

Expand Services in Slow Summer Months

By Jeff “The Stain Wizard” Schwarz

It's been estimated that a family of four living in the United States has roughly \$45,000.00 of clothing in their closets (not counting shoes and purses). It's a substantial investment. That's why I like to refer to Drycleaning as 'Clothes Insurance'.

People can understand car insurance, health insurance, life insurance, homeowners insurance, etc. Drycleaners, returning customers clothes to them like new is clothes insurance and clothes assurance.

The same family of four roughly spent 130+ hours last year doing the family laundry at home. Now stay with me here. Drycleaners aren't in competition with each other - Drycleaners are in competition with the home washing machine!

So besides selling Clothes Insurance and Clothes Assurance, we are also selling customers Time. Think about this....if you have a swimming pool in your backyard, chances are you have a pool guy to clean and maintain your pool. Many people have a lawn care service to mow the grass, weed eat, maintain the yard, etc. Some people will have a cleaning service come into their home weekly or monthly to clean the inside of their house. Why don't we market ourselves as weekly laundry/ drycleaning service? I understand pick-up and delivery accomplishes this service, but I think we can do an even better job at promoting it!

Tonya McCrea of East Hills Cleaners in St. Joseph, MO, and Flor Castillo, Flora's Dry Cleaners, Sierra Vista, Az., offer housekeeping service for customers' rental properties and Air BnBs. What a great way to have extra revenue from additional household items like sheets, duvet covers, pillowcases comforters throw rugs, dog beds, table clothes ,etc. This brings me full circle to what I wanted to talk about in the first place - cleaning workout shoes and purses.

I'm kind of amazed, as I go up and down the road, traveling with my bobblehead, seeing drycleaners,

the number of whom that don't clean shoes and purses.

Let's just consider tennis shoes for a moment. A \$400.00 pair of Yeezy shoes can be cleaned in



less than 20 minutes. (Shoes in photos are not Yeezy, but are being used for the example.) 1. Remove the shoe insert. 2. Spray the shoes and inserts with RiteGo. 3. Wait 15 minutes (or as long as you want). 4. Flush out with steam gun, or scrub with a stiff bristle brush. 5. Rinse

and put in the summer sun to dry. 6. Use Liberate, Lysol or other bacteria killing spray to eliminate any odor that might remain. If you REALLY want a grand effect, while the shoes are drying in the hot summer sun, spray with 3%hydrogen peroxide, every 15-20 minutes. If you feel the need to tumble dry them in a dryer (I hate the sound of shoes clunking around and around), try this: tie the shoes together by the shoestrings, and hang them inside the dryer. You can dry multiple pairs at a time.



A good rule of thumb is to charge 10% of cost of shoes. In this scenario, charge \$40.00.

There are also send away cobbler shops to send expensive dress shoes out to just like cleaners send out leathers and wedding dresses out to be professionally cleaned, boxed and heir loomed.

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Expanded Services (con't)

You are still offering shoe repair, even if you are sending them out.



Purse cleaning is a lot more challenging because dye loss can occur. You need a way to touch up/match dye loss. Purses can be and are very expensive, but with practice and patience, this is a service worth considering. Practice on

your own first. When in doubt about color or dye fastness, test. Get a release or at least explain to customers what risk is involved. Charge accordingly.

Summer is always a slow time of year. Consider offering and promoting additional services to grow your business.

Jeff Schwarz is Regional Vice President at A.L. Wilson Chemical Company and can be reached at jeffschwarz@alwilson.com.

