

A WEINBERG WORD FOR DRY CLEANERS

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THE OFFICIAL NEWSLETTER OF



ATTENTION TO DETAIL PAYS OFF

Spring is a time for 'cleaning house'. Another favorite time to make such changes is in preparation for an event such as a graduation party or a wedding. In our case-at Weinberg, we host seminars. We have used these occasions as reason to organize, paint and clean up shop.

In June we will host an open house featuring several new pieces of operating equipment. This event prompted me to replace worn carpet, update a few offices and move unused furniture. It has been a lot of work-but very rewarding as staff and customers have noticed. I am proud of our space! We put a lot of time into making the showroom and offices functional and attractive.

I recommend you take a look around your office, plant, production area, break room and other parts of your space

AN EXPANDING PARTNERSHIP

Two years ago **Adco** and **Laidlaw** chemical companies joined forces which was good news for Weinberg--we were able to sell both lines of chemicals. Plus, Adco and Laidlaw became stronger and added new dry cleaning products and services.

The Adco/Laidlaw team has been hosting online seminars for the past year or so. The seminars are part of an educational venture they started called **ADCO U**. If you've not participated in these seminars, you are missing out. Topics covered have included everything from equipment maintenance to the use of combination spotters. The seminars last about an hour and all you need is a computer with a speaker. Please let us know if you are not receiving emails regarding these seminars and we will be happy to add you to the list. The next seminar is June 17th and the topic is sizing and starches.

Adco recently introduced a line of 'green' soap products that can be used in a customer's home washer. The product line-- called **AdcoEco**--includes fragrance-free detergent and softener. Both products are highly concentrated and are packaged in small, convenient bottles. Several cleaners in the area have been selling these products for a few months and the response has been great.

and see where you can make changes. Are your counters and tables presentable? Are your carts in functioning order? Is your equipment clean? Are you providing your employees with an adequate break area? Does the equipment they use work properly? Employees need the right tools that work well to do their job. They deserve a nice place to work with owners who take pride in their operation.

What do your work spaces say to your customers and employees?

As always I appreciate your business.

David Weinberg
President

Adco/Laidlaw has always had a laundry line of chemicals, but since joining forces they have committed more time to the laundry side of the business. Adco had a great powered product called **Eagle** for many years, which they now lowered the price by about 8 percent. Adco/Laidlaw has also added a triple enzyme product called **Premium**. This is a powered one shot detergent. It is more aggressive than **Eagle** on heavier soiled garments. **Rigid** is a new powered starch that Adco/Laidlaw has added to their laundry line. Additionally, Adco/Laidlaw has a full liquid laundry for customers who process a diverse range of garments or prefer the ease of an injected system.

If you are happy with the service and products you are currently using from Adco/Laidlaw, consider trying their laundry line.

Your Weinberg sales rep or Adco/Laidlaw sales rep will be happy to provide samples, pricing and additional information on any of the Adco/Laidlaw products.

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A 'FORMAL' THANK YOU

Weinberg would like to thank all the cleaners who participated in cleaning gowns for Ever After Gowns. Ever After Gowns is a volunteer-based organization providing dresses to high school girls who would otherwise not have a prom dress. This year the dresses were brought to Richfield High School where girls in the Minneapolis/St. Paul area gathered on

FEATURED ITEMS

Many dry cleaners know that new exciting items do not come to our industry very often and when they do, they certainly aren't cheaper than what we are currently using.

One item will make things easier and costs slightly less money than the traditional way. Most cleaners use 18" drapery hangers with an 18" drapery tube. There is now a hanger that has the tube rolled on the 18" hanger. Unlike a strut hanger, this new drapery hanger with tube has a wire that goes all the way through the tube.

Another item that cleaners have been requesting for years is a larger shirt hanger. Weinberg is now stocking a 20" shirt hanger. It is a nice item to have around for the larger shirts.

The green phenomenon in dry cleaning has been going on for some time now. There have been many different types of communication for marketing this message. Weinberg in the past has provided some posters, hanger tags and counter display. All those items were good but now there are new packaging products that carry the same green message with a consistent look. These items include paper shirt bags, posters, hanger tags, garment covers and poly. Your Weinberg sales person will be bringing by samples. Below is a picture of the poster.



Saturday, April 17 to select a gown for prom. Ever After Gowns is so grateful to all the dry cleaners that made this year's event so successful. Together the MCA cleaners processed more than 1,300 gowns! Weinberg would be honored to team up with the MCA cleaners and Ever After Gowns again next year.



Cleaned prom dresses were sorted and stored in the Weinberg showroom before delivery at Ever After Gowns 2010 event.

LOCAL ELECTROLUX LAUNCH

Join Weinberg Supply & Equipment for a special local launch of the Electrolux Professional Line. Spend time with our sales staff, equipment technicians and hands on experience with several Electrolux pieces of equipment.

Wednesday, June 9, 2010

COIN SEMINAR - 10 AM AND 6 PM
OPL SEMINAR - 2 PM

Thursday, June 10, 2010

COIN SEMINAR - 2 PM
OPL SEMINAR - 10 AM AND 6 PM

Snacks, prizes and special offers.

RSVP BY JUNE 1st

by phone or email at sales@weinbergsupply.com

For questions or directions call the Weinberg office at
952.920.0888 or 800.279.0888