



**DEXTER
LAUNDRY**

E-EXPRESS

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Clean '09 Wrap-up & Important Factory Shutdown Schedule

By Kevin Hietpas, Director, Sales & Marketing

A "thanks" to everyone who stopped by to visit the Dexter Laundry booth at the recent Clean Show. At a time when many companies in our industry scaled back on the size of their booth, or the amount of equipment they chose to display, Dexter looked as big and as bright as ever with a lot of great looking equipment and many models with great new features:

- New washer capacities: 20lb, 30lb, 40lb, 50lb, 60lb, & 80lb.
- New larger doors & larger coin vaults on our 50lb, 60lb, & 80lb washer models.
- New dryer models including OPL stacks in 30lb & 50lb capacities.
- An expanded range of CE-mark (European market approved) products.
- And new models with steam & electric heat, including the Dexter exclusive full-size OPL stack washer-dryer.

And while some were concerned about a potentially low turnout for this year's show, the consensus from the Dexter booth is that both the level and quality of attendance was better than most expected. It is quite likely that today's challenging business climate brought out a more committed type of operator, which is great for Dexter. A customer who takes time to do their homework and talk to other operators about their overall long-term ownership experience is right up-our-alley.

We appreciate the time that many of you spent around the booth talking with customers from your area. All of the immediate leads from the show are already in the system and you should have already received email notification of those customers from your area who stopped by to see us.

I also wanted to take the opportunity to remind everyone of some important dates to keep in mind this summer.

- Dexter Laundry, Inc. will observe the 4th of July holiday on Friday July 3rd, and our offices will be closed that day.
- Dexter's annual factory shutdown will take place from July 25th through August 9th. We will be shipping both parts and equipment as normal during the first week of shutdown (week of July 27th), but we are not planning to ship (parts or equipment) from Fairfield during the week of August 3rd. To support your urgent parts needs, Century Laundry will continue to ship smaller parts orders as normal throughout the entire shutdown period.

Please share these important dates throughout your organization so individuals can plan to cover their parts and equipment requirements accordingly.

Thanks for a successful Clean Show, and we hope that everyone has a safe and enjoyable holiday.

Best Regards,
Kevin J. Hietpas
Director, Sales & Marketing
Dexter Laundry, Inc.