



4th Quarter 2017

Member Spotlight—Peerless Cleaners, Reno, NV



Peerless Cleaners was founded in 1946 and celebrated its 70th anniversary last year. The plant is owned by Norm Davis who bought the operation in 2006. Peerless has been voted Best Cleaner in Northern Nevada by the Reno News and Review on several occasions, including 2017.

Peerless has five locations serving Reno, Sparks and Gardnerville. They also offer pickup and delivery to homes and offices to most of Northern Nevada. Their services include drycleaning, shirts, wedding gowns, fluff and fold, drapes and household, suede and leather, table linens, handbag and purse cleaning along with water and fire restoration.

Peerless uses both DF2000 as well as GreenEarth solvents. They are the only certified green drycleaner in Northern Nevada by the Green Cleaners Council receiving a 4 Leaf rating.

Norm believes our business will remain viable in the future, but there will be more changes. He says the business use to be driven by the dress code in the workplace. As more and more people started working at home, and dress codes in business started to become more lax, our volume started to decline. There was more of an uptick in bachelor bundles or fluff and fold, but drycleaning piece counts started to decline. He says people are looking at drycleaning as more of a convenience than a necessity, but they don't want to press their clothes at home.

Norm joined the association shortly after buying Peerless Cleaners. He stated that he saw membership in the association as a way to keep him in the loop with what was going on. (cont on pg. 8)

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Have a wonderful Holiday Season filled with family, friends, good cheer and a prosperous New Year.

PRESIDENT'S MESSAGE



Drycleaners of the Southwest, congratulations! We survived another hot summer and cooler temperatures are slowly moving back into the desert along with the snowbirds and students. This summer seemed brutally long and hot for me and I am looking forward to the cooler temperatures and the extra layer of garments it will bring into my plant.

Everyone in Arizona has now managed their companies for some time with the higher minimum wage and newly implemented paid sick time rules. If you are not aware of your requirements regarding the sick time rules I suggest you make some calls NOW and learn all you can. As you review your employees and look toward any end of the year Christmas bonuses etc, keep in mind that minimum wage will go up to \$10.50 on January 1 so those new wages should be included in your labor cost as you do your 2018 projections.

This is also a good time to look at equipment purchases and take advantage of the 179 federal deduction on certain equipment that can be purchased and delivered by the end of this year. Check with your accountant and verify always.

I hope everyone has a very busy and profitable Fall season and try to take advantage of learning opportunities with WSDLA with our upcoming seminars in Phoenix or Reno.

Thanks,
Heath Bolin
Sparkle Cleaners—Tucson, AZ
Cell: 520-419-7558



WSDLA Educational Seminars

When: Tuesday October 24, 2017 at 6:30 PM

**Where: Christ Church Lutheran
Arizona Room
3901 E. Indian School Road, Phoenix, AZ**

On Tuesday, October 28th, WSDLA will be presenting two seminars.

#1 - Latest Changes to Recordkeeping Requirements for the Arizona's Sick Leave Law

The first seminar will discuss the changes made to the legislation on Sick Leave. Unfortunately, the original legislation and the recordkeeping mandated have changed significantly since the seminar we had on this topic back in February of this year. The session will be led by Heath Bolin, President of WSDLA and owner of Sparkle Cleaners in Tucson. This session is designed to insure you are following the current recordkeeping requirements to keep you from being out of compliance.

#2 - Roundtable Discussion: What are you doing to grow your business

This discussion will be led by Joe DiMauro, the new Street's/Adco representative. Joe transferred from the Midwest where he was active in the Michigan Institute of Laundry & Drycleaning (MILD). He led several sessions of this kind and they were very well attended. Be prepared to participate.

Refreshments will be served.

Please RSVP to Bill Hay 602-524-0023 or ed@wsdla.org



Business
Environmental
Program
NEVADA

ANNOUNCING

The Reno Dry Cleaner's Roundtable and Alternative Solvent Seminar

The purpose of this meeting will be to gather feedback on industry needs
and discuss the various alternative solvents to Perc.

When: Thursday October 12, 2017 from 4-6pm

Where: Hyatt Place , 1790 East Plumb Lane, across from the Reno-Tahoe Airport
Reno, NV

The local dry cleaning industry has been quick to adopt alternatives to Perchloroethylene (Perc) over the past 17 years. In December 2016, the US EPA launched a new risk evaluation into Perc that could result in even more stringent environmental regulations in the future.

The seminars will be presented by, Heath Bolin, WSDLA President; Bill Hay WSDLA Executive Director and Chris Lynch, Director of Nevada Business Environmental program at the University of Nevada, Reno. In the face of new regulations and public awareness, many drycleaners have already made the switch to perc alternatives. **Come with your questions** and hear what those cleaners have learned about how the alternative solvent cleaning compares to Perc.



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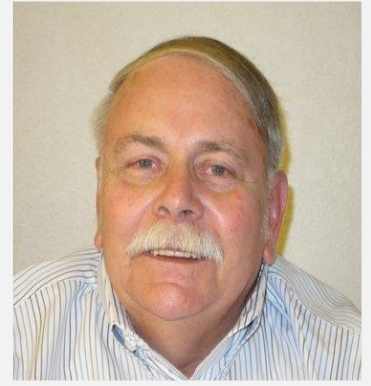


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Executive Directors Corner

The end of 2017 is just around the corner. However, there is plenty going on before the ball drops in Time Square. For instance, WSDLA in conjunction with the Nevada Business Environmental program are presenting an Alternative solvent in Reno, Nevada on Thursday October 12th at 4:00 PM. The NVE and state regulatory agencies are anxious to see the remaining Perc cleaners switch to alternative cleaning solvents. They want to hear from cleaners as to what the state can do to help.

WSDLA's role will be to give the audience information on the alternative solvents currently available and to answer questions about these alternatives. In addition, we will have local cleaners there to share their experiences when they changed over from Perc to one of the alternatives. More information on this seminar elsewhere in this newsletter.



WSDLA has also scheduled a seminar for the Phoenix metro area for Tuesday, October 24th. This seminar will cover updates regarding record keeping on the new Sick Leave program. Heath Bolin, President of WSDLA will make that presentation.

In addition to Heath's presentation, we will also be having a round table discussion on what you are doing to grow your business. This discussion will be led by Joe DiMauro, the new Street's/Adco representative. Joe transferred from the Midwest where he was active in the Michigan Institute of Laundry & Drycleaning (MILD). He led several sessions of this kind and they were very well attended. More information on the seminar appears elsewhere in this newsletter.

Last but not least, the annual Holiday Social is scheduled for Saturday, December 2nd at 6:30 PM. The details of this annual social event are covered on page 9 of the newsletter. This event isn't just for members, all cleaners are invited to attend. It is a good opportunity to meet your peers and enjoy a relaxing evening. I urge you all to attend, you won't regret it.

WSDLA has had a good year. We have added some new members along with some new Allied Trade members. We have offered several seminars providing educational opportunities on a variety of subjects. The goal is to continue to grow while providing ongoing educational opportunities.

Happy Holidays everyone. Hope to see you at the seminars as well as the Holiday Social.

Bill

“Ask not what your industry can do for you, ask what you can do for your industry.”

Bill Hay in a speech presented to his class at the N.I.D. Management course in 1970.



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Heath Bolin - Sparkle Cleaners



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Allied Trade Member Spotlight— Our Town America

Serving the greater Phoenix Metro area for 17+ years, Our Town Arizona is one of the oldest Our Town franchises. Our Town America has been helping movers adjust to their new communities and assisting local businesses in gaining loyal customers since 1972.

The two-fold mission has remained the same after 45 years: 1) to help new movers adjust and feel welcomed into their community by recommending local reputable businesses, and 2) to help local business sponsors reach a new audience of new movers every month, resulting in new loyal and long-term customers every month.

Having been in marketing and sales most of his career David Cox purchased the business in January 2014. As a former small business owner, getting back into business and being able to help get new customers for other businesses was very attractive. Nationally, Our Town is provided with millions of new names every month. We then run the local names through exhaustive confirmations using our proprietary software. Those new movers then receive a high quality package of gift certificates from local businesses.

Today, Our Town America is one of the largest independent new mover marketing companies in the country and a recognized industry leader. In addition, we offer a variety of printing and list services to our sponsors. We work with a variety of business but Drycleaners are consistently one of our best partners. Remember you can't throw your favorite cleaner in the trunk when you move.

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Saturday, December 2nd, 2017 • 6:30 pm



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\$45 per person. Includes an appetizer, entrée, dessert and gratuity. Cash bar.

Appetizers: New England Clam Chowder or House Salad

Entrees: Grilled Atlantic Salmon, cheddar mashed potatoes and seasonal vegetables; Grilled Chicken Breast, rosemary butter, cheddar mashed potatoes and seasonal vegetables; Sandabs, cheddar mashed potatoes and seasonal vegetables; Gemelli Pasta with Shrimp & Scallops, mushrooms, asparagus and pesto cream and romano cheese; 10 oz. Rib Eye steak (all steaks cooked medium rare only), cheddar mashed potatoes and seasonal vegetables

Dessert: Key Lime Pie

RSVP: Bill Hay 602-524-0023 or ed@wsdla.org

Peerless Cleaners (Continued from PAGE 1)

Norm had been a manufacturers rep for a laundry company prior to buying Peerless. In that capacity he was able to keep up with trends in the industry from visiting different plants. However, when he became the owner of his own operation that changed. He saw joining the trade association as a means to keep on top of things. That is the same reason he attends trade shows such as the Clean Show and the CCA show on a regular basis.

He also takes advantage of the many resources made available to it's members such as the Encyclopedia of Drycleaning, the Spotting app, marketing materials and the Fabricare magazine, to name a few.

Norm is excited about what lies ahead for the industry and especially for Peerless Cleaners. He is planning to add some new equipment next year and will continue to invest in his business. His attitude and business model seem to be working so far. With an attitude like that, how can he go wrong.

Boiler Inspection Solicitation

I have received a number of calls from cleaners as far away as Prescott about emails and letters they have received regarding their boiler inspection. The correspondence states that the state of Arizona is no longer providing boiler inspections. That is a true statement as I reported in my column in the 2nd quarter newsletter. However, the tone of the letter makes it sound like you should call that party right away to set up an inspection or you will be in violation. I sent Randy a copy of one of the emails forwarded to me that came from a company called ABI (Arizona Boiler Inspectors). Here is a portion of Randy's email answer:

Bill,

"All of the companies currently authorized, and having inspectors holding Arizona Commissions that may perform Operating Certificate Inspections are listed at the link below on the ICA website. There is also a list of boilers, potable water heaters, and steam jacketed kettles that currently are showing in our database that do not currently have boiler insurance."(Cont on # 11)



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Boiler Inspection Solicitation (Cont From P #10)

"You will find the company, ABI is not listed on the ICA's website. ABI is currently working on getting their National Board accreditation as required per Arizona Revised Statute 23-485(A). This office only issues inspectors commissions as a Special Inspector in Arizona if the company is accredited and the inspector holds a National Board Commission. Inspectors working for ABI do not hold current National Board Commissions because they have to be employed by a company that is accredited by the National Board."

"There are companies listed on our website that have been attempting to recruit new clients via email, letters, and phone calls. "

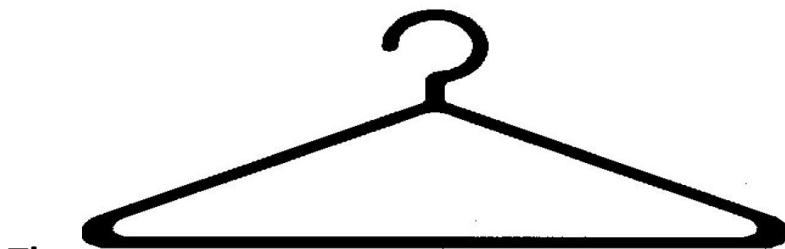
<https://www.azica.gov/adosh-list-authorized-companies-boiler-inspections>

<https://www.azica.gov/adosh-owner-listing-uninsured-boilers-and-pressure>

If your boiler is insured and they have their own authorized inspectors you can disregard solicitations for boiler inspections. Enter in the 1st Hyperlink above to see a list of authorized companies and inspectors.

Walgreens Bringing 500 Jobs To Chandler

"The health care industry is a key part of Arizona's diversified economy, and Walgreens' decision to grow its operations in our state will significantly contribute to the strength of that industry," said Governor Ducey.



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The Western States Drycleaners & Launderers Association newsletter is published quarterly.

WSDLA welcomes submission of typed articles and pictures. Larger articles submitted in WORD format will also be considered for publication.

Advertising rates are available on request. Call 877-342-1114 or email ed@wsdla.org for rates.

Our Allied Trade members support allows us to provide this newsletter to all drycleaners and launderers in Arizona and Nevada regardless of their membership status.

Dye Migration on Leather/Cloth Combos



Leather trim may be used on a variety of garments. In many cases, the leather trim can bleed after cleaning. Therefore, it is very important to check the care label before cleaning.

Oils and dyes used in tanning leather are often solvent soluble and will be affected in drycleaning. This usually results in dye migration to areas adjacent to the trim. Dye migration may occur in the first cleaning or may not become noticeable until after the garment has been cleaned a few times.

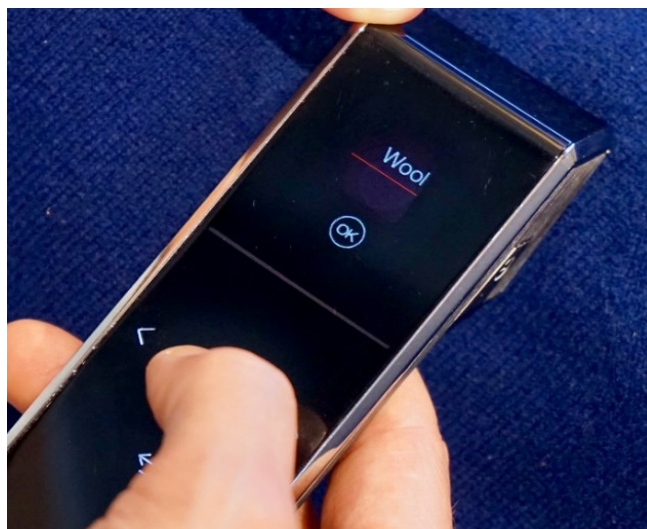
Manufacturers may recommend washing procedures for some items containing leather trim. In most cases, the dyes will also bleed to detergent solutions.

To avoid problems, DLI suggests performing colorfastness tests prior to cleaning. However, be aware that the dyes may not bleed to testing, but may still bleed when immersed in cleaning solutions.

For more information on this topic, see TABS 448: Leather Trim Color Damage in DLI's Drycleaning Encyclopedia.

Posted By Harry Kimmel | 8/17/2017 1:46:35 PM

Bosch's Stain Scanner Identifies What You Dropped on Your Shirt Last Night



German technology giant Bosch is mostly known for making home appliances. [And at IFA 2017](#), the company is showing off a concept that it hopes can add a new dimension to those products. The X-Spect is a portable device that detects fabric composition, scans stains and [figures out what your food is composed of](#). As pictured above, it looks a lot like a TV remote, and it features a tiny screen and capacitive touch buttons that let you browse through menus. Right now, Bosch is demoing the X-Spect, which weighs a mere 200 grams (less than half a pound) alongside one of its WiFi washers to deliver "optimal" cycle recommendations.

For instance, if you scan a wool sweater, it takes the scanner only a couple of seconds to identify the item. All you have to do next is to click "OK" to send that information to your computer controlled washer, which will automatically suggest that you wash your garment at a certain temperature and with a specific number of spins. The idea, of course, is that the X-Spect is able to make your washing smarter, helping you take better care of your clothes. With stains, on the other hand, the scanner analyzes whatever you may have gotten on your shirt or pants, like whether it's cosmetics or something else.

Naturally, its success will likely depend on how much it'll cost. Bosch isn't discussing those details at the moment, but the company did say that they expect to take the X-Spect beyond a concept and launch it "soon."



Home Stain Removal



Q: One of my regular customers called for advice on how to remove wine from an everyday tablecloth. What advice can I give my customers about home stain removal?

A: Many customers have items that they would rather clean at home, but stains can often cause problems. For any stain, tell them not to rub the fabric, but to just blot the stain with water (not club soda). Also remind them that the sooner they take care of the stain, when it is fresh, the easier it will be to remove. You may also want to point out to your customers that heat can cause colorless stains to yellow over time.

The wine stain should be treated with a small amount of dishwashing liquid and rinsed with water. If the stain persists, spot with white vinegar and rinse with water. As a last resort, try chlorine bleach or an organic bleach. Before treating the stain with bleach, make sure your customer knows how to test for colorfastness.

DLI's Stain Removal App features step-by-step instructions for removing any stain. It is available free only with DLI Silver, Gold, Premier and International memberships.

Posted By Harry Kimmel | 8/7/2017 10:22:12 AM

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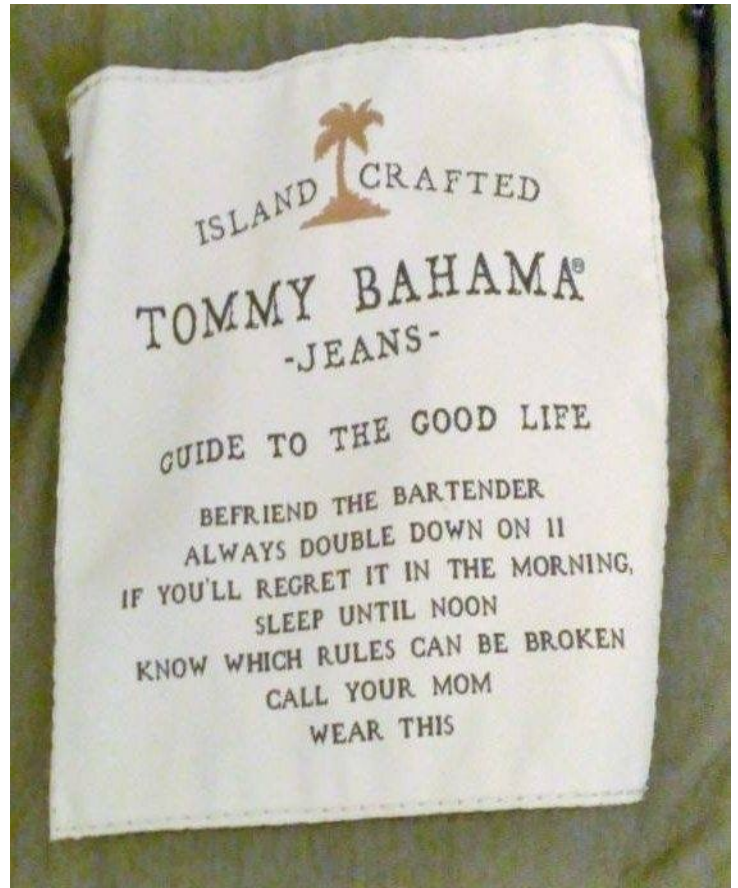
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CALENDAR OF EVENTS

Oct 12	Alternative Solvent — Hyatt Place, 1790 E. Plumb Drive, Reno, NV— 4-6 PM
Oct 13—15	OFA Convention—Toronto, Canada
Oct 21—22	NCA Texcare—Secaucus, NJ
Oct 24	WSDLA Seminar—Sick Leave Update—Roundtable Discussion—How to Grow Your Business -Christ Church Lutheran 3901 E. Indian School, Phoenix, AZ— 6:30 PM
Nov 11-12	NEFA Fall Fest—Plymouth, MA
Dec 2	WSDLA Holiday Social—Bluewater Grill, 1720 E. Camelback Rd., Phoenix, AZ

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WSDLA Mission Statement

Western States Drycleaners & Launderers Association, an affiliate of the Drycleaning & Laundry Institute, is the trade association of professional drycleaners and launderers in Arizona and Nevada.

The not-for-profit organization provides value through education, research, legislative representation and industry specific informational programs, products and services.

Western States Drycleaners & Launderers Association is dedicated to the highest standards of business ethics and professionalism, environmental responsibility, textile serviceability and a positive public image.

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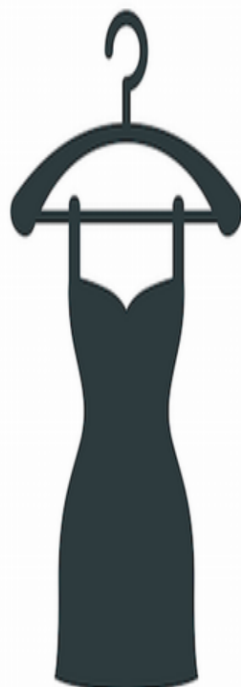
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Q: Why do slip-like dresses distort so easily? They seem to get skinnier and longer.

A: The panels of such dresses are cut on the bias. The bias is the diagonal of a woven fabric between the lengthwise and crosswise threads. This part of the fabric is very stretchy and can be easily distorted in cleaning and finishing causing the garment to hang unevenly. The garment can also distort during wear or while hanging.

When cleaning garments cut on the bias, place it in a net bag to minimize agitation.



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