



Sidney Chelsky, Executive Director, CFA



courtesy Browns Cleaners - Ottawa

Welcome to our newest allied trade member from Atlanta, Georgia **Anthony D'Angelo of M & M Matting**. They have a Canadian warehouse in Mississauga, Ontario. They are the largest mat manufacturers in North America and one of their specialties is logo mats. They are partnering with our association to provide an additional product that we can provide our commercial and residential clients, as well as for our own plant and depot uses.

Not only would you be able to acquire the products for your own plants and counter areas, but you might want to consider selling these items to your retail and commercial customers. For example, sell a logo mat to a retail customer with their family name on it. As well, you can offer to clean these items when they get soiled and get the income from this service.

I participated in a zoom meeting with DLI on "**How to Communicate with Your Customer**". Many cleaners have reported that a phone call or text message to your customers have reminded them of your business and have brought them back into the depots, etc.

Some are using **SPOT** POS for texting their customers when their orders are ready or if there is a problem with a garment, to get immediate answers on what you need to do to proceed with cleaning the garment. This saves a lot of time and embarrassment if the garment is not ready when promised.

It was suggested that you use email for your marketing and text messaging for priority communications. You should begin asking your customers for their cell phone numbers and tell them

that you would like it so that you can let them know when their garments are ready or if you need to ask them for further instructions.

An interesting remark was that “**People do business with people**”. This is true, and it is important to build relationships between you and your representatives with your customers.

Another idea that was proposed was to organize a blood doner drive at your location. If possible, get a blood mobile to come to your place. Let your customers and the public know that you are hosting it and possibly giving out a free coupon for either dry cleaning or a pizza for anyone donating blood. This is a way to build employee and customer participation. You might also pick up some new business. Send out a press release asking the local media to advise the public to donate blood.

As well, I also participated in a webinar on computer security (**Computer System Security Tips with Chris Bark**) and it was scary. I highly recommend that you listen to the recording available on the DLI website. An ounce of prevention will be worth the pound of cure it will take to fix any malware or viruses that can be put on your system. Before you click on any emails you receive, **STOP LOOK THINK**. Remember to back up your computer every day to prevent ransomware from taking over your computer.

Fabricare Canada Magazine article - Congratulations to Brad Maxwell of Suedemaster, Malcom Caldwell of Harco, and Artur Keyes of Extox., Carlos Fernandes of Jensen, Kevin Marois of Integrity Mechanical, and Ty Acton of Tingue Canada for your great job in responding to those in the industry who needed their wise words of encouragement during this difficult time.

Improving your community image – I would like to suggest that you consider the following scenario to improve your image in your community and bring awareness, not only to the good things that your company does, but partnering with a worthy cause, such as the local food bank, hospital, disease center, etc.

These organization usually have a public relations department which will help put your company in the spotlight and make the surrounding community aware of your project. I would suggest a possible donation box set up on your front counter for a raffle of say, \$250.00 free cleaning voucher. The tickets could be sold for \$2.00 each, or 3 for \$5.00. Each entry would be put in another clear box visible to the public for the entries to be placed in.

I would suggest that your CSR (counter service representative) offer to fill out the entry for the customer. This way, you can ask for pertinent information i.e., their email and cell phone number, their birthday, which you can later use for customer marketing or contact. If they ask why you want the birthday, tell them that you want to help them celebrate it. You can invite them to come in the week of their birthday and give them a gift. The gift could be a free reusable garment bag with your name on it and their ID information in the plastic envelope. Or you can give them a free coffee mug, but my thought would be to give them a CD of popular musical classics. They would appreciate this and tell their family and friends about it.

Not only should you post the information and pictures on your social media, but the winner or winners will probably do so as well and that is the way news travels. You might also want to consider partnering with some local businesses in your neighborhood. For example, a restaurant might offer to give a free \$50.00 voucher for dinner in exchange for having their name on a list of gift donors. I cannot impress upon you the importance of utilizing Facebook, Instagram, LinkedIn, and other platforms to get your messages out to your followers and the public. Each day I check all these platforms for postings by any of our members. Whenever I see a member's posting, I usually add a

few comments, such as “You can trust your garments to the textile care professionals at this cleaner” and “This cleaner is a highly respected member of the Canadian Fabricare Association”.

If you do not know how to utilize these platforms, ask your children or grandchildren to help you. They are whizzes at it. CFA also has a member who specializes in helping you accomplish these goals and build your websites. **Richard Ponsonby Creative** can be reached at 416-578-8961 or Richard.ponsonby@rogers.com

I have given some more thought as to how we can grow our sales. The thought came to me that there are so many people now at home and the mail has dwindled due to email, etc. What about investing in the cost of a stamp and printing a letter addressed personally to each residence introducing them to your company and your desire to provide them with a quality dry cleaning service. I would like to repeat that I believe that **an educated customer is the best customer**. Be prepared to adjust your thinking to accommodate the younger generation and promote what they want. For example, young people do not want a crease in their pants, but the older generation do want it.

Consider making a video of your cleaning process and put it online both on your website and with social media such as Facebook. Many should find it interesting and bring their garments to you. Follow up with customers after they have picked up their garments and ask for their feedback. You can text them for the information. I believe that they will be impressed that you care that they are satisfied with your service.

Another service that you can offer these days might be to clean sneakers or running shoes. The cost of these items is extremely high to purchase and I am sure that many will want to keep their current ones as clean as possible.

Now may be the time to diversify and add services to your operation. For example, the hotel and hospitality industry is going through a difficult time as a result of the pandemic. What about approaching this industry and offer to purchase or lease their in-house laundry equipment in exchange for a long-term contract with your company. You may have to expand your facilities to accommodate. The upside to the hotel would be not to have to worry about the occupancy issues and costs of running the in-house operation.

This is also an opportunity for those allied trades who sell a and service laundry equipment to work with the dry cleaner to add this service.

As well, you may want to consider surveying your current retail customer base and ask them if they would like to sign up for a subscription wash & fold service, that would free them up to enjoy more of their family life or attend to business issues.

How about getting your sewing department to make PPE masks and to set you aside from others, have them embroidered with names that the customers would want on them.

The time may be right to consider on site interior cleaning. This would give you access to all kinds of potential additional items to be cleaned such as drapes, curtains, mattresses, etc.

Embrace the power of your POS systems and maximize its ability to grow your sales. Automate when and where possible (i.e., kiosks)

I participated in another Zoom webinar titled “**Reputation Management**” put on by DLI. I cannot impress upon you the importance of logging into these webinars as the information

they provide is invaluable to you and your business. This is part of your membership benefits and you should make use of them.

Here are some of the points that I will share with you:

- Make it easy for consumers to access your website.
- Make the content interesting to the younger generation (your future customers).
- Ask your employees to provide a review of their opinion of your company.
- Ask customers to write a review of your company and include it on your website.
- You could also do a video interview of your customer's review.
- You could consider giving a small gift to the customer for doing so.
- You should share your customer reviews with your employees.
- You could attach a survey to each outgoing order and ask them to post it on social media. Offer them a small gift for doing so (It could be a discount coupon or gift card)
- You could appeal to their sympathy as you tell them you need it to help you through the COVID crisis,
- You should encourage your CSR to interact with the customer. You can measure this by having them offer the customer a special (i.e., cleaning a comforter for half price – time limit). The number of comforters coming in will be proof of the conversations.
- Offer discounts to customers to move them from counter service to route delivery.
- **Be Creative 360**, a member of CFA received several commendations for the programs they provided their clients which improved their sales dramatically.
- Offer cleaning services to businesses that still need service (i.e., Costco, etc.). You could probably compete better than the larger companies.
- Respond to all reviews (Good and Bad).
- Keep reviews current.
- Change the name of dry cleaning to Clothing Care.

Another idea came up because of a member who took advantage of federal and state government grants to install solar panels. The result was a savings of hundreds of thousands of dollars of energy costs over the years. You should investigate if there are any federal and provincial grants available as well.

Jennifer Marquardt, a partner in Arthur's Executive Cleaners, shares her experiences of adding young adults to her client base — including what they're looking for, what they expect and what they might not know a cleaner can do.

https://americandrycleaner.com/podcasts/selling-young-adults-dry-cleanings-value?mc_uid=20e00df1c7

New Product -Sparkle Solutions has the answer to COVID on surfaces and material. **HYGEIO**™ Disinfectant and Smart surface Antimicrobial protection.

“We produce this in a detergent if your wet washing or in a concentrate for all surfaces and fabric. You can spray it on the garment after dry cleaning this will protect the clothing for 10 to 20 wet washes and a few dry cleanings. It will not affect the fabric.”



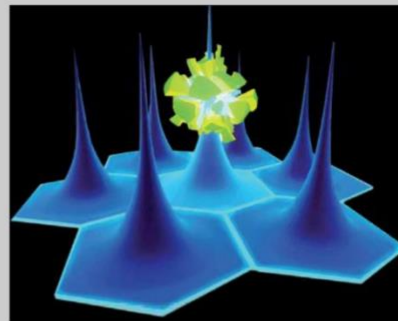
THE POWER OF CLEAN & PATHOGEN PROTECTION

Glideline detergents contain surfactants based on renewable, plant-based extracts and enzymes which provides an effective, environmentally safe alternative to harsh cleaning products. Now with the addition of HYGEIO, garments are cleaned and sanitized with a hospital and health care facility grade disinfectant which effectively kills 99.9 % of bacteria. Approved by Health Canada. It is also energy efficient as it does not require higher water temperature to activate.

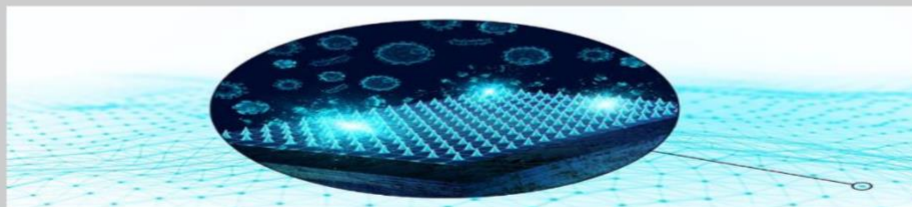
As HYGEIO penetrates the surface of material it uses the power of oxygen to eliminate harmful pathogens first, while leaving behind a monomolecular coating of pins or spikes. This thin layer attaches to fabric and as pathogens or viruses attempt to land on the surface, they are eliminated by a shield of spikes. Thus, calling this a mechanical kill and not a chemical kill. Why is this important? Because our technology does not promote the growth of drug resistant super bugs.

Smart Surface Nano Technology

- ✓ **Green technology**
- ✓ Alcohol and solvent free. Non-Flammable
- ✓ Non-irritating to skin
- ✓ Non-corrosive to any surface
- ✓ Energy efficient.
- ✓ Safe on all fabric and colors
- ✓ Effective odor and stain removal including blood, urine, and bodily fluids
- ✓ **Health Canada Approved**



GLIDELINE with HYGEIO. PROTECTION FROM THE PATHOGENS YOU CANNOT SEE.



I would like to suggest another way to grow your sales. I recommend that you consider printing a “Fact Sheet”, which you could either email to your customers or attach to the invoice when their orders are ready to be shipped. It would go something like this: Here are two examples:

Is It Time to Dry Clean Your Winter Coat?

Winter is blowing its cold breezes, which has necessitated for the woollen clothes to be handled in a special way. As they are packed for 4 to 5 months, there is a possibility of getting stains and bad odor. But some people just dry them in the sunshine for a while and start wearing them. On the contrary, opting for a [dry cleaning service](#) is a must for sure. They are professional people, who make use of high-end equipment and technology to clear the stains. Indeed, the winter coats are meant to keep you warm enough to protect you from cold. Besides this, you get protected from a drop in mercury because of cold weather.

The moment winter starts knocking on the door, it is time to get your woollens ready without a doubt, especially the winter coat. Indeed, taking good care of the coats is mandatory as it adds to the overall appearance. When it comes to the matter of taking care of your coat, [winter coat alterations](#) can be essential too. As your coat has been lying in the bed for a long time, there are chances that the coat might get worn off. Undoubtedly, dry cleaners are an excellent option for retaining the excellent quality of your winter coat.

There are different fabrics from which winter coats are manufactured like fur, suede, leather, and even woollen. So, there would be separate methods to take care of them. Of course, doing this at home is quite tedious and time-consuming. So, the option for dry cleaning service is a suitable thing to do. Our textile care professionals are expert dry cleaners in cleaning technology with specialized machines to do the work. Moreover, they maintain the beauty and quality of the fabric as well. On the other hand, trying care-taking methods at home may prove to be risky for retaining the fabric quality. No one wants that.

Caring of Fur Coats:



Do you have a winter coat made of fur? Is it your favorite one in the closet? Surely, it needs to be taken care in a nice manner. Fur coats have special oils used in the manufacturing to give them a glossy appeal. But the problem with this is that it attracts dust quite a lot. Now, if you try do-it-yourself techniques to clean the fur coats; then, it might be difficult to maintain the quality of the fabric. So, going for dry cleaning your winter coat will appear like a new one for sure. Of course, you would not do anything wrong in maintaining your fur winter coat for sure.

Caring of Woollen Coats:



Certainly, the woollen clothes require dry cleaning services twice a year to maintain their softness. Washing the woollen coat at home may put the material at risk and wool may get loose. Basically, dry cleaners are aware of the tactics to maintain the quality of the woollen coat. They used relative mild detergents as compared to regular home-washing powders. Apart from this, a tactic to protect the coat from the attack of moths is to keep it in a garment bag, and not openly.



Know the Importance of Ironing Clothes

Busy work schedules have left people with no time to wash clothes and iron them. So, giving your clothes to ironing services is the best possible option. Indeed, (name of cleaners) provides laundry, dry cleaning with free pickup and delivery. So, the professionals having no time to manage their laundry can opt for giving clothes to the ironing services. Certainly, well-ironed are intended to cast an impression on the other person; be it your boss or client in the meeting. Such clothes add to your overall personality without a doubt.

Benefits of Ironing Your Clothes:

#1 - Clean Odours out of Clothes



It should be noted that some of the [laundry detergents](#) have a tendency to leave a stinky smell to your clothes that may sound absurd. This smell in the clothes may leave you in an embarrassing situation in front of seniors. There are chances that ironing services will clear off the smell from your cleaned laundry, and the creases too. This is one of the most effective benefits of ironing services provided.

#2 - Rectifying Cleaning Errors:

As the laundry process gets completed, there are chances that some faults in the clothes may remain that go unnoticed. By proper [ironing of clothes](#), the laundry professionals get to identify the faults easily and rectify them, before delivering back to their customer. It is certain that the cleaner tends to pay extensive attention to the ironing process. So, faults in the laundry will not be left in any case.

#3 - Ironing Enhances the Appeal of the Clothes:

Definitely, getting your dirty laundry cleaned will not give them a fresh or stylish appeal. In this case, ironing plays a pivotal role in enhancing the appeal of your clothes. Ironing not only removes wrinkles and shrinkage of the cloth material; but it also enables them to look fresher than before. Ironing also handles the fabric in clothes to boost their quality and guarantee a longer lifespan. Moreover, cleaner and fresher looking clothes are intended to boost your self-confidence too.

#4 - Perfect in Killing Germs:



Though, germs in the dirty laundry get killed in the process of cleaning. But chances are that many of them escape from the process. Here, ironing services come to the rescue. The ironing process enables the germs to get killed completely with the heat, especially thermophilic bacteria and fungi. In fact, ironing is the most suitable to eradicate microorganisms from the clothes.

#5 - Eradicating Shrinkage:

Well, the problem associated with [washing clothes](#) is that they get wrinkled. Of course, wearing wrinkled clothes will hamper your confidence level and makes you look shabby. So, giving the clothes for ironing is the ideal choice. In fact, one of the benefits of ironing clothes is that it tends to eliminate shrinkage from the clothes after cleaning. As the clothes are ironed, the material gets stretched and you can wear it comfortably. Now, the idea of getting clothes ironed is the most essential aspect of enhancing your personality and confidence. The benefits of ironing clothes are that it enhances the lifespan of clothes and retains the color and texture. Indeed, the best thing about getting your clothes ironed is that you will have a neat and clean appearance, which is especially important to cast an impression on your seniors or clients. So, it is always better to approach [professional ironing services](#) to get the best-looking clothes. After all, they have the requisite equipment and technology to make your clothes appear smart.

I participated in a webinar on “**How to find and retain your best employees**”.

- Hire people who fit into the culture of your business.
- Lead by example.
- Train to ability
- Reflect on yourself – Would you want to work for yourself?
- Celebrate your good employees – Have a gallery of pictures of employee of the month in your call offices; put them on Facebook, website, etc.
- Ask person being interviewed “What are you looking for”
- Recall old employees.
- Show appreciation to your current employees – thank them for their service
- Ask your good employees what they like about your company? – Quote them on social media.
- Arrange a yearly picnic for your employees and their families – builds pride in company
- Have a weekly or monthly barbecue outside of plant in back – make hamburgers, hot dogs, and soft drinks – builds loyalty. One company provides a breakfast each morning for its employees – eliminates tardiness and ensures they have a breakfast.
- Provide a \$500 bonus for employee bringing in a new employee and \$500 bonus to new employee if they stay a minimum of 6 months. Bonus payable after 6 months of employment.

Etobicoke volunteer sewers make 2,000 winter hats for homeless people

Sew4TO produces winter wear as part of warmth initiative.



Michelle Binns, right, and **Nancy McConnell** (Gibson's Cleaners) package up some of the 2,000 tuques that volunteers from Sew4TO worked together to sew. - Dan Pearce/Metroland

The volunteer sewers of Etobicoke-based grassroots group Sew4TO are at it again, using their skills to help those who are less fortunate.

The group of some 55 sewers made 2,000 fleece tuques, which will be distributed to Toronto's at-risk and homeless populations. This past spring, early in the coronavirus pandemic, the same group sewed more than 5,000 cloth masks for Toronto's most vulnerable populations.

The latest effort is the group's Warmth Initiative. The group packaged 500 comfort kits, which will include sewn masks, along with items the group collected, which consists of more than 12,000 toiletry items, 5,000 food items, and more than 1,000 outerwear items (such as coats, mitts, scarves and socks).

The group partnered with Kingsway-Lambton United Church and received support from a number of companies. **Gibson's Cleaners** is providing the space for packaging and distributing of the kits.

"We're fortunate to have the space and resources at **Gibson's** to prepare and distribute the kits in a safe and responsible way," said **Nancy McConnell**, vice-president of community at **Gibson's Cleaners**, in a news release.

Items will be distributed through organizations such as Fred Victor Centre, LOFT, Stonegate Ministry, Youth Without Shelter and Connect Ministry.

“Our community of sewers and volunteers has been unbelievable,” said Judy Collinson, one of Sew4TO’s founding members. “When we approached the agencies, they communicated a need for winter wear and hygiene items. The donations keep coming because people really

*I attended a webinar put on by the **Canadian Apparel Federation** with a guest speaker Linda Wegelen from OEKO-TEX in Switzerland. The textile manufacturing industry is adhering to strict regulations regarding protection of the environment and climate change, to name a few.

The main catchwords are Chemical Management, Environmental Performance, Health & Safety, Quality Management, Environmental Management, and Social Responsibility. All manufacturers of textiles must adhere to these rules. These same rules could apply to our industry as well and we should publicize it to the public. There polling suggests that this is what is expected in today’s economy. The consumer is looking for independent and objective testing and verification and the continuous recycling of waste materials, as well as protection from harmful substances.

Famous quotes:

- > *Newton* said he'd drop in.
- > *Socrates* said he'd think about it.
- > *Ohm* resisted the idea.
- > *Boyle* said he was under too much pressure.
- > *Darwin* said he'd wait to see what evolved.
- > *Pierre and Marie Curie* radiated enthusiasm.
- > *Volta* was electrified at the prospect.
- > *Pavlov* positively drooled at the thought.
- > *Ampere* was worried he wasn't current enough though alternately none were.
- > *Edison* thought it would be illuminating.
- > *Einstein* said it would be relatively easy to attend.
- > *Archimedes* was buoyant at the thought.
- > *Morse* said, "I'll be there on the dot. Can't stop now, must dash."
- > *Hertz* said he planned to attend with greater frequency in the future.
- > *Wilbur Wright* accepted, provided he and *Orville* could get a flight.
- > *Aryabhatta* said there were zero chances of him showing up.
- > *Marconi* said he would listen to the report on wireless.
- > *Pythagoras* refused because he thought that the organizers were not looking
> at the reunion from the right angle.



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	Artur Keyes
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
M & M Matting	(800) 665-5336	Anthony D'Angelo
MacDonald, Sager, Manis LLP	(416) 364-1553	Jordan Cohen
Miele Canada	(705) 717-9884	Scott Wallis
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	Ray Cheshire
Techstar Plastics Inc.	(905) 985-8479	Bill Barnes
Willms & Shier Environmental Law LLP	(416) 862-4828	Jacquelyn Stevens



The Wisdom of Phyllis Dille

- As your beauty fades, so will his eyesight.
- Housework can't kill you, but why take a chance?
- Cleaning your house while your kids are still growing up is like shoveling the sidewalk before it stops snowing.
- The reason women don't play football is because 11 of them would never wear the same outfit in public.
- Best way to get rid of kitchen odors: Eat out.
- A bachelor is a guy who never made the same mistake once.
- I want my children to have all the things I couldn't afford. Then I want to move in with them.
- Most children threaten at times to run away from home. This is the only thing that keeps some parents going.
- Any time three New Yorkers get into a cab without an argument, a bank has just been robbed.
- We spend the first twelve months of our children's lives teaching them to walk and talk and the next twelve years telling them to sit down and shut up.
- Burt Reynolds once asked me out. I was in his room.
- What I don't like about office Christmas parties is looking for a job the next day.
- The only time I ever enjoyed ironing was the day I accidentally got gin in the steam iron.
- His finest hour lasted a minute and a half.
- Old age is when the liver spots show through your gloves.
- My photographs don't do me justice -they look just like me.
- Tranquilizers work only if you follow the advice on the bottle - keep away from children.
- I asked the waiter, 'Is this milk fresh?' He said, 'Lady, three hours ago it was grass.'
- The reason the golf pro tells you to keep your head down is so you can't see him laughing.
- You know you're old if they have discontinued your blood type.

