



THE Messenger

Mastering the Art of Finishing and the Mysteries of Stain Removal



MAC HAS DEVELOPED A UNIQUE HANDS-ON, FULL DAY, PRODUCTION WORKSHOP FOCUSING ON FINISHING AND STAIN REMOVAL. THE PROGRAM WILL BE HELD JUNE 28TH AT THE DLI OFFICES IN LAUREL, MD.

The workshop features a full day of production training with the foremost expert educators in the industry. This program will cover both Pressing and Stain Removal techniques. The class will not only help you to improve your speed and efficiency, but will help maintain and even improve your quality.

This MAC Hands-on Workshop will unveil ways you can maximize your productivity while improving your quality. The program is being taught by Brian Johnson, DLI's Director of Education. Brian will be joined by Jim Groshans and Bill Kahan of Unipress to assist in the finishing portions of the program.

"This is an excellent opportunity for low-cost, expert training," offered Peter Blake, MAC Executive Director. "By combining two of the most important production elements into a one day intensive day, we have constructed the perfect way to cross train your team members. MAC strives to bring convenient, low cost, and easy to get to programs for your entire staff."

Program highlights and topics being explored include:

- Fibers and Fabrics
- Stain Identification
- Chemistry and Reactants

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MARCH/APRIL, 2025

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EXECUTIVE DIRECTOR'S MESSAGE...

Prepare for the Future

WE LIVE IN UNCERTAIN TIMES, AND I KNOW IT IS HARD TO DO BUSINESS WHEN YOU DON'T KNOW WHAT IS BEYOND THE HORIZON. DEALING WITH ON AGAIN/OFF AGAIN TARIFF WARS, AN ECONOMY THAT IS UNSETTLED AT BEST, AND A STOCK MARKET THAT HAS MORE TWISTS-TURNS-RISES-FALLS THAN A ROLLER COASTER AT UNIVERSAL CAN LEAD US ALL TO DESPAIR.



*Peter Blake,
MAC Executive Director*

I wish I had the easy answer for you and could predict where things will end up, but I don't. I do know, however, now is the time to focus your energy on the things you can control, and to garner as much information as you can and rely on the people that will help you through times like this.

PRICING STRATEGIES

Have you looked at your process? I remember something Don Fawcett of Dependable Cleaners said to me a long time ago: "We don't want to go out of business because we didn't charge enough". While it is easy to assume he was talking about his own business, but he wasn't. He was talking about business in general including DLI, Joint Affiliates, Suppliers, Equipment Manufacturers, and on down the line.

Companies need to evaluate their costs, evaluate their business profitability and develop a well constructed pricing strategy. There is no one size fits all because each business has a unique dynamic and set of circumstances. The basic philosophy runs true -- you need to take in more than you are expending to deliver whatever your companies product or service is. Too often small businesses get caught up in what the other companies in the area charge. The "I am not the most expensive, but certainly not the cheapest -- I want to be in the middle" pricing strategy is dangerous. You need to know how to look at your business, your costs, and then develop a strategy to help you accomplish that.

You need to know your specific costs, and adjust accordingly. Information is the key to success. We can help. We have the most extensive library of webinars, classes, and printed information on drycleaning in the world at your disposal: DLIOnline.org.

COST CUTTING MEASURES

Everyone's gut reaction to uncertainty is to cut costs whenever you can. This can be very dangerous when done incorrectly. More important than cost certainty is supply chain dependability. It does you no good to save a nickle a hanger if you aren't confident you will be able to get hangers when you need them. We saw this during the pandemic. Supplies can get scarce, and when they do -- companies have to take care of the people that they have a loyal relationship with.

Supplies will be going up. Hopefully only in the short term -- but they will be effected by the tariffs, shipping costs, and higher cost for source materials like steel. When you have a good relationship with your vendors, they will always be able to take care of you and be supportive. Distributors are your lifeblood. Without supplies you can't operate. Cost is a factor -- but you need to make sure dependability and supply is placed higher.

Continued on page 3

DLI Invests in New Social Media Campaign



DLI IS LAUNCHING A SOCIAL MEDIA INITIATIVE AIMED AT AMPLIFYING THE VOICE OF PROFESSIONAL GARMENT CARE BUSINESSES.

The organization says that this grass roots campaign, inspired by the iconic “Got Milk?” strategy, invites all dry cleaners to join forces in educating consumers and promoting the value of professional garment care

through engaging social media posts designed to resonate with customers and build industry awareness.

“During my travels to trade shows and association board meetings, as well as while promoting the benefits of DLI membership, one request consistently emerged: a ‘Got Milk?’-style campaign for the drycleaning industry,” says Kyle Nesbit, DLI president and owner of Tide Cleaners in the Houston area. “In the past, a campaign like this wasn’t economically feasible, but today with

social media, we believe we have a channel to finally deliver on this ask.”

To accomplish this mission and build a campaign, DLI has formed a Social Media Action Committee comprised of DLI leadership plus members from several markets around the U.S. An outside strategic social media consulting company developed the program over several months.

“Social media isn’t just about posting — it’s about connection, influence and impact,” says Rechelle Balanzat, DLI Social Media Action Committee member and owner of Juliette in New York City. “A cohesive communication strategy like this has never been done before in our industry, and we’re excited to start building real connections with the public.”

HOW YOU CAN HELP

The effectiveness of the program will rely on grass roots effort to like, share, and comment on the social media posts unveiled on DLI’s Social Media Platforms like Facebook, Instagram, and LinkedIn. In order to track the effectiveness it is critical that the original posts on DLI’s pages are the ones being interacted with.

If you have any questions or want to learn more about the effort, contact Peter Blake: 617-791-0128/peter@macassociation.org.

Making Sense of an Uncertain Marketplace

Continued from page 2

There is an added benefit to using companies who have a sales force that goes into your plant and knows your specific business. They can be a great source of information. They know the industry and they see what is happening in the area. Their insight can be invaluable. The quicker you get information, the faster you can make changes and pivot if necessary. These companies are a resource and you need to take advantage of that added benefit.

When looking at your supply costs you resist the temptation to look at just individual line items and look at the entire picture. While costs on individual items may be slightly higher at times, when you look at the entirety, you will see stability and resource dependability. Like you, suppliers will also need to raise their prices to overcome challenges.

These companies also support your business in many other ways. Supporting DLI and Joint Affiliates like MAC enable us to represent the industry and develop better programs and services. There is a cost to the companies for that support, but the benefit to you is critical. We urge you to think about that and to look at the companies that continually support your industry.

resource in DLI and MAC. We have the most up-to-date information in the industry. We are continually developing new and innovative ways to help you navigate your business. One of the key programs is our weekly Peer-to-Peer calls. I know you have heard about them, and some of you probably promise yourself to join in -- but never seem to get there. I am here to tell you YOU ARE MISSING OUT! It doesn’t matter if you just listen in on the calls while you work -- or become fully engaged in sharing, these calls can help you strengthen your business.

They are designed as an open forum to discuss all things dry-cleaning, and we have about 50 people from around the country each and every week. They are not the same people, but there is a great cross section of our membership: large, small, experienced and new. We get all kinds of members joining together for one purpose, understanding. Understanding how things can be done. Understanding what others are doing. Understanding how we can all get better. Above all there is a desire to help us all succeed. One of the key concepts is “High Tide Raises All Boats” and this peer to peer call does just that.

Peter Blake

Peter@macassociation.org
(617) 791-0128

INFORMATION GATHERING

Information is key. The more you have, the better prepared you will be for whatever comes your way. You have a tremendous

IN MEMORIAM...

MAC Mourns Loss of Industry Icon: Charley Young



**CHARLES B. YOUNG, JR.
92 YEARS YOUNG OF
CROSS LANES PASSED
AWAY MONDAY, APRIL 7,
2025.**

Charles was raised in the Edgewood area on the West Side of Charleston, graduated from Stonewall Jackson High School and served his country in the US Army.

From the age of 8 he had worked for his father at Superior Laundry and from that beginning he became the “Dry Cleaning Man of Steel”. He drove unbelievable miles and hours all week long to pick up and deliver garments to serve his customers. Charlie was the past president of the WV Dry Cleaners Association and was a dedicated board member of the Mid Atlantic Dry Cleaners Association.

“Charley will be missed by all,” observed Peter Blake, MAC Executive Director, “he is a legend. He cared about people, was dedi-

cated to hard work, and was an inspiration to the industry. I feel blessed to have gotten to know him.”

In his lifelong career working in the Dry Cleaning profession, he became the owner of Superior Laundry, Peter Pan Cleaners, Vogue Cleaners, and Urban Cleaners. The people Charlie served were more than just “Customers” they were part of his family, and he took pride in having such a large “family” to love and care about.

He was preceded in death by his parents Charles B. Young, Sr. and Olive Hendricks Young and his wife of 62 years Delores McCallister Young.

Charlie is survived by his daughter Rhoda Reed and husband Mark of Cross Lanes and their son Jeremiah, son Blaine Young and wife Donna of Fraziers Bottom, WV and their children Tim, Josh, Brandon (Nichole), Aaron (Misty), Danielle (Jennings), Blaine, and son Timothy Young and wife Kim of Cross Lanes, WV and their children Gavin, Mason and Callen, and his 14 great-grandchildren.

MAC held a dinner in conjunction with the WV Drycleaners Association in Charley’s honor in 2018. A reprint of the article about that event follows on the following page.

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Charley Young, Peter Pan Cleaners

MEMBERS WHO HAVE ATTENDED ANY MAC EVENT IN THE PAST HAVE PROBABLY MET CHARLIE -- AND IF YOU HAVE, YOU MOST ASSUREDLY REMEMBER HIM. HE IS AN ICON IN THE INDUSTRY AND THE EPITOME OF A DRYCLEANER: HARD WORKING, HONEST, AND GENEROUS WITH HIS TIME AND KNOWLEDGE.

Charlie Young literally grew up in the industry, working in his family's business since he was 12 years old. He started working on the delivery vans at 13 and at 16 started driving his own route. He has been driving ever since. He still talks about his early years on the family laundry delivery truck, but what really stands out is 73 years later... he is still picking up and delivering to some of the same families.

The houses have passed from grandfathers to fathers to children but he has remained constant, the family laundry and drycleaner for three quarters of a century.

He does note he did miss a couple years on the route when he was drafted into the army in 1952. He was stationed in Germany for 19 months where, you guessed it, he was still driving. He just traded his delivery van in for a Tank.

When asked what the biggest change he has seen in the industry over the years, he pointed to the volume of business. He used to make a stop and could barely hold all the clothes. Now it is just a few pieces and he has had to expand his territory. If the clothes aren't coming in -- you have to go get them. That is what he does. He climbs in his gold, 2011, Towne and Country delivery van six days a week and drives 950 miles per week. On his longest day, he leaves the plant at 6:00 a.m. and returns at 8:30 p.m. after driving 235 miles. He has put over 329,000 miles on the van in the past 6 years, but don't worry Charlie is a very smart man and bought a lifetime warranty. The van is still covered and includes a free loaner car for repairs. The last time he took it in the shop, he put 2,900 miles on the loaner car. They fix his van pretty quick now.

The business is a true family business. His daughter Rhoda, and her husband both work in the plant and have been for over 25 years. His son, Tim Young, is the key to production and is working in the plant doing all the maintenance. Charlie's grandchildren have also been involved through the years. With 10 grandchildren and 12 great grandchildren it seems he may have another whole generation of help for the business.



(From top left, clockwise) Charlie back from deliveries, daughter Rhoda expressing her gratitude, Charlie soaking it in at dinner before blowing out the candles on his birthday cake while being serenaded by his industry family!



LOOKING AHEAD

Charlie celebrated his 86th birthday a little early with his industry friends at MAC's dinner recently. His birthday falls fittingly on Labor Day. When asked about his hobbies and other interests, he is sincere in answering: "I like to work. I enjoy it. I enjoy my family and my drycleaning family. Working is what makes me happy."

He did stun the crowd at dinner by announcing he is making retirement plans. He will officially begin his retirement in 2032 on his 100th birthday. Just like his gold Towne and Country van that he expects to drive to 1,000,000 miles, Charlie has his sights set and the determination to see it through.

He is committed to his family, the business, and the industry. He has been a member of MAC for over 35 years. He has served on the board for longer than he can remember, and the reason he does so is to give back to an industry that has been very good to him.

We can all learn a great deal from Charlie. He has spent a lifetime doing what he loves, sharing his expertise, and making the lives of those around him all the better for it. All we can do is wish him luck in his next 24 years of service!

MAC and NEFA Join to Host Leadership Summit



MAC AND NEFA ARE JOINING TOGETHER TO HOST AN LEADERSHIP SUMMIT AT WEDDING GOWN PRESERVATION AND CLEANERS SUPPLY ON JULY 17 & 18, 2025.

The program will include management level workshops, tours of Cleaners Supply and Wedding Gown Preservation, and an optional dinner on Thursday evening the 17th.

Thanks to Wedding Gown Preservation and Cleaners Supply sponsoring the event and supplying the dinner, as well as Breakfast and Lunch on the Friday, the program is FREE to all members.

Dave Coyle, of Maverick Drycleaners, and Jennifer Whitmarsh, will be the lead presenters and will be talking to all industry leaders. On the Thursday afternoon, Cleaners Supply will also be highlighting their extensive training program for their team members.

“This is an incredible opportunity for the industry,” offered Peter Blake, MAC Executive Director, “and we expect it to be extremely popular. We had a similar program last year and the response was amazing. I think we have some excellent programs, but one of the main draws is the tours of the two facilities. It is really eye opening to see the procedures they have in place and systems they have implemented. When we toured Wedding Gown Preservation last year they had over 11,000 gowns on premises and attendees were enthralled with the packaging and cleaning capabilities.”

THE PROGRAM

The Program starts at 4:00 on Thursday July 17th with a tour of Cleaners Supply. After the tour, Cleaners Supply will share their extensive training program they implement for their sales team. After the presentation, all attendees are invited to dinner.

On Friday, July 18th the program begins at 8:00 with a complementary breakfast and networking opportunity. Then Jennifer Whitmarsh will host “Defining and Developing a Leader in Today’s World”. After a short break, Dave Coyle of Maverick Drycleaners will present: Delight Your Clients - The Art of Exceeding Expectations.

Following Dave Coyle’s presentation, lunch will be provided and then attendees will tour Wedding Gown Preservation. The program will end by 3:00 PM.

The workshop is geared towards owners, managers, and key per-

sonnel. Dave Coyle and Jennifer Whitmarsh are both exceptional speakers and this is a unique opportunity to hear from the best -- and tour two of the most progressive suppliers in the region. Don’t miss out.

OVERNIGHT ACCOMMODATIONS

For those needing accommodations, we have secured a number of rooms at Traditions Hotel and Spa in Johnson City, NY. Attendees are eligible for a special rate of \$159/night.

We expect this program to be very popular, and rooms could sell out. Please call the hotel at (607) 797-2381 or visit them at traditionshotelandspa.com. Mention you are with Wedding Gown Preservation and ask for the preferred rate.

TO REGISTER

If you struggle to find leaders in your organization, or find yourself repeating the same direction and yet not getting the leadership you need: This Program is For You.

To register, visit www.macassociation.org or contact Peter Blake at the MAC Office: 617-91-0128/peter@macassociation.org



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A photograph of a garden scene. In the foreground, a wooden bench sits on a grassy area with yellow wildflowers. To the left and right of the bench are bushes of pink and red flowers. In the background, a large tree with white blossoms hangs over the scene. The text is overlaid on the right side of the image.

Where flowers
BLOOM,
so does **HOPE**

~ Lady Bird Johnson



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MID-ATLANTIC ASSOCIATION OF CLEANERS

2025 MAC Educational Series

MASTERING THE ART OF FINISHING & UNLOCKING THE MYSTERIES OF STAIN REMOVAL

A full day of production training with the foremost expert educators in the industry. This program will cover both Pressing and Stain Removal techniques. The program will not only help you to improve your speed and efficiency, but will help improve your quality.

This MAC Hands-on Workshop will unveil ways you can maximize your productivity while improving your quality. This program will delve into:

- Fibers and Fabrics
- Stain Identification
- Chemistry and Reactants
- Proper Finishing Techniques
- Increasing Productivity and Efficiency
- Establishing Quality Procedures
- and more!

**SATURDAY, JUNE 28, 2025:
8:00 AM - 4:00 PM**

DLI HEADQUARTERS
14700 SWEITZER LN.
LAUREL, MD 20707

REGISTRATION COST:

MEMBERS: \$200 (INCLUDES UP TO TWO ATTENDEES, \$75 FOR EACH ADDITIONAL TEAM MEMBER)

NON-MEMBERS: \$200/PERSON
(BREAKFAST & LUNCH ARE INCLUDED)

REGISTER HERE:



BRIAN JOHNSON

Brian is DLI's Director of Education and is the industry's leading training expert. He uses a combination of classroom and hands-on instruction to help each participant hone their skills. Brian will be joined by Jim Groshans and Bill Kahan of Unipress making this an education Dream Team!

VISIT WWW.MACASSOCIATION.ORG FOR MORE INFORMATION!

Membership Matters: Information is Critical



WELCOME TO THE INITIAL INSTALLMENT OF "MEMBER MATTERS". AS MAC'S DIRECTOR OF MEMBERSHIP, I WANT TO KEEP YOU INFORMED AS TO WHAT EDUCATIONAL, SOCIAL, AND OTHER EVENTS ARE BEING OFFERED BY MAC AND DLI.

In "Membership Matters", I will also be sharing my experiences and insights from programs, meetings and conversations with you, our industry professionals.

As I travel through the MAC territory I have come across many hard working business owners, managers, and staff. Everyone is trying to work together to grow their companies. It has been my pleasure to assist them in reaching their goals by using my 50+ years in the industry and I look forward to continuing that effort.

I want to take this opportunity to tell you about some of the ways that MAC is committed to improving its members' profitability and progress:

WEEKLY PEER TO PEER CALLS

Every Tuesday morning at 11:30 am Eastern, an ever changing group of industry professionals across the US and Canada gathers for a virtual chat about any topic that anyone wishes to discuss. Nothing is off limits and you will get expert opinions from folks

who have dealt with the same issues as you.

MONTHLY MAINTENANCE MASTERCLASS

MAC presents a program on the first Thursday of each month that involves the proper care of various parts of your plant. So far, experts have discussed boilers, drycleaning machines, steam traps, air compresses, finishing equipment, and more. These are FREE to our members and your staff is welcome to join us.

MONTHLY MARKETING MASTERCLASS

On the third Thursday of each month, MAC and DLI offer the newest and best information about how to present your company to your current and potential customers and how to translate that into increased sales. These are also FREE and you will get registration information before each session.

FOR MORE INFORMATION

In these conversations that I've had with our members, the one thing that everyone is looking for is Information. How to deal with employees, how to grow their business, how to make their lives easier, and more.

For more information on these programs and more, visit www.macassociation.org. MAC will be posting updates and new programs and opportunities on its website.

MAC and DLI stand ready to assist in any way we can. Please feel free to contact me, Mark Pollock, at any time at mark@macassociation.org or at (267)701-6045, or MAC Executive Director Peter Blake at peter@macassociation.org or at (617)791-0128.

We look forward to hearing from you and, as always, MAC appreciates your support!

New Full Day of Production Training

Continued from page 1

- Proper Finishing Techniques
- Increasing Productivity and Efficiency
- Establishing Quality Procedures
- Certificate of Achievement for all Participants

The cost of the program is only \$200 for members which includes up to 2 people attending. All other team members are only \$75/person. Non Member price is set at \$200/person. Both breakfast and lunch will be provided. The program cost is designed to encourage members to bring additional key production personnel.

For those who are traveling to the program, DLI has a special rate for students at a local hotel. Please contact MAC for assistance.

WHAT LIES AHEAD

"We are excited to add this to the MAC Educational Series," con-

tinued Blake, "and we are looking forward to a great year. MAC strongly believes in continuing education and networking opportunities as a core member benefit."

In addition to the upcoming classes in Laurel, MD and the event at Wedding Gown Preservation and Cleaners Supply in July, MAC is currently planning more technical workshops, more management/leadership programs, and some Meet & Greet Dinners throughout the region.

All members are encouraged to reach out to MAC and request programs in their area. It is extremely helpful when we have requests and suggestions for both locations and topics. We want to know what you would like to see!

Contact Peter Blake at the MAC Offices: 617-791-0128/peter@macassociation.org



MID-ATLANTIC ASSOCIATION OF CLEANERS

MAC PRESENTS MONTHLY...

MAINTENANCE

MASTERCLASS



THE PROGRAM:

- ✓ **Routine Maintenance**
Learn best practices and DIY tips
- ✓ **Specialized Instruction**
New maintenance topic each month
- ✓ **Peer-To-Peer Interaction**
Each session includes a open forum to discuss questions & tips



Our next installment of the series is May 1, at 1:00 EST and will focus on Shirt Finishing Equipment maintenance and will be led by Bill Kahan from Unipress. Key concepts include preventative maintenance, troubleshooting, pad replacement, and routine maintenance. Save one service call – and it could pay for your entire membership!

Contact us



617-791-0128



peter@macassociation.org

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These suppliers support the work of MAC as Allied Trades Members. When you need supplies, equipment or other goods or services, contact a MAC Member first. Show them you value their support of the association and the industry.

Don't see your supplier here? Contact MAC and let us know and we can send them membership information. Make sure your suppliers are supporting YOU!



Jim Groshans, Sales Manager for Unipress Corp. redeems Rhonda Eysel's DLI Membership Voucher for a \$200 Freight Credit off her purchase of a new Unipress Steam Cabinet. Rhonda owns Master Kleen Dry Cleaners in Columbus, Georgia.

"We love how our new Unipress Steam Cabinet helps us save on labor costs. DLI Membership is a tremendous asset. We love DLI and will always be a member!"

Rhonda Eysel, CEO
Master Kleen Dry Cleaners
Columbus, Georgia

Save Money on Equipment, Services, and Supplies

Start your DLI Membership and receive certificates worth more than \$3,500 from these industry manufacturers and suppliers:

Air World Pads and Covers
BeCreative360
Cleaner Marketing
Cleaner's Supply
EnviroForensics and PolicyFind
EzProducts International, Inc.
FabriClean Supply
Fabritec International
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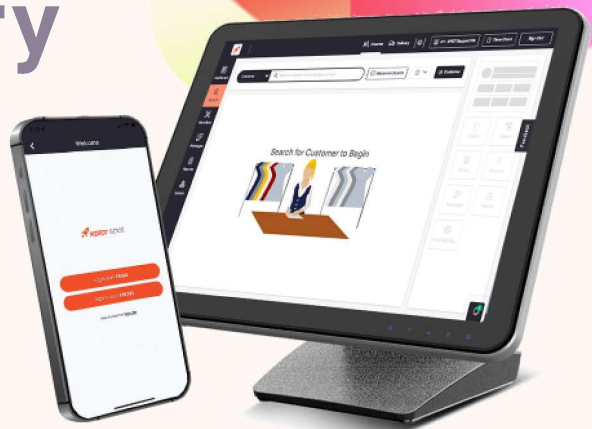


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