

A WEINBERG WORD FOR LAUNDERERS

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THE OFFICIAL NEWSLETTER OF



A YEAR OF INFORMATION

Weinberg started our laundry newsletter about a year ago. We have had a positive response. We are getting to know our customers in the laundry industry better. Our goal with this publication was to provide our laundry customer with information, product updates and general industry news. From what I hear we have accomplished that goal. However, everything can be improved upon.

As I mentioned in previous newsletters we have been publishing a dry cleaning newsletter for several years. One of the things that these customers seem to appreciate is our ability to keep them connected to others in their industry.

We are the hub for information that a customer feels is pertinent to the rest of their industry. For example if there are particular garments that are a processing problems, a process that may be a solution for stain removal or any thing else that they want to share with the other members of their industry. The customer will email it to us and can quickly disperse it to our

entire database. I would be happy to offer this same service to our laundry customers.

I am hopeful that as we continue to provide our laundry customer this newsletter the information will get better and better. I need your help. Any information that you can share with us to enhance our publication would be greatly appreciated. We print a newsletter quarterly and begin the prepping process about 3 weeks prior to the end of the quarter. However, if you have information that is time sensitive we can send that immediately using our laundry data base.

Thanks for your support. The Weinberg staff and I wish you a safe and happy holiday season. We look forward to serving you in the New Year.

As always I appreciate your business.

David Weinberg
President

FREE 30 DAY TRIAL

In previous newsletter 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 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. Laundry managers are very happy with their linen.

It is bright, clean and smells fresh.

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.

A New Line

Wascomat is the main laundry on premise (OPL) and coin laundry line that Weinberg has sold for many years. Recently Electrolux merged with Wascomat. With that merger Weinberg happily added Electrolux to our equipment options. Electrolux has a vast equipment line. A full Coin line plus OPL equipment in sizes 20# to 100#. Electrolux has many benefits including 200g force standard, upgraded design, low noise levels, large door opening and user friendly operations. Electrolux is well known in the

residential market. Many of you may have seen the commercials with Kelly Ripa. The commercial line seems to be as popular as the residential line.

Months after Weinberg acquired Electrolux we were already installing. Most recently we put in 2 - 40# washers at the Stillwater State Prison. The machines will be used to process Inmates personal garments. At this point we have several installs on the books.

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

GUNDERSON LUTHERAN HOSPITAL

Recently Weinberg assisted Gunderson Lutheran Hospital in La Crosse Wisconsin with an equipment replacement project. Weinberg was not only involved with the sale, installation, start up and removal of old equipment.

Gunderson Lutheran is a 325 bed facility with a staff of over 5,000. With these numbers you can imagine the large amount of laundry they are processing. The equipment replacement project included 1- 200# open pocket washers, 1- 450# open pocket washer and a 500# dryer. The hospital had always been happy with Braun equipment therefore, it was an easy choice to purchase Braun again for the replacement equipment.

Pictured below are a few pieces of the equipment that went into Gunderson Lutheran Hospital.

