

● **CLASS SIZE IS LIMITED, FIRST COME FIRST SERVE:  
REGISTER NOW!**



# THE BUSINESS BEHIND WASH- DRY-FOLD

## About This Full Day Workshop

This program is designed to explore the business side of Wash-Dry-Fold. It is not too late to jump into the fastest growing segment of the industry.

Attendees will learn about Marketing, pricing, strategies, operational procedures, route systems, as well as brick and mortar sales.

Specifically we will explore:

1. Real-life WDF Experiences/Successes
2. Customer Concerns & Needs Assessment
3. Pros & Cons: Subscription/Pound/Bag Pricing
4. Operational Procedures
5. How to compete with Poplin & other apps
6. Competing with Laundromats
7. Proven Sales & Marketing Strategies for WDF

### Date and Place :

DLI Headquarters, 14700 Sweitzer Ln, Laurel, MD  
May 11, 9:00 AM - 4:00 PM, lunch included

Presented by :



James Peuster,  
The Route Pro's and Owner  
of DC 2U

Whether you are looking to get into WDF, wanting to expand your WDF business, or just want to explore a more profitable service:

**THIS PROGRAM  
IS FOR YOU!**



MID-ATLANTIC ASSOCIATION OF CLEANERS

**\$199/member  
\$349/non-member**

Contact Us to Register :  
617-791-0128  
peter@macassociation.org