



NEWSLETTER

September 2014

NEW LEGISLATION

Canada's Anti-Spam Legislation (CASL) came into force on July 1, 2014. There are still a few members who have not replied to my email request in order for OFA to continue sending you our correspondence, e-newsletters, event invitations and other important and urgent news from OFA. This was our 5th request emailed to you and we did not receive a response. If there is no reply of approval to this email, there will be no further email correspondence from OFA. Thank you for your anticipated co-operation. Reply to chelsky@sympatico.ca

MEMBERSHIP ADVERTISING CAMPAIGN

We are in the process of providing your local newspapers with information about the importance of membership in the OFA, and will be highlighting the fact that your company is a member of OFA and adhere to its high principles in the dry and wet cleaning industry.

MINISTRY OF ENVIRONMENT OF ONTARIO

We have had a meeting with the Ministry of Environment and have shared ideas and discussed with them our role in representing our membership and our member's strong adherence to safe environmental concerns that they have. We will continue to meet with them and advise them of our concerns for our industry.

PRESIDENT'S DINNER

We have finalized our preparations for the upcoming President's Dinner on Saturday, November 15, 2014 at the Octagon Steak House in Thornhill, Ontario. I have sent out invitations and RSVP's for the event in the previous newsletter. It has been a very popular event in the past and should not be missed. Reservations will be cut off after the allotted number of persons allowed for the event is reached. Please send in your payments ASAP, so that you can be included. Make out cheques payable to Ontario Fabricare Association.

FEEDBACK

It is important for us to get your feedback about the newsletters that are sent out to our membership and the information contained in them. Please do not hesitate to email me your opinions and suggestions for future content in the newsletters. chelsky@sympatico.ca. Also, please advise me of any special event that is occurring within your company.

120 Promenade Circle, Suite 910 Thornhill, ON L4J 7W9
905-881-5906 • Cell: 416-573-1929 • email <chelsky@sympatico.ca> •
www.fabricare.org

CONSUMER INFORMATION

Included in this newsletter are a list of tips that advises consumers how to make their clothes last longer. You may wish to reprint these pages and provide them to your customers with your compliments.

I have begun a program of emailing Consumer Care Tips to various media throughout the province of Ontario with the statement that members of the Ontario Fabricare Association represent the best in the environmental dry and wet cleaning industry.

OFA CONFERENCE 2015

I am currently working on the program for next year's conference. If anyone has any ideas or suggestions for speakers or topics, please email me the information, so that I can look into it.

OBITUARY

We are sorry to announce that Bernie Cormier has passed away. He was in the Fabricare industry for 50 years. He operated Ace- Kelly Cleaners in the GTA and Burdock's Cleaners in London Ontario. We extend our deepest sympathy to his wife Bernice.

CANADA DO NOT CALL LIST

This is a good tip (and legitimate) re the Do Not Call List that your original registration does expire, but it only takes a minute to go to the government website to check that your number(s) is registered and when it will expire - or add it in the first place.

Your old registration for the Do Not Call List may have expired or will expire soon. When I went on the Canada Website, I found out that my home phone number is due to expire on the DNC list on Oct 31 and I was able to immediately renew for another 5 years as well as adding my cell phone. Thought this was good info from the Gov't of Canada. To prevent this, go to the following website for Canadian telephone numbers:

<http://www.lnnte-dncl.gc.ca>

Then click on English

Then on "check my registration" in the bar to the left

Then on "extend my registration".

It is the National DO NOT CALL list it will only take a minute of your time and it blocks your number for five (5) Years.

If you have a cellphone, remember that Cell Phone Numbers go public this month. REMINDER..... All cell phone numbers are being released to telemarketing companies and you will start to receive sales calls..... YOU WILL BE CHARGED FOR THESE CALLS!!

E-MAIL TRACKING

By now, I suspect everyone is familiar with snopes.com and/or truthorfiction.com for determining whether information received via email is just that: true/false or fact/fiction. Both are excellent sites.

Advice from snopes.com VERY IMPORTANT!!

1) Any time you see an email that says "forward this on to '10' (or however many) of your friends", "sign this petition", or "you'll get bad luck" or "you'll get good luck" or "you'll see something funny on your screen after you send it" or whatever --- it almost always has an email tracker program attached that tracks the cookies and emails of those folks you forward to. The host sender is getting a copy each time it gets forwarded and then is able to get lists of 'active' email addresses to use in SPAM emails or sell to other Spammers. Even when you get emails that demand you send the email on if you're not ashamed of God/Jesus --- that is email tracking, and they are playing on our conscience. These people don't care how they get your email addresses - just as long as they get them. Also, emails that talk about a missing child or a child with an incurable disease "how would you feel if that was your child" --- email tracking. Ignore them and don't participate!

2) Almost all emails that ask you to add your name and forward on to others are similar to that mass letter years ago that asked people to send business cards to the little kid in Florida who wanted to break the Guinness Book of Records for the most cards. All it was, and all any of this type of email is, is a way to get names and 'cookie' tracking information for telemarketers and Spammers -- to validate active email accounts for their own profitable purposes.

You can do your Friends and Family members a GREAT favor by sending this information to them. You will be providing a service to your friends. And you will be rewarded by not getting thousands of spam emails in the future!

Do yourself a favor and STOP adding your name(s) to those types of listing regardless how inviting they might sound! Or make you feel guilty if you don't! It's all about getting email addresses and nothing more. You may think you are supporting a GREAT cause, but you are NOT!

Instead, you will be getting tons of junk mail later and very possibly a virus attached! Plus, you are helping the Spammers get rich! Let's not make it easy for them!

ALWAYS DELETE = BEFORE SENDING TO YOUR EMAIL FRIENDS.
ALWAYS USE BCC TO SEND TO YOUR EMAIL FRIENDS AND DELETE ALL NAMES THAT SENT YOU THE FORWARD.

How to Make Your Clothing Last Longer

Get 11 tips that help extend the life of your wardrobe

Every day wear and tear can leave your clothes looking lackluster. And, after all that time and effort spent shopping for the perfect pants or party dress, the last thing you want is to have to retire them after just a season or two. Knowing how to properly store and care for your attire can mean the difference between a well-preserved wardrobe and a mildewed, moth-ridden mess. Here, tips from the pros for prolonging the lifespan of your garments so that 10 years from now, when current trends make a comeback, you will still be dressed to impress.

Storage Savvy

1. Insects are instantly attracted to dirty duds, so to keep pesky bugs at bay, make sure your clothing is completely clean and dry before hanging it in your closet or folding it in a drawer. Body oils, dirt and food stains invite insects to feast on material, he says. Also, if you keep dirty and clean clothing in the same space, separate them; even the tiniest crumb can call critters to come hither.
2. When it comes to safeguarding your garments, think cool, dry, dark places. Sunlight can fade, weaken and yellow fibers. Store an out-of-season wardrobe away from windows and skylights, he says. And if you live in a warmer, humid area, consider installing products, such as DampRid or Damp Check, to absorb moisture in your closets and drawers.
3. You may think you are protecting your finest by stashing it in the plastic from the dry cleaners, but letting your clothing stay under cover is one of the worst things you can do. Fibers need to breathe, says Johnson. Plastic traps moisture, which can cause mildew, odors and color changes. You can protect more delicate items, like formal dresses, by storing them in canvas garment bags (with windows so you can see what is inside) or cotton sheets to let air flow in and out.

Closet Care

4. A little hanging know-how can go a long way toward lengthening the life of your clothing. Most sleeveless dresses have satin hanger strips sewn into the fabric for a reason: They prevent the straps from stretching. It's best to keep jersey dresses with sleeves on hangers that have slightly molded shoulders to maintain their shape. Never hang knits; they can stretch out from the weight of hanging. Instead, fold them in a drawer or over a hanger.
5. Cramming clothes into every last crevice of your closet will only end up crushing your attire. Plus, a wrinkled wardrobe requires ironing, which increases the risk of damaging a garment. If you have the space, store off-season fashions in another closet, or fold pieces and place them in breathable canvas bins along with lavender sachets to deter moths and keep clothing smelling fresh.
6. Wire hangers are a definite no-no, especially for hanging knits and jersey materials. They can stretch out the fabric and cause misshapen shoulders and indentations, instead, use flocked hangers or those with shoulder protection.

Stain S.O.S.

7. When a spot or spill strikes, avoid the temptation to rub it at all costs. Rubbing breaks the fibers, which leads to color loss. Blot the area gently with a cloth napkin or paper towel. The sooner you get to the stain, the better the result. If you wait too long, sugars can caramelize and oils can oxidize, and then they are almost impossible to get out. Pre-treat the fabric if its machine washable (otherwise take it right to the dry cleaner) with a spot cleaner before throwing it in the wash. Let it air-dry, as heat from the dryer can set stains.

8. Resist the urge to spritz perfume or hairspray as your last step to getting dressed. The alcohol within can stain and take the color out of what you are wearing, especially if it is silk, which is very susceptible to staining. Make sure these products are completely dry before putting on your outfit.

9. Pit stains are a pitfall in general, but did you know that they can leave indelible marks on your clothes underarms? The acidity from perspiration kills the fabric if it is not cleaned quickly. As soon as you notice the stain, clean it immediately. And let your antiperspirant thoroughly dry before getting dressed; the aluminum in the product causes staining.

Clean with Caution

10. Tops of two-piece outfits are usually the first to go to the cleaners, mostly due to odors and sweat stains. But sending tops and bottoms out separately can cause a disparity in the fabric. The item that is more frequently dry-cleaned can become lighter in color than its mate. Always dry-clean both pieces together to keep the color consistent.

11. Be proactive and point out stains to your dry cleaner before leaving the store. It is important to convey the causes of stains, because different types of spots often require different treatments. Stains are divided into two categories: solvent-soluble stains and water-soluble stains, and special chemicals are used to treat each one.