



Headlines & More

Businesses Reporting Dramatic Drops in Sales and Revenue



SUPPORT YOUR LOCAL DRY CLEANER

with states looking to re-open and get the economy back moving forward, our industry is in for a long recovery period. We have worked tirelessly to make sure we were deemed "Essential Services" and allowed to continue to operate in every state. But if there is no demand for services, it is a constant struggle to even keep doors open."

COMMUNICATION IS EVERYTHING

NEFA and DLI have acted swiftly and strongly to support our industry and developed open lines of communication for members to share their experiences with each other. The opportunity to disseminate information as quickly as it was available was a critical. DLI's new Facebook Group was formed to help provide instant response to member questions and concerns and has proved vital. Weekly membership conference calls were set-up with ever region in the country to help get, share, and explore issues and experience.

"In these unprecedented times," concluded Blake, "we knew accurate information was needed immediately. Just like we were counseling our members to do -- we needed to reach out to our customers and let you know we are here for you. We started developing tools immediately to help you communicate with your customers, and to help promote your business and let your community know you were open -- and we haven't stopped since."

We keep both nefabricare.com and dlionline.org up to date with all the latest information and links to help you survive these challenges. As we look to the future, we will continue to provide you with information, marketing assistance, financial advocacy. We are here to

North East Fabricare Association
www.nefabricare.com

MARCH/APRIL, 2020

IN THIS ISSUE

Executive Director's Report: What will the "New Normal" look like? ...2

Dazed & Confused: Funding Causing Concern and Aggravation4

New Social Media Program Helps Members5

DLI/NEFA Conference Calls Highlight New Ideas6

Environmental Report: Reflections on the 2008 Recession7

NEFA Focuses Efforts on Webinars and Remote Learning8

DLI Facebook Group Invaluable Member Communication Tool9

Allied Trade Members11

NEFA OFFICERS & DIRECTORS 2018-2019

PRESIDENT
Larry Fish

VICE PRESIDENT
Alan Kushinsky

TREASURER
Jim Higgins

STATE DIRECTORS
CONNECTICUT

Shawn Mccann, Best Cleaners
Youg Kim, Dean's Cleaners

MAINE

Dave Machesney, Pratt-abbott
Eric Pooler, Gold Star Cleaners

MASSACHUSETTS

Alan Kushinsky, Champions Cleaners
Don Fawcett, Dependable Cleaners
John Dallas, Fabricare House

NEW HAMPSHIRE

James Desjardins, Daisy Cleaners

NEW JERSEY

John Hallak, Hallak's Cleaners

NEW YORK

Tim McCann, Best Cleaners of NY
Cathy Benzinger, Benzinger Cleaners

RHODE ISLAND

Larry Fish, Pier Cleaners

ALLIED TRADE MEMBERS

Richard Fitzpatrick, Kreussler
Arnie Schaffer, Godes, Schaffer

DIRECTORS-AT-LARGE

Jim Higgins, Champion Cleaners
Chuck Anton, John Anton's Cleaners
Mike Ross, AristoCraft
Robert Fasanella, Rubin and Rudman
Konstantine Rigas. Rigas Machinery
Bob Aldrich, Aldrich Clean-Tech Equip.
Bill Kahan, Unipress
David Grippi, Lapel's Cleaners

DIRECTOR EMERITUS
(HONORARY)

John Seidhoff, Roxy Cleaners

EXECUTIVE VICE PRESIDENT

Peter Blake
Cell: 617-791-0128

NEFA OFFICE
P.O. Box 920
Pelham, NH 03076
800-442-6848

www.nefabricare.com
peter@nefabricare.com

EXECUTIVE DIRECTOR'S MESSAGE...

What will the “New Normal” Look Like?

THE WORLD HAS TURNED UPSIDE DOWN, AND LIFE HAS CHANGED FOR EVERYONE. I THINK THIS WILL LEAVE MARKS ON ALL INDUSTRIES INCLUDING OURS. THERE ARE SOME CHANGES THAT ARE HERE TO STAY. WE NEED TO RECOGNIZE THEM AND BE PREPARED TO MOVE FORWARD.

I have no idea how long this will last or when we will see the economy moving again, but one thing I do know is that we will get through this. We will change and we will have to adapt to some things that will be different. I know we will be stronger, and we will do it together.

I think we can already see some of the immediate changes that will have a lasting impression on our industry.



Peter Blake,
NEFA Executive Director

PICK-UP AND DELIVERY & WASH AND FOLD ARE VITAL

Before this pandemic no one had ever heard the term “social distancing” but now it is part of our everyday vernacular. Stay safe, no contact, no unnecessary interaction with people. Two months ago I was in a group lamenting how reliant we are on technology and society is losing its human touch. Now it is the norm and it is here to stay for a long while. Its not changing -- so we have to.

What does that all mean? Less professional attire. Less business meetings. More working from home. Less errands. We need to recognize that and capture it. Cleaners all over the country have had to adapt. If you weren't doing wash & fold -- today you are an expert, because you have to be. You may not have wanted to expand into that market, but necessity is the mother of invention, so you have had to figure it out.

Don't offer pick-up and delivery? Now you have to. People aren't leaving their houses. They are not “stopping by the cleaners” on their way home from work. Routines are disturbed and life for all is upside down. So again, figure it out for now, but PLAN FOR THE FUTURE.

While we have probably already found ways to offer these services today, I urge you to perfect them, because the demand isn't going to go away. These changes are here to stay for the foreseeable future. We recognize that need and are developing education programs to help you learn the business.

COMMUNICATE IN EVERY WAY YOU CAN

I have always preached the need to e-mail market. I have always heard push back from businesses that say people don't want or use email. If there is one thing this pandemic has taught us -- we need to establish multiple vehicles to contact customers. Email, phone, text, Social Media. Those who had already established those programs were FAR ahead of the competition. Far too many cleaners were left scrambling for ways to reach out and let people know they are “Essential”.

If you haven't developed an email strategy or looking for help -- contact me ASAP and we can work together.

Peter Blake

Peter@nefabricare.com
(617) 791-0128

MARCH/APRIL, 2020 / 2

WHAT TO DO WITH YOUR OLD POINT OF SALE?

PIÑATA?

Gone are the days of long term contracts, expensive hardware, limited features, and being stuck with a payment processor you don't like.

You Deserve The Freedom to Choose.



ENLITE

DRY CLEANING SOFTWARE POS.
SMALL & LARGE CLEANERS WELCOME.



WHY CHOOSE ENLITE POS?

- ✓ \$149/mo Per Location.
- ✓ Unlimited Devices, Employees, Invoices.
- ✓ Free Customer Mobile App.
- ✓ Company Based in the United States.
- ✓ Live Phone, Email, and Chat Support.
- ✓ Migrate Barcodes, Customers, and Price List from old POS.

Learn More at EnlitePOS.com or Call 404-996-0336

Powered By
DARK

Dazed & Confused: Funding Sources Causing Concern and Aggravation



SISTANCE EVERYONE WAS PROMISED.

Small businesses who jumped on the early “Economic Injury Disaster Loans” (EIDL) were promised \$10,000 in emergency funding. The SBA touted payments within 3 - 5 business days. Thirty days in and they are still waiting. Checks are just now coming into the Northeast.

Small businesses were then told not to worry -- the Payroll Protection Program would be a great benefit, and will provide substantial relief. The program designed to assist small businesses keep their staff employed and provide additional resources to help alleviate rent, mortgage interest, and utility costs. On face value, a great program. Rather than wide scale layoffs, and employees economically suffering through this pandemic, employers can now reward their staff. However, the same measure that created the PPP, also enacted the Pandemic Unemployment Assistance (PUA), which supplemented the state unemployment payments with an additional \$600/week. The result? Many production workers and retail staff were now making twice as much on unemployment than they were by working. Business owners who thought they would be seen as compassionate and committed to their employees by keeping them employed through all this, are now the villains. Keeping people employed is actually COSTING people money.

“It all sounded so great,” voiced Peter Blake, NEFA Executive Vice President, “but when the details started to be released, we all learned what a nightmare it would become. The program was put together in 5 -days and applications were made at break-neck speed because money was ‘first-come, first-serve’ and those who waited risked not getting funded. Even with the additional money put into the program in the second funding mechanism, the first round of applicants were already in line from missing out on the initial funding.”

Current loan guidance states that the PPP Loans must be used for 75% payroll purposes and 25% on rent, mortgage interest, or rent. In order to be “forgiven” the borrower needs to re-establish the same payroll and employee count as pre-covid.

“The loans are generally believed to be forgivable,” cautioned Blake, “but the rules for that forgiveness are still not finalized. Current rules are making borrowers pull their hair out, and their heads spin. You have to re-hire employees who are laid off and

A MONTH INTO THE 2020 COVID-19 PANDEMIC AND RESULTING ECONOMIC SHUTDOWN, AND SMALL BUSINESSES THROUGHOUT THE COUNTRY ARE STILL LOOKING FOR THE AS-

don’t want to work, to come in and work even though there is no work to be done. It is maddening, and frustrating for the business owner. What is seen as a great effort to help small business is quickly losing any luster and a most of its appeal.”

THERE IS TIME TO MAKE CHANGES: ACT NOW!

NEFA and DLI have learned that there is a public comment period on the PPP Forgiveness guidance and there is still time to make our voices heard.

NEFA and DLI have started a letter writing campaign to help voice our concerns over the PPP forgiveness rules. We are looking for two changes:

1. Reset the Employee Count to a more reasonable 50% of pre-covid staffing levels
2. Allow the PPP funding to be used over a 12 or 16 week period rather than the prescribed 8-weeks.

Visit www.nefabricare.com and dlionline.org for links to submit your comments and a draft of sample comments you can use. Then use the information and send it to your Senators and Congressmen. We need to work to make this the benefit we all hoped it would be!



GREAT PRICES.



Low prices on every product... every day.

Huge selection * * * and more added each week!

AMAZING PRODUCTS.

EXTRAORDINARY SERVICE.



We're always here to offer expert advice!

Place your order by 5:00PM (your time) and we'll ship it **SAME DAY!**



FAST DELIVERY.

20,000 PRODUCTS IN STOCK.

Product Order Line: 1-800-568-7768 Korean Speaking 1-800-368-7768
www.cleanersupply.com ©2016 Cleaner's Supply, Inc.

New Social Media Program Helps Members



**When
you
can't
throw
away
your
tissue!**

Our professional service ensures it's clean and germ free.
Relax. Be Clean. Stay Safe.
Let us do it for you.

DLI HAS STARTED OFFERING NEW SOCIAL MEDIA MARKETING MATERIALS FOR ITS MEMBERS. POSTS LIKE THE ONE DISPLAYED HERE WILL BE AVAILABLE FOR ALL MEMBERS ON THE DLI MEMBERS ONLY SITE.

In answer to some of the consumer changes in the marketplace, DLI is looking to provide members with more assistance and more tools to promote your services. The early emphasis is on laundry and Pick-up and Delivery, because that is where we see the need.

"These are some great pieces," offered Peter Blake, "and I think they will prove to be timely and effective. We always make a big push to market to your current customers, and I know most cleaners are doing a great job of that. With the severe drop in walk-in customers, and the recent trends towards casual dress, I think it is imperative we change our marketing strategies to match the cur-

rent landscape of the industry. We also need to get out in front of the community as a whole, not just current customers. Social Media Marketing can be a very useful tool."

Weekly updates will consist of 3 new images for both social media and printable hanger tags/brochures. All the images are available for download and have space for including your logo. You can have the hanger tags printed at a local printer or any host of online services. We are asking everyone to help promote the hashtag: #*RelaxStayClean* and include it whenever posting the images.

HOW TO USE IMAGES EFFECTIVELY

"Facebook and instagram advertising can really make a difference", offered Blake, "and I am developing a FREE webinar for members to learn how to use the DLI graphics. The webinar will show how to download the posts. Then how to import into an editing software to put on your logo, and then post on Facebook. We will then explore the 'boosting' options within Facebook to reach out to your local communities."

If you would like to include other topics or if you have any questions you would like to include in the workshop, let us know. For more information on this program or details on the webinar, contact Peter Blake at 617-791-0128 or peter@nefabricare.com.

POINT OF SALE SOLUTIONS

Transactions are easier than ever with our POS software tailored to the specific needs of dry cleaners

CHOOSE BETWEEN HOSTED OR STANDALONE

No matter the size of your business, you choose the **cloud or local server**.

Fabricare Manager vs Other POS Systems

- No additional texting fees
- No additional charge for 24 hr support
- No additional credit card integration fees from Fabricare

Route Management
Our route software has everything you need to stay organized and keep track of your routes

Cloud Based Backup
Our cloud based backup provides you with a secure offsite copy of your data should disaster strike.

Assembly Manager
You can enjoy the benefits of an automated assembly conveyor at a fraction of the cost

fabricaremanager.com

770.966.9323

MARCH/APRIL, 2020 / 5

DLI/NEFA Conference Calls Highlight New Ideas



DLI AND AFFILIATE CONFERENCE CALLS LEAD TO GREAT DISCUSSIONS AND IDEAS.

One of the first things people are looking for when they find themselves in the midst of a crisis like this is to know they are not

alone. With that in mind DLI was quick to set up a series of conference calls regionally throughout the country and invite members to participate in the calls. Each affiliate group, like NEFA, was asked to help coordinate the calls and participate.

"This was NOT designed as a DLI educational opportunity," offered Mary Scalco, DLI Executive Director, "but rather a way to allow our members to express their concerns, questions, experiences, and yes, even fears. We wanted to facilitate a member-to-member sharing vehicle, and to keep fostering these discussions continually. Our members are some of the greatest minds in the industry and it is really inspiring to hear them sharing and helping one another. It was very clear from the very first call -- people un-

derstood they weren't alone. They had a support network greater than they could imagine."

There is no set agenda for the calls, and the topics have ranged from how to contact customers, to should we reduce hours, to should we keep open. Members are sharing their ideas and helping others to see what has worked. In response to letting people know we are open and operating, we've had members sending ideas from all avenues. This simple sign on this article was shared by a member, and she has received a positive response from her customers and they are helping her market her delivery service.

Members shared their policies on cleaning first responders uniforms for free or greatly reduced prices. Not enough work to keep busy? Why not get more garments and use the opportunity to help the community?

"These calls are so important," offered Peter Blake, and they leave you with a great sense of optimism. I am humbled by the resilience of our members, and the strength they are showing. I am confident these calls will continue to help people as we come out of this pandemic and we try to return to some semblance of normalcy. I am inspired to work even harder to help you succeed."

Visit the Members Only section DLIonline.org for the latest ideas!

CLEAN • FAST • EFFICIENT

ONE CALL DOES IT ALL!

Serving NE Dry Cleaners and Laundry Operators — 41 Years
In House Design and Layout Department
New Equipment Sales and Installation
Expert Repair and Technical Services
Centrally located in New England
Full Parts Department



ONE CALL DOES IT ALL — Guaranteed!

Highly Trained Installation Technicians — Arrive on Time
Workmanship and Finish — Highest Quality
Customer Satisfaction — Top Priority
Downtime — Kept to a Minimum
Job Site — Left Clean and Neat

FOR PEACE OF MIND ONE CALL DOES IT ALL — OUR 41ST YEAR!

C L E A N • T E C H
ALDRICH
E Q U I P M E N T
SALES AND SERVICE FOR THE FABRICARE INDUSTRY

Robert Aldrich
President
Direct: 774.670.4512
e-mail: baldrich@aldrichcleantech.com
ALDRICH CLEAN TECH EQUIPMENT CORP
Worcester, MA 01603
www.aldrichcleantech.com



Reflections on the 2008 Recession & Covid-19

Written By Jeff Carnahan, LPG President, EnviroForensics



AS I WRITE THIS LATEST ENVIRONMENTAL REMEDIATION REPORT, WE ARE ALL WATCHING AND PARTICIPATING IN SOME PRETTY TURBULENT TIMES RELATED TO COVID-19.

Outside of the fears related to our personal health and our loved ones, the specter of looming economic instability

over the coming months has added insult to injury. I know many owners and operators of drycleaning businesses are concerned about reductions in customers, forced closures and the overall public response to a perceived inevitable recession. Like many of you, I'm concerned about an economic downturn; but also, like many of you, I remember what we went through back in 2008. Our team saw first-hand how a major recession impacted the environmental cleanup process, our clients, and ultimately our own business. I want to share my reflections on what those economic impacts looked like. It's not peaches and cream, but there is hope.

The Great Recession of 2008, or the "Sub-Prime Mortgage Crisis", began completely differently than this new financial crisis, but the initial result will be the same: a period of high unemployment, unstable markets, and lower profitability. We are seeing government bailouts and tax relief programs to bolster businesses during the inevitable downturn. Financial analysts are proposing that the next steps in the COVID-19 response will determine if the recovery from this next recession will be similar to the four-year climb we saw after 2008. Likewise, the level to which this next recession impacts your environmental cleanup plans, and how those considerations impact your business' bottom line can be influenced by your attention to it now. Other business matters may take priority during economically turbulent times, but that could be detrimental from what we learned in the years following the 2008 crisis if a recession continues to take shape.

THREE TAKEAWAYS FOR DRYCLEANERS FROM THE 2008 RECESSION.

1. NO REGULATORY REPRIEVE

If you are currently in the process of an environmental project, you can expect that the regulatory agency won't back off during an economic downturn. To them it doesn't matter whether or not you are having business problems.

Government employees, such as those at the state or federal environmental agency, are like any other worker. When unemployment is increasing or at a high level, they get fearful for their job and they buckle down to be seen as high performers to their

supervisors. Since they work for a regulatory agency, buckling down means increasing their level of regulation and oversight. We did see several hiring freezes with agencies, but we did not see layoffs. So, in fact, after 2008 we actually saw a net increase in regulatory demands. The result of the increased regulation was an increase in the annual cost of ongoing environmental projects. We also saw an increase in fines and penalties being imposed for lack of compliance with regulatory demands. This may be an involuntary result of increased financial pressures within the agency, where fines and fees are a source of agency income. I'm not suggesting that this was a calculated strategy; but rather the net result, and that's what we saw. Don't expect a reprieve from the need to continue your environmental investigation and cleanup process during a wide-spread economic crisis.

2. AN INCREASE IN DEMAND FOR TROUBLED ASSETS

As soon as the economy hit bottom after 2008, we saw an increase in the number of investors looking to capitalize on depressed real estate. Initially, the focus was on properties that had been foreclosed upon by lending institutions after the owner defaulted on the mortgage. Unfortunately, we did have clients who had lost their properties that way. In addition to the foreclosed properties being bought up, we also saw an increase in the number of owners who were willing to sell their properties to at a discount.

Regardless of the reason, when there is a commercial property transaction, especially of a drycleaner property, the Phase I and Phase II due diligence process is performed, and environmental contamination issues come to light. While a truly motivated purchaser is typically willing to spend the money upfront to conduct the assessments, the owner and/or operator of the drycleaner will be the identified responsible party for any impacts found.

Continued on page 10



RICHARD G. STONE
JUDITH STONE
 DRY CLEANING CONSULTANTS

BUYING AND SELLING DRY CLEANING BUSINESSES

- BUSINESS BROKERAGE
- CONSULTING SERVICES
- EXIT PLANNING
- EVALUATIONS/APPRaisALS

*Serving the Northeast
40 Years of Dry Cleaning Experience*

BRINGING PEOPLE TOGETHER FOR MUTUAL PROFIT

(845) 395-0963
www.drycleaningplus.biz ◆ dcplusinc@gmail.com

NEFA Focuses Efforts on Webinars and Remote Learning



LAST ISSUE, NEFA ANNOUNCED ITS INTENT TO PARTNER WITH CCA, MAC, PDCA, AND SEFA TO PRESENT A SERIES OF WEBINARS.

While we are continuing that effort, we have consolidated our efforts with DLI to bring a consistent menu of programs to help cleaners cope with today's challenges.

The first program in the series was slated to be "The Secrets of Finding and Hiring the Right People" presented by James Peuster of 21DC and The Route Pros. This was at the beginning of this crisis so we changed the topic to focus on ways to cope with the numerous challenges facing every cleaner. The workshop was a huge success, and has led to even more programs.

The next webinar featured Sandy Seay, of Seay Management who explored recent complications with employee/employer relations. He explored wage and hour issues, FFMLA require-

ments, and discussed the recent Pandemic Unemployment Assistance and how it will affect you and your employees.

With all the confusion over the FFMLA and CARES Act, we arranged for a series of webinars with PuzzleHR a human resource firm. They have done weekly webinars for DLI members on navigating the murky requirements of the PPP and other critical funding programs like EIDL Loans, Tax Credits and more.

"PuzzleHR has been a terrific resource for our members," observed Peter Blake, "and without them I fear our members would be lost trying to understand these complex issues. With all the uncertainty revolving around forgiveness parameters, and tracking metrics -- I would strongly advise using a firm like them to help you protect yourself."

WHAT LIES AHEAD

We are currently developing a Wash-Dry-Fold webinar featuring Rita Foley of NC. James Peuster is developing an Introduction to Route Development for cleaners just getting started in delivery routes. Peter Blake will be doing a Social Media Program, and there are many more programs under development. Contact Peter Blake at 617-791-0128 or peter@nefabricare.com for more information!



EzPi
garment labeling experts since 1989
custom solutions for all budgets

Scanner/barcode
Pre-printed sequentially numbered heat seal barcode labels in one day. Four sizes with or without a side stripe

Text Label Printer
Permanent Clothing Label Cartridges
Eliminate paper tags

Stop Shaking Out Shirts
Genuine MBH Rope-Ties & Zip-Ties
Five Colors available for special handling, finishing or routes

Save Time, Labor and Money with EzProducts



Heat Seal Presses
You Deserve the Best!
The Ultimate Heat Seal Machine
Choose from 3 models, 7 interchangeable lower platens, single or dual heat
115V or 230V 2 Year Warranty
Proudly Made in the USA • Built to OSHA Standards



Molly the HangerDolly
Easily store and transport 500 hangers

Toll Free
877.906.1818
www.ezpi.us

DLI Facebook Group Proves Invaluable for Member Communication



RIGHT AT THE BEGINNING OF THE NATIONAL CRISIS, NEFA STARTED A FACEBOOK GROUP FOR MEMBERS OF NEFA, SEFA, MAC AND CCA LOOKING TO PROVIDE A FORUM FOR MEMBERS TO SHARE QUESTIONS, CONCERNS, AND EXPERIENCES AS WE ALL TRY TO ADAPT TO THE NEW REALITY IN FACE OF THE PANDEMIC.

We never envisioned how important this would become, or how badly it was needed. It became clear pretty quickly that this needed to a DLI Community and we needed to really expand the focus, so we transitioned the group to DLI. In a weeks time there were almost 400 members and it has grown to almost 600 now with members from all over the world.

The group has been extremely interactive and has provided mem-

bers with an ability to connect with other members. It has enabled DLI and NEFA to be more responsive to all concerns and provide up to the minute updates on the issues critical to members.

DLI LIVE STREAMING IN FACEBOOK

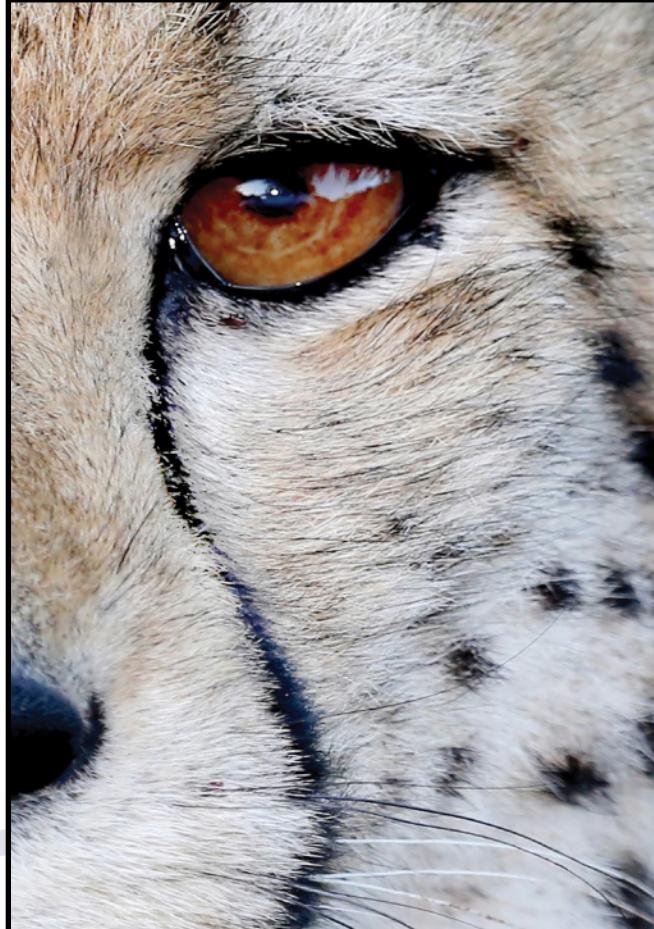
The group has also provided a great opportunity to provide convenient educational opportunities.

International Marketing Expert, Brian Rashid, was one of the first programs to be hosted in the Group. He volunteered his time to do a one-hour, live Q & A on Marketing During the Covid-19 Crisis" and it was a huge success. Over 80 people signed on to watch live, and many more have gone back to watch the recording.

DLI is setting up a series of training programs that will be hosted in the group Live Streaming on Tuesdays at 1:00 pm Eastern Time.

The first program featured Brian Johnson doing an introduction to spotting. The program is a great way to help cross train your employees and to provide some great reinforcement to best practices.

The programs will be recorded and will be available in the Facebook Group. If you haven't joined yet visit nefabricare.com for the link.



- Proud supporter of the industry since 1991
- Operate your POS and Plant the way you want, not the way your software wants you to
 - Flexible and easy to use
- Let technology improve your operations, delivery and the customer experience



SPOT Business Systems is the most comprehensive and complete system available.

www.SPOTpos.com • (801) 208-2212

Lessons Learned from 2008 Recession

Continued from page 6

If the responsible party doesn't have the financial means to address those impacts, the deal may fall through and the seller won't get the benefit of the sale, or the buyer may use those impacts as leverage to lower the price. We've seen properties sold for an extremely low price when the owner is seriously cash strapped. Your plans don't include being in either of these categories, but don't know how severe this next recession will be or how long it will last.

3. A FOCUS ON ALTERNATIVE FUNDING SOURCES

Based on the multitude of factors discussed above, as well as the overall tendency to tighten belts during downturns, we saw an increase in the number of businesses looking for creative ways to offset losses. One great example we saw is delivery businesses adding fuel surcharges to their fees. We saw things like the technology surcharges that pop up on invoices from vendors who heavily utilize software in their services. Companies were attempting to look for any way possible to pass on costs to their customers. Mostly, this was in the business to business (B2B) space, and not so much in the business to consumer (B2C) space. Many drycleaners in the B2C world know how damaging it can be to pass costs on to their customers if not nuanced gently. The point here is that we saw our clients looking under the corner of every rug and behind every couch cushion to find that extra source of income or savings to help get them through until the market rebounded after 2008.

A GLIMMER OF HOPE

There was one thing that we did not see change during the Great

Recession of 2008 and its recovery that helped thousands of businesses and drycleaners: old commercial general liability policies.

This was a big deal for a lot of people because old insurance policies can be used as financial assets for businesses. Whether businesses were looking for help in fending off increases in regulatory demands, in maintaining the value of real estate investments, or just looking for extra cash, they increased their desire and willingness to look for their old insurance policies. A lot of things are impacted by a recession, but one thing that is rarely affected is case law. Your state's case law requires insurance carriers to honor these old commercial policies to the interpreted extent.

You may be wondering "Is it worth your time to look for your old commercial general liability policies now, before things get too wonky?" If you don't have any luck, you can hire professional help to perform insurance archeology and hunt them down. Not only are old insurance policies important during tough times but being fully covered for current operations is important as well. While I'm not in the insurance business, we've all been saved by an insurance policy a time or two, either professionally or personally. Now is an important time to look at your old coverage and your current coverage, evaluate your deductibles and limits, and make a call to your current carrier if you feel like you wouldn't be able to take a hit should an unforeseen event transpire. There are many dedicated agents and insurance companies that have supported the drycleaning industry through the years. I'm sure they would be happy to help you figure things out.

ENVIRO forensics®
Turning environmental liabilities into assets*

KEEP YOUR HARD EARNED MONEY

We've found over \$4 billion to offset the cost of environmental contamination, and that's why our clients keep their cash. Find out how you can protect your nest egg. **Call us today!**

866-888-7911
enviroforensics.com

Platinum Members

ARISTOCRAFT OF AMERICA
Oxford, MA
(508) 987-6444
www.aristocraftsupply.com

FABRICARE MANAGER
(770) 966-9323
Acworth, GA
fabricaremanager.com

ALDRICH CLEAN-TECH EQUIPMENT
Robert Aldrich 774-670-4512
Worcester, MA
www.aldrichcleantech.com

ENVIROFORENSICS
866-888-7911
Indianapolis, IN
www.enviroforensics.com

DARK POS
Jalil Fanaian
(404) 996-0336
www.darkpos.com

Gold Members

EZPRODUCTS INTERNATIONAL, INC
Diane Rue
(863) 767-0155
www.EZProductsInc.com

SPOT BUSINESS SYSTEMS
Wash Respess
(801) 495-1200
spotpos.com

Silver Members

CLEANERS SUPPLY
Rebecca Hardin
Conklin, NY
800-568-7768
www.cleanersupply.com

DRY CLEANING PLUS
Richard G. Stone & Judith Stone
(845) 395-0963
www.drycleaningplus.biz

Associate Members

FABRITEC INTERNATIONAL, INC
Lancaster, MA
(978) 733-1194
www.fabritec.com

THE ROUTE PRO
Edgerton, MO
James Peuster, (877) 377-6883
www.theroutepro.com

YANKEE EQUIPMENT
Barrington, NH
(603) 868-6691
[www.yankeequipment.com](http://www.yankeeequipment.com)

TAILWIND SYSTEMS
Westford, MA
Don Desrosiers (508) 965-3163
www.tailwindsystems.com

GODES, SCHAFER & CO
Stoughton, MA
Arnold Schaffer, CPA
(781) 344-9000 ext. 106

M&B HANGERS
Leeds, AL
(205) 699-2171
www.mbhangers.com

UNION DRYCLEANING PRODUCTS
McDonough, GA
Jack Burnett
www.uniondc.com

R.R. STREET & CO., INC
Naperville, IL
Brian Massey
www.4streets.com

UNIPRESS, INC
Tampa, FL
Bill Kahan, (813) 334-9891
www.unipresscorp..com

These suppliers support the work of NEFA as Allied Trades Members. When you need supplies, equipment or other goods or services, please contact a NEFA Member first.



The Only Full-Service Distributor in New England

- *Full Product Line*
- *Competitive Prices*
- *Knowledgeable Staff*
- *Timely Deliveries*
- *Limited Backorders*
- *Accurate Billing*
- *Customer Friendly Policies*



We Stand Out In A Crowd!

www.aristocraftsupply.com * Call toll free (800) 875-0479



NORTH EAST FABRICARE ASSOCIATION
A DRYCLEANING & LAUNDRY INSTITUTE PARTNER
P.O. BOX 920
PELHAM, NH 03076

**For up to date news and information,
visit us at www.nefabricare.com!**