

**Message from the President of CFA**

Fellow CFA Members,

First and foremost, it is my hope that this message finds you, your families and team members safe and healthy.

It's hard to believe we're closing out "week six" of quarantine. Though these past weeks have been challenging and unpredictable, it's been wonderful to see our members step up and generously donate their time, resources and money to help those in need. The consistent sharing of timely information from Sid and fellow members has been incredibly valuable in helping navigate this world crisis. I hope this will continue as social distancing barriers slowly lift and things get back to "normal."

I want to thank Sid for stepping up during this critical time and providing our membership with such thoughtful, caring, and passionate leadership. Fabricare Canada definitely got it right when they recognized Sid as the Industry Person of the Year in 2019. We all know that Sid will continue to facilitate our feedback, so I encourage you to keep it coming.

There are brighter days ahead!

**Rob McConnell**



**Editorial Comment**

There are not enough words to describe the pride that I and others have about our association and its members. These have been exceedingly difficult times and has shaken our industry to the core. I want to thank all of you who have responded to my emails.

I have tried to keep you up to date with relative information as I became aware of it. Some of it proved to be inaccurate, which I followed up with revisions. I thank those of you who brought this to my attention and forced me to do further research to validate the information. Most of what I reported did prove to be accurate.

As I received comments and concerns from our members, I in turn contacted all the Members of Parliament, Members of Provincial Parliament in many provinces, as well as my own personal contacts in

government to make them aware of our concerns. In several cases, a few days later, the governments announced changes in their policies to include our concerns. I do not take credit for all of this, because I am sure that others in other industries also lobbied the governments. Our work on your behalf convinced those in government that we were to be considered an essential service.

Our members are a resilient group of people who have been forced to come up with ideas to be able to maintain their businesses. They were forced to find ways to keep their business open to take care of their customers, while protecting the health and safety of their employees. I reached out to our members for them to share ideas on how to go forward and got many responses, which I shared with the rest of the membership. In some cases, I thought about what I would do in this situation and shared these ideas. I was contacted by a few hospitals in the province who needed help keeping up with the demand for patient gowns. Many of you reached out to your local hospitals and medical personnel offering to help with their overflow of laundry items, such as gowns, etc. As well, we tried to find solutions to being able to disinfect face masks and reuse them as the hospitals and medical personnel reported were in short supply.

I pray that we all will get through this time and look forward to our upcoming conference when we will look back at this experience and find new and tiatives to grow our businesses. Your President, Rob McConnell and I are currently working on a number of issues that hopefully will bring more publicity to our members and our association as well as create a new environment that we will be able to grow our membership dramatically. These items will be reviewed in more detail and brought to our board of directors at our next meeting and hopefully will be adopted. We will keep you informed.

I have asked for and received several stories from our members on how they have coped with this COVID-19 pandemic and printed the responses. We can all be proud of their efforts and I am sure of the efforts that many of you have achieved and not reported them.

Thankyou for your continued support of our association and I hope that we can always be there for you.

Sidney Chelsky,  
Executive Director,  
Canadian Fabricare Association.



Below are many emails that I have received from our members who are proud to share with the rest of the membership. Hopefully, there will be some ideas you can use in your own business. It is important that you keep the media and your customers aware of the great things you are doing during this pandemic.

## Members Give Back

### Our essential neighbours: The dry cleaner

One of a series of stories looking at the new normal for our neighbours whose jobs are considered essential

NEWS Apr 06, 2020 by [Laura Booth](#) Waterloo Region Record



**J.P. Renaud** sits between washing machines at **Newtex cleaners**. He is contracted to clean the uniforms for paramedics, police and funeral home staff in the region. - Mathew McCarthy , Waterloo Region Record  
KITCHENER — J. P. Renaud and his team are cleaning the uniforms of essential workers in Waterloo Region.

Hundreds of police and paramedic uniforms are cleaned at the Newtex Cleaners' Kitchener plant on Ottawa Street every week. "We're treating a lot of uniforms coming in from police and emergency response workers with gloves, obviously, and aprons and masks," said Renaud, operations manager.

While some pieces have always arrived at the cleaners in clear, sealed bags indicating potential contamination, the cleaners are noticing more coming in than usual.

"We're actually getting police officer hats and boots and belts that we don't normally get," he said. "We're getting some of those in the hazardous materials bags."

Newtex Cleaners has been in business just over 80 years. Renaud's father purchased the business in 1960 and it has been owned and operated by the family ever since.

The outbreak of the coronavirus has changed the way the essential business operates.

Soiled clothing from clients such as first responders, waste water treatment staff, private citizens and laundry from funeral homes, are now being handed off to the Newtex driver without any human contact.

Many of the items are being left at a front door for pickup.

The pandemic has also forced Newtex to reduce its laundry schedule to three days a week and the workforce has been trimmed. Those who still work in the plant have to maintain social distancing.

A few changes have also been made to the cleaning process.

"Dry cleaning does disinfect," said Renaud, adding while some items need to be dry cleaned others are - When he arrives home he uses disinfectant wipes to clean surfaces inside his vehicle.

He cleans his clothes at work and he takes off his coat and boots as soon as he gets into the house then he heads straight to the bathroom to wash his hands.

"It's scary," he said. "She doesn't want to catch this."

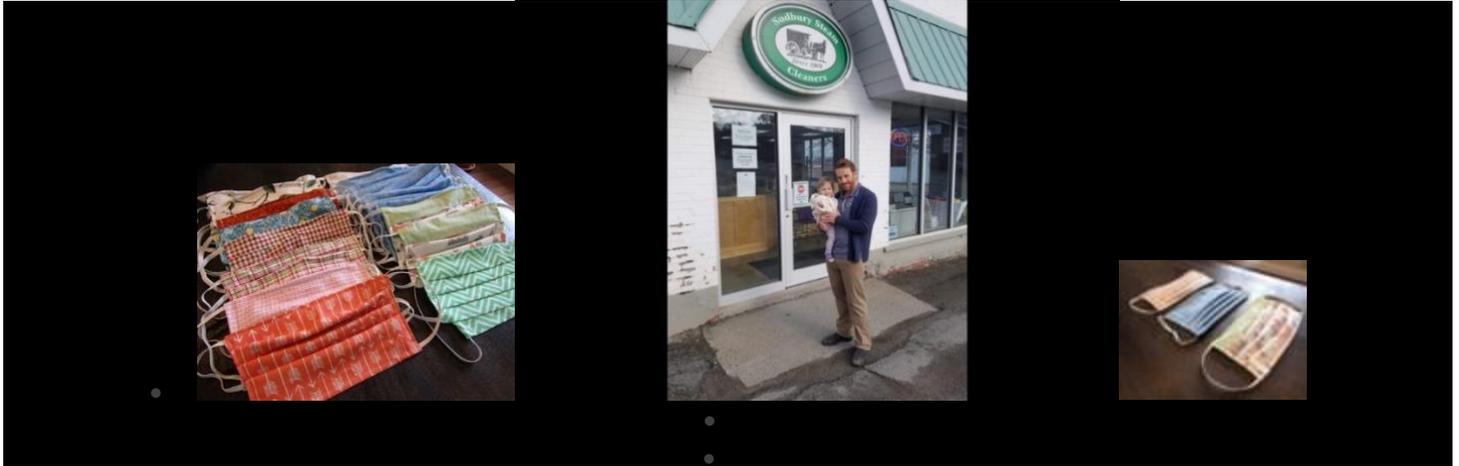
**J.P. Renaud, Newtex Cleaners, [www.newtex.ca](http://www.newtex.ca)**

## Sudbury Steam Cleaners

# Buy a mask, give a mask with Sudbury Steam Cleaners' One-for-One program

Local dry cleaners begin manufacturing cloth masks in light of COVID-19

Apr 10, 2020 2:45 PM By: [Keira Ferguson](#)



- Slowing the spread of COVID-19 is not only about protecting one's own health, but also that of those around you. That's also the idea behind Sudbury Steam Cleaners' new cloth mask initiative, where for every mask purchased, the company will donate another to someone in need. Earlier this week, Sudbury Steam Cleaners launched its One-for-One program to meet the demand for alternative personal protective equipment for the public and provide employment for some of its dedicated staff. This will be the first time since the business opened in 1901 that the long-standing Nickel City dry cleaners will manufacture and sell cloth masks. Like many businesses during this time of uncertainty, Sudbury Steam Cleaners have been forced to adjust, said Chris Haddad, fourth-generation co-owner. "The masks are honestly a first for us. We just saw the opportunity to do something positive," he said in an interview Wednesday.

Since the outbreak, Haddad said the family-owned and operated business had been trying to think of a way to get involved in the community response to COVID-19 in some capacity. So, when Dr. Theresa Tam, Canada's chief public health officer, recommended the use of cloth face masks for members of the general public as added protection against the virus, the decision was easy. With this in mind, Haddad said it's important customers understand that although the masks are made of quality material, these are non-medical masks and are only effective if used properly. For the protection of customers, all masks include an information sheet on how to safely use and clean the product. Sudbury Steam Cleaners has hired back four seamstresses to assist in the project thus far, said Haddad. More will be brought back as required.

Generally, the company's seamstresses are responsible for alterations and repairs, he said, but are more than capable of taking on this challenge. Every one of their seamstresses has worked with them for a minimum of five years, but the majority of them have been with the company for upwards of 10.

One employee, that Haddad endearingly calls Nona, has been a seamstress for 45 to 50 years, 30 of which have been spent working for his family-owned and operated business. So needless to say, the mask-making is in experienced hands. "We treat our staff and everybody like family, seeing a lot of them go when this initially happened was hard," he said. "It hurt. Being able to bring a few back is awesome." Sudbury Steam Cleaners had seven active depots across the city but has been forced to close all but their main downtown location in response to the pandemic. This, however unfortunate, has allowed them to give each seamstress an isolated place to complete their work.

Every mask will then be professionally cleaned, before being sealed and transferred to customers contact-free, said Haddad. They are professional dry cleaning and laundry service after all. The team intends to

support as many community groups and non-profit organizations as they can with the mask giveaway, but Haddad said they have yet to decide who this will be. Customers are encouraged to request the group of their choosing with their order or recommend a group through the Sudbury Steam website no purchase necessary.

Sudbury Steam Cleaners can't guarantee that every request will be fulfilled but community submissions will help them determine the most effective distribution possible, he said. They intend to source all material locally to the best of their ability and placed their first order with [Sew Local Stitch Lounge](#) earlier this week. Whether this will be their exclusive supplier depends both on the request made by clients and the store's product availability, said Haddad, but their "first call will be there." After only four days of production, Haddad said it is too soon to say whether Sudbury Steam Cleaners would continue to manufacture products such as cloth masks following the pandemic, but nothing is off the table.

"At the end of the day, one thing that is great that has come out of this is people see the need to stay local, even when it comes to manufacturing," he said.

Sudbury Steam Cleaners' cloth face masks are available for \$13.50 each with special pricing available for bulk orders upon request. Shipping is offered for a \$2 fee anywhere within 25 kilometres of its downtown headquarters.

For quality and production purposes, the only design One-for-One seamstresses will be using will be that approved by the Michael Garron Hospital of the [Toronto East Network](#), said Haddad.

Each mask will have a polyester outing, 100 per cent cotton lining, elastic for the ear loops and include a pouch for the wearer to insert the filter of their choosing. Orders can be placed online, over the phone or through email. While locations have been closed to the public, Sudbury Steam Cleaners has been deemed an essential service and as such continues to provide for the public through curbside pick-up and drop-off in addition to offering collection and delivery to an individual's home. They will also be continuing its corporate services, providing much-needed sanitation to groups such as the Greater Sudbury Police Service and emergency personnel. "Everybody is trying to be a bit cleaner and we're going to provide that service."

**Gregg Haddad, Sudbury Steam Cleaners, [www.sudburysteamcleaner.com](http://www.sudburysteamcleaner.com)**

## **Techstar Plastics**

\***Techstar Plastics**, like many companies during this trying time, are adapting and changing our way of doing things both in our factory as well as dealing with our customers. Although Techstar has a large inventory currently supporting our on-going business, we have scaled back on production to a minimally staffed shift. Techstar remains operational for the purpose of manufacturing laundry carts for hospitals and material handling carts for the food industry. We will continue to do everything we can to support these essential services during upcoming months of the global pandemic. No matter how small, everyone has a role to play in overcoming this outbreak, and we remain committed to doing our part.

Hope you are doing well,

**Paige Devitt, Marketing Techstar Plastics Inc., [sales@techstarplastics.com](mailto:sales@techstarplastics.com)**

## **Sudbury Steam Cleaners**

\*Hi Sid, I was under the impression that dry cleaning killed the virus. But I think I read that someone suggested we had to add an additive? As aside, we have been adding hydrogen peroxide 35 to all our warm and hot water wash loads for 10 years. For two reasons, it brightens the clothing and it kills all bacteria.

**Greg Haddad, Sudbury Steam Cleaners**

## **Fabricare Cleaning Centers**

\*As you are aware **Fabricare** has laundromats in most of its locations and because of that we have kept our stores closed to encourage "stay at home" and to not provide fertile surroundings for the spread of the virus. Laundromats are one of the businesses where the spread of the virus could be most prevalent.

However, we have contacted our local hospitals and clinics and offered free pick up, cleaning and delivery for hospital workers uniforms and accessories should their current systems not be able to cope with an influx of patients. They are grateful for this offer and we are standing by.

We are also donating \$5,500 to each of the hospitals where we have Fabricare locations and Williams and McDaniel apartment buildings. There are over 15 hospitals that will be receiving these funds...funds are earmarked to purchase equipment and masks etc for front line workers and also patients who are the true victims of this pandemic.

Our locations have been open on an on-call basis to return to our customers their garments that have been in for cleaning. Our laundromat customers are using the services of other laundromats that have remained open and throwing caution to the wind.

Cleaning companies that have had hospitals as their primary customers over the years are well equipped to handle items that require special attention even on a regular basis and are well able to stay open and handle normal volumes in these times.

Our firm belief is that we are providing our customers the best service possible (and acknowledged by most of our customers) by being proactive and wise by keeping our stores closed except for what I have just mentioned.

The tough stance taken by some governments and some business's will in my view save the day for the public at large.

We are hopeful that by June we can be back to the new normal, whatever that will be. Wishing everyone a safe and healthy next few week.

**Clark. Fabricare Cleaning Center.** [www.fabricare.ca](http://www.fabricare.ca)

## **Fishman' Personal Care Cleaners**

### **For Immediate Release April 8, 2020**

Dress For Success Calgary Partners with **Fishman's Personal Care Cleaners** and Mask Makers YYC to Produce Cloth Masks

Calgary, AB (April 8, 2020) In an effort to prevent further spreading of Covid-19, many Calgarians have begun to source cloth face coverings for their necessary outings, such as food shopping and pharmacy visits. Canada's public health officials have recommended cloth masks for the general public including health care workers who don't have access to N-95 masks. In response to this, Dress for Success Calgary and Fishman's Personal Care Cleaners have partnered with Mask Makers YYC (Calgary) to produce free home-sewn, non-medical grade masks and scrub caps for those in need. The Calgary community can contribute to this initiative with monetary donations via the Dress For Success Calgary website: <https://calgary.dressforsuccess.org/get-involved/donate>.

Mask Makers YYC (Calgary) began as a group on Facebook on March 23 and is a 100 per cent volunteer driven group which provides home-sewn masks by request in Calgary. To date, the group has fulfilled 1156 masks and 180 scrub caps, and is working towards fulfilling its current request of 4,461 masks and 450 scrub caps.

"In only 14 days, our group, made entirely of volunteers, completed an incredible amount of home-sewn masks. We are so grateful to all of the seamstresses who are volunteering their time and donating their fabric. Now more than ever, it is important for us to make more masks to help flatten the pandemic curve. We are thrilled to partner with Fishman's Personal Care Cleaners and Dress for Success Calgary to help make this happen," says Fuyo Watanabe, founder of Mask Makers YYC (Calgary).

Fishman's Personal Care Cleaners are accepting donated fabrics (light to midweight 100 per cent woven cotton fabric, new 100 per cent cotton sheets or new T-shirts) at the 17th Ave. and Marda Loop locations to be washed and then distributing supplies to volunteers.

“We’re all in this together, and we know now that masks can help prevent the spread of Covid-19. We are extremely honoured to be part of this grassroots mission to provide free masks to those at risk,” said Tasha Fishman, co-owner of Fishman’s Personal Care Cleaners.

Those able to donate to this initiative will receive a full tax receipt by simply typing ‘masks’ in the subject line when they donate via the Dress For Success Calgary website: <https://calgary.dressforsuccess.org/get-involved/donate>. The entire donation will be used to purchase fabric and materials to make the non-medical grade masks and scrub caps.

“For every dollar donated, it will produce a single mask. We are excited to share that we have already received an anonymous donation of \$1,000.00, that means 1,000 more masks will be produced by Mask Makers YYC (Calgary),” says Ayden Athwal, Chair of Dress for Success Calgary.

Mask Makers YYC (Calgary) is also looking for more volunteer seamstresses to join their group. To get involved and volunteer, join the Facebook group where the patterns and guidelines are provided.

If you're interested in coordinating an interview with a spokesperson from Mask Makers YYC, please contact Ellen Parker. To learn more about Dress For Success Calgary, please visit [www.dressforsuccess.org](http://www.dressforsuccess.org).

**Sheldon Fishman, Fishman’s Personal Care Cleaners. [customercare@fishmans.ca](mailto:customercare@fishmans.ca)**

### **Gibson’s Cleaners**

Gibson’s Cleaners has partnered with a Toronto based community group called WE Make Masks to help make masks for Toronto’s at-risk populations. Started by a small group of women who wanted to make a difference, WE Make Masks TO is now 50 sewers strong. Gibson’s is proud to be cleaning and ironing the mask fabric and then disinfecting the masks before they are donated to shelters like Eva’s Initiatives and Fred Victor. The team has made over 1200 masks to date and has plans to start providing masks to long term care homes and hospitals in the Toronto area.

**Rob McConnell, Gibson’s Cleaners, [www.gibsonscleaners.com](http://www.gibsonscleaners.com)**

**Workplace Safety and Insurance Board ("WSIB")** announced that it would allow both Schedule 1 and Schedule 2 employers to defer premium reporting and payments until August 31, 2020 by way of a financial relief package. Who is Eligible for the Deferral?

While optional, all Schedule 1 and Schedule 2 employers are automatically eligible to participate in the financial relief package. Employers do not need to apply to the WSIB or take any other specific steps to be eligible. However, at their discretion, employers may:

- i) Continue to report insurable earnings and make payments to the WSIB as usual;
- ii) Continue to report insurable earnings to the WSIB as usual, but defer making payments until after August 31, 2020; or
- iii) Defer both reporting insurable earnings and making payments until after August 31, 2020.

Specifically, for Schedule 1 employers, no interest will accrue on outstanding premium payments. For Schedule 2 employers, account balances will not accrue debit interest.

As of now, the WSIB is still determining how it will approach the repayment of any deferred payments and has indicated that it will continue to assess the financial impact of the COVID-19 situation on Ontario businesses.

## **Conference Planning**

The conference theme is “**Building Relationships with Our Customers And Our Employees**”. Included in your registration fee this year will be free parking for the conference

The following speakers have been confirmed for our annual conference on October 24<sup>th</sup>:

**Karen Maxwell of GreenEarth Cleaning**

Karen Maxwell will again give us ideas to grow our businesses and add excitement to our industry and make our days more satisfying.

**Jon Meijer of Dry Cleaners & Launderers Institute (DLI)**

Jon Meijer will bring you up to date on the current state of the industry and the direction it is going in.

**Caslav Dinic; P.Eng. Technical Services Supervisor of TSSA**

Caslav Dinic will be explaining the role of TSSA and will address any questions or complaints that you wish to discuss with him.

**Christine Jonathan, Employment Law specialist of MacDonald, Sager, Manis LLP**

If you have any questions that you would like addressed by Christine Jonathan regarding employment regulations or HR, please email them to me ASAP, and I will forward them to her to include in her talk.

**Jaquelyn Stevens, Environmental Law specialist of Willms & Shier Environmental Lawyers**

Jaquelyn Stevens will bring you up to date with current and anticipated regulations and how to deal with them.

**Haddad & Associates specializing in Workers Compensation WSIB**

Sandra Haddad will bring you up to date with what you need to know when dealing with WSIB and regulations.

**Ross Smith & Chase Anderson of Marsh Canada Insurance**

Marsh Canada will be presenting a specialized CFA insurance policy that is tailored strictly for CFA members only.

**Robert Kuenzlen of GreenEarth Canada and Bruce Miller of Sparkle Solutions**

Robert Keunzlen and Bruce Miller will have a panel discussion on the various solvents and systems available to you, while providing quality cleaning.

**Kim Sekeleski -Polley of Wrights Cleaners in Barrie and CFA Board Member**

Kim Sekeleski-Polley will discuss how to go that extra step to take care of difficult customers

**BeCreative 360**

Dave Troemel will discuss the various marketing tools that are available to promote your business to the public.

**The following companies are sponsoring events for our upcoming conference:**



Coffee breaks a.m. and p.m. Saturday Luncheon

Saturday Night Cocktail Party

### RMBCL LIMITED & RIVARD INVESTMENTS



Wine for Saturday Night Dinner In Memory of Art Rivard, Bill Renaud, & Tom Hopkins



Saturday Morning Breakfast

Friday Night Cocktail Party

There is still room for more sponsors. Let our members know that you support our association and their businesses.



Laundering money, A salt & Battery



**CFA encourages our members to support the following allied trades as we appreciate the support and sponsorship they provide to our association. Keep this information handy and always call them first. If you would like to be a sponsor, contact Sid Chelsky,**

### **Allied Trade Members**

Be Creative 360	(949) 270-1609	Dave Troemel
Cleaner's Supply Inc	(800) 531-2943	Jan Gary ext 199
Dalex Canada Inc.	(905) 738-2070	Ashlynn McConvey
East Coast Laundry Systems	(902) 403-4484	Peter Blunden
Extox Industries Inc.	(905) 670-7738	Arthur Keys
EZ Products	(877) 906-1818	Diane Rue / David Brown
Fabritec International	(905) 807-3579	John Regan
Flomen Insurance Group	(416) 410-4155	Stephen Flomen
GreenEarth Cleaning Canada Inc	(519) 636-9282	Robert Kuenzlen
Harco Co Ltd	(905) 890-1220	Rob Jackson
Lavanett	(905) 402-3140	Earl Eichen ext. 210
Marsh Canada Ltd	(416) 349-4649	Ross Smith
MacDonald, Sager, Manis LLP	(416) 364-1553	Jordan Cohen
Miele Canada	(705) 717-9884	Corey Gaucher
Ontario Laundry Systems	(905) 673-1308	Craig Gibson
Richard Ponsonby Creative	(416) 578-8961	Richard Ponsonby
Spot Business Systems	(801) 208-2231	Mark Jones
Techstar Plastics Inc.	(905) 985-8479	Bill Barnes
Wiesner Insurance	(905) 451-4205	Jason Wiesner (ext 26)
Willms & Shier Environmental Law LLP	(416) 862-4828	Jacquelyn Stevens

**Please print out this list and keep it available for when you need to call one of our allied trades**

## Things to think about:

- \* What if my dog only brings back the ball because he thinks I like throwing it?
- \* If poison is past its expiry date, is it more poisonous or is it no longer poisonous?
- \* Which letter is silent in the word "Scent," the S or the C?
- \* Do twins ever realize that one of them is unplanned?
- \* Why is the letter w, in English, called double u? Shouldn't it be called double v?
- \* Maybe oxygen is slowly killing you and it just takes 75-100 years to fully work.
- \* Every time you clean something, you just make something else dirty.
- \* The word "swims" upside-down is still "swims".
- \* Intentionally losing a game of rock, paper, scissors is just as hard as trying to win.
- \* 100 years ago everyone owned a horse and only the rich had cars. Today everyone has cars and only the rich own horses.
- \* Your future self is watching you right now through memories.
- \* The doctors that told Stephen Hawking he had two years to live in 1953 are probably dead.