



Newsletter

June 2021



Sidney Chelsky, Executive Director, CFA

Congratulations to **Willms & Shier Environmental Lawyers** for being chosen as Best Law Firm of the Year. As well, Congratulations to **Jaquelyn Stevens** for being chosen as one of the top ten environmental lawyers in Canada. We are proud to have you as members of the Canadian Fabricare Association.



Editorial Comment

I would like to discuss and share some important information for the future of your dry and / or wet cleaning business. Almost all successful businesses belong to a trade association. This allows individuals to learn and share important information that they can use to grow their business.

Associations have stature in the community and with government agencies. They are your representative in expressing industry concerns to the various agencies and leaders in government, whether it is municipal, provincial, or federal.

Associations have the wherewithal and the ability to put on educational conferences and get the best speakers in areas of importance to the industry and to allow you to show your professionalism to your customers. Consumers have more confidence in a member of an association, then someone or a company going it alone, without any backup.

Where else can you meet and socialize with other members of the industry and share ideas that will help you grow your business, improve your productivity, and increase your profits.

Being a member of an association also has the admiration and respect of the allied trades. They realize that your commitment to being a member of a respected association deserves their respect and that if they can help you improve your operation, you will share your experience and tell others in your association about the individual and their company in how they helped you improve your business.

Speaking on behalf of the Canadian Fabricare Association, we extend an invitation to all dry and wet cleaners to join with us and be part of a great experience. I personally am immensely proud of the members that I deal with on a regular basis. Our association and its members are continuously informing other members of potential problems or solutions.

I am pleased that our association has grown both in numbers and stature and now has members in Newfoundland, New Brunswick, Nova Scotia, Quebec, Ontario, Manitoba, Alberta, and the U.S.A. I attempt to answer all questions and concerns that are posed by our members, and if I do not have the answer, I seek out the information from either our Board of Directors or other knowledgeable people. Many concerns and solutions are posted on our website at www.fabricare.org.

I Participated in webinar from Canadian Apparel Federation "**From Where to Wearer: Unfolding Fashion's Evolution**" with presenter Tamara Szames of the NDP Group Inc. and Bob Kirke of CAF.

The polling shows that 65% of men and 64% of women plan to buy new clothing after the restrictions are relaxed. They predict that experience and service will be the top issues. Also predicted is an increase in socializing by August. Sustainability may be an issue for purchasing garments in the future. They also predict that the older generation will be the first to return to stores for purchase vs. on-line.

I believe that we should be prepared to offer our experience combined with great service to provide the professional textile care that these garments will require.

Member Comments



We are in the business of saving you time. We want you to do the things you love, and be able to do them in good health. We provide Cancer-Free Cleaning by being 100% Solvent Free. Our mission is to save your time, save your health and save our planet- one wet clean at a time.

Welcome to the Movement!

Established in 1945



Tasha Fishman
Marketing & Development
Calgary, Alberta



A little something fun I designed to lighten the mood of the pandemic. We are now making and selling to people who request them.

Cheers

Kim Sekleski-Polley

Wright's Cleaners - Barrie, Ontario

Congratulations to:



[Michael Bozzo](#) • 1st President at Hamilton Cleaners7h • 7 hours ago

We've won platinum. Thank you Hamilton. We love you too. [#HamiltonCleaners](#)



We are proud to have you as a member of the Canadian Fabricare Association.



What Is The Significance of Dry Cleaning Blankets And Comforts?

If you're like other people, you want to make your house as comfortable and appealing as possible. When it comes to blankets and comforters, most patrons spend a considerable amount of money on pampering [blankets dry cleaning](#). Your home's comforters and blankets may also be called fashion objects since they are being used to enhance your accommodations' appearance.

As a homeowner, your staple process for handling your house items would be to throw them in a washing machine and dry them occasionally. Dry cleaning service, on the contrary, seems to be a safer choice for residential bedding. The five reasons mentioned for blankets dry cleaning below are only a few of the many reasons why owners should hire a licensed dry cleaner.

Reasons to Get Household Dry Cleaning Service:

#1 - Dry Cleaning improves the appearance and comfort of your bedding:



Bedding, at its finest, isn't only about keeping you warm; it's also a crucial component of your home furnishings. When clothes are washed in a conventional tumble dryer machine and then tumbled for an hour or more in a hot dryer, the fibers are weakened, resulting in drifts, splits, cracks, and scrapes, well as aging and other blemishes.

The presence of cleansed bedding lasts much longer than that of hand-cleaned and dried bedding. Also, bear in mind that velvet, silk, and satin are used in comforters and quilts, and these fabrics can never be immersed in water. Wool blankets, particularly those made with a lot of wool, would be damaged if they are washed in liquid and tumble dried in hot air.

#2 - Your bedding will not compress if you dry clean it:

Another disadvantage of using a washing machine to clean and dry the bedding is that due to excess heat used to perform a good job, shrinkage can occur. When using the cool water cycle in the washer avoids shrinkage; it often struggles to wash the item, and it should be. Hanging them outdoors to dry on an old clothesline will take many days, leaving the material exposed to heat and mildew infestations.

#3 - Dry cleaning cleanses your bedding cleaner:



Dry washing wipes bedding fabrics down to the textile surface, eliminating all dirt, dust, and other contaminants as well as streaks. Your duvet cover gets filthier at night, even though you can't do that. Sweating is how one loses moisture when sleeping. Furthermore, skin flakes fall off as you toss and turn.

Room dust mites live in your bedsheets, bedspreads, and cushions, feeding on your flaking skin. As a result, it's important to get your comforters (and pillows) [professionally washed now](#) and then. Washing machines aren't always capable of removing much more than surface dirt, and they sometimes end up doing little other than sloshing remains about in the wash. These things are sometimes too cumbersome for the normal rinse cycle to handle.

#4 - Your household appliances are preserved by dry cleaning:

Covers, blankets and sofa-beds are, for the most part, excessively weighty and massive for conventional home clothing apparatuses to deal with consistently - and surprisingly, only one washing can truly harm a clothes washer if a hefty burden by one way or another gets lopsided. Numerous individuals take their bedding to a [Laundromat](#) with business clothes washers to save mileage on their apparatuses, yet this methodology has numerous downsides.

Regardless of their purpose, dry cleaning is not spotless, and in specific zones, you'll need to watch your things for the sole reason that they don't vanish. Don't spare a moment to reach us for more data on the advantages of [utilizing a dry cleaning service](#) for bedding things.

#5 - Dry cleaning is a quick process:

Professional dry cleaners will clean your comforters and blankets quickly and return them to you within the specified time frame. They will act as efficiently as possible while ensuring that your valuable clothing pieces are handled kindly and with due consideration to achieve the desired results. You'll conserve time and effort this way, even though you have to run your bedding for two consecutive cycles to get them perfectly clean.

Conclusion:

Professional finishing, which uses specialized tools, offers your bedding an unbeatable crisp, frizz-free and like-new look. There are no noticeable lines or creases, and it seems to be as soft as ever. You won't have to spend your evening stepping over a washing machine and drying line if you take your bedding to the dry cleaner. Before returning your bedding to you, quality dry cleaners like us, check it to ensure that it has fulfilled both their and your needs. Where a problem is discovered, the fabric is returned for some further inspection. This kind of mitigation ensures that your bedding will appear its best as you take them home.

How to deal with phishing in Outlook.com

Outlook.com

A phishing email is an email that appears legitimate but is actually an attempt to get your personal information or steal your money. Here are some ways to deal with phishing and spoofing scams in Outlook.com.

How to spot a phishing email

Here are some of the most common types of phishing scams:

- Emails that promise a reward. "Click on this link to get your tax refund!"
- A document that appears to come from a friend, bank, or other reputable organizations. The message is something like "Your document is hosted by an online storage provider and you need to enter your email address and password to open it."
- An invoice from an online retailer or supplier for purchase or order that you did not make. The attachment appears to be a protected or locked document, and you need to enter your email address and password to open it.
- Read more at [Learn to spot a phishing email](#).
- If you think someone has accessed your Outlook.com account, or you received a confirmation email for a password change you didn't authorize, read [My Outlook.com account has been hacked](#).

Our upcoming conference will deal with the following which was illustrated by CINET

2021 will be about:

- intensifying cooperation towards after-Corona opportunities
- new business models
- exchange of ideas, experiences
- interaction and inspiration
- the next Global Awards Program
- digitization & innovation
- sustainability & circularity
- hygiene in safe processing and textile service.



The Benefits of Drycleaning From A–Z

What are the benefits of drycleaning? Let us count the ways – 26 of them to be exact.

Alterations: Professional drycleaners are full-service clothing care specialists. Alterations are one of the many services we offer in addition to cleaning your clothes and household items.

Buttons: We repair loose buttons or sew on new ones, if necessary.

Convenience: We make your clothes ready-to-wear. Why waste hours doing laundry and ironing when you get quality and convenience with drycleaning?

Drycleaning, the process itself: Drycleaning uses fluids to remove soils and stains from fabrics. Among the advantages of drycleaning is its ability to dissolve grease and oils in a way that water cannot. Natural fibers such as wools and silks dryclean beautifully, but can shrink, distort, and lose color when washed in water. Synthetic fibers like polyester also respond well to drycleaning, whereas they can retain oily stains after washing. Drycleaning helps to return garments to a 'like-new' condition using precautions to prevent shrinkage, loss of color, and change of texture or finish.

Expertise: From fashions and fabrics to stain removal to the latest cleaning technologies, we have the expertise to clean your clothes right. Why do it yourself when you can trust it to the experts?

Finishing: Thanks to special pressing equipment, professional finishing gives garments a crisp, wrinkle-free, like-new appearance that can't be beat. There are no rumples or creases out of place. Plus, by using professional cleaning services, you don't have to spend your weekend standing over an ironing board.

Garment storage: Have you got too many clothes and too little space? Some cleaners provide garment storage for out-of-season items. The garments are stored in a vault, which offers protection from insects, fire, burglary, flood, and mildew damage. Furs used to be the primary storage item, but today cleaners receive woolens, household items, and other items to store as well.

Household textiles: We don't just clean clothes. We also process household items such as blankets, comforters, decorative pillows, rugs, and even upholstery and draperies.

Inspection: Before we return a garment to you, we conduct an inspection to make sure your order has met our own and your expectations. If we spot a problem, the garment gets sent back to receive further attention. Safeguards like this help ensure that your clothes will look their best when you wear them.

Just right: That's how your clothes will look when you get them back.

Knowledge of fabrics and fashions: You may know what rayon, silk, and cotton are, but what about angora, faille, or seersucker? There are numerous fabrics and fibers we must understand to care best for the clothes we receive. Each fabric can respond positively or negatively depending on the treatment administered.

Laundry: We also have commercial laundry departments where we process shirts, cotton pants, and other items. With the convenience and superior level of pressing that comes with commercial laundry, it won't just be your dryclean-only clothes that look like a million bucks. Your business casual and casual attire will look great, too.

Moths, safeguards from: Clean clothes are the first step to preventing moth and other insect damage. Insects can damage clothes either directly or indirectly. Direct damage is caused by a group of insects feeding directly on a fabric. Indirect damage is caused when insects feed on spilled food or perspiration on the fabric. Moths attack the garment directly, especially wool and wool blends.

Neckties: Ties are often made of delicate fabrics (such as silk) and require special care. Whether you spilled gravy on your favorite tie or are just looking to spruce it up, we are equipped to clean it.

Odor removal: We can help with odor removal and flood and fire restoration of water- or smoke-damaged items.

Preservation: We preserve wedding gowns, christening gowns, and other family heirlooms. Preservation is a special type of storage that helps prolong the life of a garment for years and years. We often say that we aren't just preserving a customer's garment, we're preserving your memories.

Quality: This is what we provide and you should expect from us. Accept no less.

Restoration: In addition to preservation, we can restore old wedding gowns, heirloom items, and antique textiles. These items often are very delicate and require great care.

Stain removal: We use complex procedures and special stain removal chemicals to remove stains. Why risk a disaster using an over-the-counter 'all-purpose' stain removal product when you could rely on our expert stain removal abilities and equipment?

Technology: We stay on top of the latest cleaning and fabric technologies.

Upholstery: We aren't just clothes care specialists, we are textile care specialists.

Value: Good value is what we provide through quality work, excellent customer service, and by giving you extra free time to do the things you'd rather be doing instead of washing and ironing clothes.

Wetcleaning: Wetcleaning is a gentle form of cleaning that we use to process sensitive textiles such as wool, silk, rayon, and linen. It gives us more flexibility in processing items that may have soils that would be better removed in water.

Extend the life of your garments: Contrary to the belief of some, frequent cleaning does not damage clothes. Frequent cleaning extends the life of a garment by removing stains and ground-in dirt and soils that can cause fiber abrasion.

Yellowing: Frequent cleaning removes stains that, if left untreated, could oxidize and cause yellowing. Exposure to heat or the passage of time can cause stains from food, beverages, and other oily substances to oxidize and turn yellow or brown, much the way a peeled apple turns brown after exposure to air. Once they become yellow or brown, these stains become much more difficult to remove and often cannot be removed.

Zip in and out: That's how long it takes us to get the items in your order looking fresh and ready-to-wear. Convenience is paramount to good drycleaning.



YOUR DRY CLEANER IS READY TO HELP



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The difference between

Boss | Leader

Demands	Coaches
Relies on authority	Relies on goodwill
Issues ultimatums	Generates enthusiasm
Says "I"	Says "We"
Uses people	Develops people
Takes credit	Gives credit
Places the blame	Accepts blame
Says "Go"	Says "Let's go"
My way is the only way	Strength in unity



HIGHER PERSPECTIVE
CONDUCT. FEEL. TRANSFORM.



YOUR DRY CLEANER IS READY TO HELP



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
Extox Industries Inc.	(905) 670-7738	Artur Keyes
EZ Products	(877) 906-1818	Diane Rue / David Brown
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GreenEarth Cleaning Canada Inc	(519) 636-9282	Robert Kuenzlen
Harco Co Ltd	(905) 890-1220	Rob Jackson
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Willms & Shier Environmental Law LLP	(416) 862-4828	Jacquelyn Stevens

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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 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



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Co-sponsor – Saturday night cocktail party



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Saturday Gala Dinner wine in memory of Tom Hopkins, Art Rivard, and Bill Renaud

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Contact the Executive Director to be a sponsor.

A little humour

As your beauty fades, so will his eyesight. - Phyllis Diller

Housework can't kill you, but why take a chance? -Phyllis Diller

Cleaning your house while your kids are still growing up is like shoveling the sidewalk before it stops snowing. -Phyllis Diller

The reason women don't play football is because 11 of them would never wear the same outfit in public. -Phyllis Diller

Best way to get rid of kitchen odors: Eat out. Phyllis Diller

A bachelor is a guy who never made the same mistake once. -Phyllis Diller

I want my children to have all the things I couldn't afford. Then I want to move in with them. -Phyllis Diller

Most children threaten at times to run away from home. This is the only thing that keeps some parents going. -Phyllis Diller

Any time three New Yorkers get into a cab without an argument, a bank has just been robbed. -Phyllis Diller

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. -Phyllis Diller

Burt Reynolds once asked me out. I was in his room. Phyllis Diller

What I don't like about office Christmas parties is looking for a job the next day.-Phyllis Diller

The only time I ever enjoyed ironing was the day I accidentally got gin in the steam iron. -Phyllis Diller

His finest hour lasted a minute and a half. -Phyllis Diller

Old age is when the liver spots show through your gloves. -Phyllis Diller

My photographs don't do me justice -they look just like me. -Phyllis Diller

Tranquilizers work only if you follow the advice on the bottle - keep away from children. -Phyllis Diller

I asked the waiter, 'Is this milk fresh?' He said, 'Lady, three hours ago it was grass.' -Phyllis Diller

The reason the golf pro tells you to keep your head down is so you can't see him laughing. -Phyllis Diller

You know you're old if they have discontinued your blood type. Phyllis Diller