

# FabricareCanada

JULY/AUGUST 2019 - VOL. 63, NO. 4

## Annual Laundry Issue

# CLEAN SHOW WRAP UP

Canadian Publications Mail Product Sales Agreement No. 40023249  
Return Undelivered Address Blocks to Box 69571, Central Oakville Post Office, Oakville, ON L6J 7R4

ID 913496

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# CLEAN SHOW

## *It's a Wrap!*

What is 224,500 square feet, four days long and as high as a new idea? The 2019 Clean Show in New Orleans, of course. Over 11,000 people attended the show, according to show organizers, and it was a feast for the eyes, as well as a challenge to the mind. If you missed it, there's no way we can recreate it for you, but here's a summary of some of what we saw.

### **SOMETHING FOR EVERYONE**

As always, the floor of the show was covered in working equipment, demonstrations and booths of information on everything from POS systems to gigantic tunnel washers, from turnkey coin laundry solutions to solvents and equipment for any need. Shame on anyone who couldn't find at least a dozen new ideas just in the booths.

In addition, the educational sessions were tailored to address industry segment-specific issues, as well as overarching hot-button topics. Some attendees were also given 'credit' for attending the various sessions toward qualifying for professional designations in their associations. It couldn't have been more convenient.

### **BREAKING NEWS**

Press conferences held throughout the show gave updates on projects, introduced new innovations and shared future plans. Here are the high points from three of them.

### **MESSE FRANKFURT**

This organization recently purchased the Clean Show from the organizing associations. There was great speculation about what will change and what will remain the same that the new ownership and global perspective Messe Frankfurt brings to the table.

The company organizes 150 trade fairs worldwide, in such far-flung locations as Paris, Moscow, Shanghai, Dubai, Mumbai and, of course, Frankfurt. Their focus is on putting together shows that are sustainable and long-term. Texcare events are under their umbrella, as are the smaller Texcare Forums, which are smaller and more frequently held.

The purchase of the Clean Show, according to Joe Ricci of TRSA, was a three-year process, spurred by the fact that John Riddle (of Riddle & Associates, the previous coordinators)



Above: Refreshing wrap on a dry cleaning machine to make work more inviting.

Top: The calm before the storm – the show floor on Sunday morning before the doors opened for visitors.



## Cover story by Becca Anderson

was planning to retire. Riddle had taken the Clean Show to new levels of success by offering package plans and other improvements. His will be a hard act to follow.

Going forward, the new owners plan to keep doing what is working now, accord-

commercial and home equipment worldwide eventually.

When synthetic fabrics are cleaned, they release microplastic fibres. A load of new garments can contain 700,000 microplastic fibres. These fibres make their way into the food chain through fish and

The next show will be in Atlanta, June 10-13, 2021. You need to be there.

ing to Konstantin von Vieregge, president of Messe Frankfurt and managing director for North America. In addition to emphasizing the huge array of operating equipment and information booths in the exhibition hall, the educational sessions will continue to be both targeted and broad-ranging. Associations will have topics specific to their members' needs, and general sessions will cover industry-wide issues that appeal to all sides of the industry.

The next shows will be in Atlanta (June 10-13, 2021), Orlando (May 18-22, 2023), Las Vegas (June 9-12, 2025) and New Orleans (May 13-16, 2027). Contracts have already been signed for all these locations. Beyond that, it will be interesting to see if new destinations will be added to the list.

## GREENEARTH

The company has joined forces with the Plastic Soup Foundation and PlanetCare to address the issue of microplastic fibres that are released into municipal water treatment systems, and ultimately into the world's oceans. The Plastic Soup Foundation is based in Amsterdam, and has done many highly visible projects involving removing plastic debris from the oceans. Planet Care is based in Slovenia, and focuses on manufacturing filtration devices to remove microplastic fibres from water before it is sent down the drain. Though the goal of all three is to develop technology and test it in GreenEarth equipment, the ultimate vision is to expand the technology to

other animals, and ultimately have shown up in human brain tissue, as well as other places.

PlanetCare has developed filters that are about 8" wide and include 8-10 filtering tubes that catch the fibres. When filters are full (at this stage, in about a week) they are traded out for fresh ones and the old ones are recycled. The latest version (which is in alpha testing with GreenEarth) first filters out lint, then removes the microplastic fibres, extending the life of the final filter longer than in previous tests. GreenEarth will begin beta testing soon, and roll out the technology in 2020, beginning with California.

"This issue came up at last year's Vancouver meeting of the Sustainable Apparel Coalition," said Ron Benjamin, co-founder and managing director of GreenEarth. The company is a member of the coalition, which represents 70% of clothing and shoe manufacturers worldwide.

Robert Kuenzlen with one of the new filters that are being tested.





“While we have been focused on achieving maximized sustainability in the dry cleaning industry over our 20-year history, we welcome the opportunity to turn our attention to the emission problems associated with the laundry side of our affiliates’ business.” GreenEarth will provide operational and financial support for Plastic Soup’s overall mission.

## JENSEN

The presentation centred around new innovations from Jensen, such as robotic separators for soiled-side sorting that can handle 1,500 pieces per hour. The system uses artificial intelligence and x-ray scanners to detect foreign objects in garments (in pockets, etc.), which the system rejects. Workers can then examine them (wearing appropriate safety clothing for protection from needles or other sharp objects).

Also featured was a mat rolling and sorting system that can process 500 mats per hour. The new EXQ50MD extractor press includes a new hydraulic system that increases extraction and lowers moisture, which has demonstrated €7,500 (\$8,400) per year savings in operating costs, according to the company.

The Jensen Operating System (JOS) software was described, which is modular in design and customizable. It is used to coordinate all Jensen equipment into one cohesive unit. Also discussed were the ErgoVision video monitoring tool, UV Wash (for disinfection and bacterial growth prevention in the drum), The KliQ Feeder, a new Katana folder (named for a Japanese knife, since the equipment makes a double fold in one motion), and the Express Blanket System (said to be the fastest on the market at 900–1,400 pieces per hour with two operators).

Jensen also now has a second tier of equipment under the Alpha by Jensen label. There is no compromise in quality in the equipment, but while the Jensen brand denotes high automation, the Alpha brand is value-engineered with less options and therefore leaner manufacturing, resulting in a lower price point. It is available in the U.S. and Canada, among other countries.

## GENERAL SESSION TOPICS

Each day saw multiple educational sessions for the various segments of the industry, from coin laundry to customer service, idea exchanges to marketing. The sessions were sponsored by the various hosting associations for the show: Association for Linen Management, American Reusable Textile Association, Coin Laundry Association, Drycleaning & Laundry Institute, and Textile Rental Services Association of America. We salute them all for bringing in qualified and informative speakers.

General sessions put the spotlight on issues that are industry-wide. Topics included Building a Brand that Sells using Social Media, Workplace Risks of Legalized Marijuana, Business Apps to Make Your Life Easier, Secrets to Chick-fil-A Hiring & Training for Exceptional Customer Service, and #NotHere: Sexual Harassment Prevention. Speakers gave important information that any operator could make use of, and each topic will appear in our pages in future issues as full articles.

## IT'S NOT NEW ORLEANS WITHOUT A PARTY!

There were receptions every night hosted by various organizations and companies. The ever-popular CLATA Canadian Reception was well-attended, and photos appear on a separate page in this issue.

GreenEarth, Jensen, the DLI and others hosted wonderful receptions in picturesque settings with fabulous New Orleans food. Jensen’s went two hours over time because everyone was having a great time dancing. DLI’s was described to us as ‘hitting it out of the park’. We couldn’t be everywhere, unfortunately.

## NO FIREWORKS MOMENT

At some Clean Shows there is some technology, equipment, solvent or surprise announcement that has everybody talking. This year didn’t feature anything like that, just good, solid offerings of equipment that has been engineered to meet every need, and services to back up the serious plant owner as he or she takes the next steps to greater success.

There were some things that stopped our columnist, Kevin Marois, in his tracks:

## WASHIN' JAX

They look like toy jacks except they are about 4” across and are made of brightly coloured plastic. They improve your wash by increasing mechanical action in the wash wheel. They are not too expensive and apparently they sell in coin laundries. Since they are brightly coloured, they would be a strong impulse item for kids in a coin laundry.

## MAXION

I noticed some creative advertising on the Clean Show shuttle buses. The headrests had a fabric cover advertising a truck liftgate. Maxion got a picture of their lifts right in front of their customers. If you were in the market for a liftgate, I’m sure you had a good look at these.

## H-M COMPANY

H-M Company had some nice drain troughs. They are plastic construction, quite strong, and they have a lint screen to catch debris before it plugs the drain.



Top: Washin' Jax. Above: Creative headrest advertising on Clean Show shuttle buses.

They would work for either a coin laundry or an OPL.

## PRISTINE COLLARS

This company had a product that is said to stop collars from turning yellow. The product comes in a spray can and can be sold to your customers or applied as an additional service. It claims it will keep white collars looking white.

## TEXTILE INNOVATIONS

This Port Coquitlam BC company was demonstrating an Extra Hand Sheet Folder. One person can fold up to king-sized sheets. There is a foot-operated clamp mounted on a post, it holds one end of the sheet while you fold from the other end. James Taylor was able to fold a sheet quite quickly.

## UNIPRESS

Unipress introduced a new single-buck shirt unit, the Cyclone, it is much more compact. The front chest transfers rather than the buck. It does a nice shirt.

## OTHER THOUGHTS FROM KEVIN

I attended an excellent seminar put on by the Coin Laundry Association on wash and fold. Dry cleaners had better look out. The coin laundry people are expanding their wash and fold offerings and are also coming after your wet cleaning customers. They suggested one way to sell the service was to talk to customers about the cost of their time to do laundry. They also suggested that if people try the service once or twice, they will probably be hooked.

## YOU NEED TO BE IN ATLANTA IN 2021

Is it expensive to go to a Clean Show? Yes. But what is your business worth, and your ability to survive and thrive in your market? It’s like those infomercials on TV telling you about all the great music from the (whatever) era – you could spend years and lots of money tracking down the individual songs, or just buy their set. The Clean Show is the set; you get it all there, and there’s really no excuse to miss it. We’ll be looking for you in Atlanta in 2021. ■