

HK Laundry News

March 16, 2015

Dear Karl,

HK offers a monthly, quick 5 minute Newsletters to inform our customers and prospective customers of [important industry topics](#), [up-coming events](#), [industry news](#) and [HK Special Promotions](#). We have also changed the format of our newsletters to a single column for easier reading on all devices.

Clean - 2015 - Atlanta (and why the interest?)

Every other year (on the odd year) the laundry industry holds a huge convention titled "Clean". This year Clean 2015 is being held in Atlanta, Georgia from Thursday April 16th thru Sunday the 19th.

Clean 2015 - The biennial event call "Clean" will have more than 10,000 attendees and over 400 exhibitors showing off their wares. Clean is a unique convention, because it brings together several Laundry sub-industries into the same huge exhibition hall. You can be walking down the convention aisle and pass a small top-load washing machine (used in apartment buildings) and then bump into a huge tunnel washer that continuously produce 10,000 lbs. of clean laundry per hour. The Laundry sub-industries are Coin (or Vended) Laundry, OPL (on-premise) Laundry, Multi-Housing (apartments), Dry Cleaning and Industrial Laundries. OPL Laundries are non-vended washers and dryers commonly used in hotels, nursing homes and clubs to wash towels, bed linen and table linen. In addition to the equipment you have payment system, card systems, parts suppliers, computer systems, linen providers, bill changers and bill breakers, drain troughs, conveyors, bulkhead manufacturers and many more vendors. Once every other year all of these organizations come together in the event call "Clean".

Education - Clean is also a place to learn and be educated. Throughout the 4 day convention there are numerous seminars and discussion on a variety of topics. As a sponsor of the Clean Show, the CLA (Coin Laundry Association) will provide more than ten hours of education geared towards making laundry owners & operators more successful and will cover an wide array of topics pertaining to the coin laundry industry. For a full list of Coin Laundry topics click on the attached link. <http://www.coinlaundry.org/events/clean-show/schedule>

Networking - Many time we are in our own little world and do not have as much interaction with fellow Laundromat owners. Why would I like to sit down and talk to my competitor? Clean is your once changer every other year to meet like minded people who share your same passion. Attend as many seminars as possible. There are the structured learning events where a tremendous amount of information is dispensed. These seminars are lead by industry leaders and are well worth the time. If you miss a seminar, purchase the audio from the CLA and listen once you get back home.

Planning Ahead - To get the most out of the convention (and to save yourself from tired feet) it is best to plan out your visit to "Clean 2015". Before you even set foot in the convention center, I recommend think about what you "need to see" and visiting the Interactive Floor Plan on the Clean website. This will allow you to highlight different categories of equipment and located them on the Interactive Floor plan.

Knowledge is Power - The entire purpose of Clean is to learn. If you can "take-away" just one new idea then your trip has been a success. Remember that you must be an active participant. Don't sit back and wait for someone to talk to you; reach out and start a conversation with a stranger. You may be sitting next to a "laundry expert" (someone with 30+ years experience in the industry) or an equipment manufacturer. Put yourself out there say "hello" and start to ask questions and build the network. By networking, you will become a better operator and a more profitable businessman.



Clean 15 - Educational Agenda

April 16

8:30 a.m. to 10:00 a.m. - Flip My Laundry: Best Practices for Remodeling Laundries - There is often more than one "right way" to remodel a self-service laundry. In this session, you'll identify ways to design a store to maximize revenue per square foot. You'll also see and hear remodel success stories, and discuss how the owners overcame potential design issues.

2:30 p.m. to 3:30 p.m. - The High-Tech Laundromat: Streamlining Store Operations through Technology - Operations have changed dramatically for some laundries and, today, owners can monitor stores from the comfort of their living rooms, lock the front door remotely and track revenue from their mobile devices. In this session, store owners share the ways they use technology to streamline store operations and improve efficiencies.

April 17

8:15 a.m. to 9:15 a.m. - All Things Google: Tips and Secrets to Your Best Marketing Resource - With the internet at your fingertips, reaching potential customers has never been easier or cheaper. You don't need an advertising agency; all you need is Google. In this session, you'll discover some

of Google's best tools for laundries and identify ways to leverage those resources to reach your customers.

9:15 a.m. to 10:00 a.m. - Maximum Performance: Getting the Most from Your Laundry Attendants - Great laundry attendants are often a reason for customers to choose one laundry over another. Help your business and your employees reach their potential through clear goals and processes. You'll learn how to train attendants on topics such as store cleaning, equipment maintenance, customer service, money handling, sales and more.

April 18

8:00 a.m. to 9:00 a.m. - Your Guide to Wash-Dry-Fold: Folding, Packaging and Presentation Techniques - For some stores, wash-dry-fold is a great opportunity to generate additional income and capture a different slice of the customer base. But technique is everything. In this session, you'll see how to fold, package and present laundry so that it's not only clean, but looks good, too.

9:00 a.m. to 10:00 a.m. - Commercial Accounts Marketing Toolkit - If you're considering adding commercial accounts to your wash-dry-fold operations or want to grow that segment, this session is for you. Experts weigh in on what's needed to pursue commercial accounts, how to market your business for those accounts and identify strategies for growing your commercial account base.

April 19

8:00 a.m. to 9:00 a.m. - Acquisition Financing: Today's Options for Your Next Store Purchase - Purchasing a self-service laundry requires a large initial capital investment and financing a laundry often differs from more traditional financing models. In this session, you'll discover what information you'll need to obtain financing and how to avoid potential financing pitfalls.

9:00 a.m. to 10:00 a.m. - Top 10 Secrets Potential Laundry Owners Should Know



Video of the Month

(now available at www.HKLaundry.com)

Why does HK go to Clean?



Fun Stuff ...



Save the Dates...

SHOP at the "2015 Clean Show"

April 16-19, 2015 • Atlanta, GA



GOING TO THE CLEAN SHOW?

Get the benefit of seeing everything "laundry" at the biggest commercial laundry show in the world. Talk to manufacturers. Get the facts. Kick some tires.

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If you can't attend Clean Show 2015, don't worry. We have it all for you at the "HK Sales Extravaganza".

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May 13, 2015 • Fishkill, NY



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HK is a family run business that has been providing "Un-Compromising Quality since 1967". That is 48 years of trust, respect, and loyalty to our customers. HK Newsletters is our forum to help educate our customers on important topics in the Laundry Industry. HK is committed to educating newbies and veterans alike. Please let us know how we are doing and (obviously) if there is any topic or subject you would like to know more about, please email me at karl@hklaundry.com.

Best Regards,

[Karl Hinrichs](#)
[HK Laundry Equipment Inc.](#)

HK Laundry Equipment Inc., 530 Main Street, Armonk, NY 10504

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