

Our Trade Associations


WISCONSIN FABRICARE INSTITUTE (WFI)

Minnesota Chemical is proud to be a longtime supporter of the Wisconsin Fabricare Institute (WFI) and its valuable contributions to our industry.

We also love WFI's events! This month, April 21 @ 6:40 PM, WFI invites you to its 2023 Brewers Outing on the Johnsonville Party Deck @ American Family Field, Milwaukee, WI. Register at the WFI website, <https://wiscleaners.com/meet-reg1.php?id=21>. Tickets are \$75, and additional levels of sponsorship are also available.



Enjoy a much needed taste of spring, a hotdog, a beer, and a great game of Brewers baseball! Network with your drycleaning peers and vendors and support ongoing industry advocacy and education.

Register today or contact your Minnesota Chemical sales rep today to learn more!



2023 Baseball Outing



Friday, April 21st
AMERICAN FAMILY FIELD
@ 6:40 pm

COST:
\$75 / Person
Limited number of tickets available - REGISTER TODAY!

JOHNSONVILLE PARTY DECK
Includes:

- Johnsonville bratwursts smothered in sauerkraut, hot dogs, grilled hamburgers, two seasonal rotational salads, chicken tenders, Wisconsin mac & cheese, kettle chips, assorted cookies, and unlimited soft drinks.
- Each ticket comes with two complimentary beers per adult (Molson Coors products).
- Buffet begins 60 minutes prior to first pitch and concludes 2 hours after first pitch.
- Located above the loge bleachers in right field.
- Private bar and restrooms.
- Flat screen high definition TVs.
- Assigned seating – with plenty of space to mingle at the landing above the seats.

Calendar of Events

Drycleaning & Laundry Institute (DLI) FREE: Zoom. April 4, 11, 18, 25 @ 10:30 am - 11:30 am CDT. NETWORKING: Weekly Peer-to-Peer Zoom Meetings. DLI believes in peer-to-peer learning and the value of personal connections. DLI offers programs and initiatives that create opportunities for members to meet and learn from other drycleaning and laundry business professionals. Peer-to-Peer Zoom meetings are held at 11:30 a.m. Eastern every Tuesday. Join your peers and DLI leadership on these calls to share ideas.

Join Zoom Meeting: <https://us02web.zoom.us/j/87945415499>

Coin Laundry Association (CLA) April 6 @ 2:00 pm - 3:00 pm CDT. Growing Your Self-Service Business in a Full-Service World; As laundromats are expanding to offer WDF and PUD, as well as consumer services such as food and drinks, this webinar will feature owners who have focused on their self-service business. They will share their tips for growing that business and remaining competitive in your market.

Register here: <https://attendee.gotowebinar.com/register/7025706006880646230>

Drycleaning & Laundry Institute (DLI) April 19 @ 2:00 pm - 3:00 pm CDT. Marketing Lab (Free to Members) Zoom; DLI invites all members to join in a marketing discussion on the third Wednesday of each month from 2:00 pm - 3:00 pm on Zoom.

Register here: <https://us02web.zoom.us/meeting/register/tZ0pdO-gpjMtHnJf9vPeD7QevurMIs-EKIUu>

Wisconsin Fabricare Institute (WFI) April 21 @ 6:40 pm CDT. 2023 Brewers Outing - Johnsonville Party Deck @ American Family Field, Milwaukee, WI. Register at WFI: <https://wiscleaners.com/meet-reg1.php?id=21>

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Equipment Coordinator: Christine Evenson
Equipment Sales: Daniel Baker, James Baker,
Tony Crain, James Riopel
Front Desk: Tina Hinrichs

Service Engineers: Dan Elstad,
Phil Hall, Andy Putnam, Aaron Brown
Supply Sales: John Sullivan,
Chris Schiefelbein, James Riopel
Parts Manager: Barbara Swanson

Warehouse: Bruce Edwards, Warehouse
Manager
**Purchasing/Accounts Payable/ Supply
Department Manager:** Chris Schiefelbein
CFO: Kwen Johnson
City Desk: Tina Hinrichs

Parts Direct Line: 651-288-4849 • Service Direct Line: 651-288-4857 • Parts & Service Fax: 651-646-7206

NOW HIRING: FT MAINTENANCE TECH – Call 651-288-4857 to discuss

Supply Ideas by Chris Schiefelbein, John Sullivan and James Riopel

Stain Wizard: YellowGo to the Rescue

I recently received a frantic Friday phone call from the softball equipment department at Texas A&M University. Their maroon/white uniforms bled, and their sleeves turned pink. The Adidas rep said: "Call A.L. Wilson Chemical Co." We solved that issue that day, with YellowGo.

Derek from Texas A&M told me "I'm going to get your products, and when I do, I want you to show me how to use it." Yesterday was YellowGo training day in the equipment department.

Using a plastic 4-gallon clear container, gloves, COLD water, YellowGo, and RustGo, in 2 hours we cleaned 50 stained multi-colored softball uniforms. Here's how:

Step 1: Thoroughly rinse the uniforms; this frees the dirt and dust particles from the uniforms.

Step 2: Before using YellowGo, watch training videos at www.ALWilson.com. Click YellowGo bottle. Scroll down to the videos.

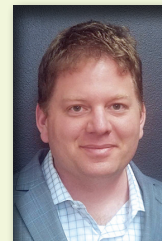
Step 3: Add 2 oz of YellowGo for every gallon of water. Add a squeeze of RustGo. (RustGo helps flush the purple/black stripper out of the fabric.) Soak uniforms until red clay is removed. 5-10 minutes. Flex the material against itself for stubborn areas, i.e. lettering or stained numbers.

Step 4: Rinse well, then wash as usual.

For eye black stains, field paint stains, pine tar stains, and grass stains, we used Laundry TarGo. We simply applied Laundry TarGo directly to the stain. You may flex the material if needed, then wash out.

Contact your Minnesota Chemical sales rep today for all your stain removal needs with A.L. Wilson products!

- Jeff "The Stain Wizard" Schwarz



The Stain Wizard



Special: Jinx Ink

Jinx Ink removes most all types of ink stains from clothing, carpet, and upholstery.

It also removes:

• Fingernail Polish • Paste Shoe Polish • Lacquers • Glues • Adhesives • Toner

Contact your MCC sales rep today to learn more!



Milnor Laundry Equipment and the Milnor Technical Knowledge Base

Milnor is a leading manufacturer of commercial laundry machinery based in Kenner, Louisiana. Milnor's Made-in-USA washer-extractors range from 25-700 lbs. capacity. Milnor's equipment is designed to serve a broad spectrum of customers, from OPL washers to automated tunnel washing systems that process 7,000 lbs. per hour or more, as well as dryers, material handling systems, and laundry computer networks.

Have a question about your Milnor equipment? Call Minnesota Chemical today, or search the Milnor Technical Knowledge Base at <https://www.milnor.com/technical-knowledge-base/>.



Equipment

New Milnor Washer/Extractors at MSRP

| | |
|--|----------|
| – 30015T6X, 40#, EP Express Micro, RinSave, 4 Speed, 208/240/60/3..... | \$17,995 |
| – 30015VRJ, 40#, EP Plus Micro, Temp Control, RinSave 7 Speed, 208/240/60/3..... | \$19,445 |
| – 30015V8Z, 40#, MilTouch Programmer, Temp Control, RinSave, 7 Speed, 208/240/60/3..... | \$21,525 |
| – 30022T6X, 60#, EP Express Micro, RinSave, 4 Speed, 208/240/60/3..... | \$19,195 |
| – 30022VRJ, 60#, EP Plus Micro, Temp Control, RinSave 7 Speed, 208/240/60/3..... | \$20,095 |
| – 30022V8Z, 60#, MilTouch Programmer, Temp Control, RinSave, 7 Speed, 208/240/60/3..... | \$21,795 |
| – 36021V5J, 80#, EP Plus, Temp Control, RinSave, 7 Speed, 208/240/60/3..... | \$28,495 |
| – 36021V7Z, 80#, MilTouch Programmer, Temp Control, RinSave, 7 Speed, 208/240/60/3..... | \$33,875 |
| – 36026V5J, 100#, EP Plus, Temp Control, RinSave, 7 Speed, 208/240/60/3..... | \$31,895 |
| – 36026V7Z, 100#, MilTouch Programmer, Temp Control, RinSave, 7 Speed, 208/240/60/3..... | \$37,495 |

- 42026V6Z, 140#, MilTouch Programmer, Temp Control, RinSave, 7 Speed, 208/240/60/3\$42,135
- 42030V6Z, 160#, MilTouch Programmer, Temp Control, RinSave, 7 Speed, 208/240/60/3\$45,945

RinSave saves water and formula time by special speeds and saving 1 or 2 rinses. MilTouch is touchscreen programmer with laptop programmability – transfer formulas by USB stick.

New Dryers at MSRP

- Huebsch HT055FN, Gas, 50#, Dual Digital Timers, Slimline, reversing, passes through 34.5" doorway, various voltages\$6,697
- 120#, 170#, and 200# dryers are available in reversing and with Galaxy Micro Control and OPT True Moisture Sensing Drying*
- Huebsch HT075FN, Gas, 75#, Dual Digital Timers, non reverse, various voltages\$7,010
- Huebsch HT075FN, Gas, 75#, Dual Digital Timers, reversing, various voltages\$8,388
- Huebsch HT075NN, Gas, 75#, Galaxy Micro Control, reversing, OPT True Moisture Sensing Drying various voltages.....\$9,502

All Huebsch dryers (except electric heat) have available in the basket CARE fire suppression including remote connect for cold enclosures.

Other Huebsch dryers in sizes from 25# to 200#. And ask about stainless steel cylinder and panels. Ask about **ADC** and **CLM** dryers in large capacities.

MSRP is a good BUDGET estimate of final washer or dryer price after discount allowed, freight and delivery added back in. Your price could be less!

SPECIALS IN STOCK: New R&B Wire RBSP-1000 Laundry Floor Scale, List \$2,607, special \$2,500 FOB MCC.



MCC Service Tips

Troubleshooting Rear-burner Dryers

Huebsch and Speed Queen stacked 30# or 45# dryers, as well as non-stacked 25, 30, 35 and 55# tumbler dryers, all utilize a rear-burner design. These models all utilize support rollers under the dryer basket rather than a long trunnion.

One of the more common issues with rear-burner dryers is vibration issues; if you experience such issues:

- Check for lint on blower blades
- Check to see if the housing is cracked or damaged
- Check to see if the mounting plate is loose
- Check out the motor bearings; in rare circumstances, you may need to consider replacing the motor.

A second common issue is a “scraping” noise during operation. This can be due to several things:

- Check to see if dryer is overloaded—if so, it may be causing the basket to scrape the front panel.
- Check for excessive lint, foreign objects in cylinder, blower blade issues or cracked housing.
- Look for damaged or worn roller wheels under the dryer basket. This may also cause vibration issues.
- Check the idler bearing on the back of the dryer on the basket shaft—replace if worn.

As always, please feel free to contact me with your service questions at 651-288-4857.

Parts Ideas From Barb

Stacked Tumblers: Roller and Seal Kit

If your Huebsch/Speed Queen stacked tumbler is making a loud noise, it could be that you need a new roller and seal kit.

Checking your rollers is easy—installing new rollers is simple. The rollers can be found by the lint compartment. These rollers are used on stack tumblers- 35 lb-55 lb and single pocket dryers.

The roller kits now come with a felt seal to protect against lint build up. The roller kits also come with instructions.

Enjoy the delicious jellybeans sent with every order from Minnesota Chemical through Easter, or until the supply is gone!

Happy Easter from Minnesota Chemical!

For more information, please contact me in the Minnesota Chemical Parts Department at (651) 288-4849.



Huebsch: How Do I Get Started in the Laundromat Business?

It might not be a glamorous business option, but it definitely is a recession-and-pandemic-proof one.

Opening a laundromat is a relatively low-risk investment, with many studies putting the success rate for laundromats at nearly 95 percent. It's clear that opening a laundromat can be very profitable. In fact, U.S. laundromats experience an average cash-on-cash ROI of 20 to 35 percent.

So how do you get started in the business?

Do your homework. Do extensive research on the business and financing options. (Start-up costs can vary widely, but will likely run \$100,000-\$300,000.) Visit and use laundromats in the area you are considering. What do you like or dislike? Is a niche open that would make you stand out from the competition? Start working on your business plan to make sure you've covered every contingency.

Decide what services you want to provide. Is it just self-service washers and dryers? How about dry cleaning, wash-dry-fold service, or pickup and delivery services? Also decide on what other amenities you want to include. Maybe a children's play area, vending area, a WiFi bar, ample seating, or lots of carts and folding tables?

Work with Minnesota Chemical for expert guidance. Once you know how much space you'll need, start looking for a building or building site that offers easy parking, good visibility and is near your likely customers. Your MCC vended specialist will be happy to walk you through the whole process!

Calculate your expenses and purchase equipment. Remember, today's laundromats are a balance of equipment and open space. Work with your budget and create an environment that is balanced. And remember, you get what you pay for. So, while you can save money upfront with cheaper models, more-expensive models will often cost less in the long run when you include maintenance and repair costs.

Dot the I's and cross the T's. That includes getting all the legal paperwork and necessary licenses and permits completed, from registering your business, to obtaining federal and state tax ID numbers, construction permits, sewer connections, and so on. Again, this is where an experienced, full-service distributor can help you navigate the complex world of permitting.

Buy insurance. You've made a big investment. Don't skimp on insurance. If you will be hiring employees, you'll also need workers' compensation and unemployment insurance.

Market your new laundromat. Create (or hire someone to create) a company website, open social media accounts (Facebook, Instagram and Twitter) and register a Google profile, which will allow you to add pictures of your business, and respond to customer reviews/address customer concerns. Also consider TV, radio or print advertising, billboards, or flyers and posters that could be distributed to other locations your potential customers frequent. Word-of-mouth advertising can also be very effective, so think of ways to reward current customers who recommend others to try your services. Try a variety of tactics (make sure you can measure their effectiveness) and see what works for your business.

Re-evaluate. Don't hesitate to make necessary changes as you learn what works and what doesn't. That includes marketing and operational changes.

Yes, starting and running a laundromat is work. But it is work you can enjoy and make a good living at, too, all while adjusting the business to your schedule.

Questions? Contact Minnesota Chemical Vended rep today at 1-800-328-5689 to learn more about the laundromat business!

