



**Sidney Chelsky**, Executive Director, Canadian Fabricare Association.

**Editor's Comments:**

I have been in communication with most of the province's premiers, as well as the prime minister. I have and continue to advise them of the roll our members have and continue to play in operating as an essential service. Below are letters I have received on behalf of our members from some of these leaders.

**IMPORTANT INFORMATION REGARDING UPCOMING CFA CONFERENCE**

It is with great disappointment that I inform you that our conference in October is to be postponed until next year. The board of directors met and made the decision. There were many factors involved, first and foremost was the health and safety of all who attended the conference and in a worst case scenario, the transfer of the COVID 19 virus to even one person who may take it back to their family, employees, and customers. Some of the other factors is the current limit on the number of attendees, which would cause a further deficit to hold the event at the hotel. In the background is the fear that the virus may spike again and the possibility that the government may cancel the event anyway.

However, it was decided to create a virtual conference via zoom or other method to have a webinar on a date later this year to be confirmed. We will be contacting our speakers and arranging a new format to allow you to view and hear the messages that they want to give you. We will be asking for financial support from some of our members to help fund this event and their will probably be a nominal fee to log on to it. This will be necessary in order not to deplete our financial situation. We are confident that you will still get great value from participating in the webinar. It is our intention to give you the ability to type in questions for our speakers to answer as well.

The theme of the conference is  
**“Rebuilding Relationships with Our Customer and Our Employees”,**

As Executive Director I will do everything I can to ensure that we still have a meaningful informative and educational conference that will assist you in rebuilding your businesses back to previous highs and with many of the new things we have learned during this pandemic, grow the businesses further. Canadian Fabricare Association has been designated as an essential service by the federal and provincial governments and based on the communications that I have received from them and our members, you are to be congratulated for continuing to operate your plants, although with shortened hours of operation, throughout this difficult time.

If you have any questions or concerns, do not hesitate to contact me for clarification.

**IMPORTANT INFORMATION REGARDING UPCOMING CFA CONFERENCE FOR OUR SPEAKERS, SPONSORS, AND ALLIED TRADES.**

Due to the continuing fear of the COVID 19 and possible spike of the virus in the fall, as well as the current restrictions on travel and 14 day isolation periods in both Canada and the United States, the board of directors found it necessary to postpone the upcoming conference in October. Most importantly, we are concerned about the health and safety of all our speakers and attendees. We have postponed it until next year at approximately the same dates.

However, we decided to produce a webinar on a date to be determined later this year with as many of you as possible. I will be in touch with each of you to discuss the revised format and how we can include you (via zoom or another teleconference means) in the webinar. I will be hiring a professional that will help us produce a high-quality presentation which will be made available not only to our members, but anyone in the industry. In order to fund this event, we will be charging a nominal fee for those who wish to log on.

We will be asking our allied trades to help support this event by sponsoring the webinar. We will be offering to put ads into the webinar from allied trades and other sponsors so that those watching the webinar can appreciate their support. There will be a fee charged for including these ads (the cost to be determined). I will be in touch with all those who currently offered to sponsor or take a tabletop at the conference to review their participation in this upcoming event. I trust that you will want to be part of it.

Below is an article by Kim Sekleski-Polley who wanted to share some insight on how to your sales. Thank you Kim for taking the time to submit the article.



**Kim Sekleski-Polley – Member of Board of Directors CFA**

**Why are Dry Cleaners essential?** In the wake of a pandemic we are being tested daily on bacteria and dirty surfaces, We have been programmed to change our undergarments daily from infancy, have a shower, brush our teeth and wash our face not only for appearance value in public but for our long term health and wellness. Our society has also adopted the wash and wear, repeat until cleaning is necessary attitude.

As a recognized essential service in the wake of a pandemic on a “viral magnitude” we have somehow become complacent in allowing the family area rug to be cleaned once a year before a family get together or after a new puppy has an accident. The number of microbial bacteria on our family floor “filters” has become the new standard of clean. Not due to the lack of good quality services or even price, but due to the lack of education provided to the customers who frequent our counters.

During a time when we are fighting for new customers to visit our business’ is it too farfetched to reach out to and educate those who have already determined the necessity in our essential service to keep them clean and healthy. The cleaning acceptance standard has been adjusted by the way society has programmed our very consumers to invest their hard-earned dollar into a throw away product. Manufacturers spend endless time, money, and resources to obtain a customer over a brand or product they want them to wear with continued success in marketing. These customers then turn to a good service qualified and environmentally friendly local cleaner to do the job of keeping that garment clean for them.

For some customers they frequent our counter once or twice a season for this care. If it is a winter coat that has been worn to multiple shopping centers, touching as many carts, hung beside other coats during an event, touched door knobs instead of

a hand and the like, those customers wouldn't think twice about cleaning it once every month or two instead of each season if they were cognizant of the amount of bacteria they were carrying on their garment. As a skilled industry we should be providing our customers with the real science of why it is essential to maintain the cleanliness of their garments instead of pushing a monthly coupon at them to that may or may not have them walk in the door of our establishment.

Reaching for the new customer during this time is going to be a challenge. If we move toward obtaining the already established customer who frequently clean and provide education then we can successfully change them slowly one at a time into educated customers over those who feel dry cleaners are out to grab a dollar, shrink a sweater and ruin the environment. What we really need is to wake our customers up about the scientific backing associated with what our industry does and has been relied on for years and that is to keep providing an essential service for the sake of keeping our communities healthy.

Offering a different level of service at our counter by means of educating as to when to clean a duvet, coat, rug or drapery may help open the eyes of our customers to something they never saw before. These mainstay items are filters for holding bacteria and our customers have no idea how unhealthy they really are.

Why are we okay with wearing pyjamas all week until a Saturday wash? A duvet cleaning seasonally even though your dog is on it daily or your children with sticky fingers. We need to recognize and turn the industry around to educate people and keep society and our communities at large much healthier. Offer that rug customer a discount for a continual cleaning, it may begin a thought process in terms of the necessity of regular cleaning. This, in turn, will bring you an established happy and healthy customer who will return to you for years.

Kim Sekleski-Polley  
Owner, Wright Cleaners and Cotty's Cleaners  
[kim@wrightcleaners.ca](mailto:kim@wrightcleaners.ca)

If anyone else have ideas they want to share with others in the industry, please email them to me.

I was asked by Nitesh Naida from Premier Cleaners in Ottawa what our industry represents in the marketplace and did some research.

## **Dry Cleaners in Canada - Market Research Report - June 2020**

Clean linen: Expected changes to environmental regulations will likely force conventional operators out of the market. The Dry Cleaners industry in Canada may experience increased merger and acquisition activity as a result of the COVID-19 (coronavirus) pandemic. While industry establishments are considered essential businesses, the closure of nonessential businesses is expected to erode demand for industry services. The industry is forecast to experience a sharp decline in revenue as a result of the coronavirus pandemic.

## **Dry Cleaners in Canada industry trends (2015-2020)**

### **Average industry growth 2015–2020: -3.6%**

The Dry Cleaners industry in Canada provides dry cleaning and laundry services to consumers and businesses, such as hotels and hospitals. Over the past decade, shifting consumer trends toward casual clothing reduced the need for dry cleaning services that are typically only used for formal and office wear. Furthermore, unfavourable shifts in consumer preferences and increasing competition from coin-operated laundromats, household washing machines and other substitute products have led to this industry's decline despite positive economic trends such as an increase in the number of businesses and a declining unemployment rate. The outbreak of COVID-19 (coronavirus) is also expected to negatively affect the industry. Consequently, industry revenue is?

## **Dry Cleaners in Canada industry statistics**

- Market Size: \$895m
- Number of Businesses: 2,850

## **What is Dry Cleaners industry in Canada?**

### **Industry Products and Services**

- Retail dry cleaning and laundry services
- Commercial full-service laundry
- Commercial dry cleaning services
- Other
- All Others

### **Industry Activities**

- Dry cleaning textiles
- Laundering textiles
- Restoring textiles
- Leather goods repair



**Premier of Ontario - Premier ministre de l'Ontario**

## A MESSAGE FROM PREMIER DOUG FORD

I am pleased to extend my warm greetings and thanks to the members of the Canadian Fabricare Association.

I know this has been a challenging time for fabric care professionals and all industries across the province. We have had to change the way we did business and think outside the box. I'm continually amazed and inspired by the spirit of innovation and by the sense of community I've witnessed across all sectors.

Every day I've seen individuals and organizations step up to the challenge. I know that the members of the Canadian Fabricare Association have come forward with donations of masks and gowns to our frontline workers, free pick up and delivery to vulnerable and isolated individuals, and provided laundry and dry cleaning services to those in need. I want you to know that these gestures have not gone unnoticed.

As we move to safely reopen our province, the fabric care industry will play a vital role in providing goods and services that will help support public health and our economic recovery.

On behalf of the people of Ontario, I offer my best wishes and thanks to the people in this important industry.

A handwritten signature in black ink that reads "Doug Ford". The signature is fluid and cursive.

**Doug Ford**  
**Premier**

New Brunswick

C A N A D A

July 9, 2020

Sidney Chelsky, Executive Director

Canadian Fabricare Association

120 Promenade Circle

#910

Thornhill, ON L4J 7W9

Dear Sidney Chelsky:

Thank you for your correspondence dated July 6, 2020, and for sharing the important role of members of the Canadian Fabricare Association, in the national response to the COVID-19 pandemic. I would be pleased to have a message included in your upcoming national newsletter as follows:

"On behalf of the Government of New Brunswick, I would like to commend members of the Canadian Fabricare Association for your dedication and hard work in response to the COVID-19 pandemic.

As Canadians have shown an outpouring of support for front-line emergency responders and healthcare workers, we also owe our thanks and appreciation to those who used their technical skills, to ensure workers had access to PPE to safely perform their duties.

We already have learned so much during this unprecedented event, including how innovative and agile we can be in the face of great challenges by working together. There are no limits on what we can achieve when we align our efforts and partner for the good of our society. Thank you for your hard work. We are stronger when we work together."

Thank you once again for reaching out, and for the opportunity to publicly recognize your members.

Sincerely,   
Blaine M. Higgs

c. Honourable Mary E. Wilson, Minister, Economic Development and Small Business / ONB

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Legislative Building  
Regina Canada S4S 0B3

### **A Message from the Premier**

The Government of Saskatchewan appreciates everything that members of the Canadian Fabricare Association are doing to keep employees safe and to ensure the continuity of operations. Working on the frontlines, you are commended for making a difference in the communities in which you operate.

Saskatchewan has done a remarkable job of flattening the curve in our province thanks in part to the members and partners of your association. It is important that we all work together in protecting the people we serve as we start taking steps back to a more normal way of life.

Again, thank you for your efforts in the face of this challenging situation.

Sincerely,

A handwritten signature in blue ink, appearing to be 'A' followed by a stylized flourish.

Scott Moe  
Premier





### **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
Sparkle Solutions	(905) 660-2282	Bruce Miller
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

**Support our allied trades members, they support the Canadian Fabricare Association**

## Support our sponsors, they support the Canadian Fabricare Association

Below is a list of individuals and companies that agreed to sponsor our conference which has been postponed. CFA wishes to thank each one of them for their support. It is hoped that they will all agree to continue their support for our upcoming webinar. To put this event on will require a great deal of financial assistance.



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



Speakers Gifts

### Tabletop Displayers

Harco

Extox

EZ Products

GreenEarth Cleaning Canada

Lavanett

Ontario Laundry Systems

Sparkle Solutions

SPOT Systems

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

I participated in a webinar for lawyers regarding COVID 19. Below are some of the points that should be adhered to. As you can see, there are much information to deal with. I recommend that an ounce of prevention is worth a pound of cure. Consult your legal advisor to ensure you are adhering to all regulations. Our employment legal specialist is Christine Jonathan of MacDonald, Sager, Manis LLP at 416-364-1553.

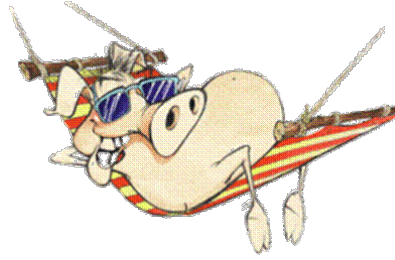
### **Return to work policy**

- Communicate to employees on a regular basis
- Identify vulnerable employees
- Modify schedules
- Stagger employee hours or days
- Arrange for high-traffic areas to be cleaned more often
- Accessibility to hand washing and hand sanitizing stations
- Signage – place in high visible areas
- Establish one-way entry and exit points if possible
- Implement one-way traffic if possible
- Install physical barriers (i.e. plastic shields)
- Floor markings and way finding signage
- Workplace environmental hazards
- HVAC maintenance – air Quality including humidity
- High traffic areas – kitchen, cafeteria, reception, lunchroom, restrooms, meeting rooms
- Employee accommodations
- Human Rights Code
- OSHA
- Training
- Work refusal
- Vouchers (i.e. parking - if do not want to use public transit)
- Employees must know what their obligations are
- Employees – temperature checks – pre-screening protocol
- Customers / clients/ contractor visiting the workplace
- Inspections in the workplace
- Advising coworkers
- Reporting mechanism
- Testing

- PPE
- Masks, gloves, face shield, safety glasses, ear plugs, work boot / protective footwear
- Respirators
- Liability
- Wrongful death lawsuits
- Class action
- Complaints to Ministry of Labour for OSHA violations
- Complaints to OHRC & WSIB
- Return to work
- Due Diligence check list
- Treat employees fairly

## The Final Exam

At Wollongong University, there were four students taking chemistry and all of them had an 'A' so far. These four friends were so confident that the weekend before finals, they decided to go to Sydney and visit some friends and have a big party. They had a great time but, after all the partying, they slept all day Sunday and didn't make it back to the Uni until late Monday morning. Rather than taking the final then, they decided that after the final they would explain to their professor why they missed it. They said that they visited friends but on the way back they had a flat tire and found there was no spare in the car. As a result, they missed the final. The Professor agreed they could make up the final the next day. The guys were excited and relieved. They studied that night for the exam. The next day the Professor placed them in separate rooms and gave them a test booklet. They quickly answered the first problem worth 5 points. Cool, they thought! Each one in separate rooms thought this was going to be easy ... then they turned the page. On the second page was written... For 95 points: Which tire went flat?



Can't eat pork--Swine flu

Can't eat chicken--



Bird flu

Can't eat Beef--



Mad cow

Can't eat eggs--



Salmonella

Can't eat fish--



heavy metal poisons in their waters

Can't eat fruits and veggies--insecticides and herbicides



Hmmmmmmmm!!!!!!!!!!!!!!

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That leaves Chocolate and ice cream!  
Remember - - 'STRESSED'  
spelled backwards is

**'DESSERTS'**

