

Newsletter

July 2021



Sidney Chelsky, Executive Director, CFA

Dear Mr. Chelsky:

On behalf of Prime Minister Justin Trudeau, I would like to acknowledge receipt of your correspondence of June 10, 2021, requesting federal support for the dry cleaning and laundry industry during the COVID-19 pandemic.

Please be assured that your comments, offered on behalf of the Canadian Fabricare Association, have been carefully reviewed. I have taken the liberty of forwarding your email and attached letter to the Honourable Chrystia Freeland, Deputy Prime Minister and Minister of Finance, and the Honourable Honourable Mary Ng, Minister of Small Business, Export Promotion and International Trade, for their information and consideration.

Thank you for taking the time to write.

K. Bentsen

Executive Correspondence Officer / Agente de correspondance Executive
Correspondence Services / Services de la correspondance de la haute direction

Thank you to Gibson's Cleaners for sharing this important information. For all your cleaning and Laundry needs you can depend on the textile care professionals at Gibson's Cleaners. Gibson's is a respected member of the Canadian Fabricare Association.

The average laundry routine uses a lot of energy and products that are harmful to the environment. We've created a simple list of tips to green up your laundry routine; give it a read! <https://lnkd.in/dpZ8kYU>

[5 Ways to Green Up Your Laundry Routine - gibsonscleaners.com •](https://lnkd.in/dpZ8kYU)



LET'S TALK TEXTILECARE

These days, we all know how important it is to be eco-friendly and engage in sustainable practices when possible. However, many of us are unaware of how much energy the average laundry routine uses and that our laundry products can harm the environment. Not to worry, we've created a concise and simple list of tips about how to green up your laundry routine!



Use Cold Water

About 75-90% of your washing machine's energy goes to heating its water. So, whenever you use hot water when running the washing machine, you use *a lot* of energy. Washing in cold water makes a difference. And good news – when you use cold or cooler water, you're not only saving energy but also giving your clothes that needed deep cleaning. In fact, cold water washing is less likely to shrink, fade, or ruin your clothing.



Air Dry

Fact: The dryer is one of the most energy-using appliances in your household. At Gibson's, we recommend laying your items on a drying rack or hang them on a line instead! Just like cold water washing, this not only saves energy but is also better for the quality of your clothes as the dryer can damage fabrics and cause shrinkage. Air drying is especially important with athleisure wear as lululemon leggings often pill in the dryer.



Eco-conscious Detergents

Many detergents in the market are formulated with harmful ingredients that can be harsh on you, your clothing, and the environment. Why not opt for more eco-friendly detergents instead? There are many detergents currently available on the market that are free of harsh ingredients. Our favourites are [Tru Earth Laundry Strips](#) and [Tide Coldwater](#).



Hand Washing

Depending on the washing machine, about 15-45 gallons of water are used per load! That is a lot of water. Try handwashing more often! Use your bathtub or sink and save a lot more water and preventing damage to your delicate fabrics. Our favourite hand wash product is [Soak](#) which is biodegradable and Canadian-made!



Eco-Friendly Dry Cleaning

Did you know there are still some dry cleaners using petrochemical cleaning solvents, which are air pollutants? These can be harmful to you, the environment and some of your fabrics. Instead, choose an environmentally friendly dry cleaner such as Gibson's! We are a GreenEarth partner. GreenEarth Cleaning is a dry cleaning process that replaces the petrochemical solvents with liquid silicone or sand, which is ideal for fabric care and so much better for the environment. It is non-toxic, non-hazardous and gentle on your clothes. Gibson's also uses reusable garment bags, biodegradable poly plastic and recycles our customer's hangers! With these simple changes, your laundry routine will be more eco-friendly in no time. Check out [Gibson's](#) Cleaners for sustainable, eco-friendly dry cleaning! We offer free pick-up and delivery services in the GTA for your convenience.



Written by [Marina](#)

The Canadian Fabricare Association thanks Palmer Cleaners for encouraging Canadians to fly a clean flag on Canada Day.

Palmer Cleaners on Instagram: "Canada day is fast approaching, bring us your personal Canadian



[instagram.com](https://www.instagram.com)

Social Media Works

Crouse's Cleaners 386 followers 1mo • 1 month ago

Another Monday. Another great review. 😊

We can't thank our customers enough for taking the time to not only use Crouse's Cleaners for their dry cleaning needs but to take the time and provide their feedback.

It means everything to us and we're always over the moon when our customers leave with a big smile on their face. 😁

Don't forget, we offer a lot of great and convenient services:



Best laundry in town. Fast and quick service. Their staff is extremely polite and friendly. Dry cleaning and all services are reasonably priced. Direct billing available to companies for work clothes. Parking available. Open early mornings. Would highly recommend Crouse's for your laundry needs.

Sharad S.

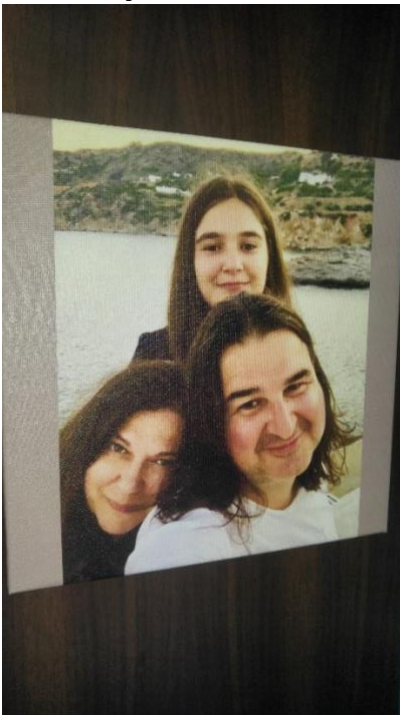
Happy Crouse's Customer



CROUSE'S
cleaners



TSC Wetclean with signed autographed pictures of their famous customers. Thank you Dimitris Kantzavelos for posing for the picture.



Truly a beautiful family portrait of our president Dino Kantzavelos and his beautiful family.

Taken from Social Media posting – This is what we all strive for.

Dino and his Team go above and beyond to make sure that their customers are well taken care of. They make you feel like you're one of the family. I totally recommend them for any of your Dry Cleaning needs from clothes to rugs they clean it all! Thank You Dino and Wetclean Team!

SUSTAINABILITY

I participated in a webinar on Sustainability conducted by CINET. Among the speakers was our own president of CFA, Dino Kantzavelos. He presented one of the two main systems that were recommended for use as a method of cleaning which promotes sustainability. The two methods were Wetcleaning and GreenEarth cleaning. I am providing you with their presentations.

Sustainability in our industry requires the reduction of water and energy use. Professional textile care use allows us to reuse many of the ingredients to provide the cleaning and laundry requirements. Professional textile care can reduce the usage of water by 80% of the usage of home washers. The clothing manufacturing industry is responsible for the production of 10% of the global carbon production.

The United Nations Global Compact of which CINET is a member has stated that we as an industry make changes now before it becomes mandatory and costlier. One of the cleaning operators stated that they began the project to adhere to these principles fully expecting it to cost them more money but found out that it reduced their costs instead. Another truism that was found was that the use of reusable gowns vs disposables reduced the carbon footprint by 80%.

Presentation by Dino Kantzavelos, President CFA and TSC Wetclean,

I was asked to submit a power presentation on the sustainability of Wet Cleaning. I prepared an elaborate and efficient slide show of the following:

1. The benefits of wet cleaning are many. Cleaning without the use of harsh solvents, Reduction of carbon footprint, Using earth friendly and biodegradable cleaning agents, Adhering to dry clean only care labels, Marketability factor.
2. Water is not meant for laundry only.
3. Today's technology in equipment allows us to clean all clothing, achieving amazing results, primarily for luxury brands
4. With the current pandemic, the latest advancements in chemistry allow us to clean & disinfect our garments without the use of harmful solvents and alcohol. Smart surface anti microbial technology not only cleans and disinfects our clothing, but also prevents pathogens from penetrating the surface of material well after cleaning. Hot water is not required to activate ingredients, making it truly efficient and economical to use.
5. Wet Cleaning checks all the boxes of sustainability in professional garment care and is a viable alternative to traditional methods of dry cleaning.

I have been asked by CINET to make a presentation on a global webinar on Wednesday, July 7th at 9:00 a.m. EST. I will include it in my next newsletter.

Employee vaccine status discussions, disclosures pose challenges for Canadian businesses Entrepreneurs addressing how to respond when customers ask if their staff are vaccinated.



Businesses in Canada are weighing how to respond to customers who want to know if employees are vaccinated. By The Canadian Press, 17 Jun 2021, Share

Cynthia Fernandez said her personal sense of responsibility for the safety of her clients led her to publicly disclose that her staff were vaccinated against COVID-19 earlier this spring.

“I think a lot of people are nervous still about coronavirus,” the owner of Cambridge, Ont.-based Accurate Auto Appraisal said in an interview. “We want to reassure people and let them know that we take this seriously and we want to ... give them that reassurance and peace of mind.”

The return to business after 15 months of public health measures, lockdowns and lost revenues due to the COVID-19 pandemic is presenting a new problem for some entrepreneurs: how to address the issue of vaccines with employees, and how to respond when customers ask if their staff are vaccinated.

Fernandez is one of a number of small businesses across Canada that has disclosed the vaccination status of its employees, but the strategy hasn't been widely adopted.

According to Mark Agnew, vice president of policy at the Canadian Chamber of Commerce, businesses are largely in the dark when it comes to the legal implications of discussing vaccination status.

“In terms of the rules _ or the absence thereof _ from on high, there has been no clear communication to companies about vaccination status either in the workplace or (in) a consumer-facing environment,” he said in an interview.

“It's a really messy landscape out there and companies just want some certainty.”

Two main legal questions define the current conversation on obtaining vaccine information from staff, Agnew said. One is the duty of care employers are under to provide a safe workplace for their employees. The other concerns privacy issues in protecting the personal information of employees.

According to Mississauga, Ont.-based personal injury lawyer Nainesh Kotak, customers are within their rights to ask if a business's staff are vaccinated.

"I think it is certainly consumer choice and ... particularly relevant in high contact health-care environments such as chiropractic clinics, medical offices, dental offices, massage therapists, even I would suggest insofar as a hair salon," Kotak said.

However, employers aren't imbued with the power to enforce "mandatory vaccinations," said labour lawyer Kyle MacIsaac.

"No one employer anywhere would have the ability to compel an employee to undergo what is essentially a medical treatment," said MacIsaac, a partner at Mathews, Dinsdale and Clark in Halifax. "What they do have the ability to do, obviously, is if an employee refuses to obtain a vaccine to then take certain remedial actions."

Companies must balance those two obligations in crafting policies around vaccination, and there's little consensus on the best way forward.

The Canadian Press reached out to more than 50 customer-facing businesses in four provinces, including salons, daycares and dentist offices, the majority of whom did not respond to a request for comment about their plans for staff.

Agnew said the Chamber of Commerce is increasingly fielding questions from members about whether to ask employees about the status of their vaccinations. It typically encourages companies to check with local health officials.

Some businesses are taking a cautious approach, he said, asking staff to volunteer their vaccination status, while others "do not want to touch it with a 10-foot pole because they think it's just a legal case waiting to blow up in their face."

Mylisa Henderson, co-owner of Scandinave Spa's Blue Mountains, Ont., location, said in an email that conversations about vaccinations have come up, but staff do not have to disclose personal health information to clients unless they choose to do so.

Even hospitals are wary of the subject. Anthony Dale, president and CEO of the Ontario Hospital Association, said in an emailed statement that since the Ontario

government hasn't issued any directives on staff vaccination or the disclosure of that information, hospitals in the province are reviewing "self-reported employee vaccination levels" and are encouraging workers to get jabbed.

Naz Goraya, the owner and sole employee of Edmonton's Mayfield Mattress, said in an interview he's also taken to disclosing his vaccination status on the store's social media accounts to give his business "an edge."

When it comes to privacy, Maclsaac said in an interview that employers looking to gather medical information need to do so with consent from the employee and once collected, the information needs to be protected "with the utmost deference to security" to avoid violating any privacy obligations the employer has for their employees.

Getting expressed and informed consent from employees is key, especially if a business is looking to disclose that information to clients or patrons. That means thoroughly explaining why the information is being collected and documenting the consent of the employee.

Kotak said he expects to see some businesses implement their own vaccination policies. "Whether they'll be upheld really depends on the type of business it is and if other protections could be in place that would make being vaccinated really not important," he added.

Maclsaac said that while the firm has been fielding more questions about navigating vaccinations in the workplace, he believes the issues will become less important as the pandemic begins to wind down.

"I don't think we're going to get to the point where the status of vaccination becomes such fodder for public consumption," Maclsaac said.

Agnew said he expects the issue to evolve as businesses open up, which is why the Chamber is stressing the need for more guidance on the topic.

"Governments need to tell us what the rules of the road are because we wouldn't want to be in a spot where we're providing fly-by-night legal advice to people," he said.

"This is really something that applies to every single business in the economy in some shape or form, whether (or not) you have employees or customers in the physical workspace."

Click on Open Hyperlink

<https://vinesoftheyarravalley.com.au/will-my-dress-turn-yellow-over-time/>

Will my dress turn yellow over time?



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Support our Allied Trade Members
They support CFA

The following pages reserved for our sponsors for the CFA Conference to be held at the
Crowne Plaza Toronto Hotel (Airport)
Friday, November 19th, Saturday, November 20th, Sunday, November 21st

Thank you to Check Point Software Technologies for providing me with the following information.

Five Ways To Prevent Ransomware

1. Robust Data Backup

The goal of ransomware is to force the victim to pay a ransom in order to regain access to their encrypted data. However, this is only effective if the target actually loses access to their data. A robust, secure data backup solution is an effective way to mitigate the impact of a ransomware attack. If systems are backed up regularly, then the data lost to a ransomware attack should be minimal or non-existent. However, it is important to ensure that the data backup solution can't be encrypted as well. Data should be stored in a read-only format to prevent the spread of ransomware to drives containing recovery data.

2. Up-to-date patches

At the time of the famous WannaCry attack in May 2017, a patch existed for the EternalBlue vulnerability used by [WannaCry](#). This patch was available a month prior to the attack and labeled as "critical" due to its high potential for exploitation. However, many organizations and individuals did not apply the patch in time, resulting in a ransomware outbreak that infected more than 200,000 computers within three days. Keeping computers up-to-date and applying security patches, especially those labeled as critical, can help limit an organization's vulnerability to ransomware attacks.

3. Anti-Ransomware

While the previous ransomware prevention steps can help in mitigating an organization's exposure to ransomware threats, they do not provide a perfect protection. Some ransomware operators use well-researched and highly targeted spear phishing emails as their attack vector. These emails may trick even the most diligent employee, resulting in ransomware gaining access to an organization's internal systems. Protecting against this ransomware that "slips through the cracks" requires a specialized security solution. In order to achieve its objective, ransomware must perform certain anomalous actions, such as opening and encrypting large numbers of files. [Anti-ransomware solutions](#) monitor programs running on a computer for suspicious behaviors commonly exhibited by ransomware, and if these behaviors are detected, the program can take action to stop encryption before further damage can be done.

4. Education

Training users on how to identify and avoid potential ransomware attacks is crucial. Many of the current cyber-attacks start with a targeted email that does not even contain malware, but a socially engineered message that encourages the user to click on a malicious link. User education is often considered one of the most important defenses an organization can deploy.

5. Ransomware attacks do not start with Ransomware

[Ryuk](#) and other ransomware purchase infection bases in targeted organizations. Security professionals should be aware of Trickbot, Emotet, Dridex and CobaltStrik infections within their networks and remove them using threat hunting solutions – as they open the door for Ryuk or other ransomware infections to infiltrate organizations.

The data used in this report was detected by [Check Point Threat Prevention](#)'s technologies, stored and analyzed in [Check Point ThreatCloud](#). ThreatCloud provides real-time threat intelligence derived from hundreds of millions of sensors worldwide, over networks, endpoints and mobiles. The intelligence is enriched with AI-based engines and exclusive research data from Check Point Research – The Intelligence & Research Arm of Check Point Software Technologies.

CFA Conference:

Save the dates of Friday, November 19th, Saturday, November 20th and Sunday, November 21st for a sensational conference with top speakers from across Canada and the United States. All this followed by a Gala Cocktail Party and Dinner & Dance to celebrate **70 years** of our association and the rebirth of our industry.

Reminder

Please print out copies of the attached petition and make it available in all your locations and on your delivery routes. We need as many signatures as possible and we have the support of an MPP who will present the petitions to the Legislature when it convenes in September.

Thank you to all our sponsors for this event. Without your financial assistance, we would have to increase our registration cost dramatically.



Clark McDaniel and Fabricare Cleaning Centers – Saturday Luncheon



GREENEARTH[®]
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Robert Kuenzlen

GreenEarth Canada – Coffee Breaks



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Saturday Gala Dinner wine in memory of Tom Hopkins, Art Rivard, and Bill Renaud
(The Three Amigos)



Dinner Entertainment

This space is reserved for other sponsors.
Contact the Executive Director to be a sponsor.

IN A SHOE REPAIR STORE IN WINNIPEG THAT READ:" We will heel you. We will save your sole. We will even dye for you."

AT AN OPTOMETRIST'S OFFICE: "If you don't see what you're looking for, you've come to the right place."

ON A PLUMBER'S TRUCK: "We repair what your husband fixed."

On an Electrician's truck: "Let us remove your shorts."

On another Plumber's truck: "Don't sleep with a drip. Call your plumber."

At a Car Dealership: "The best way to get back on your feet - miss a car payment."

Outside a Muffler Shop: "No appointment necessary. We hear you coming."

In a Veterinarian's waiting room: "Be back in 5 minutes. Sit... Stay."

At the Electric Company: "We would be delighted if you send in your payment on time. However, if you don't, YOU will be de-lighted."

In the front yard of a Funeral Home: "Drive carefully. We'll wait."

In a Chicago Radiator Shop: "Best place in town to take a leak."

Sign on the back of a Septic Tank Truck: "Caution - This truck is full of Political Promises."



YOUR DRY CLEANER IS READY TO HELP