

Rick Miller,

Jim Parham,

Ed Robinson,

Milton Magnus

PRESIDENT'S MESSAGE...

Count Your Blessings

AS THE YEAR WINDS DOWN, HOPEFULLY WE ARE BEING REFLECTIVE ON ALL THE BLESSINGS THAT WE HAVE RECEIVED THROUGHOUT THE YEAR. WHETHER YOU CELEBRATE CHRISTMAS, HANUKKAH, KWANZA OR EVEN FESTIVUS, PLEASE STOP FOR A MOMENT AND COUNT YOUR BLESSINGS.

I had the good fortune of traveling overseas this past May for the first time in my life. As my wife and I toured a few European countries, we encountered heavily armed military guards at airports, train stations, and popular tourist destinations. Metal detectors were also present in a lot of places. It made the both of us stop and think how blessed we are to be in the United States. While our country and political system has its' flaws, it pales in comparison to the places we visited.

This coming year should be an exciting one as well. A lot of changes have occurred within our industry such as software companies merging, a large cleaning operation rebranding itself as a national name brand, Tide Cleaners, and the continuing decline of smaller, owner-operator locations.

Many of us have said for years that there were too many cleaners around. Well, we need to be careful because what we wished for has happened. As I talk to cleaners throughout the southeast, this trend will continue well into 2019.

Finally, in terms of looking forward, I have a few predictions. Most columnists do this funny business every year around December just to see what actually might come true the following year so I'm no different in that regard. I predict the Clean Show in New Orleans will actually exceed the numbers that the Las Vegas Clean Show produced. I don't have any hard evidence as to why this may happen, I just believe this because the venue is closer to the east coast this time and that will allow for more cleaners to travel to it.

I am also predicting that numbers will start to flatten out for cleaners in terms of piece counts. What I mean by this is that unless you are acquiring someone else, your numbers will start to flatten as most of us have seen a bit of increase in the last few years. SEFA and DLI have great programs to help members answer those challenges and to take advantage of the opportunities out there. Contact SEFA if you need assistance. I also predict some great SEFA classes in 2019. In fact, predict we will have more educational classes this year than we have ever had.

Finally, the mighty Alabama football will not repeat as National Champions. On second thought, don't bet on that one.



Don Holecek,
SEFA President

Don Holecek

Crown Cleaners

(865) 584-7464 / Don@crowncleaners.com

Workshops Coming to Florida

Continued from page 1

of the process is critical when dealing with complaints and conflicts. A team approach to handling customers can be essential to empowering your staff, and giving them the confidence they need to handle the most difficult customers and situations effectively. FabriCoach is able to explore those situations and help your staff leverage them to the success of the business.

“This is a terrific program” stated Peter Blake, SEFA Executive Director, “Jim does a great job of demonstrating the need to understand the process in order to deliver a consistent service promise. I am really proud to be able to bring programs like this to the membership. My sincere hope is that the members in the area will seize the opportunity to learn.”

Visit www.sefa.org for more information and to register

QUIT SPINNING YOUR WHEELS AND DRIVING IN CIRCLES



SEFA is bringing nationally renowned route expert James Peuster to Florida to explore ways to improve your pick-up and delivery business. The class will be held on January 16 from 10:00 am - 4:00 pm in Tampa, FL. The cost for members is only \$49/person and \$99/person for non-members.

This workshop is geared for owners, managers, and all sales staff. Peuster will draw on his years of experience in the industry to share some of the essential strategies of Route Development. This workshop is for anyone who wishes to increase their route sales and who feel like they may be missing the extra edge to grow.

The program will feature discussions of some of the core strategies for route development and growth including:

- Time Management Drives Success
- 10 Ways to increase Sales
- Effective marketing materials & Tools
- Staying Motivated & Stay Accountable

Pick-up and delivery service is one of the fastest growing segments of the industry, and the success of the service can be vital to a businesses growth.

“We are extremely fortunate to have an expert like James Peuster available to assist our membership”, continued Blake. “He is the nations leading expert on training, route drivers and managers, as well as, in developing sales methods. His guidance can give your key personnel the tools and confidence they need to succeed.”

Visit www.sefa.org for more information and to register

WHAT LIES AHEAD

SEFA is developing its education schedule for the remainder of 2019. This is the perfect opportunity to let us know what programs you would like to see in your area. We are currently exploring programs for South Carolina, Alabama, Georgia, and Tennessee.

Current program topics include: Professional Spotting, Pressing, Customer Service, Regulatory Update, Marketing, Route Development, Social Media Utilization and Management & Productivity. Members are encouraged to reach out to Peter Blake at peter@sefa.org or by calling the SEFA Office at 877-707-7332.

SMITH'S DRYGESTER PRE-SPOTTER

Removes stains better than any other product you use or we will refund your purchase price.

Smith's Drygester is an **all-purpose wet-side and dry-side pre-spotter** formulated to be used on all unidentifiable stains and designed to work with all hydrocarbon based drycleaning solvents and Perc.

Save time and money on unknown stains, Smith's Drygester Pre-Spotter will be your first and last pre-spotting option to tackle tough stains.



The original All-Purpose Pre-Spotter for use on all unidentifiable spots and stains

- ▶ **Removes wet-side and dry-side stains**
Unique formula allows Drygester to perform equally well on both sides of your client.
- ▶ **Safe on all colors and fabrics**
Drygester is not affected by steam or water and is safe to use on all colors and fabrics.
- ▶ **Reduce time scrubbing stains**
Triple detergent formula digests stains with unrivaled power.
- ▶ **Improves cleanliness of the entire load**
When used for pre-spotting, Drygester works as a charge soap improving the cleanliness of the entire load.
- ▶ **Rinses with solvent or water**
Our all-purpose pre-spotter formula is designed with your efficiency in mind. Use Drygester on both sides of your client for no-fuss spot removal.
- ▶ **Effective Leveling Agent**
Slightly reduces or eliminates disposition on your finer fabrics.

Removes:

- Albumin
- Egg
- Gravies
- Blood
- Grass Stains
- Oil
- Ink
- Odors
- Tar
- Shoe Polish
- Makeup
- Medicines
- Gum
- Food Stains
- Red Clay
- Perspiration Salts
- Animal Waste
- Human Waste
- Glues
- and more....

smithbrotherscompany.com
 info@smithbrotherscompany.com
 (252) 799-2579



**Call for a
Demonstration
Location Near You**

**A NEW KING OF THE SEA
IS HERE... True WetCleaning!**

DISTRIBUTED BY:

Laundry Pro
of Florida inc.

ON-PREMISE & COIN OPERATED LAUNDRY SYSTEMS

**3920 Holden Road
Lakeland, FL 33811
(800) 232-5736 (863) 701-7714**



**99 Fully
Programmable Cycles**

Available Sizes:

Washers:

EH030 - 30lb (4.4 cu ft),
EH040 - 40lb (6.1 cu ft),
EH060 - 60lb (8.4 cu ft),
EH090 - 90lb (13.9 cu ft)

Dryers:

ED260-(30lb)
ED340-(40lb)
ED460-(60lb)
ED660-(85lb)

Engineered to exceed the professional fabricare industry's highest standards, the Poseidon Textile Care System delivers unrivaled programmability for undisputed and superior wetcleaning results.

Poseidon harnesses high-performance Soft-Mount Wetcleaning Machines and Intelligent - Fully Programmable Moisture Control Dryers for results and efficiencies that outshine traditional Dry Cleaning.

Visit ... poseidonwetcleaning.com ~ laundryproofflorida.com





Membership Includes



Effortless Web Products

A smartphone-ready website, automated post to your brand's Facebook page and engaging email marketing to your customers.



Apps For Dry Cleaners

Apps prepare your staff for any question, stain or fabric. Search any dry cleaning topic or send DLI pictures of damaged garments for analysis. (you may not be liable)



DLI Experts on Demand

We hire the experts so you don't have to. If you have any technical problems or questions, we'll solve it in one call, email or online chat.



Industry Advice, and Discounts

Dry cleaning news, marketing techniques and warnings on problem garments. Members have access to industry discounts, networking events and much more.

**Join today at www.DLionline.org or
give us a call 800-638-2627**

Is an Exit Plan in Your Future?

Written By Judith Stone, a principal of Dry Cleaning Plus



AT SOME TIME IN THE FUTURE YOU WILL LEAVE THE HELM OF YOUR BUSINESS. THE QUESTION IS WHETHER OR NOT YOU WILL BE PROPERLY PREPARED FOR THE TRANSITION EITHER WITHIN THE FAMILY, TO CURRENT EMPLOYEES OR BY SALE. NO MATTER HOW

THE CHANGE IS COMING, YOU NEED TO PROPERLY PREPARE YOURSELF AND THE BUSINESS.

There is an assortment of reasons why businesses change hands:

- You are ready to retire. You have worked hard and are “burnt out”.
- You are bored and want to seek a new challenge.
- You have health issues and need to focus on getting better.
- You want to pass your business to an heir.

An Exit Plan goes a long way to simplify the process of selling and will make it less stressful. It enables you to maximize the value of your asset. Even if your exit is several years away, you can have peace of mind if you are prepared for life’s expected and unexpected surprises.

SO WHAT EXACTLY IS AN EXIT PLAN AND HOW DO YOU PREPARE ONE?

The basic function of an Exit Plan is to prepare your business to be sold at maximum market value. A smooth operation is more attractive to a buyer; an operation that makes sense to an inexperienced buyer enlarges the market for your business.

As you go through the steps of an Exit Plan, you will almost always see things that can be improved. These changes can be implemented immediately so you get the benefit of a better business while you are still the owner. Improvements or changes may contribute to an increase in your profit and the value of your asset.

An Exit Plan looks for places to improve your bottom line and increase sales. One place to start is making sure your record-keeping is up-to-date. You ought to know your profit margin and you should be able to prove it. Get in the habit of using the report function in your point-of-sale computer system; you will find valuable information that helps you make better business decisions.

Doing an Exit Plan demands that you look at your physical plant with a critical eye. Is it clean, is it organized, is your equipment in tiptop shape? Too many cleaners forget that we are in the CLEANING industry. Treat your space to a thorough spring-cleaning. Discard accumulated junk; sort through the rail filled with garments that have no home; hire a cleaning service to remove greasy dirt on walls, lighting and ceilings; give your call office a face-lift. This doesn’t require a major outlay of money, just ingenuity and elbow grease.

If you are thinking of selling, the most important conversation to have is with your spouse. Talk about a timetable for exiting the business that is agreeable to both. Talk to your accountant to discuss potential tax obligations stemming from a sale of your business. Advise your attorney that you are prepping for a future sale and if you don’t have an attorney, look for one that handles retail business transactions and understands that the goal is to protect you, but finish the sale.

“... an Exit Plan demands that you look at your physical plant with a critical eye. Is it clean, is it organized, is your equipment in tiptop shape?”

Know where your important documents are. This includes your lease, insurance policies, environmental reports, advertising contracts and other commitments you have made. Read your lease so you are clear about terms, increases and the process of assignment. Learn how your state’s environmental rules may affect a sale so you can be proactive at addressing any issues.

All of the above are just part of a professional Exit Plan. Take these steps over time or hire a professional to guide you in the right direction and make certain it gets done. An Exit Plan is the surest method of experiencing a smooth and profitable business sale.

ABOUT THE AUTHOR:

Judith Stone, a principal of Dry Cleaning Plus, is an experienced dry cleaning consultant and business matchmaker. She and her partner, Richard G. Stone, offer Business Matchmaking and Brokerage, bringing people together for mutual profit; Exit Plans that consider a fair market value of the business and appraisals for estates, prenuptials or to discover if an offer on the table is the right one. On the consulting side, Judith collaborates with clients to upgrade and streamline operations offering suggestions to improve the bottom line through increased efficiency, improved productivity and better customer service. Services provided are always directed toward helping our clients achieve their goals. For more information visit our website, www.drycleaningplus.biz.

Are you Taking Full Advantage of SEFA's Commitment to Education?

Written by Peter Blake, SEFA Executive Director



MEMBERS IN SEFA ARE EXTREMELY FORTUNATE TO HAVE AN ASSOCIATION THAT IS AS COMMITTED TO EDUCATION AS SEFA IS.

SEFA has always maintained a strong educational program that stresses affordability over profit. SEFA is committed to offering all of its programs to members at cost or below. It is rare that an association

is able to significantly subsidize its programs. In fact, in January alone, SEFA is offering a FREE customer service program in Ft. Myers, FL and a Route Development Program in Tampa that is priced below break even.

SEFA will continue that same philosophy as it schedules classes across the SEFA region including at least one program in each of its states. Plans are underway for Spotting programs in South Carolina, Management Classes in Georgia. SEFA will also be looking to do some technical classes in Alabama and Tennessee.

SCHOLARSHIPS TO DLI RESIDENT COURSES

The SEFA Board realizes it can be hard to find the local training when you need it, so they have developed an extremely generous Scholarship Program affording members the opportunity to go to the DLI Resident Courses

SEFA has set aside up to \$9000 a year in funds for Members to attend DLI Schools. The funds are available in increments of \$1,000/week of training and is capped at \$3,000/plant over a course of 3 years. This scholarship is not solely for tuition, but can be used to help defray other costs associated with going to the DLI Resident course.

IN-PLANT TRAINING REIMBURSEMENT

This addition to the SEFA Educational Program provides scholarships for up to \$300/day or \$600/event to help defray the cost of in-plant training. In order to be eligible for the program, applicants must be a member in good standing in DLI/SEFA and preference will be given to those applicants who have been members for longer than one year.

The scholarships can be used to bring in any of the approved educators listed on the SEFA Website. The initial list of participating trainers includes: Liz Davies, Trudy Adams, Jane Zellers, Jim Groshans, Wash Respass, Don Desrosiers, and James Peuster. SEFA will be looking to add to the list of participating educators.

"This is a great initiative," offered Rhonda Eysel, SEFA Education Chairperson. "and we are really excited about it. We recognize the

challenges of sending people out for training, and also understand the benefits of having someone come into your own plant and train on your own equipment. This is really an incredible opportunity for all of us."

SEFA has provided \$10,000 in funding to the program for the first year. The Board will reevaluate the program after the first year to determine its success and member benefit before committing to continuing the scholarship program.

Once an application is approved, SEFA will reimburse the member upon completion of training, and pending a completion of an article submission for The Reclaimer. All applications must be submitted and approved prior to the training event.

"It's exciting to be part of this new program," offered Jane Zellers, "and I am really looking forward to working with SEFA Members. I think this is an outstanding opportunity and I think SEFA has taken another tremendous step in their commitment to their members."

For more information, or to apply, visit www.sefa.org

America's Most Recommended Specialty Cleaner

OVER 1,200 DRY CLEANERS, MANUFACTURERS AND RETAILERS
DEPEND ON ARROWS SKILL AND PROFESSIONALISM

- Leather & Suede Cleaning & Refinishing
- Leather & Suede Handbags
- Leather & Suede Repairs
- Designer Leathers
- Shearlings
- UGGs
- Fur Trim Cloth & Leather
- Fur Lined Leathers
- Professional Fur Cleaning
- Wedding Gown Cleaning & Preservation
- Reweaving & More

Arrow
LEATHERCARE SERVICES

Call Bruce Gershon, President

800.542.7769 // www.arrowcare.com

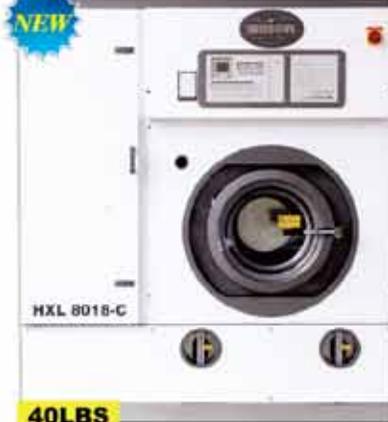
Equipment-Parts Warehouse Sales Event!

Alternative Solvent Machines

➤ Dry-Cleaning Machines Great Pricing



➤ **UNION HL-860**



40LBS



60LBS

New model available for K4(40/lb and 60/lb) with new low price.

UNIPRESS

➤ Up to 90 + Shirts/HR



HURRICANE HS2

Huebsch

➤ OPL Softmount Washer-Extractor (20-70lb)



Fulton

➤ Vertical Spiral Rib Tubeless Steam Boilers



VSRT

www.GSLAUNDRY.com



DRY-CLEANING-COIN LAUNDRY-OPL www.gslaundry.com

Toll Free : 1-800-875-4756 Tel: 770-343-8455

DRY-CLEANING-COIN LAUNDRY-OPL www.gslaundry.com

benprema@gslaundry.com

4035 Nine Mcfarland Drive, Alpharetta, GA 30004



Take Your Dog to Work Day

Written By Raleigh F. "Sandy" Seay, Jr., PHD, Chairman of The Seay Management Consulting Firm



ON A RECENT TRIP TO OUR LONG TIME AND GREATLY VALUED CLIENT, THE NATIONAL PEST MANAGEMENT ASSOCIATION IN VIENNA, VIRGINIA, I WAS SURPRISED BUT PLEASED TO SEE SEVERAL DOGS WANDERING AROUND THE WORKPLACE.

I am a dog guy myself and enjoyed watching them and, yes, petting them when they came up to me. The dogs provided a sense of pleasure and of calmness and the employees really liked having them around. Allison Allen is the Executive Director of the Quality Pro initiative at NPMA and also serves as "Dog Deputy" and has graciously written this fine article, which I know you'll enjoy reading. Maybe this is a new employee benefit for your organization!

ARTICLE SUBMITTED BY ALLISON ALLEN:

Each year, during our most stressful season, the National Pest Management Association (NPMA) conducts an employee satisfaction survey. On the survey, employees are asked to rank the benefits of working at NPMA.

Year-after-year, having dogs at work hovers near the top. "In addition to keeping employees happy, having dogs at work is one of the best expressions of our core values which include life balance, fun, passion, and teamwork," says CEO Dominique Stumpf.

For many years there was an understanding that if you needed to bring your dog to work for a day, it was fine. Having a dog greet you at the door was an exception rather than a daily occurrence. But after a few well-behaved pups started coming every day, NPMA formalized a "Dog Friendly Workplace Policy." "The policy was not created in response to an incident, rather we wanted to make sure the practice of having our furry friends at work would be fair and safe for years to come," says Stumpf.

THE POLICY

The Dog Friendly Workplace Policy ensures the office is a productive work environment that is safe and fun for employees and

animals alike. In order to bring their dogs to work, even if it's just a day or two a year, employees need to submit an application that covers the topics of vaccinations, training, and disposition. In addition, employees must agree to hold an insurance policy that covers dog bites and communicate with the "Dog Deputy" when they want to bring in their pet to ensure there are never more than 4 dogs in the office at once.

THE PROS

"Nothing takes the edge off a stressful meeting like having a dog give a big ol' yawn and roll over on his back to stretch. Just being around them takes the edge off," says NPMA employee Megan Moloney.

In addition to stress reduction, having dogs around promotes employee bonding. People who don't usually work together will take a moment to chat while giving a belly rub.

When employees post pictures of office dogs to social media, inevitably friends comment "I wish I worked there!" In today's tough job market, anything that gives an employer an edge is great. NPMA would accommodate an employee, vendor or visitor who doesn't like dogs, but so far this hasn't been an issue.

THE CONS

Luckily, having a policy in place has proactively protected NPMA against liability, fairness issues and having dogs that are more stressed at work than they would be at home. Even though most people in the office of 25+ employees have dogs, people know their pets and understand that not every dog is suitable for a workplace. "As we learn little things, we update the policy. For example, no squeaky toys," says Stumpf.

Inevitably, having lots of dogs in the office adds a level of allergens and dirt, so NPMA has the carpets cleaned at least once a year and carpet cleaner is on-hand just in case there is an accident. The only other ever-present concern is making sure the dogs that come often don't get fat. Most employees keep treats in their desks. From time-to-time owners need to put a pause to the treat-giving or provide healthy treats in lieu of pup-peroni!

Please contact Sandy or your Seay Management Consultant if you have any questions or concerns when dealing with employment issues. Seay Management Consultants are under retainer by DLI to assist DLI/SEFA members in HR and Management issues.

The Next South Eastern Fabricare Association Board Meeting

SEFA Winter Board Meeting

Saturday, January 12, 2019

Sandestin Golf and Beach Resort, Mirmar Beach, FL

Past DLI Presidents Invited to Recent DLI Meetings



ELEVEN PAST PRESIDENTS (FOUR OF WHICH HAILED FROM SEFA) GATHERED AT THE LAUREL, MD, HEAD-QUARTERS OF THE DRYCLEANING AND LAUNDRY INSTITUTE LAST MONTH, DURING THE FALL BOARD MEETING HELD IN CONJUNCTION WITH THE PENNSYLVANIA AND DELAWARE CLEANERS ASSOCIATION TRADE SHOW IN NEARBY BALTIMORE.

The past presidents toured DLI's facility and caught up with their colleagues and the DLI staff and were invited to attend the fall board meeting and share input and perspectives with the current board.

Pictured in the front row starting from left are Lang Houston (2001-2002), Crest Cleaners, Cocoa Beach, FL; Ed Robinson (2008-2009), Ed Robinson Laundry and Drycleaning, Columbia, SC; Donald Fawcett (2005-2006), Dependable Cleaners, Quincy, MA; Jim Nixon (1992-1993), Nu-Way Cleaners, Greeley, CO; Eric Kloter (1999-2000), Swiss Laundry, Rockville, CT.

In the back row are Allan P. Johnson III (2014-2015), Peerless Cleaners, Corpus Christi, TX; Rick Kasperbauer (2010-2011), Kasperbauer Cleaners, Carroll, IA; Dan Martino (2004-2005), Martino's Master Drycleaners, Kenosha, WI; Greg Myers (2015-2016), Southside Cleaners, Lakeland, FL; David Beatty (2016-2017), Murrysville Cleaners, Murrysville, PA; and Gary Dawson (2005-2006), Belleair Bluffs Cleaners, Belleair Bluffs, FL.

We are very proud of the SEFA legacy," observed Don Holecek, SEFA President, "of sending great representatives to the DLI Board. The fact we have such a great turnout of past DLI Leadership really demonstrates SEFA's commitment to the industry. I really applaud all these representatives for their time, devotion and leadership throughout the years. DLI has had some rough times, and it is these very individuals who helped steer us through and helped us retain our foundation as the leading association for the laundry and drycleaning industries. Thank you!"



Save Time, Labor and Money with EzProducts



Scanner/barcode
Pre-printed sequentially numbered heat seal barcode labels in one day, Four sizes with or without a side stripe

Text Label Printer
Permanent Clothing Label Cartridges
Eliminate paper tags



Stop Shaking Out Shirts
Genuine MBH Rope-Ties & Zip-Ties
Five Colors available for special handling, finishing or routes



Heat Seal Presses
You Deserve the Best!
The Ultimate Heat Seal Machine
Choose from 3 models, 7 interchangeable lower platens, single or dual heat
115V or 230V 2 Year Warranty
Proudly Made in the USA • Built to OSHA Standards



EzLabelOff
Removes heat sealed labels from most fabrics

Molly the HangerDolly
Easily store and transport 500 hangers



Toll Free
877.906.1818
www.ezpi.us

2019 Compliance Calendars Now Available



THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION HAS ISSUED ITS NEW 2019 COMPLIANCE CALENDAR, AND IT IS NOW AVAILABLE ON THEIR WEBSITE, AND HAS ALSO BEEN LINKED ON SEFA.ORG.

The Florida DEP, in cooperation with the Florida Drycleaners Coalition was the first state to develop the Compliance Calendar that has now been picked up by many other states across the country. The Calendar provides a perfect record keeping tool to ensure your continued compliance. There are provisions for all the required data in one handy booklet that can be taken down at the end of the year and stored for the mandatory 5 year period.

“Record keeping violations,” commented Peter Blake, SEFA Ex-

ecutive Director, “are the most common state and federal violations in the drycleaning industry. Even if you are not in Florida, this tool can help you get your plant in compliance.”

The Calendar features reminders on the three most important areas of concern: tracking monthly perc purchases, recording your temperature gauge readings, and recording your leak checks.

“This is a perfect opportunity for all drycleaners to review their compliance status,” offered Blake, “and in this business climate -- I urge everyone to do so. I have seen more aggressive enforcement up and down the east coast, and I shudder at the thought of our members being unprepared. This calendar, while produced for FL drycleaners is useful in every state, and most of the check list items are federally mandated. SEFA has other compliance tools available on its website or by request for OSHA regulations as well other regulatory programs. If you have questions, call. We are here to help!”

SEFA has posted a copy of this Calendar on www.sefa.org. If you need assistance, please call Peter Blake at 877-707-7332.



Now is the time to switch to paperless!

Stay Connected

Get up to date technical guidance, download Safety Data Sheets, get easy access to events, helpful links and useful documents.

Stay in Control

Access your accounts payable, review invoices and monthly statements and pay electronically from virtually anywhere, anytime!

**GO GREEN
GO PAPERLESS**
Stay in Control, Connected and Informed digitally

With all of the tools available now
You can easily manage your account in one place
You do not need paper anymore!

Stay Informed

Have everything you need, all in one place, for easy reference, tracking and budgeting. Stay on top of your orders and payments by having an e-mail notification when they happen.

You'll wonder why you didn't do it sooner!

Thank you for supporting our initiative to

Go Green , Go Paperless

Contact us at info@fabricleansupply.com to enroll

By enrolling in FabriClean Paperless E-Communications, I agree to receive my statements and other documents electronically. I will receive an email when my statement or notice is available to view online.

What does your business need to do to become EMV[®] compliant?

Avoid Liability.

Starting October 2015, if your business does not use EMV equipment and a data breach or a counterfeit transaction occurs, you may be held financially liable if you have not upgraded.



Increase Security.

New credit and debit cards will use a chip that generates unique data for each transaction, making it much harder for criminals to duplicate card information and steal data.



Save Money.

Using EMV-compatible equipment may help lower your processing expenses by potentially reducing compliance fees.



**LET TRANSFIRST[®] HELP YOU
NAIL DOWN YOUR
EMV STATUS TODAY
WITH A \$199 TERMINAL OFFER.*
(\$495 VALUE)**

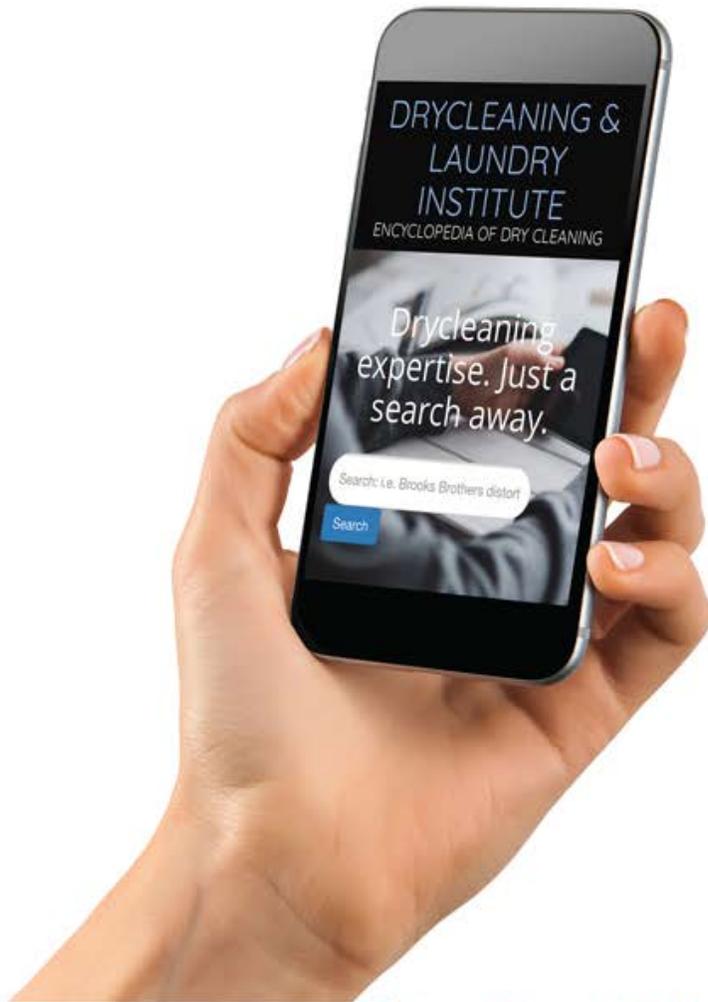
**Upgrade your equipment. Call 800.613.0148
or email DLIStatements@TransFirst.com today!**



Drycleaning & Laundry Institute
international

*\$199 terminal purchase offer valid for new TransFirst customers only. Terminal offer expires May 31, 2015. All accounts subject to credit approval; some restrictions or exclusions apply. EMV is a registered trademark in the U.S. and other countries, and an unregistered trademark in other countries, owned by EMVCo. TransFirst is a registered ISO/MSP of: Wells Fargo Bank, N.A., Walnut Creek, CA, and Synovus Bank, Columbus, GA, for Visa[®] and MasterCard[®] transactions only.

TF3893a_DLI0315AD



Keep DLI's Best Information at Your Fingertips.

Get easy access to DLI's wealth of drycleaning knowledge with the ALL NEW DLI Drycleaning Encyclopedia App, available for iOS and Android devices.



DRYCLEANING & LAUNDRY
INSTITUTE INTERNATIONAL

www.DLIonline.org



**FREE TO DLI SILVER, GOLD, AND PREMIER MEMBERS.
CALL DLI FOR MORE INFORMATION 800-638-2627.**

A-1 PRODUCTS, INC

Birmingham, AL
(205) 787-1403
www.a-1products.com

A.M. CHEVY EQUIPMENT

Pompano Beach, FL
(844) 802-3247
drdrycleaning.com

APEX INSURANCE

Delray Beach, FL
(561) 272-9683
www.forthelnsured.com

ARROW LEATHERCARE

Kansas City, MO
800-542-7769

CENTRAL EQUIPMENT COMPANY, INC

Columbia, SC
(803) 779-2390
centralequip.com

CLEANERS SUPPLY

Conklin, NY
(800) 568-7768
cleanersupply.com

COMPASSMAX

Falmouth, ME
(207) 781-5590
www.compassmax.com

ENVIRO FORENICS

Indianapolis, IN
(317) 972-7870
www.enviroforensics.com

EPSILON PLASTICS

Marietta, GA
(770) 578-4228
www.sigmaplastics.com

EZPRODUCTS INTERNATIONAL, INC

Wauchula, FL
(863) 735-0813
www.ezproductsinc.com

FABRICARE MANAGEMENT

Acworth, GA
(888) 299-9493
www.fabricaremanager.com

FABRICLEAN SUPPLY

Decatur, GA 770-981-2800
Columbia, SC 803-776-7988

Tampa, FL 813-623-3553
Jacksonville, FL 904-696-7688
Nashville, TN 615-254-5192
Knoxville, TN 865-689-1221
Birmingham, AL 205-251-7272

FABRITEC INTERNATIONAL, INC

Lutz, FL
(813) 990-7401
www.fabritec.com

FH BONN COMPANY

Lawrenceville, GA
(678) 472-6202
www.fhbonn.com

GULF STATES LAUNDRY MACHINERY

Alpharetta, GA
(770) 343-8455
www.gslaundry.com

HEARTLAND PAYMENT SYSTEMS

Clarksville, MD
(352) 246-4600
www.heartlandpaymentsystems.com

INDUSTRIAL EQUIPMENT & SUPPLIES

Miami, FL
(800) 969-4766

INTERSTATE CHEMICAL

Lakeland, FL
(863) 607-6700
www.interstatechem.com

JCZ CONSULTING

Mt. Gretna, PA
(717) 507-4607
www.janezelllers.com

KREUSSLER, INC

Tampa, FL
(813) 884-1499
www.kreussler.com

LAUNDRY PRO OF FLORIDA

Lakeland, FL
(813) 300-7148

M&B HANGERS

Leeds, AL
(205) 699-2171
www.mbhangers.com

NIE INSURANCE

St. Louis, MO
(800) 325-9522

www.nie.biz

N.S. FARRINGTON & CO.

Winston-Salem, NC
(336) 788-7705
www.nsfarrington.com

R.R. STREET & CO., INC

Naperville, IL
(630) 416-4244
www.4streets.com

SMITH BROTHERS

Chapel Hill, NC
(252) 793-2579

THE ROUTE PRO

1-877-DR-ROUTE
www.theroutepro.com

SEITZ, INC.

Tampa, FL
(813) 886-2700
www.seitz24.com

STEINER-ATLANTIC CORP

Miami, FL
(800) 333-8883
www.steineratlantic.com

UNI CLEAN DIRECT, LLC

Clermont, FL
(321) 297-4286
www.unicleandirect.com

UNION DRYCLEANING MACHINES

McDonough, GA
(404) 361-7775
www.uniondc.com

W.A.G. EQUIPMENT LLC

Mount Juliet, TN
(615) 830-5959
www.wagnashville.com

WHITE CONVEYORS, INC

Cary, NC
(800) 524-0273
www.white-conveyors.com\

WILLCO FORMS

Mike Fleming
(800) 375-3676
Golden City, MO

These suppliers support the work of SEFA as Allied Trades Members. When you need supplies, equipment or other goods or services, contact a SEFA Member first.

**WE FIND FUNDS.
WE CLEAN UP.
YOU STAY OPEN.®**



It can be alarming to learn that your dry cleaning business might be responsible for unintentional environmental contamination. This news doesn't have to ruin your reputation or your savings. Let us defend your business, clean up the contamination, and restore your property value at little to no cost to you. We take care of all of this, so you can stay open and run your business.

ENVIROforensics®

866-888-7911
enviroforensics.com/
stay-open