

A WEINBERG WORD FOR DRY CLEANERS

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4TH QUARTER 2009

THE OFFICIAL NEWSLETTER OF



A NEW PLAN

When thinking about what I wanted to talk about at the end of 2009, I looked back at last year's 4th quarter newsletter. I could have pretty much copied that and called it a day. I talked about a slow economy, lagging piece counts and a general decline in our industry. Unfortunately I am not very good at predictions. I predicted 2009 would have an up swing and by the end we would be in a much more stable place than we were at the end of 2008. I see that did not really happen.

However, one of my statements was that 2009 would be an exciting time for our industry. Well that it has. We have new players to the market, old players who are expanding and some that are selling out while others are downsizing. It does make for interesting times. You never know what will happen next.

Everyone asks me "what do you think will happen with the industry"? The answer is I have no idea. But for a guy who

is known to pessimistic, I have decided to become an optimist. As I see it, Weinberg is not going anywhere. We will hit bumps, have down times and make changes but we will still be here. I suspect the cleaners who are committed to the industry will be here also. But I say 2010 will be a year of working more hours, harder than ever and making less money. Our industry has some financial recovering to do. I plan to face it, embrace it and get to work.

As they say the strong survive. I say the owner who is willing to get their hands dirty, drive the truck or wait the counter will survive.

Thank you for a great year and Happy Holiday to you and your family.

As always, I appreciate your business.

David Weinberg
President

FREE TRIAL LAUNDRY

At this time last year Weinberg introduced you to a liquid laundry product line called Vertech Solution Systems (VSS). At that time VSS had a few accounts with Weinberg and we had a short relationship with them. We now have about a year and half under our belt and a lengthy customer list. The VSS team also added another staff member in the past few months. Dan Allen joined their team. Some of you may remember Dan from his days at Weinberg. Dan was a sales rep for Weinberg from 2004-2008. He moved to Florida to be with his ailing mother. He decided to come back to Minnesota once his mother was settled and well cared for. Unfortunately Weinberg did not have a position for him but VSS welcomed him on board. Dan has a tremendous set of skills from laundry knowledge to customer care. He joins the current VSS team that is handling the twin cities, St. Cloud area and Northern Minnesota. With Dan's knowledge and an additional person, VSS is prepared to install new shirt/commercial laundries ASAP.

Therefore, VSS is offering customers a free 30 day trial

on their liquid laundry system. There are many customers currently using VSS with wonderful results: less prespotting of collars and cuffs, bright, white shirts. Please see your Weinberg rep if you are interested in a free 30 day trial.

The Weinberg Supply Staff -
Erin, Gene, Jon, Mark, Mo and Tom.

HOLIDAY HOURS

Happy Holidays from the staff of
Weinberg Supply & Equipment

Enjoy the Winter Season

The Weinberg office
will be closed

Friday, December 25th and
Friday, January 1st

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NEED HELP GETTING WET?

Wet Cleaning is a hot topic at Weinberg. We have spent 100's of hours training, installing and promoting wet cleaning. It has been a wonderful addition to existing plants, using any solvent. It has also been a must when doing a new install or moving a plant. Many cleaners like the idea of being able to market the "green" aspect of wet cleaning. We talk with customers everyday who desperately want this system in their plant. But due to the economy, customers having less income allotted to new equipment, bank loans much harder to acquire and the fear of spending any cash right now, cleaners are hesitant to make a large purchase.

Because Weinberg believes in the wet cleaning system,

MR. COIN

Weinberg is well known in the laundry/dry cleaning industry. The coin laundry world is aware of us but we are not the first name you think of, until now. Although Weinberg with the Wascomat line has put in several new and/or remodeled coin stores in our territory, it has been a while.

Fast forward to 2008 and meet Jon Glover. Jon has been with Weinberg as a sales rep since 2007. He spent his first year getting familiar with his territory, meeting customers and gaining knowledge in the dry cleaning and laundry industry. He was doing great, working hard and content. Then an opportunity came along for a new coin store in the metro area. Jon found his new challenge, coin laundry.

Jon did not have much experience with coin but a new store was too tempting to pass up. So Jon did what he always does, he jumped in feet first and never looked back. To make a long story short, Jon is Mr. Coin

Jon and Weinberg Supply had the privilege of helping Cheng Liu and his family open Best Wash, their first coin operated Laundromat, on Lake Street and Nicollet Avenue in South Minneapolis this past month. Best Wash is a 2800 square foot operation including 44 washers and 22 dryers; all Wascomat equipment. The washing machines include 16-20 lb. machines, 8-40 lb. Machines, and 4-55 lb. machines. The store also offers 17-30 lb. Stacking dryers, 4-45 lb. Stacking

recognizes the need for it in the industry and are in the business of selling equipment, we decided to put together a special. With the help of Wascomat, Weinberg is able to offer free financing for 6 months plus payment terms for up to 1 year for qualified customers. It is as simple as making a phone call to David Weinberg at 952.920.0888. He will look at your payment history with Weinberg, your term needs and discuss the options with you.

If you need more information about wet cleaning, need an in plant layout/walk through, want references, or a visit to a plant currently using wet cleaning call the Weinberg office 952.920.0888. You can also send a few challenging items to Weinberg where Erin will process them on site.

Dryers, and 1-75 lb. Dryer, ideal for larger loads. This equipment mix will enable Best Wash to easily support the laundry needs of the neighborhood.

Jon did not stop there. When Electrolux merged with Wascomat Weinberg was fortunate to receive a wonderful new line to work with. I am sure you have all seen the commercials with Kelly Ripa endorsing Electrolux. That is the same line that Weinberg now sells on the commercial and coin side. Jon is working with a customer that will open the first Electrolux Laundromat in Weinberg's territory.

