

CFA Canadian Fabricare Association

GONG HEI FAAT CHOI - HAPPY NEW YEAR

Newsletter

February 2021



Sidney Chelsky, Executive Director, Canadian Fabricare Association.

The words below were posted by one of our members in Alberta, Crouse's Cleaners

As we close the door on yet another year, we can't help but reflect and look back on what 2020 was all about.

Curveballs, pivoting, adapting, adjusting. All words we would use to describe the year that was 2020. The year that everything changed, and we were all challenged to make huge adjustments.

But we did it and we will continue to deliver some of the best dry cleaning and coverall services Grande Prairie has to offer, always pushing the envelope.

2021 will be a year of growth for us but also somewhat of a reinvention as we have some exciting things coming your way. Stay tuned, we hope you're as excited as we are.

2021 Strategy

My research has shown that pricing is # 6 on the list of what customers expect from you. Do not forget that the 20% of those customers who provide you with 80% of your business hardly ever look at the prices providing you do the following:

Service, Quality of product, Stain removal, Minor repairs (such as missing buttons) done, convenience, a smile at the counter were all ahead of pricing.

Welcome to our new President of CFA



Dino Kantzavelos

Dino Kantzavelos is a second generation fabricare professional and has been involved in the garment cleaning industry since 1988. He owns and operates TSC WETCLEAN in the Greater Toronto Area.

Dino has been a proud member of the Canadian Fabricare Association (CFA) and has been a Board of Director since April of 2013. His passion for the cleaning industry has accorded him many rewards, primarily in providing guidance and direction to fellow members with regards to sharing knowledge of how to improve and become more efficient operators.

From alternative solvents to anecdotal business advice Dino has helped many Cleaners become better. Mr. Kantzavelos has also been recognized across Canada, the United States, and internationally for his acumen having been a key speaker at the Best Environmental Practice Symposium - Seneca College, International Dry Cleaners Conference - Las Vegas, multiple CFA conferences, as well as hosting the Japanese Cleaning Productivity Council (JCPC), in his plant for a Wet Cleaning workshop. Most importantly Dino is a proud husband and father to Zoi and Fan

Test to check your mathematical ability for 2021

A young lad went to the local Dollarama to purchase a birthday card for his mother. He picked one out and went to the cashier to pay for it. The price was \$1.00, and the lad paid for it with a \$5.00 bill. How much change did the clerk give him?

If you answered \$4.00, you were wrong. Did you forget that there is HST of 13% to be added to the cost of the card? So, now that you know, how much money was returned to the lad from the \$5.00 bill?

If you answered \$3.87, you are still wrong. Have you forgotten that there are no pennies anymore and that all amounts are rounded to the nearest nickel? So, now that you know this, how much money was returned to the lad?

Riddle- What stays in a corner but travels around the world?

Answer = A stamp

Worth repeating

I just finished a virtual meeting with the top dry cleaners in the United States. I listened to some recommendations and made some myself, which were greatly accepted. These recommendations will help you through this difficult time and put you in a good position when things improve.

My recommendation was that since people are mostly home now, they are a captive audience. Why not get a sales staff of men and women dressed in uniform with a van with your name on it to park on a street and have the salesforce knock on every door and introduce themselves and your company that is in the area each week to pick up your soiled items and deliver them back in pristine condition. They could also hand out a pamphlet about your company. They may even give them a coupon for a free shirt or something else for their first pick up of soiled linen. Your sales people should be dressed well and personable and be aware of all the services you provide.

Another thing you can do to promote your company is to print up business cards for each of your employees (no matter what their position is) with their names on the front with your company information and possibly a coupon printed on the back for a free shirt cleaning. Your employees can hand these out to whoever they meet (whether at a bowling league game, kids soccer game, etc.) proudly promoting your company. A small investment for a future gain.

You can pair up with a formal wear rental and offer formal wear rental through your outlets.

As well, you can pair up with a shoe repair and offer their services as well.

Install a kiosk holding a number of clothing care items such as lint brushes, safety pins, emergency button, etc.

You can pair up with a lawn service company to hand out each others cards to their customers. If someone cares about their lawn, they care about their own appearance. Similarly, you can pair up with a dog grooming service.

Watch out for this label.



Any Cleaner John Smith Textile Care Professional
Address Phone Website


Introductory offer
One shirt cleaned free (Limit one coupon to a customer)

I suggested that you issue business cards to your staff. Attached is a sample (front and back) of my recommendation. I like the use of the name “Textile Care Professional” instead of their job (cleaner, presser, etc.). Why not use your staff to help promote your company? If they like their job, they would be proud to do so and you have now given them a title of “Textile Care Professional”, which should make them proud of being part of the team.

The cards do not have to be expensive stock and you can also put your logo on it. If you are an allied trade person, you can also delegate yourself as a “Textile Care Professional”.

What constitutes quality in your plant?

I am working on a check list that we should be checking for to insure the highest quality of our product and service for our customers. Please take the time to email me back your list of things that you believe should be included.

I participated in another DLI forum on this question and surprising that there were many ideas given depending on the cost of your service.

I will share the results with you when my list is completed.

**Information from Webinar featuring Norman Way of Puritan Cleaners in
Richmond, Virginia; website: puritancleaners.com**

SITTING UP FOR SUCCESS

- We are better off working together
- Listen to feedback from employees
- The glass is refillable (even though the glass appears half full or half empty)
- Make a plan to use what you have and build upon it
- Find a way to put a square peg in a round hole (Apollo 13 returned to Earth safely by doing this))
- Find a way to use what is at your disposal

EMPLOYEES

- Recognize them
- Thank them
- Ask them questions
- Follow up with them
- Train them
- Cross train them

ASSOCIATIONS

- Participate in your trade association
- Schedule activities
- Watch recordings of seminars or webinars
- Involve your team with the problem
- When you give, you get more
- Marketing Calendar (https://try.timetap.com/ct/appointment-scheduling-software/?utm_medium=cpc&utm_campaign=capterra&utm_source=GetApp) Free trial
- It is not a plan if it is not written

REVIEW

- Ask your customers to go to your website and leave a review

- Mentioning employee names gives them the feeling of pride
- **CUSTOMER CONTACT**
- Age order calls remind customers of orders in plant
- Equipment maintenance schedule (will prevent unnecessary breakdowns and loss of production)
- DLI performance tests for dry cleaning and laundry (publicize good results to your customers)
- Courtesy call to top clients
- Route – ride along with route salesperson to see how it can be improved
- Contest for ideas from employees to reduce costs (reward for best ideas)
- Recycle hangers
- **IT ALL ADDS UP**
- Fix steam leaks (same on energy costs)
- Check for water leaks (return tank) (save on utility bill)
- Reduce invoice length (eliminate fluff)(especially on customer receipt)
- Recycle hangers (save on supply costs)
- Reorganize routes (As they grow, they may need to be structured to save travel time)
- Save on “one piece order item tags” (save on supply costs and POS should allow for loss prevention)
- **SOCIAL MEDIA**
- Getting visibility will be more difficult (Rules are changing)
- Be watchful of post comments
- Be aware of new avenues to utilize
- Informal employee / client polling (what sites are people visiting)
- **HOW YOU GATHER, MANAGE, AND USE INFORMATION WILL DECIDE WHETHER YOU WIN OR LOSE – Bill Gates**
- Plan to win using your data (Utilize the information to grow your business)
- Cell phone verification

- Credit card on file (Update)
- Customer birthdays (month and day only)(you may want to give them something special on their birthday or just send them a birthday wish)
- Additional account names and emails (They may have changed their email address)
- The moment an order is ready, text or email message to customer that order is ready (this will eliminate too many people crowding the counter in the later hours)
- Use of point of sale systems
- Use text to communicate with customers (avoid unwanted emails)
- Remember water heated to 211 degrees is hot water, 212 degrees is steam, Steam powers trains

- **SURVEY**

- What do we do well? (Ask your customers)
- What can we do better? (Ask your customers)
- Who can I involve and mentor? (Act on recommendations)
- What are my first two priorities?
- What is one more feature of your POS (point of sales system), that you can implement for free?
- Remember, You cannot control the wind, but you can control the sail
- Correct your course a you move along (rather than staring over)

App that will help your business MINDNODE (check it out - <https://setapp.com/how-it-works>)
Puritan definition of quality = Q3P (People – Product – Presentation)



YOUR DRY CLEANER IS READY TO HELP



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STAFF TURNOVER IS VERY EXPENSIVE -THE TOP 10 QUALITIES OF A GOOD MANAGER – ACCORDING TO EMPLOYEES

1. Interesting and engaging work as opposed to routine tasks

If an employee is being asked to apply their unique talents, think through a challenge independently and contribute original work, they're more likely to enjoy their workday more than if they are bored.

2. Feedback that is timely and specific

There is a big difference between an employee hearing, "You're doing a great job," every now and then and hearing, "I am so glad you're part of my team because your attitude has helped create the positive culture we want." It's best if they can hear specifically why they have made a difference. The more details the better when it comes to feedback.

3. Being thanked

Most employees want to feel appreciated, whether they'll admit to it or not. It's important to recognize and thank them for the contributions they have made that they may feel most proud of. Managers can say things like, "I know that you didn't have the time or all of the resources you needed, but you pulled the project off anyways," or "You knew we needed to close that deal in order to make our numbers and you came up with a way to get it done. I'm really grateful to you. Thanks." Once again, be specific.

4. Simple rewards

Employees enjoy recognition and rewards that are on-the-spot. Even the smallest monetary gift can make a difference, such as a gift card with an announcement of their achievement at a company meeting. Or, a manager could offer the employee an afternoon off because that person has been working hard and putting in extra hours.

5. More money if they perform better

When it comes to compensation, pay-for-performance can be highly motivational. Employees are inspired to put out extra effort and take pride in their work when the following is true: If I work harder, I get paid more. This situation is far more motivating and satisfying than an employee thinking, "Oh, I'm getting rewarded for being here another year."

6. Having all of the resources they need to do their job

“If an employee has a computer that is eight years old and connects to the internet via dial up, that makes it hard for them to be engaged.” Having the right kind of software, an ergonomic chair or even a functioning stapler can make the difference between an employee being efficient or just feeling frustrated.

7. Opportunities to develop their skills

Continuing education is essential not just to help an employee be better at their current job, but to help them with their next role. It boosts an employee’s morale to know that they are growing their career and have more opportunities and higher income possible in their future.

8. Opportunities for advancement

Much like the point above, letting an employee know that there is somewhere for them to go within the company, or eventually in their career, is something they will likely appreciate. Managers can help set goals for their employees and offer them guidance.

9. Their own workspace

An HR executive tells the story of being on a tour of a 24-hour call center. A manager was leading her group around. One person on the tour noticed that there were a lot of empty desks. The manager explained that the desks were clear because they were shared between employees on the graveyard and daytime shifts. Someone in finance had thought of this approach for cost savings.

They didn’t like this idea because she guessed it made the employees feel like machine parts rather than people. She found out later that the company had seen an increase turnover rate in recent months. Why? “People like their own space,” She says. She guessed that people wanted a place to display family pictures or store favorite snacks.

10. Support of a healthy work-life balance

“If your kid is sick, you need to take care of your kid,” Employees should not have to feel the stress of their job compounded by the stress of having to hide their personal needs. What goes on at home affects workers’ happiness and productivity and needs to be addressed respectfully by a manager. Above comments provided by [PayScale.com](https://www.payscale.com); Colin Lewis, www.colintex.com

<http://goodnewsplanet.com/mayo-clinic-drinking-water/>

What is marketing?

Marketing can be a principle, strategy, or tactic.

We use marketing to grow relationships with our clients.

To attract and acquire clients.

To appreciate and ascend clients.

To retain our clients and get them to refer their friends and family.

Here's the question: When you see the Marketing line on your monthly Profit and Loss Statement, is it a cost or an investment?

Be honest with yourself.

If you see it as a cost, then marketing is an obligation.

Something you have to do.

And you will always try to reduce it, like you do with all costs.

But, if you see it as an investment, as I do, then it is giving you a predictable return.

And you will always try to increase it, assuming the return is greater than your investment.

It is like the difference between a slot machine and a vending machine.

A slot machine is not predictable. At all.

And sit at it long enough and it will cost you a lot of money.

A vending machine is predictable.

When you put your money in, you get a predictable return.

The whole key is to choose marketing that gives you the greatest return for the money you invest.

If you do this, you will always look for more money to invest.

Most of your competitors see Marketing as a cost.

Especially right now when times are tough and cash flow is down.

Be different.

When others zig.... you zag!

Go fishing in the rain when your competitors are more comfortable sitting at home.

That, my friend, is how you gobble up market share. And rapidly grow your business.



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
Exttox Industries Inc.	(905) 670-7738	Arthur Keys
EZ Products	(877) 906-1818	Diane Rue / David Brown
Fabritec International	(905) 807-3579	John Regan
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
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
Willms & Shier Environmental Law LLP	(416) 862-4828	Jacquelyn Stevens



Please support our allied and associate members, they support our members.

Gratitude grows in the heat of
the steam.

Or the mending of holes in your right
inside seam.

Voices so cheerful and polite on
the phones.

Ensuring safe distances in NEW COVID-
free zones!

Pick ups and drop offs and
prespotting those collars.

Low number counts sadly aren't
bringing in dollars.

Book-keeping numbers more RED
than in black.

No one's to blame for this pandemic's
BIG WHACK!

Spirits can tumble, get low
this is true.

Remember, be thankful, we're a
team of the "Blue".

We're in this together, we'll win
this darn race.

Supporting each other with
social distancing grace!

Donna Harrison 01/14/21

Dedicated to those who are experiencing this disease
in their family now and possibly in the future.

A Poem about Alzheimer's

Do not ask me to remember.
Don't try to make me understand.
Let me rest and know you're with me.
Kiss my cheek and hold my hand.

I'm confused beyond your concept.
I am sad and sick and lost.
All I know is that I need you
To be with me at all cost.

Do not lose you patience with me.
Do not scold or curse or cry.
I can't help the way I'm acting,
Can't be different 'though I try.

Just remember that I need you,
That the best of me is gone.
Please don't fail to stand beside me,
Love me 'till my life is done.

- Unknown