



The Messenger

www.macassociation.org

MAC Workshops A Huge Success!



WITH OVER 30 PEOPLE ATTENDING EACH SESSION, MAC'S RECENT WORKSHOPS IN VIRGINIA BEACH WERE A TREMENDOUS SUCCESS.

MAC enlisted the services of two of the best training experts in the country: customer service expert Trudy Adams and Management Consultant James Peuster to present a weekend of educational opportunities focussing on Leadership and the importance on Customer interaction.

On Saturday, James Peuster led off with a program "Turning Potential into Profit" as he explored ways management plays a critical role in increasing sales and productivity.

"Too often people are fire-fighters," cautioned Peuster, "and not fire preventers. What we need to focus on is proper training and understanding of the issues before they manifest in negative ways. We need to understand the manager's role in shaping the profitability of the plant. It isn't just production -- it is sales, marketing, and utilizing our employee's strengths to help them succeed."

Trudy Adams lead two workshops, the first of which was "The Magic of a Touchpoint" designed to help people better understand the effect the front counter has on success.

"People have to understand that the CSR's play a critical role in the overall success of the business," explained Adams, "and the need to understand the power of every communication they have with a customer. It is more than the friendly greeting -- it is the body language, the attitude, the way they handle the clothes -- it can all be a factor in the experience of the customer. We really need to explore the ways we communicate with our customers and really look at the ways we can make the experience rewarding."

On Sunday, Trudy explored the truths and myths behind customer's attitudes towards drycleaning and explored some of the preconceptions front counter managers have. The workshop was an interactive approach and left all those attending with the opportunity to learn from each other.

"This was an incredible experience", offered Russ Kaplan of Zips. "To be able to hear from customer service managers, and employees what they are thinking -- outside of the plant is a rare gift and really gave us all something to think about. Well worth the investment and I wish I had brought more staff."

MAY/JUNE
2017

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PRESIDENT'S MESSAGE...

Spring Board Report

MAC IS HEADING IN A GREAT DIRECTION AND WE ARE THANKFUL FOR ALL THE SUPPORT AND CONFIDENCE OUR MEMBERSHIP IS SHOWING IN THE ORGANIZATION!

MAC recently held its Spring Board Meeting in Virginia Beach, VA and it was a great weekend. I was able to have my key manager attend the workshops on Saturday and Sunday and he was impressed by the entire experience.

I can't express enough how fortunate we are to have such talented experts like Trudy Adams and James Peuster volunteer their time to help our members learn and grow. I want to extend my heartfelt thanks to both of them for their time and dedication to the industry!

They did an amazing job, and all the comments after the event were positive and enthusiastic about the program and MAC in general. This only reinforces what the MAC Board is doing -- developing and presenting quality programs and services to help our members improve.

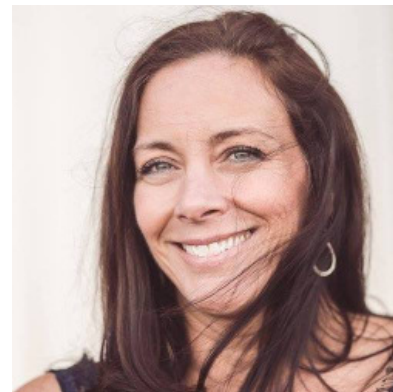
At the Board meeting we decided to move forward with some new educational programs including a 2-Day Management Bootcamp in September. We have been working on this for over a year now, and I expect the program to sell out. I don't see why every member wouldn't want to send one or two people to the class. You don't get opportunities like this very often, so you have to take advantage of them when you can. Don't delay -- register early in case it sells out. Read more on page 3!

MAC has also approved a new Social media Marketing program (see page 5) for our members. This is a low-cost program that can yield some high returns. If you haven't ventured into social media because you don't have the time or expertise, this is your chance! Do it... and you will see results. Just another way We are trying to help build your success!

CHANGES AHEAD

Due to circumstances within Albano Cleaners, it is with sadness that I must announce I may be leaving the industry. I am currently looking at other opportunities and feel that it is best to focus on other aspects of my life. I have enjoyed working with the MAC Board through the years, and with my MAC family of fellow members. I know that I am leaving MAC in very capable hands with an amazing Board of Directors.

Thank you all for the support and friendship! Keep supporting MAC and the industry and I know together we all make the industry stronger.



Jamie Albano, MAC President

Jamie Albano

Albano Cleaners
234 West 22nd Street
Norfolk, Va. 23517
757-428-3335 ext. 106

MAC Set to Host 2-day Intensive Management BootCamp



MAC'S MANAGEMENT BOOTCAMP IS SET FOR SATURDAY SEPTEMBER 23, AND SUNDAY SEPTEMBER 24 AT DLI'S OFFICES IN LAUREL, MD.

The program, "How to Run a Drycleaning Plant Easily, Efficiently, and Profitably" is presented by Management Expert Don Desrosiers.

The course will explore the necessity of monitoring labor

and production. Attendees will learn the basics of why you need to track information, and then will explore how to put that information to use. Included in the discussion will be calculating cost per piece, boosting productivity, managing labor costs, and interpreting information.

Don Desrosiers will also include an introductory version of his

proprietary tracking system, FlightPlan, to help attendees understand the impact changes in operation can have on productivity.

"We consistently hear from members the need for more management training," offered Peter Blake, "and we are excited to be able to bring this to our membership. This is a first of its kind program for our industry and MAC members are fortunate to have this opportunity. I think this program is critical for members who want to run a more effective plant. It is designed for owners, production managers, and supervisors. This is a perfect opportunity to invest in your staff -- and invest in your plant's future success."

The program will also delve into time management, problem solving, and organizational skills.

The cost of the program for members is \$200 for the first person from a plant, and \$100 for each additional person from the same member company. Registration includes lunch each day.

For more information, or to register, call MAC at 800-235-8360 or visit us at macassociation.org.



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Why Should You Embrace Social Media Marketing?

Written by Jennifer O'Keefe, Glikstorm LLC



SOME BUSINESS OWNERS HAVE QUIETLY ADAPTED TO USING SOCIAL MEDIA AS A MARKETING STRATEGY. AS A RESULT, THEY'VE SEEN A SHIFT IN THEIR ADVERTISING COSTS, MORE LOYAL, REPEAT CUSTOMERS, AND ARE STEADILY ATTRACTING NEW CUSTOMERS.

So why are they adapting quietly?

Because once they understand the benefits, they want to make strategic strides on social media before their competitors realize what's happening.

Social media is changing the way some businesses structure their advertising costs. Owners have realized that there are low-cost (and even free) ways to utilize social media effectively. We'll cover some of these free tools in a future article. Over the last several years, many businesses have started to move some of their print advertising budget toward online marketing. Online marketing costs include things like: Facebook advertisements, boosted social media posts, social media management software, online graphics/branding, and social media managers or staff. Many businesses have been able to actually reduce their advertising costs by utilizing social media.

So, how exactly can social media create loyal, repeat customers for your business? The simple answer is that through your social media posts and interactions, your customers begin to form a special

bond with you. They start to better know your brand, like you, and trust you. As a bonus, they also become more likely to recommend others to you and help extend your marketing reach by sharing your posts with their friends and families.

Reaching new potential customers with your social media messages seems to happen like magic once your social media strategy gets rolling. It doesn't happen overnight, but with the right strategy, within six months your business should start to notice an increase in new customers. These new customers will have likely heard about you from a friend of a friend, a Facebook advertisement, or from a positive social media post from one of your loyal, raving fans.

This all sounds fantastic, so there must be a catch—right? Well, there are actually three “catches” to social media success: it takes time, strategy and patience. You can't dabble in social media here and there when the mood strikes you; your message must be ever-present and consistent. Social media will take some of your precious time to run and maintain, unless you delegate the task to a staff member or outside agency. You also can't just post pictures of your lunch and shoes (we've all seen this on social media before)...it takes a well-designed strategic plan. Your social media posts have to be well thought out, simply designed, and properly formatted for the different social media platforms.

And then there's patience. You can jump into social media with both feet, with the best strategy, with the best posts...and feel like you're just talking to yourself in the beginning. That's actually normal. But as your audience of followers grows, you'll soon start to reap the benefits. Then you'll smile and think to yourself...“I hope my competitors keep ignoring social media. Cha-ching!”

NEW MEMBER BENEFIT...

New MAC Social Media Marketing Program



MAC IS BRINGING A NEW SERVICE TO ITS MEMBERS: SOCIAL MEDIA MARKETING CONSULTATION. GLIKSTORM IS MAKING A SPECIAL PACKAGE OF SERVICES

AVAILABLE TO MEMBERS OF MAC AT A GREAT DISCOUNT AND WILL BE WORKING WITH THE ASSOCIATION TO ASSIST MEMBERS WITH THEIR MARKETING NEEDS.

offered Peter Blake, MAC Executive Director, “and I think we have a great opportunity to really help our members increase their marketing scope. The program is a low-cost, high-impact program.

Members will work directly with Jennifer O'Keefe from Glikstorm, and she will be able to personalize marketing materials and post them to Facebook, Twitter, and Google+ for the members.

“In order to stay competitive and to increase sales, this type of aggressive marketing is needed,” concluded Blake. “I have seen examples of how Glikstorm has helped other small businesses including drycleaners, and I think the program has great potential.

For more information refer to page 5 of The Messenger.

“I think Social Media Marketing is an essential business tool,



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Social Media Management Plans



	Light Starch Plan	Heavy Starch Plan
# of profiles	Up to 2	Up to 3
# of new images	8/month	16/month
Posting schedule	3/week	6/week
Catalog posts & images	YES	YES
Work to increase followers		YES
Blog posting		Up to 1/month
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FAQ about Social Media Management Plans:

- You review and approve all images & posts before they run.
- The current social media platform choices are: Facebook, Twitter, and Google+.
- On the Heavy Starch Plan we may also do some posting to LinkedIn as appropriate (ex: company news, events, charity support, job openings)

FAQ About Images:

- Industry-related images may be used for other clients who are further than a 20-mile radius from your location.
- Some images (ex: holiday greetings) are not exclusive and may be used for other clients.
- Images we create from your own photos (ex: staff, customers, building, before/after work) will only be used exclusively for YOUR business



Learn more today:
www.glikstorm.com/mac

Making the Most of your Membership

Written by Peter Blake, MAC Executive Director



ARE YOU PUTTING YOUR MEMBERSHIP TO GOOD USE? ARE YOU MAXIMIZING YOUR RETURN ON INVESTMENT FOR YOUR MEMBERSHIP DOLLAR?

I sincerely hope you are, but if you are like many members you get too

busy and things seem to slip through the cracks and before you know it a year has passed and you haven't used your membership as much as you intended. This is the first in a new series of articles developed to make sure you get the most from your membership. Six times a year we will highlight one member service for you to use this month. Don't wait -- take advantage of it now.

CERTIFICATION ENHANCES PROFESSIONALISM

Premier: 3 Free, Gold: 2 Free, Silver: 1 Free

The marketplace is becoming more and more competitive and you need to keep staying a step ahead of your competition. You need to be able to differentiate yourself and let your customers (and potential customers) know why you are the best choice. DLI's Professional Certification helps you do that. It signifies you have taken the extra steps to ensure you are properly trained and that you keep current with a changing industry. Certification helps improve your expertise, builds customer confidence, and prepares you to better handle the continuing demands of our industry.

To successfully complete the Certification process a successful candidate must achieve a satisfactory score on a multiple-choice examination. Depending on which Certification you are testing for, subjects range from business management, customer service, fibers and fabrics, stain removal, environmental regulations, proper waste handling, safe operating procedures, the drycleaning and wetcleaning processes.

When you register for the Certification Exam, you are given online access to specially designed self-study guides to assist in prepar-

ation. However, certification exams are designed not only to test an individual's ability to read and memorize DLI materials, but also aimed at testing knowledge gained through work experience. Therefore, it is recommended an individual have a minimum of three years of experience in the drycleaning industry before taking an exam. For details on the topics covered in each exam, you can view or download the Certification Handbook.

Once you have successfully completed the process and passed the exam, you are granted the right to use the industry-endorsed titles: Certified Professional Drycleaner (CPD), Certified Professional Wetcleaner (CPW), and Certified Environmental Cleaner (CED), and Certified Garment Care Professional (CGCP).

All certifications are valid for a term of three (3) years. At the end of the term, individuals must renew to maintain their certified status.

DO IT NOW!

Don't wait and let this program be one of the ones "you were going to get to". Log into www.dlionline.org with your member number. Go to the Education drop down menu and select Certification, and then click on register.

Silver members -- you can do one each year and then renew one each year so in the next 3 years you can have 3 designations, and keep them renewed.

Gold and Premier you can have yourselves fully certified and even include some of your managers over time and it is already included in your membership.

Now is the perfect time to get your certifications and put them to use. The next exam period is August 5 - 13, and the deadline to register is July 28.

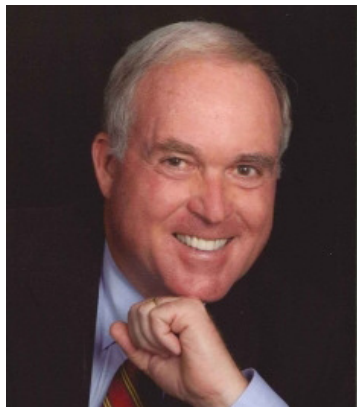
Once you get your certifications -- use them! Put them on your business cards, on your website, and use it in your social media marketing. I can help you draft a press release to send to your local media outlets to help you promote your accomplishments. If you have any questions -- or need assistance call DLI at 1-800-638-2627. Make the most of your DLI/MAC Membership!

The Next Mid-Atlantic Association of Drycleaners Board Meeting

MAC Board Meeting
8:30 - 12:00 on Saturday, August 25, 2017
DLI Headquarters, Laurel, MD

Dealing with Drugs and Alcohol in the Workplace

Written By Raleigh F. "Sandy" Seay, Jr., PHD, Chairman of The Seay Management Consulting Firm



SANDY HAS OFTEN REMARKED, "IN HR, IT'S NOT SO MUCH WHAT YOU DO, AS HOW YOU DO IT." UNDER MOST EXISTING REGULATIONS, EMPLOYERS HAVE THE RIGHT TO REQUIRE A DRUG TEST WHENEVER, IN THE OPINION OF MANAGEMENT, THIS IS NECES-

SARY. IN MOST CASES, THIS MEANS THAT EMPLOYERS HAVE REASONABLE SUSPICION THAT AN EMPLOYEE IS COMING TO WORK UNDER THE INFLUENCE OF ILLEGAL DRUGS.

Reasonable suspicion can mean glassy eyes, slurred speech, difficulty in maintaining balance, frequent unexplained absences during the day, or numerous trips to the rest room. You should always have some other person drive the employee to the testing laboratory, in order to avoid the possibility of an accident and to maintain the "chain of custody" of the test.

EMPLOYER RIGHTS

Employers have the right to prohibit employees from coming to work under the influence of illegal drugs and from bringing illegal drugs into the workplace or from dealing in illegal drugs at work. Employers should have a written policy in the employee handbook that covers these points. Employers have the right to discipline or dismiss employees who come to work under the influence of illegal drugs (whether that's the best alternative is another question – we should always discuss the alternatives ahead of time).

However, a couple of new wrinkles have made their way into the workplace and employers need to know about them when developing drug policy. One wrinkle is that some states have legalized or de-criminalized the use of marijuana in certain amounts. Colorado and Massachusetts are examples.

The second wrinkle is that some states like California, Michigan, Maine and Montana have legalized medical marijuana. Florida is on the verge of doing so, as soon as the legislature finalizes the regulations, and a number of other states are lining up to follow suit.

Further, there is such a thing as "synthetic marijuana." It's not real marijuana but it has a similar effect when consumed and, according to numerous reports, can be extremely dangerous.

So, while every situation is different, and while we would want

to consider all of the circumstances in each case, here are some thoughts about Scenes I, II and III.

SCENE I

Absent extenuating circumstances, the employer would have a solid case for dismissal – (a) the employee came to work exhibiting irregular symptoms, (b) the employer had someone drive him to the laboratory for a drug screen, and (c) the drug screen came back positive. That's not to say that you should go out and "win one for the Gipper," but it is to say that, in most cases, the preponderance of information would support a dismissal, if that's what you choose to do. Even if marijuana is "legal" in your state, the employee still is not allowed to report to work under its influence.

SCENE II

Even with a prescription for medical marijuana, the employee does not have the right to come to work under the influence of drugs. However, our recommendation is to handle this a bit more carefully. First, have the employee bring you a doctor's statement that the employee is able to perform the essential duties of his position, with or without accommodation. Second, remind the employee that, even with the prescription, he may not come to work under the influence of marijuana. Second, inform him that a subsequent incident could result in further disciplinary action that could include dismissal. I don't know that we can ask the employee to produce the prescription, as this raises a number of ADA, HIPAA and privacy issues. The important point is not so much that the employee has a prescription as it is that he is not allowed to report to work under the influence of marijuana, prescribed or otherwise.

SCENE III

Synthetic marijuana produces a similar effect as organic marijuana and your drug policy can and should include a prohibition on possessing or dealing in synthetic marijuana at work. In this case, you should talk with the employee and, absent extenuating circumstances, you would have a strong case for dismissal on the basis of "possession." Most traditional drug screens have not been able to test for the presence of synthetic marijuana but this seems to be changing. We recommend that you inform the testing laboratory that you use that you want them to include synthetic marijuana.

FOR FURTHER ASSISTANCE

Please contact Sandy or your Seay Management Consultant if you have any question about dealing with drugs and alcohol at work, and visit our web site at www.seay.us for management advice and guidance on other employee issues.

Seay Management Consultants are under retainer by DLI to assist DLI/MAC members in HR and Management issues. Members are invited to call 888-245-6272 when they have questions or need advise in dealing with employee relation issues.

Clean Show Exceeds Lofty Expectations

WITH ALMOST 13,000 ATTENDEES SPANNING THE GLOBE, CLEAN SHOW 2017 EXCEEDED ALL EXPECTATIONS. WITH MORE EXHIBIT SPACE SOLD THAN THE LAST 6-YEARS, AND MORE INDIVIDUAL EXHIBITORS THE SHOW WAS A HUGE SUCCESS.

Throughout the trade show floor, exhibitors were pulling out all stops to enhance the excitement and the experience of the attendees. From free refreshments, to even free beer and wine, to custom drawn caped hanger caricatures there was enough variety to entice even the casual attendee to explore every aisleway of the exhibit. Right from the crowd gathering at the opening ceremony you could tell the show was going to be special.

PRESS-TON THE HIT OF THE SHOW

DLI introduced Press-ton to the audience at packed opening session on Monday morning. Rolling through the center aisle, introducing the technological changes DLI has embraced and highlighting DLI's progressive view of the industry and its member services.

While many didn't know what to make of Press-ton at first, the crowds quickly embraced him at the DLI Booth. Dancing with attendees, attracting crowds, and even speaking 7 languages fluently he was an international sensation.

DLI UNVEILS NEW ENCYCLOPEDIA APP

Since unveiling its Stain Removal App at the Clean Show in Atlanta in 2015, DLI has now introduced their third DLI App which features the Institutes's Encyclopedia of Drycleaning.

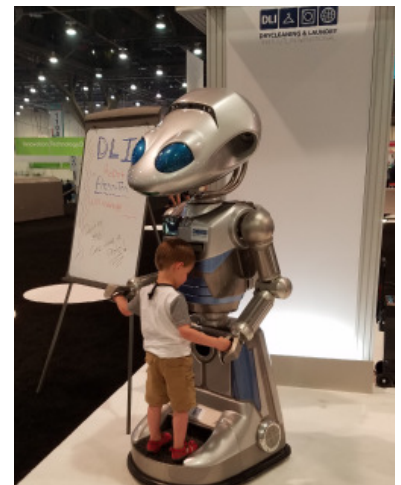
The new version of the Encyclopedia offers a complete redesign as well as a mobile app version, allowing DLI members to access this wealth of information more conveniently than ever before.

One of the key updates is the search capabilities. As the technology has gotten more advanced, some of the search capabilities struggled to keep up. Now with the new redesign and the mobile app -- searches are quicker, easier and more refined.

TABS, Not in Vogue, Counter Sense, Marketing Methods, Management Matters, exhaustive reports and advice on topics such as wetcleaning, drycleaning, finishing, shirt procedures, counter service, insurance, regulations, and more are all packed into the Encyclopedia. It's an indispensable resource for anyone and everyone involved in fabricare.



At the DLI Team with Press-ton at the Member Reception, Brian Johnson reunites with classmates from his very first DLI class, Press-Ton (the hit of the show) dances with a young admirer, Executive Director gets a caricature from the M & B Hanger Booth --see results below.



NEW MEMBERSHIP MARKETING PROGRAM

DLI also announced the development of a new social media marketing program for its members. If you are in the Silver membership category or higher, you can opt into the service at no additional cost. DLI will populate your company's Facebook page with a minimum of one post per week.

The posts will be targeted to consumers and will highlight storage tips, garment care advice, garment alerts, and other information. The posts may also include interesting pictures and other engaging content. You can enroll in the program by calling the DLI Office.

With the success of Las Vegas already behind us, sights are now set for New Orleans in 2019! We aren't sure what new advances or technology will be unveiled, but according to Press-ton, DLI is on the right track and helping our members compete in today's technological society!





DLI's Garment Analysis App

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Visit DLIonline.org/Garment-Analysis
or call 800-638-2627 for more information.



DC #1 & Baltimore Makes Top 10 for Spending on Dry Cleaning

Based on article written by Lorraine Mirabella of the Baltimore Sun

BELIEVE IT OR NOT: BALTIMORE SPENDS MORE ON DRY CLEANING THAN NEW YORK, SEATTLE AND HONOLULU, AND WASHINGTON D.C. LEADS ALL MARKETS IN DRYCLEANING SALES.

There is finally some positive news for the fabricare industry in the Mid-Atlantic region, and it shows people are still investing in their wardrobes and are willing to use professional services to care for those garments.

In fact Baltimore ranked seventh in a list of the top 12 metro areas for spending on dry cleaning and laundry service — not including laundromats, according to a survey by Press Cleaners, an online dry cleaning and laundry delivery service in Texas.

Consumers in the Baltimore metro area spent \$78.9 million last year, or \$74.19 per household on average, just edging out Honolulu, whose residents spent \$74.14 per household. Press said it obtained the figures from Geographic Research, a supplier of location based data.

Washington D.C. topped the list, with a total \$201.3 million spent last year, or \$89.36 per household in the D.C. area.

“Unlike start-up hubs such as Silicon Valley and Austin, TX, workplace attire in DC tends to be rather formal,” Press said in explaining Washington’s top spot. “Think suits, not shorts. Think dress shoes, not flip-flops.”

Joining Washington in the top five were San Jose, CA, Bridgeport-Stamford-Norwalk, CT.; San Francisco, CA and Oxnard-Thousand Oaks-Ventura, CA. Surprisingly, New York, NY was only ninth in spending \$72.17 per household.

“While the numbers are an encouraging sign,” observed Peter Blake, MAC Executive Director, “they demonstrate the value people place on their garments. We, as an industry, need to tap into that pride and promote the value we offer for all their clothing choices. From suits and shirts to blouses and skirts -- we can clean them all and keep you looking your best!



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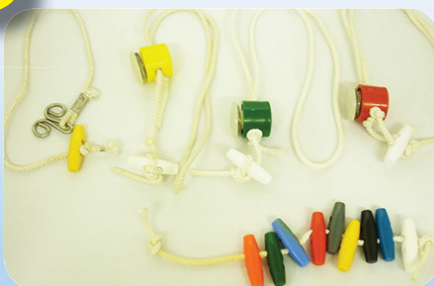
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Chris Carley
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Richard Ehrenreich
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