

FOR THE ELITE OF THE DRYCLEANING INDUSTRY

Coloring for Profits

*“Staying ahead
of the competition”*



BY
DENNIS MCCRORY

Few drycleaners recognize color's messaging power. Some relationships between businesses and colors are inextricably linked in customers' minds – and with powerful results. Like Coca-Cola's red label, Tiffany & Co.'s blue box and UPS's brown trucks.

For savvy businesses, color is more than the whim of a graphic

artist. It's an integral part of a cohesive marketing plan. Color is a valuable messaging tool that can elicit emotions and cement your brand in customers' memories. Color speaks volumes about who your company is and what you're selling.

Color is basically the silent communicator that conveys an additional marketing message. More often than not, the first thing that captures customers' attention is color.

Steven Bleicher, an associate professor of visual arts at Coastal Carolina University, who specializes in color consulting for packaging

and graphic design, says: "Color, over almost any other design element, has an immediate, associative response in the brain. Some studies have shown that 60% of your decision to buy a product or service is based on color."

It's not much of a stretch to say that color in a logo could play a significant role in determining how a consumer perceives your service. Take the aforementioned examples: Tiffany's signature blue has come to represent classic good taste; UPS's brown now stands for dependability; and Coca-Cola's red is classic and energetic. Color can, in fact, make a business more cohesive and a product more pleasing. Most importantly, color can make your business stand out from the rest.

Here is a quick discussion of common color interpretations:

Red is a powerful color, symbolizing energy, passion or even danger. Red works best for action-oriented brands, products associated with speed or power and dominant brands. Red is

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also considered an appetite stimulant. That's the reason all McDonald's, Burger King and Wendy's stores had red roofs.

Orange often connotes adventure and fun. Like red, it's an attention-grabber and is thought to stimulate appetites, but it's less aggressive than red can be. Orange is also used to convey value and discounts.

Yellow is equated with sunny warmth and cheeriness. Its vibrant shades bring out feelings of well-being and are thought to stimulate mental activity, so yellow is often associated with wisdom and intellect. Red, yellow and orange are considered hot colors and should be used in the logo of any business that wants to garner attention.

Green is a popular color in marketing these days, for companies want to be considered environmentally friendly. Green connotes cleanliness, freshness and renewal. It is one of the most predominant, naturally occurring colors, so it is often associated with wholesome qualities. It works well for organic and recycled products, or for businesses associated with health and wellness. Drycleaners may find a place here.

The other association for green is cash and, of course, that's a positive connotation.

Blue is another naturally predominant color. Darker shades are generally associated with security, authority and efficiency. Lighter

shades denote a clearness of mind. Blue also symbolizes cleanliness, openness and relaxation and can work well for drycleaners.

Purple, for centuries, has symbolized nobility and wealth, and those associations hold true today. Purple is a powerful color for luxury brands and services, or for companies that want to add an air of mystery to their image. Purple is particularly popular with females of all ages.

Use purple or violet with caution. It is one of the most confusing colors in marketing, because violets with red tints versus violets with blue tints carry entirely different associations. Red tints can hint at aggression while blue tints lend an air of steadiness.

Pink is a stereotypically girlish color associated with frilliness and warmth. It is considered to have soft, peaceful, comforting qualities. Pink is also associated with babies and food companies use pink

to suggest sweetness.

Brown is a strong, earthy color that connotes honesty and dependability. Brown often is cited as a favorite color among men. Its darker shades are rich and solid, while other shades work well as a background color.

Brown often works well with other colors, like yellow or orange. *(Continued page 8)*

Red, yellow and orange are considered hot colors and should be used in the logo of any business that wants to garner attention

Yes, a Room's Available, But 'No' You Can't Check In



BY ED ROTH

Lately, the headlines are mostly how businesses have lost money in the last few months and sales are way down. October was a particularly bad month for business. People are spending less and less as their

bank accounts have shrunk. People are losing jobs, and those keeping theirs are wary of the next round of layoffs. The car industry is at a brink and those related industries are holding their breath.

It is especially in these tough times that we must ratchet up our efforts to entice new customers, keep our present ones, and fish back for our lost clients. An article in the business section of the New York Times tells an interesting story. It talks about how a Hilton Hotel in Washington D.C., unwittingly alienated one of its best clients. Richard Glassman was a frequent Hilton user. In fact, he was part of their loyalty program. Due to a trip change he needed to amend his reservation from

September 27th to September 26th. A hotel clerk told Mr. Glassman that he couldn't check in on the 26th because there was a very big group checking in that night and although they would have a room ready, they would have no one at the desk who could accommodate him that night. He said, "Let me make sure I understand this. You're saying that no matter what time I arrive, even if I get there at 10 P.M., you have the room, but you don't have the desk people available to check me in?" "Correct," said the clerk. Mr. Glassman decided the clerk was joking with him. He knew a lot of big shots at Hilton and he was sure that someone had flagged his name to instigate this practical joke. He actually asked, "Wait, they put an asterisk next to my name and told you to do this?" "Excuse me," was the reply from the clerk and Mr. Glassman realized this was not the case. He tried again several times to change the reservation, but was turned away. What he did next was cancel all of his existing Hilton reservations and those of his 21 member law firm as well. Then he e-mailed the newspaper columnist who wrote this story.

At Hilton headquarters in Beverly Hills California, Adam Burke, a senior vice president who manages Hilton WorldWide, had an immediate reaction. He blew a gasket. He made sure everyone knew it was he who blew the gasket. "Just what a worldwide hotel loyalty program needs—an unhappy guest who stays frequently at our luxury brand hotels and owns a law firm with 21 other loyal Hilton clients." Mr. Glassman was a happy Hilton client, but sometimes it takes only one screw-up, like this, to lose his business and the business of his entire firm. Mr. Burke continued, "It's never more important to get it right than in a down cycle. Every time we've seen that cycle in the last twenty years, the Hilton Honors members were our core market that sustained the business." Mr. Glassman is a tough customer who values loyalty, but thinks it works both ways. He and his wife recently

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Members Only

Would you like to read your
Golomb Group newsletter on line?

It's now available under the
"Members' Section" of our website
www.golombgroup.com.

Simply enter the
USER NAME: "golombmember"
PASSWORD: "soundadvice"

We'll be changing these from time
to time, so keep posted!

canceled their reservations to stay at Hilton hotels on a trip to Syracuse. He is not looking for any amelioration from Hilton, he just will not stay there anymore. A Hilton Honors representative called him to apologize and assure him the problem was solved and would be addressed Worldwide. He wasn't moved. His last words were, "They said they will miss me."

The story reminds me of the classic story told by Ken Blanchard, the author of "The One Minute Manager," and a frequent speaker on customer service. A client had walked into a bank to address some of his needs, but first needed a quarter to deposit in the parking meter outside. He went up to the teller to ask for change of a dollar. The teller showed him the note that said "No change without a transaction." He explained the dilemma and why he needed a quarter. The teller was unmoved. Finally, this client told the teller to transfer his entire account of approximately one million dollars to a nearby competitor bank. "Would that qualify as a transaction, and allow me to get change of a dollar?" The teller said, "Yes." By the time the bank manager was able to come over to fix the situation, the client was so annoyed that the transfer of his money prevailed and the bank lost all of his business.

We live in a time of intensified emotional stress. You can never tell what will send a customer over the edge. We all try to do the best for a customer, but sometimes lose our edge and forget what our business is all about. Serving people - not cleaning clothes. Too often, I have seen an owner lose a customer over a broken \$10 zipper or a cracked 10 cent button. Maybe in the old times it didn't matter, but it sure matters today. I recently saw an owner

lose one of his biggest tunas over a \$30 sweater that lost its color. Instead of just taking care of the problem, the owner told her to bring it back to the store. She left in a huff and, I'm sure, told everyone she knew. Then the owner turned to me last week and complained that business was so bad. I wonder why? I saw this same new owner take down the guarantee sign that the old owner had up for the last five years declaring, "If you are not happy with our service, you will not be charged." What message does that send to the customers of this store?

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After being in the business 44 years I know how demanding customers can be. I've never seen them more demanding than now. However, it just means that we must redouble our efforts to play into this "stressfulness" of the customer to WOW them with our efforts. Of course, the owner should have taken care of the \$30 sweater for a \$4000 a year customer, and maybe taken the sweater back to the store himself. The owner should have looked up the file to see what kind of customer she was (big tuna or first timer). Some people would argue that it didn't matter if the customer was new,

or one of your biggest tunas, you should still take care of the sweater. But by looking up their history at least know who you are dealing with.

This is the time to revisit our customer service by-laws. This is the time to write the by-laws if we don't have them. At a recent Masters of Marketing Meeting, at the most successful store in the United States (Milt and Edie's in California), the attendees were given Milt's 10 Commandments of customer service. I changed them a little, to reflect my clientele and put them up around the store. Every week

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Increase Your Marketing Effort



BY JAMES PEUSTER

The economy is definitely having an effect on drycleaners across the country and, yes, money is tight for many operators. However, it also has caused an increase in phone calls to us for

those who are looking for growth and marketing for their routes. I guess this shows that many know that it is time to beef up your marketing effort and hit these tough times head on, instead of doing what many others are; just sitting back and admitting defeat. Times have changed and it is time to change your mindset if you feel that you cannot afford to wait any longer to build your business.

Burger King once was on an incredible roll in the late 80s when they decided to cut back on marketing. They figured that everyone had heard of them by now and there was no need to spend so much on advertising. Once that decision was made, their business dropped nationwide and they have never recovered. Drycleaners sometimes feel the same way. Marketing does not bring instant return on their investment and it is difficult to decide where and how to spend the dime and time that is necessary to ensure stability and growth. As most of you know, the best way to focus on growth is with routes and the time is now to make this happen. We at The Route Pro, Inc. have been busier than ever and routes are now becoming essential in defeating the economic situation and dealing with competition. I feel that you can persevere through this as well as become more profitable, but only if you want to.

So how can you get there and at what costs? Well, many operators are investing their time in the promoting of routes by networking, and yes, even

going door-to-door. Face-to-face marketing is still the best way to grow your business and shows the rest of the world that you are more than a drycleaner, you are a businessman. The image many have of an owner is someone in the back, pressing shirts and separating clothes. The consumer also believes that you are making piles of money and underpay your production employees. By getting from behind the counter and out of the back, you are working on your business by building a positive image and by personally asking for the business.

Yes, you need marketing pieces and tools to grow, but you may need to invest more of your time on marketing instead of cutting labor. So often operators will replace a counter person or a presser with themselves in order to save \$350 a week and then fail in working on their business. Too often I get calls from an owner who wants our services, but doesn't have the time to meet with me or worse yet, I travel onsite only to watch them press clothes while they expect a miracle from our services.

If you can't invest the time, then you may be in more trouble than you think. Maybe it is time to jump ship and find a lifeboat, or at least swim to shore. Look at your own situation and make a decision now, should I grow or go. If it is the former, then be prepared to spend some time developing your business, or hire someone to do it for you. It is sad but true, you have to spend money to make money and this is why marketing is ever so critical, especially in today's world. Some of you may say that you cannot afford to spend time or money on marketing, however most of you cannot afford not to. ♦

James Peuster is a nationally known author, speaker, trainer, and coach who specializes in route development through Marketing, Management and Maintenance training. James has costs groups specifically designed for route costs and growth and his website is www.theroutepro.com

Juan and Marianela Chirinos

Rinse Cleaners

Orlando, FL

Juan Chirinos and his wife Marianela came to the U.S. from Venezuela 13 years ago in pursuit of the American Dream: owning their own successful business. It has been an interesting journey. Juan had worked in the Human Resources Department for an oil company in Venezuela. When he came to the U.S. in 1995, he opened a gift shop. After 3 years of hard work, the gift shop failed. Juan admits that he just wasn't knowledgeable enough about business to make it work. He then went to work in the customer service department of another business hoping to get the knowledge to make his next business thrive. As he learned all about customer service, he yearned to start his own business again. He met a friend who did valet work for a dry cleaner and was making a very nice living. Juan thought he could start a valet business on the side while keeping his other job. He went around visiting dry cleaners and asking how he could get started. When he felt he was ready, he bought a van and started a pick up and delivery valet service. The work was done at a local cleaners. In April of this year, Juan and Marianela bought a building in Orlando, with the help of a loan from the S.B.A., and began "Rinse Cleaners" and their pursuit of the sometimes elusive American Dream.

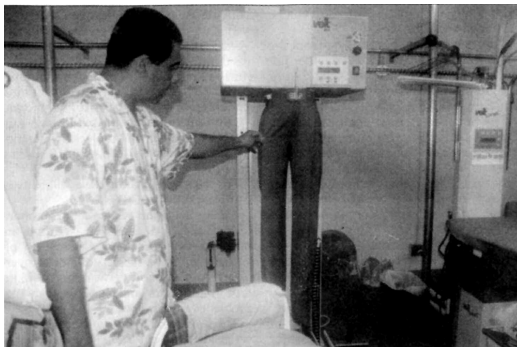
They decided their niche would be "All Green Cleaning." 100% wet cleaning. 100% environmentally friendly. 100% recyclable. They bought two Miele wet cleaning machines (one 16 kilo, one 7.5kilo) and several Veit tensioning pressing machines. He uses Kreussler's "Lanadol" and "Aktiv" soaps for his wet cleaning machines. The building is 2,500 square feet and was a shell that they needed to build into a cleaning plant. They separated the call office from the plant, dividing 500 feet for the office, and 2000 for the plant. The call office was air conditioned and totally blocked the view of the workers in the plant with a wall.

This is one view of setting up a plant and call office. Another view was described in an article about David Whitehurst's successful cleaners in Birmingham, Alabama. David has a plexiglass divider between his call office and his plant. He likes his customers to see the intricate way his workers carefully process the shirts and drycleaning. It's a very interesting set up and the customers seem to like it a lot. Both plans have their pros and cons.

The company that Juan bought the machinery from, Solvent Free Solutions, sent Juan to Canada for 3 days to watch the operation of Marty Kimmerer's

Carriage Trade Cleaners. Marty taught Juan everything about wet cleaning and also the interaction of customers and the many skills needed for counter training. Marty also gave Juan a training video for counter training, as well as cleaner training, that has been invaluable to Juan and his staff. Juan's other friend he turned to, in order to learn all the different tools to have a successful business, was Bill Tanko of "H2ONLY Cleaners" in North Carolina. Juan spent three days with Bill and plans to revisit him soon.

While in the process of building the store, Juan contacted Linda Stewart, who is the area commissioner of the Environmentally Friendly Department of Juan's county. After explaining his operation in detail, Linda helped him with the necessary permits and also helped him get free publicity for his environmentally friendly cleaners. Juan's niche is not only that he uses water as a solvent. His niche is that he is "Green All Over." His equipment is energy efficient. He uses eco-friendly poly bags. He recycles all hangers. He recycles the water. He recycles the plastic water bottles that his employees use each day. Glass, poly, cans, are all recycled daily. It is through this "Totally Green Operation" that Juan has received some notoriety in the



Juan Chirinos

local papers. He feels this is one of the keys to his ultimate success.

So far it is only six months down the road and Juan and Marianela are working very hard and very long hours to get the business on its feet. They charge \$2.35 for a shirt, and \$9.95 for a dress. Suits are \$12.50 and polo shirts range from \$4.95 to \$5.95. Juan's needs an extra route driver, so presently he is working hard overseeing the business while doubling his duties by driving the route. The economy is having a tough time in Florida and his route business has fallen 20%, however his store business has been steadily growing.

Juan loves the machinery and the niche of being a 100% wet cleaner. There are a few frustrations. The sorting of the pieces requires much more care than the usual solvents. Lights and darks as well as red loads must be carefully selected. Sometimes he has to run small loads and this takes time, energy, and can be costly. Another frustration is that he has not developed a good method of cleaning ties with his current machinery. He is presently just steaming them and trying to remove stains through careful spotting. He hopes to improve these few frustrations by visiting his friend's plant. However, the route driving is causing him to spend more time "in" his business, than "on" it. His other current frustration is that he and his wife are spending long hours at the store. They arrive at 6:30 A.M. and often don't return home until 8 or 9 in the evening. Juan would love to leave for home at 2 or 3 in the afternoon, but that's when the vans come in with the route work, and it must be sorted and marked and ready to be cleaned the next day. He hopes to hire more help as business picks up to help with the afternoon work.

Marketing is another area that provides Juan with some anguish. At the opening of the store, Rinse received a lot of positive press coverage. Juan has spent a lot of time at Chamber of Commerce meetings, community events,

and school programs. He is heavily involved in the sweater and jacket drive for needy children in the "Gifts for Children" program run through his area schools. He has also gone door-to-door to increase his route and store business. He now realizes that he must do some kind of extended marketing to the area to bring people into the store and advertise the route. He gives new customers an express bag, lint lifter and store magnet, but he knows he must expand his new and prospective customer base. Every Tuesday morning he attends a group meeting with about 25 other community business and political leaders. This group was formed to network more business for everyone in the group. He is very active in supporting the Little League, and schools in his area.

Juan's main philosophy of business is to treat the customer as family. He has developed strong ties with his customers and often sends flowers when they are sick and Christmas cards for the holidays. He is very proud of his environmental standards and his relationship with his customers. He likes to say, "In business you have to



Marianela Chirinos

take care of the people. It's a people business, not a cleaning business. It must be oriented to people. Today, people seem to be losing patience with the poor customer service they receive at many stores. I talk to them in a respectful way and I pay careful attention to treat each customer fairly. If I find they were not happy due to some problem, I'll often call them and see if I can correct the problem. Sometimes I can fix their problem, but today, people seem so stressed that sometimes I can't. At least I know at the end of the day that I did my best to treat them right."

Juan and Marianela are both very religious people and they feel that God has helped them to own this business at this time. They hope with their hard work and God's help they will have continued success. Certainly, their hearts and minds are in the right place to fulfill their American Dream. ♦

COMMON SENSE MARKETING
(Continued from page 2)

Black is classic and strong. It can convey power, luxury, sophistication and authority. Black can be used to market high-end products and services.

White, the color of puffy clouds and fresh snow, logically connotes purity and cleanliness. It often is used as a background color to brighten a color scheme, but also can be used liberally to create clean associations for drycleaners. White also can symbolize newness and innovation.

Colors experts caution that colors carry different meanings in different cultures or in different contexts. Certain colors might appeal more to different demographics so, as always, it's important to consider your audience before making color choices. Be careful, too, about your choice of shade, as different shades of one color can create very different perceptions. Consider how the colors will be used in the context of your logo and overall marketing strategy to ensure that their silent message – and your marketing message – rings true. ♦

YES, A ROOM'S AVAILABLE, BUT 'NO' YOU CAN'T CHECK IN
(Continued from page 4)

we meet and go over them. Help the customer out to the car, use their name, smile, smile smile, thank them for coming, comment on their new hairstyle, give their child a sticker, have a handy plastic hanger caddy to hang the clothes in the car and helps them carry the clothes into their house. Send them some cookies or chocolate on their birthday, anniversary of their being your client, or Holiday time. Call them if they've missed a week or two. These are the simplest things in the world. Some of them cost pennies, but the lack of doing them is costing you thousands of dollars. It is also the difference between a store that will survive in this economy, and one that will disappear in a few years as bills outpace revenue.

John DeJulius says, "The answer is Yes. Now, what's the question." Milt Chortkoff says, "All customers leave happy. Always." What is the mantra for your store? Use these if you like. Just make sure that your CSR's know exactly how you feel, and know exactly what your store mission is. Make sure that they are following through with your rules and commandments. Don't be afraid to use a friend as mystery shopper. Don't be afraid to install cameras and watch the store when you're not there. Don't be afraid to go on the route once a week or once a month and speak to the clients on the route to show your concern for their service. Print out the article from the web about Mr. Glassman and share it with your CSR's. It's from November 4th, 2008. "On the road" column by Joe Sharkey, entitled "Yes, a Room's Available. But No, You Can't Check In."

Don't sit back and file this newsletter in your stack of papers. Write a 10 Commandments of customer service that fits your store. Make sure your CSR's get the message. When you WOW customers, they tell their friends. Word of mouth can be a most powerful method of advertising. Brand your business as the one that really takes care of your customers and they will take care of you. ♦

Ed Roth is the owner of U.N. Cleaners in Flushing, NY. He is an active member of the Golomb Group. If you have comments or questions about Ed's articles, please contact him by e-mail: edrothun@aol.com or tel:(718) 969-0207

Maybe You Shouldn't Join a Management Group!

Don't join a management group if your net profit consistently exceeds 25%.

Don't join a management group if you have qualified managers and all of your other workers share your vision of success and are happily working towards a common goal.

Don't join a management group if too much leisure time is already a nagging problem for you.

We all know that good management is essential to a healthy business. It can mean increased productivity and increased sales, which will result in increased profits and increased freedom for you the plant owner.

These factors highlight only a few of the important benefits of belonging to a group of upper echelon plant owners who realize that as a group of business leaders and diverse individuals they can solve each others problems in minutes and hours instead of months and years of working on their own.

The difference between participation in a management group as compared to your involvement in a local, state or national association is equivocal to that of a personal trainer as opposed to belonging to a health club. The individual, personal attention to the refinement of your particular business practices, compared to being led into the gym (your plant), being shown how to operate the various pieces of equipment and then being told to "go at it."

A management group can be a great asset to the experienced, as well as the inexperienced operator who wants to improve their operation. Qualified directors of a management group can offer professional advice that comes from years of education and experience. They are adept at all aspects of advertising and marketing, enabling you to bring additional volume into the plant and can educate you on ways to increase production and work-flow enabling you to get the work out. They help the inexperienced person by teaching them basic business principles, while helping that person understand the function and capabilities of their machinery. They help the "veterans" by pointing out numerous idiosyncrasies we all tend to develop over time, without realizing that we've wavered from the techniques we know to be in our best business interests.

A primary function of a management group is cost analysis. Keeping a tight reign on all expenses is the only way to insure profitability. Naturally, the tighter your cost control; the higher your profit will be.

Participation in a management group can help you attain the highest level of profitability by providing you with the proper forms for calculating individual expense costs, and pointing out areas of potential profits. In addition you will be given the opportunity to compare your expenses and profit margins to others with similar base operations. In other words you are comparing apples to apples, and oranges to oranges. Instead of trying to fathom where your figures fit into a national average.

Participants in a group come to appreciate the fact that they are not doomed to wallow in mediocre profits. The only requirement is that you are willing to take the time and spend the money to meet and sit with

MAYBE YOU SHOULDN'T JOIN A MANAGEMENT GROUP!
(Continued from page 9)

fellow cleaners and laundrymen who share a common vision. That vision is to be as successful as you want to be, utilizing the tools that you now have and those that will become available to you through your active participation.

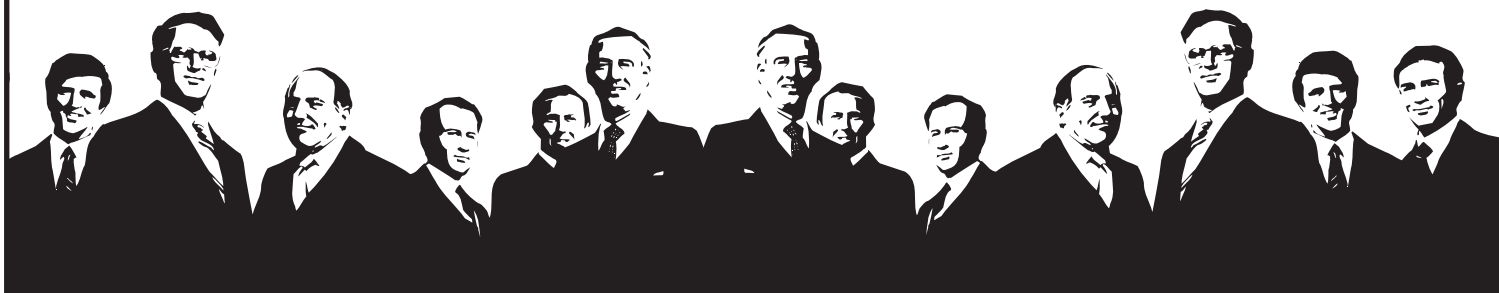
The individual attention that a management group can give you is invaluable. The other members of the group come to know your personal and business history, through meetings and plant visits. This way advice can be tailored to push you in the direction you want your business to grow. You aren't "thrown to the wolves." You work with a "team", in the management of your business, while retaining full control and ownership of your business. It really is the best of both worlds. It gives you the management capabilities of a large corporation along with the personal fulfillment of a sole proprietorship. All you have to do is open the doors and let the sunshine in.

The director's goal is to "help you be the best you can be" and nothing else. They should be up front and honest with their members and help them to be realistic in their goals. It should be emphasized that the main goal should be the overall good health of your company. A high margin of profit is something that must be developed and nurtured through efficient management of all phases of your business and through sufficient motivation of the public. Select a management group that addresses these issues and is willing to work with you in making them intrinsic in your operation. This can be your fastest path to higher profits. ♦

Golomb Group Members are invited to join a new cost-management group being formed in the New York City area. The group will meet quarterly, on the fourth Thursday of the month, beginning January 22, 2009. Call 1.800.833.0560 for more information.

THE GOLOMB GROUP WELCOMES THIS MONTH'S NEW MEMBER

Jay Melvin
University Cleaners
Lexington, VA



“Legal” touch-ups

By Don Desrosiers

In the shirt department, there are two kinds of touch-up that need to be done to shirts that don't pass inspection. One I call “legal” touch-up and the other, “illegal” touch-up. They are defined as follows: Legal touch-up is touch-up on parts of a shirt that the equipment you have is incapable of pressing properly. Very big shirts are a good example. Regardless of a presser's skill set, and regardless of how the equipment is used or adjusted, if the shirt is too big, it's too big. This is the very reason that you have a touch-up department and don't forget it. Also remember that the touch-up department does not exist to do the pressers' job over again. This means that if a shirt presser does a poor job caused by their own carelessness or by their lack of proper training by management they need to be re-trained at once. If the pressing defect is caused by an equipment failure, defect or mis-adjustment, this issue must be addressed at once! Surely, there are times when an equipment issues cannot be corrected immediately, but still it must be addressed immediately. Perhaps a subtle, but very distinct difference. If the side bags have split, the bags need to be ordered immediately, or replaced at lunchtime or at the end of the day. Or maybe you need to call your Covers, Etc. guy right away. The solution, although not immediate, is right around the corner. This is entirely different than waiting forever to replace a broken cuff clamp. In fact, never fixing it because everyone is sick of complaining about it and the touch-up staff accepts the resulting pressing defect as something to do. And therein, lies the cost. Eventually, the touch-up department morphs into “Stage 2 Pressers.” The pressing equipment presses most the fabric and the touch-up department finishes it up. And your labor cost takes a hit!

The biggest hurdle in implementing this is that most supervisors or managers do not the possess the skills necessary to correct a presser when that presser fails to operate the equipment properly. By the book, so to speak, when a presser presses a sub-par shirt, he/she is given back the shirt to repress properly rather than passing it along to the touch-up staff. That may seem odd to hear for some people, but consider this:

When a touch-up person screws up, you make them fix their mistake. But if presser screws up, someone else fixes it!? Nonsense, don't you think?

“If you do what you've always done, you'll get what you've always got.”

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Free Kisses

Offer “Free Kisses” to your customers. Use direct mail, newspaper ads, radio, in-store and outside signage to advertise that you will be giving away free kisses on Valentine’s Day. Pick up a case or two of Hershey’s kisses, but keep your customers’ curiosity high by not mentioning what kind of kisses in your ads. Curious customers will have to come into your store to find out what kind of kisses you’re giving.

A radio spot could be scripted like this:

“This Saturday is Valentine’s Day, and we are giving free kisses to our drycleaning customers.”

“We’re not kidding!”

“Kisses for Mom, for Dad, for the entire family – even a sweet kiss for your Valentine”

“At (name your cleaners) you always get good prices and great service and free kisses, because we love our customers.”

“So, come in on Saturday, February 14th, and don’t forget to say ‘How about a kiss?’”

Last Valentine’s Day, Golomb Group Member, Mark Payne, owner of Vogue Cleaners in Lafayette, IN ran a similar promotion for his customers. It was a fun day for his customers and employees, alike. It’s the kind of pleasant experience that customers remember for a long time.

