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Now, see what's hot at the laundry.

Ty Acton, Editor

You Said It!

"There's never been a business opened for the sheer purpose of saving money. Obviously, one should always try to save where possible, but remember the task at hand is to make money."

-- *Donnie Weiland, Tingue, Brown & Co.*

Donnie has contributed his wisdom to American Laundry News as a member of its Panel of Experts. Benefit from his experience. [See his articles here.](#)

Generations of Innovation for Laundries Worldwide

Logos Transform Carts Into Rolling Brand Builders

Hotels, clubs and resorts roll out many of the most expensive, expensive branding and rebranding campaigns. To appear more upscale or differentiate their many properties, their marketing teams push to invest in renovating entire facilities, redecorating dated rooms by the thousands, expanding conference space, upgrading bath fixtures, adding luxury linens and more. Then millions more are invested touting the improvements in TV commercials and customer loyalty programs.

The new logo suddenly appears everywhere! Except in housekeeping.



Housekeeping staffers continue to walk every floor of every facility of every property every day, typically pushing a variety of laundry carts and utility trucks. No new logo or new color palette to be seen. By failing to extend the new branding campaign to the housekeeping department, many marketers miss out on an easy opportunity to reinforce their efforts.

Adding a full color company logo onto the vinyl covers protecting these linen carts transforms ordinary carts into rolling billboards. And that's the only free advertising that also keeps clean linens clean and deters theft.

Call your Tingue rep for details and a quote on putting your logo on your cart covers and sling bags. [Find Your Rep here.](#)

[See logos on your route and counter bags here.](#)

Latest Innovation

New Belt Guide Stops Feed Jams

We don't rely on research scientists in an ivory tower to come up with new products. Our most effective product development ideas come from our own people solving problems on the plant floor at laundries all over the world.



This new Cross Folder Belt Guide is a fine example. While helping several customers troubleshoot jams on their cylinder ironers and other finishing equipment, our own Dave Wessels came up with a practical solution that keeps every belt in its place.

Once this belt guide is retrofit, feeding and folding are more consistent, go backs are cut and belt wear is reduced for longer life. Now we've made it available to you.

[See it in operation on this short video.](#)

Corner Quotables

"Even if something is left undone, everyone must take time to sit still and watch the leaves turn."

-- Elizabeth Lawrence

"People ask me what I do in winter when there's no baseball. I'll tell you what I do. I stare out the window and wait for spring."

-- Rogers Hornsby

"Keep in mind that neither success nor failure is ever final."

-- Roger Babson

One kind word can warm three winter months.

Japanese Proverb

Enjoy a favorite quote? Share it with Tingue Topics. Send it to tacton@tingue.com.

You Shoulda' Been There!

Running flatwork ironers and other finishing equipment at peak efficiency demands a keen understand of the science and engineering behind their operation. But keeping them going at these high rates and squeezing an extra level of production from them is an art.



This art of troubleshooting was featured among the many educational seminars and hands-on training sessions at this year's national sales meeting. In fact, each Tingue rep earned a personal troubleshooting kit to help assess and address a wide range of likely situations.



Tingue reps also discussed proprietary calculations for predicting the rate of spring wear and for determining the ideal spring, ironer felt and other products for the ironer. A special segment focused on adjusting these calculations to enhance production on the latest finishing equipment technology.

For a hands-on ironer troubleshooting presentation in your plant, just call your Tingue rep. Find the [phone number here](#).

Have a quick question? questions@tingue.com



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