

Dear Laundry and Dry Cleaner Owners,

First of all, I want to express my sincere appreciation to all of the Laundry and Dry Cleaner owners who have chosen to do business with me and E & N Equipment Co. over the last 18 years. Without your support, I could never have stayed in business this long.

As an Equipment Dealer, my first priority has always been to provide the best equipment and customer service to my hard working and loyal customers. How do I define what is the best machine?

- The best machine is one that is user friendly, has the most efficient design and operation, and is built to give the customer many years of good use with the least amount of problems.
- The best equipment produces a better product, which is key to the success my customers.

More than ever before, Laundry and Dry Cleaner owners need to find ways to offset rising utility and labor costs, with equipment that is both energy efficient, while at the same time increasing hourly productivity. I know that there are some who doubt that is possible, especially in these very difficult economic times. If you are a business owner who is faced with the need to replace some of your equipment, then you might want to ask yourself some questions:

- Do I just buy the most inexpensive piece of equipment that I can find, or do I look for a machine that also lowers my operating cost?
- If I purchase a piece of equipment that improves my quality and productivity, how will this improve my profitability?
- If I purchase a piece of equipment that reduces my energy consumption, in addition to saving money, am I also helping the environment?

E & N Equipment Co. is introducing several new pieces of equipment at our **"Spring 2010 Open House / Showcase"**, that represent leading edge technology in design, productivity and energy efficiency.

- **AIR STAR®** Hydrocarbon Dry Cleaning Machine – This stainless structure machine cleans very well, yet has a simple design. It uses a clay based filtering system, **so there is no need for a still.** There is also **no need for a chiller.** The cleaning cycle time is much shorter (compared to other hydrocarbon machines), it uses very little soap, does not require water and the use of steam is optional. What this means to the owner is a much lower operating cost and the daily maintenance requirements are low. The most common complaints that I hear about hydrocarbon cleaning machines are that: "the machines cost too much", "they don't clean well", "they take too long to dry" and that "bacteria growth can be hard to prevent". With the Air Star, the price is reasonable, it cleans great, it dries quickly and bacteria growth is kept under control with simple daily maintenance. **In addition to the already low price, special price reductions will be made on all orders placed at the show.**
- **CLEAVER-BROOKS CLEARFIRE®** Boilers – After 80 years of producing the world's finest industrial size boilers in North American, Cleaver-Brooks has now entered the Laundry and Dry Cleaning market with a new line of high pressure steam boilers, ranging in size from 10HP to 60HP. The Clearfire boiler has been specifically designed to be **the highest efficiency high pressure steam boiler in the world.** The Clearfire boiler comes standard with features like Ultra-low emissions, Sealed Combustion, Cold "Sludge Area", Direct Vent Air Intake (no make-up air vents needed) and the Falcon touch screen control. The Falcon touch screen control not only is easy to use, it also provides self-diagnostics. At an operating noise level of less than 70 dB, this boiler is very quieter than most washing machines. A popular available option is the Surface (top) blow-down. **E & N Equipment Co. is proud to have been appointed by Cleaver-Brooks as**

the first Distributor of the Clearfire boiler in the USA for the Laundry and Dry Cleaning industry.

- **SANKOSHA** Presses - This company is viewed by many worldwide as the finest producer of dry cleaning laundry pressing equipment. E & N Equipment Co. has been a proud Distributor of Sankosha equipment for more than 18 years. Among the numerous Sankosha machines that will be running at the show, we will be featuring the newly designed LP-185 Double Buck Shirt Press. This incredible piece of equipment presses shirts at a quality level that is unmatched by any competitive model. With features like a shoulder press, heated buck, self-contained blower/vacuum, improved tuck press and micro-processor control that provides self-diagnostics in 4 languages (English, Korean, Spanish, and French), this is a machine that you must see to believe.
- **FEORI** Wet Cleaning - The Feori wet cleaning process is so environmentally friendly, that MDEQ (Michigan Department of Environmental Quality) does not even require a permit for this machine. The Feori patented process utilizes "icy" water technology (chilled to 3° C) and a 100% biodegradable detergent, which is extremely friendly to garments and the environment. New improvements in design and operation of this machine have virtually eliminated the issues of shrinkage, which are prevalent with some of the other wet cleanings processes. E & N Equipment Co. has built 7 Feori wet cleaning plants in Michigan, and we are proud to say that all of them are doing well in this very difficult economy. Our Feori wet cleaning customers tell us that "Organic Environmentally Friendly Cleaning" is a great selling point to their customers. **The price for this equipment has been lowered considerably and we will be offering special pricing on orders placed at the show.**

Sincerely,

Susie C. Casalou
President
E&N Equipment Co.