IN MEMORIAM Fred Edward Kemper, Jr. 1929-2017

Fred Kemper, Jr., 88, of Jeffersonville, Indiana, passed away on Wednesday, March 15, 2017. He served as Territory Manager out of the Louisville, KY region from 1969 to 1992 and stayed on part time after his retirement. Fred was well known as the National Adjust-A-Drape Manager for Fabritec, still happily fielding calls and offering technical support until his passing in March.

Fred was a private pilot for many years and also enjoyed fishing. Fred is survived by his wife of 70 years, Milley (Embry) Kemper; children, Barbara Thomas and Don Kemper (Becky); 8 grandchildren; 17 great-grandchildren; and 9 great-great-grandchildren.

NOTES FROM THE LAB The Chemistry Behind PLATINUM®

Sanitone’s Platinum contains a highly-researched combination of 16 raw materials that work in concert to produce whiter whites, brighter colors, and longer lasting shirts. Platinum’s combination of surfactants and three unique enzymes means it is highly effective at a lower pH. Our blend of enzymes remove a broad range of common stains that would otherwise require additional time and resources on the spotting board. Soil suspending agents and dye transfer inhibitors aid in maintaining whiteness and eliminating dye crocking. Soil removal is excellent, requiring little or no pre-treatment of collars or cuffs.

Stain removal with Platinum is superior even at low wash temperatures. Platinum contains a specialized bleach catalyst that activates the color stain removal with Platinum is superior even at low wash temperatures. Platinum can save you money and keep customers happy with a formula backed by proven chemistry and decades of research.

TIPS FROM THE FIELD Sanitone Regional Managers Share Their Experience

"This is a tip I learned from Sandra Haralson, industry consultant. Use an Igloo cooler to make your bleach or soaking bath each day. The cooler will keep the water warm all day and you don’t have to change it after each soaking. Bonus if you have wheels for easy mobility!" — Jeff Lenz

"An infrared thermometer is a great tool to keep around the plant. Water temperature sensors on washing machines can be inaccurate over time, so being able to take a quick reading from the front of the machine can be a great time-saver and quality control procedure. Additionally, shining the infrared laser into your solvent tanks on your drycleaning machine can help you detect cloudiness or fugitive water that you would otherwise not notice." — Steve Nagel

"Show your spotters how to use a neutral lubricant or penetrator like Stamford Spot-Buster. Loosening up the fibers and breaking the surface tension of water will make their efforts on the board much more effective." — Mike Palmerio

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early this month, we publicly announced two promotions for our company. Amy Bartlett was promoted to Director of Research and Jeff Jordan to Vice President of Business Development. Amy and Jeff represent the third generation of family ownership of Fabritec International, a company that was founded by their grandfather, Al Jordan, 40 years ago.

This move is indicative of Fabritec’s commitment to our company and our industry. While most of the competition in the additives side of the industry has come from overseas or a consolidation of companies inside the US, Fabritec remains family-owned and operated, manufacturing in Florence, Kentucky and working directly with drycleaners across the world.

Many of you share in this tradition of carrying on a family business and know the challenges and joys of bringing the next generation. We are very proud of what Amy and Jeff have done to earn these promotions and we are also very excited to see what is yet to come. The future looks bright!

MARKETING TO MILLENNIALS How Do I Reach These Kids?

In our last newsletter, I shared statistics regarding the under-represented generation of millennials working in the fabric care industry. Since then, I’ve had the pleasure of conversing with many dry cleaners on the topic of Millennials, with the most important question being “How do I reach them?” My speech at the New England Sanitone Licensee’s Meeting in Boston in January addressed marketing trends for 2017 and how to target Millennials. While I can’t confidently offer a magic formula to increase your reach with this demographic, I did want to share some insights from my research and personal experience that should spark some new ideas for your business.

Content Should Reflect Values

It is assumed that Millennials are self-absorbed, but this is a misconception that shouldn’t be applied to the entire group. According to a 2014 Neilson study, “[Millennials] represent 51 percent of respondents across generations who will pay extra for sustainable products and 51 percent of those who check the packaging for sustainable labeling." Due to the tech-savvy nature of this generation, Millennials have been exposed to a high number of differing opinions and views than any generation before this. This leads to what the NY Times calls “a new form of empathy” — a digital empathy for social responsibility. This is not surprising for a group raised on team sports, group projects, and “like and share” posts on Facebook raising awareness for social issues. For a business such as your own, dedicating resources to promoting your sustainability contributions to the community or commitment to volunteerism can resonate with a millennial’s sense of social responsibility.

Be Clear and Simple

An examination of how many Millennials were raised to walk me through the building of my lunch, clearly reveals that the group craves structure, clear expectations, and consistent reward or consequence. As parents of this generation sought to educate and advance their children, they set up well-defined “boxes” for their offspring to develop in. These boxes served as both the boundaries and a safe-haven for them to operate in. As consumers, Millennials seek out businesses that provide similar comforts. A visit to any Chipotle restaurant demonstrates this principle: I’m presented with a simple menu board that was founded by their grandfather, Al Jordan, 40 years ago.

The Jordan, Jeff, Amy

SPRING 2017

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Sanitone Calendar

Boston Recap

Licensee Spotlight Marketing...continued Notes from the Lab Tips from the Field In Memoriam

GOOD CLEAN NEWS

Notes from the Lab

Tips from the Field

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Even if you are only equipped to offer email communication with your customer base, you’ll find that useful emails can be enough to move the needle with this tech-absorbed generation.

We want to hear from you!

Do you have an idea for a topic you’d like to see covered? Interested in being in the Spotlight or sharing a milestone?

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TIPS FROM THE FIELD

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“Have you ever wondered why Platinum is so effective?” — Jeff Lenz

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SO WHAT'S THE CHEMISTRY BEHIND PLATINUM?

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A higher density product means you’ll use less and still get excellent results. Sanitone Platinum uses 100% active ingredients, no useless fillers, with no additional products required. One 16 oz. scoop of Platinum is all you need for a 100 lb. washer. This easy-to-use system reduces operator error and gives consistent results.

You may initially see good results using a lower cost, high pH shirt detergent, but over time you will notice the difference: more claims due to fabric damage from loss of tensile strength, higher water and energy costs, and more time spent on the spotting board. Platinum can save you money and keep customers happy with a formula backed by proven chemistry and decades of research.

Have you ever wondered why Platinum is so effective?

An infrared thermometer is a great tool to keep around the plant. Water temperature sensors on washing machines can be inaccurate over time, so being able to take a quick reading from the front of the machine can be a great time-saver and quality control procedure. Additionally, shining the infrared laser into your solvent tanks on your drycleaning machine can help you detect cloudiness or fugitive water that you would otherwise not notice.

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Be Clear and Simple

An examination of how many Millennials were raised in boxes served as the tech-savvy nature of this generation, Millennials seek out businesses that provide similar comforts. A visit to any Chipotle restaurant demonstrates this principle: I’m presented with a simple menu board that walks me through the building of my lunch, clearly setting expectations for price, my limited range of options, and the order in which I can expect to make decisions.

This move is indicative of Fabritec’s commitment to our company and our industry. While most of the competition in the additives side of the industry has branched out to seek out businesses that provide similar comforts, a new form of empathy.

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THE REVIEWS ARE IN:
SANITONE SIZZLES WITH HEATED HYDROCARBON!

“I truly believe that the Sanitone Heated Hydrocarbon System with Enhance and Encore gives me the best cleaning in the world. Add in a technician in Jeff Lenz that has the expertise to program a machine for maximum efficiency and you have an unbeatable combination.”

Art Baryames
Baryames Cleaners
Lansing, MI

“SANITONE ALL THE WAY!”

“Classic Drycleaners and Laundromats recently installed two brand new state-of-the-art Union Drycleaning machines! Along with the amazing chemistry from Sanitone and help and advice from one the leading industry consultants Sandra Haralson, we WOW our customers with even better, cleaner clothes than they have EVER SEEN!”

Paula Kostick Gribble
Classic Drycleaners & Laundromats
CRDN of South Central PA

“THE WINNING COMBINATION. A NO BRAINER.”

“Sanitone and heated hydrocarbon are the winning combination. It has given our company a huge advantage over our competition. The staff at Sanitone is second to none and their products really are better. Combine that with the help from their marketing department and it’s a no brainer. You are missing out if you are using anything else.”

Robert Whitmire
Big Ridge Cleaners
Voted Chattanooga’s Best Cleaners
“NO COMPARISON”

“Classic Drycleaners and Laundromats will now be providing our customers with the best pressed shirt money can buy. Sankosha and Sanitone together plus the staff at Classic means our customers’ shirts will be the cleanest, sharpest, and there will simply be no comparison.”

Paula Kostick Gribble
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CRDN of South Central PA

“WE TRUST PLATINUM”

“Our 80,000 brides annually trust us to make sure their gowns are as perfect as the day they wore them. We knew we had to provide the best and we trust Platinum.”

Kyle Nesbit
Memories Gown Preservation
MW Cleaners
Houston, TX

“UNPRECEDENTED”

“Platinum’s performance on restoration garments is unprecedented. We use the Sanitone system of detergents to remove smoke damaged items with a success rate of over 98%. It even does a great job on items affected with mold.”

Tony Milto
FRSTTeam by Milto Cleaners
Indianapolis, IN

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A concentrated enzyme detergent with color safe bleach for use in wash & fold and household items.

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