

The Southwest Drycleaners Association

Winter 2023

THE Southwest Press

Serving the Professional Drycleaners of Arizona, Arkansas, Kansas, Louisiana, Missouri, Mississippi, Nevada, New Mexico, Oklahoma & Texas

Cleaners showcase Sneak Peek

Complete Exhibitor Solution Guide

Plus...

#1 Ingredient for Growth
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Navigating New Waters

& More

Photo: Mustangs at Las Colinas, Irving, TX

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Industry Happenings

*by Kyle E. Nesbit, SVP Edit-TX, LLC,
Memories Gown Preservation,
Tide Cleaners*

Hang on to your hats partners! On December 1, 2022 I, along with Danny Bahlman (Chairman), Flor Castillo (WSDLA President), and David Meyer (WSDLA Secretary) signed the Articles of Merger that solidifies SDA as the country's only 10 state 'Super Association'. The SDA Board of Directors is so proud and excited to welcome all WSDLA members from Arizona & Nevada into the family.

In my opinion, this is an historic moment for the industry! Joint forces and resources will not only make the SDA stronger, but will also allow us to provide greater benefits to the membership in AZ and NV than ever before.

With the ink officially dry, Heath Bolin (Sparkle Cleaners), Flor Castillo (Flora's Cleaners), John Cirrilo (Plaza del Sol Cleaners), Phil D'Elia (Tide Cleaners AZ), David Meyer (Elite Cleaners), and Mark Witt Jr (Arcadia Cleaners) became our newest additions to the SDA Board of Directors. That makes the SDA board 35 members strong and I can't wait to see what's in store as they put in the hard work for our entire membership. Our new Board of Director additions will officially be sworn in at our annual membership meeting in conjunction with the SDA Cleaners Showcase, April 28-30, 2023, in Irving, TX.

All of our focus is now set on the country's only dry cleaning equipment show of 2023. The Showcase Committee has been hot on the trail

of the top exhibitors in our industry and as of the middle of December we were 20% ahead of where we were in 2019 (way to go team!). There are still exhibitors we need to herd into the corral. Please take the time to check out our website's 'Exhibitor Floorplan'. If there is a company we're missing please let staff@sda-dryclean.com know and we'll get on the horn and reel them in!

Attendance projections for the Cleaners Showcase are also exciting as we already have the DLI Board of Directors, Maverick Drycleaners, Coin Laundry Association and the Xplor Spot user groups meeting and attending the show. I personally can't wait to see you all in Irving and take full advantage of every educational opportunity I can get my hands on! We are in for a real treat as my good friend Andrew Gibson, the CEO of Tide Cleaners at Procter & Gamble, will be speaking on consumer trends!

Until we all see each other again in April – may the Lord bless you, your families, and businesses in 2023!



Kyle E. Nesbit

President, Southwest Drycleaners Association

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AT THE 2023 SDA CLEANERS SHOWCASE



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April 28th-30th



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Navigating New Waters for opportunity

by Amin Bata, Showcase Chairman

Cleaners
Showcase
2023

Pre-Covid, you could almost set your watch to when business would increase and decrease. Nowadays, it can seem like sales, customers, employees and the supply chain follow no pattern at all. You can see it across all industries, this unpredictable atmosphere is bringing a challenge to business owners everywhere. We are all navigating new waters.

Alas, new territory brings not just new challenges, but new opportunities. At the SDA Cleaners Showcase 2023, set for April 28-30, you'll hear how industry pioneers, veterans and vendors are navigating these new waters and improving their business and sales. There is no reason for us to re-invent the wheel. We have presenters who've tackled our issues head on and improved their business and increased sales or efficiencies. We have exhibitors who've listened to their customers' issues and created solutions to make our businesses easier, more productive, or better so that you can elevate your business' image. You can also visit exhibitors who can bring a diverse revenue stream so you can expand your customer base.

The Keynote Speaker will be multi-generational expert Jeff Butler delivering his presentation, "Winning the Talent War." As an additional treat, President & CEO of Tide Services, Andrew Gibson will present, "Changing Consumer Behavior." Please take time to visit the SDA website, www.sda-dryclean.com, and check out all the scheduled events in addition to all of the great businesses displaying their products and services. We appreciate the fact that each of them has devoted their time and effort to assist in making this a "can't miss" Cleaners Showcase. I look forward to seeing you this April at the Showcase, which is close to my home town of Dallas, TX, at the Irving Convention Center.

Amin Bata, owner of Pepper Square Cleaners in Dallas, is the 2023 Showcase Chairman.



SDA Annual Meeting

April 28

8:30 am Breakfast / 9:00 am Meeting
Jr Ballroom AB / Irving Convention Center

Join your fellow SDA Members for breakfast, followed by the annual membership and board meeting.



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Cleaners
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The Dryclean & Laundry Show in 2023

April 28-30, 2023 - Irving Convention Center (Dallas)

Tradeshow :: Education :: Networking :: Reception

FREE Registration for SDA / DLI and CLA members

\$50 for pre-registered non-members / \$100 onsite

Featuring these and many more speakers



Winning the Talent War

Jeff Butler

Multi-generation
Workforce Guru



Changing Consumer Behavior

Andrew Gibson
Tide Services



7 Secrets to a 7 Figure Exit

Dave Coyle
Maverick Drycleaners



Retain to Gain 2023: How Employee Retention Leads to Customer Retention

James Peuster &
Jennifer Whitmarsh
The Route Pros



8 Drivers of Building Value

Kermit Engh
Methods for Management



The Top 5 Legal Mistakes and Pitfalls

Frank Kollman
Kollman & Saucier, P.A.

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The #1 Ingredient for Growth is the #1 reason dry cleaners fail

by James Peuster, The Route Pros

This is the beginning of my 22nd year in the industry and boy has the industry gone through many changes since 2001. From environmental changes, to restoration, to routes, to the influx of wash-n-fold, the drycleaning industry has evolved and dissolved. The industry was hit hard by the 2008 recession, as well as Covid. Many new players have entered our world and some of them disappeared just as quick. Point of sales have adjusted accordingly while marketing and margins have become more important than ever. But there is one thing for sure - routes are where the best cleaners are past surviving, and now, thriving.

The hard part about being a consultant is many operators are sitting on a pot of gold and yet are trying hard not to grow by their own undoing. Many don't want routes to succeed while others are holding on to the hope that stores will rebound. Many of them made quick adjustments to their systems based on hope or theory instead of the best practices out there. No matter what you do, there is one ingredient that makes or break your routes and that's the driver.

The route driver is literally the driving force behind sales, customer service and efficiency. Sure, you can count on optimization to try to make it more efficient; however, when you do as many ride alongs as we have, you will see that the good drivers know the better ways to go. You can go with automatic customer service options, but without a face-to-face presence and personalized touch, your attention to retention is limited. Finally, if door hangers & direct mailings worked consistently, then there would be no need for

route development. However, we all know how well that works and the average acquisition cost of a new customer.

Those that are growing have drivers who don't look, act or think like a typical driver. From their appearance to their attitude, route drivers are running a store on wheels and must be hired, trained and motivated to do so. Cutting back on driver development and expectations will lead to your routes not growing. Those that do this end up with routes that are over 100 miles a day of driving with limited customer service interaction.

It's time for many of you to decide if you want to grow or go. The bottom line is that failure to focus on the development of your route personnel will lead to failing to develop your routes. I continue to watch and work with cleaners who have added vans since 2020, while others complain to each other about being down. Time is running out in some markets as the aggressive cleaners are taking more and more market share away from you and their competition. Don't just sit there and blame Covid - do something about it and look for growth.

James Peuster is CEO of The Route Pros, a consultancy firm specializing in increasing revenue through routes.

See James Peuster speak at the SDA Cleaners Showcase 2023



COMMITTED TO SERVING OUR CUSTOMERS AND CREATING QUALITY PRODUCTS



With the recent installation of software upgrades and bigger and better wire drawing **machinery at both of our production facilities, M&B Hangers** is continuing our unbending commitment to the ones who matter most -- our customers. **For 80 years** we've been at the forefront of the wire industry, working to increase efficiency in all of our processes. We're excited for the year ahead and look forward to seeing how these capital investments will benefit our valued clients.

Exhibitor Sneak Peek

1-800-Textiles is a family owned and operated company with a hub and spoke franchise model. We pride ourselves on being an Eco-Friendly textile restoration company. Our core values and hands on ownership separate us from the competition. (Booth 241)

AAvantage Laundry Systems, Inc. is the world's largest volume distributor of laundry products, installation, and services for new and replacement equipment. Our markets include Coin Laundry, On Premise Laundry, Multi-housing, and Industrial. AAvantage offers the best industry brands that include Dexter, Continental Girbau, Maytag, LG, B&C Technologies, Girbau Industrial, Whirlpool Equipment, and Econ-O Equipment. (Booth 525)

A.L. Wilson Since stain removal matters to your customers - each stain is an opportunity to impress them. InkGo is the effective and safe way to remove ink stains from all types of fabric - including acetates. Use it to remove adhesives, too. InkGo is eco-friendly and odor-free. Use InkGo to deliver stain-free cleaning. You'll build your reputation for quality – and keep customers coming back. (Booth 218) [SDA Member](#) [Show Speaker](#)

Air World Pads & Covers are manufacturers of Press Pads, Grid Plates, Laundry Covers, Air Bags and other supplies for the Dry Cleaning and Laundry Consumer. We specialize in silicone-based padding and hold a patent on the revolutionary "Silicone Flannel" used throughout the industry. (Booth 434)

Arrow Leathercare Services can do it all when it comes to suede, leather, and fur cleaning and restoration. Garments, handbags, gloves, shoes and boots, fur rugs, deodorization, mold removal, and any type of alterations and repairs on leather or fur. You name it - we have the solution. We service dry cleaners from coast to coast and have been family owned and operated for 109 years! (Booth 230) [SDA Member](#)

BeCreative360 is more than just a marketing company for dry cleaners. We do it all - from email marketing, reputation management, social media marketing, to

website development. Our ReviewMyDryCleaner with Webchat service is the number one proven tool to get new customers through your doors. Free up your time from customer questions - let us tell you about Robin, the only 24/7 automated receptionist you will need. (Booth 215) [SDA Member](#)

Certified Restoration Drycleaning Network CRDN insurance restoration is a great diversification opportunity for dry cleaners seeking to leverage existing assets to help home and business owners recover from property losses. CRDN is the largest franchise system for textile, electronics, and art restoration in North America. Corporate office sales, operations, marketing, IT support, proprietary software, and comprehensive training programs are available to franchisees. (Booth 234) [SDA Member](#)

Church & Dwight Co. Inc. has been making products since 1846. A \$5+ billion company, the Company's ARM & HAMMER brand is one of the nation's most trusted trademarks in Commercial Laundry, developed from the base of sodium bicarbonate and related technologies. We also manufacture OxiClean Stain Removers and Xtra Laundry Detergent products used in laundromats across the United States. New Products include 5 Gallon Jugs of Arm & Hammer, Xtra Laundry Detergents and many products for vending. (Booth 131)

Clean Chem Aqua Velvet represents a breakthrough in wet-cleaning innovation chemistry. It is an all-in-one (one-shot) wet-cleaning product that combines an acid-based detergent (to inhibit dye loss on dry-clean-only fabrics), stain removers, and fabric conditioners. This formula was meticulously blended to allow for genuine wet-cleaning even in regular top-loading machines. (Booth 519) [Show Sponsor](#)

CleanCloud is an industry-leading all-in-one POS solution for dry cleaners to grow your revenues whilst helping to manage your internal operations. CleanCloud businesses score higher in Google searches and online reviews and our Pickup and Delivery tools provide a convenient experience to your customers through web

Exhibitors Sneak Peak (Con't)

CleanCloud con't ...and app ordering. Our strategic integrations with companies like DoorDash and Gusto keep your business ahead of its competition through a 'business in a box' solution. (Booth 310) **SDA Member**

Cleaner & Launderer As Cleaner & Launderer starts its 63rd year, we have changed along with the industry to offer our magazine in print and online editions. Explore the Facebook Cleaner & Launderer Community for Dry Cleaning & Laundry professionals, where you can share industry stories, marketing ideas, pictures, jokes, stories about your customers, your equipment experiences or memories from events and shows. (Booth 119) **SDA Member**

Cleaner Marketing is the only marketing agency exclusively for dry cleaners who GUARANTEES a positive ROI on your marketing in less than 60 days. We grow route sales, increase upsells, and retain customers, all while making sure your profit is maximized. (Booth 207)

CleantiePOS is the best-selling POS in the industry with over 5000 users. CleantiePOS offers laundry PU/D business, including limited exclusive territory, zero investment, free Cleantie apps, free digital marketing, and sponsored google ads. Advanced credit card processing through Clover with Paystri, our integrated payments provider, provides a cash discount solution to recover the credit card fees and automated tips. Our partnership with DoorDash provides easy PU/D without the hassle of staffing a delivery fleet. (Booth 206)

Cobblers Direct is the world's largest and most trusted shoe repair. With over a century of craftsmanship and high-tech repair facilities, a partnership with us allows your business to offer the highest quality shoe, boot, and handbag repair services available. Your customers simply walk into your business, place an order, and hand their items to your associate. Once repairs are completed, Cobblers Direct ships the items to your location, and your customer receives an email alert that their order is ready. (Booth 212) **SDA Member**

DIMMID is the supplier of Clerane 180 Dry Cleaning Solvent. (Booth 332) **SDA Member**

Epsilon Plastics As North America's largest privately held film manufacturer, Sigma Plastics Group is uniquely positioned to meet a wide range of extruded polyethylene product needs. Our poly has exceptional film clarity with easy open ability. Epsilon Plastics, Inc. has the ability to manufacture in gauges .00035 mil up to .004 mil. Printing capabilities are up to four colors one side or two colors-two sides. (Booth 308) **SDA Member**

Extract LLC unapologetically believes that more can be done to support the longstanding, and continued, success of the steadfast professional Dry Cleaning and Laundry entrepreneur. Through a carefully curated and strategic blend of traditional best practice - based on decades of industry experience - and today's technological advancements, Extract is developing innovative,

Cleaners Showcase

2023

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Danny Bahlman
Bahlman Cleaners

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[revision 03/01/2022]



Exhibitors Sneak Peak (Con't)

Extract con't...uncharted solutions for your future. Come home to new possibilities. (Booth 331) [SDA Member](#)

EZTimers builds machines that make your machines better. We manufacture aftermarket devices that enhance the performance of dry cleaning machines and boilers. Our Sahara 2 Mister legally disposes of separator water and the EZ-Level boiler return tank level control eliminates that troublesome return tank ball-float valve. Enroll in our Fixit Academy that provides "how to" training seminars on the easier machinery repairs required in operating dry cleaning and/or laundry plants. (Booth 306) [Show Speaker](#)

EzProducts International Inc has been manufacturing heat seal presses since 1989. All our presses have the highest safety certification, are easy to fix, have a small footprint, are light weight and upgradeable over the years. We have two models and 7 different lower platens and three barcode label products: 1. we print barcode labels in house in four different sizes with or without a vertical strip. 2. Our EzLabelOff removes barcode labels and the residue quickly and safely from most fabrics and 3. our EzLabelDispenser holds both 1" and .6875" one up labels. (Booth 141) [SDA Member](#)

FabriClean Supply stocks a full line of laundry, dry cleaning, vending, janitorial, and personal protection items. At the Cleaners Showcase we will have a sampling of these items on display. We have everything to clean your facility from the front counter to the back bathroom, as well as gloves, masks, and other personal protection items. FabriClean Supply has the products to keep your facility sanitary and your employees safe. (Booth 419) [SDA Member](#) [SDA Platinum Sponsor](#)

Forenta is committed to providing reliable, safe and trouble-free finishing equipment that is backed by the best warranty and customer service in the industry. All of our equipment has been produced in our Morristown, Tennessee facility since 1961 by skilled engineers and technicians. At Forenta, we are proud to say, "MADE IN THE USA." (Booth 222) [SDA Member](#) [SDA Platinum Sponsor](#)

Garment Management Systems manufactures reliable and cost-effective automation for the drycleaning industry. GMS' featured products - the QuickSORT (Automated Assembly System), QuickTAG (Invoice Application System), and 24/7 Express Kiosk (Customer Pick-up and Delivery System) are designed and built in the United States. (Booth 127) [SDA Member](#)

Gulf States has been a leader in the distribution of the dry cleaning equipment since 1984. We stand behind the products we sell and always provide quality service after the sale, whether it's technical service and parts or equipment questions. (Booth 425) [SDA Member](#)

IndoorMedia Print is in! Get on a roll today! Come visit the Register Tape @ Indoor Media booth and see the tangible difference. We have 35 years of proving profit for thousands of dry cleaners across the nation. Ask to see testimonials from other dry cleaners and their years of success. On the spot pricing and convention specials are available. (Booth 439)

Indy Hanger & Supply is a full – Line Distributor for Dry Cleaners & Laundries. Indy Hanger services dry cleaners and laundries with high-quality products that help make their own service more efficient. We cover the entire US and provide over 2,000 specialty products. Hangers, Chemicals, Solvents, Liners, Poly, Preservation Boxes, and Household are just a few of the categories we offer. (Booth 333) [Show Sponsor](#)

Intex Distributing Company is a full line distributor of laundry and dry-cleaning supplies. (Booth 232) [SDA Member](#)

Kleerwite Clean Coat is a gentle, no-scrub, ground-in soil remover. Clean Coat contains a unique blend of surfactants to easily lift and dissolve the soil from the dirtiest wedding gown that you need to clean. Cleaning hems is easy with Clean Coat. Just spray the hems and let them sit overnight. The next day, either wetclean or dryclean the gown. With Clean Coat, you do not need to purchase another spray spotter tank. (Booth 307) [SDA Member](#)

Kreussler is a leading German chemical company that has been operating in the United States since the 1990s. As a family-owned business with a strong tradition, we are dedicated to providing our customers with high-quality, efficient products that add value to their professional textile care. Our research and development, together with our product and process optimization, guarantees the most sustainable and efficient use of raw materials possible. (Booth 432) [SDA Member](#)

M&B Hangers has been producing top-quality wire garment hangers since 1943. We're family-owned and operated with an unbending commitment to exceeding our customer's expectations. Stop by our booth to see the new vinyl coated Supreme Hanger and learn about the equipment investments we've made over the past 2 years. Our goal is to provide the highest quality at the best value. (Booth 231) [SDA Member](#) [SDA Platinum Sponsor](#)

Cleaners Showcase

April 28-30, 2023

Irving Convention Center



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~Matthew McConaughey



**Cleaners
Showcase
2023**



April 28-30, 2023, Irving, TX

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Exhibitors Sneak Peak *(Con't)*

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Maverick Drycleaners Our primary focus is to get you out of the daily operations and help you create systems in your dry cleaning business. These systems will run the day-to-day operations of your company so your time can be spent on higher-value strategic tasks. We help you create a saleable business that provides excellent owner cash flow and does not depend on you, the owner, to make it run and grow. (Booth 224) **SDA Member Show Speaker**

Memories Gown Preservation has been cleaning and preserving wedding gowns for Houston area brides since 1979. In 2009 Memories launched its national Preservation Kit Program to bridal salons, tux shops, and drycleaners across the continental United States. Memories Gown Preservation is now the largest and most trusted Gown Preservation Company in the United States. (Booth 314) **SDA Member Show Sponsor**

Methods for Management has served the drycleaning industry since 1953 through independent consulting relationships as well as coordinating and facilitating Management Bureaus. MFM Management Bureaus provide a safe, non-competitive environment where members are comfortable sharing information, issues, and concerns with peers that they trust and respect. (Booth 211) **Show Speaker**

SDA MEETING ST. LOUIS JULY 28-30, 2023

**FREE FOR SDA
MEMBERS**



seminar

James Peuster of The Route Pros will share his experiences and secrets he developed with his very own route. From marketing tips and tricks to operational best practices, anyone serious about wash-dry-fold should attend.

**IT'S TIME TO GET SERIOUS
ABOUT WASH-DRY-FOLD**

**with James Peuster
The Route Pros**

Exhibitors Sneak Peak (Con't)

National Clothesline provides news and information needed by garment care professionals to be successful in a rapidly changing industry. Nearly 15,000 cleaners and their suppliers throughout the United States and around the world receive it monthly by mail -- and now each current issue along with recent issues are available conveniently and quickly on the Web. (Booth 213)

Prism Specialties – Restoration Services. Looking for ways to diversify your income while leveraging your existing assets? Prism Specialties is a national leader in Specialty Textile and Content Restoration. Restoration services are a lucrative add-on to your existing business, making you both recession and pandemic resistant. Our franchise model offers multi-revenue stream opportunities. (Booth 238)

RealStar, USA is a flagship brand of the FMB Group, the world's largest manufacturer of drycleaning machines. Realstar machines are built in the most modern and state of the art drycleaning machine factory in existence in our industry. Only the finest components are used in the manufacturing process – your assurance of years of cost efficient and trouble-free operation. (Booth 508)

Sanitone offers premium detergents, additives and spotters for professional drycleaners. Our Sanitone Certified Master Drycleaner program gives you a competitive advantage in your marketplace, helping you deliver premium quality and consistent cleaning every single time. Customers can see the difference in the quality they get from a Sanitone Certified Master Drycleaner, and that keeps them coming back. (Booth 334) **SDA Member**

Sankosha manufactures machines to be sophisticatedly simple for the laundry & dry cleaning industry. Our goal is for our customers to produce the finest quality pressed product while experiencing our unparalleled reliability. (Booth 415) **SDA Member Show Sponsor - Sneak Peak Reception**

Seitz - The Fresher Company offers 138 years of innovation and cutting-edge technology for wet cleaning, laundry, dry cleaning and spotting products. We are the global distributors of Sensene® Solvent and manufacture Intense® Solvent. Look to us for education and cleaning with confidence that we help professional dry cleaners produce the best garments in your market. (Booth 240) **SDA Member**

SMRT Systems was built from the ground up by dry cleaners, for dry cleaners. SMRT improves the core of

your business by improving communication with your customers and staff, automating recurring tasks and utilizing simple machines to radically improve your bottom line. We can help in every aspect of your operation from routes, inventory, business management, lockers, production management, wash dry fold, digital marketing and customer communication. (Booth 135) **SDA Member Show Sponsor**

The Route Pros With over 50 years combined experience, The Route Pros provide the most professional and personal people development consulting in the industry. (Booth 312) **SDA Member Show Speaker**

Unipress is a designer and manufacturer of laundry and dry clean pressing equipment. (Booth 530) **SDA Member**

UNX-Christeyns specializes in textile care chemicals and its Cole & Wilson brand has developed innovative solutions for over 95 years. They offer a wide range of dry and wet cleaning products including detergents, bleaching agents, finishers and softeners, additives and more. Visit the booth to learn more about the complete line of exceptional pre-spotters for every stain removal process to ensure the gentlest treatment of delicate textiles. (Booth 536) **SDA Member**

Wedding Gown Preservation Co. has been cleaning and preserving wedding gowns since 1913. Family owned and operated by Sue and Michael Schapiro. Each preservation receives a 100% Guarantee. (Booth 309)

Xplor Spot helps you manage your dry cleaning business with the latest and most advanced software to run and automate your single store operation or large enterprise. Whether you are running multiple routes, servicing many locker banks, or providing retail service, we have the tools to handle any use case. Each dry cleaner is unique. That's why we built a software that can flex to your business needs. Leverage Spot's personalized settings to create an experience your customers will love! Booth (115) **SDA Member SDA Platinum Sponsor Show Sponsor - Keynote Speaker**

ZESTOS Boiler Return Tank System is a product designed to improve the efficiency and longevity of boilers by eliminating the dissolved oxygen and carbon dioxide levels in the water used to feed the boiler and by recycling the energy from the steam trap. This system is eco-friendly, as it extends the life of the boiler and potentially reducing the need for new boilers. (Booth 139) **SDA Member**