

Take Pride

Roscoe Company news and info to enhance your company's image

May 2010

Operations upgrades position Roscoe for bright future

At Roscoe, we are pleased to announce the completion of our \$4-million renovation to our **North Lawndale** facility. We have consolidated operations into one of the two **West Harrison Street** buildings in which we have operated for 72 years. So we're keeping our 75 jobs in a neighborhood where numerous other businesses have not matched our longevity or success.

Roscoe President, Jim Buik, might have waited a few years to give Roscoe time to grow slowly into a newer, more spacious location elsewhere. Instead, he decided to push forward with the promise of providing "better product quality in a greener facility with less water, energy, and chemistry," he says.

New washing machines have decreased Roscoe's use of city water from 280,000 gallons to 180,000 gallons per week. Water-heating, drying and garment finishing require less natural gas. Lighting is more energy-efficient with skylights and motion sensors to automatically shut down fixtures when no one is present.

We recover heat from our boiler stack and wash water. We have long emphasized recycling, not only for the usual refuse like paper, plastic, and cardboard, but for wire clothes hangers and spent garments.

We have also improved our wastewater treatment system, which prevents dirt, oil and solvents washed out of garments and other

textiles from being discharged to the city sewer. Roscoe was the first industrial laundry—nationwide—to install such technology in 1972.

"We have the longest history of anyone in our business of addressing the environmental concerns of our customers," Jim says. "Today, businesses want to minimize their impact on natural resources. We are proud that we have been able to quickly become even 'greener' on all of our customers' behalf."

To improve productivity, little human intervention is required for goods to be conveyed from washers through dryers and onto folding, bagging, or hanging work stations. This additional automation not only increases efficiency, but prevents

injuries and accidents, as well. "That is by far our most pressing internal concern," Jim explains. "Our team members are our greatest asset. We wanted to create the healthiest and safest workplace possible."

Roscoe has seen many other North

Lawndale employers leave the neighborhood; most recently, Elgin Dairy, one of the last businesses of its kind in the city, shut down its West Harrison Street facility.

Roscoe is a third-generation family-owned company serving

customers in Chicago and the surrounding suburbs, Northwest Indiana, and Southern Wisconsin. The **Lawndale People Planning and Action**

Committee recognized Roscoe by naming of its **Community Spirit Award** after **Don Buik**, Roscoe's chairman emeritus. Roscoe has also received a **Governor's Pollution Prevention Award** for its green business practices.



New washing machines have decreased Roscoe's use of city water from 280,000 gallons to 180,000 gallons per week: more than a 35 percent reduction.

Take Pride



Also in this issue...

- Our proud support of Home Run Inn as it gets ahead of the game 2
- **What needs to be asked in simple customer satisfaction surveys** 2
- Like our colors? Consider the benefits of color for you, too 3
- **Help and cash for your efforts to green your business operations** 3
- Greeting visitors to your restrooms with a range of pleasantries 4
- **Better economy, bigger workloads make your machines work harder** 4

Top Chicago pizza brand praises our service

Home Run Inn now sells more frozen pizza in Chicagoland than any other manufacturer. At **Roscoe**, we were proud to read that news in the January Tribune, as we serve the Home Run Inn manufacturing facility and restaurants. Plus, like many people who have lived and worked here all their lives, we have a natural affinity for all things Chicago.

Home Run Inn started in the 1940s in a West Side bar owned by **Nick Perrino's** in-laws where Nick, an Italian immigrant, and **Mary Grittani**, his mother-in law, developed the recipe. By the 1950s, they were selling pies in local grocery stores. Nick's son, **Joe**, got into the business in the 1960s.

In the 1980s, they opened a second pizzeria and built a commissary that made dough and sausage and produced whole frozen pizzas. Since then, six restaurants have been added and Joe opened a new factory in 1995.

Along the way, Home Run Inn has worked with different textile rental launderers. **Dan Costello**, Operations

Director for the company's restaurants, recognizes the Roscoe difference. He senses that our company has taken employee training to a new level. "They seem to have a better grasp of what we need, how to help our business, and what we do," Dan says.

He observes that Roscoe does a much better job managing inventory. Roscoe service reps seem more concerned about ensuring Home Run Inn has the exact supply of goods it requires, as opposed to always pushing more. With other vendors, "I remember walking into a storage area and having 500 towels fall on me.

That's a big difference between Roscoe and what other companies have provided. We don't feel we have to look over our shoulder."

To serve Home Run Inn and other food processors, Roscoe operates according to hazard analysis and critical control points (HACCP) protocols. We are also aware of special needs like providing garments with the right kind of snaps (making it impossible for

buttons to fall off) and without pockets (prevents similar problem).

We also focus on attractiveness. This includes providing for replacements as promised in our contract and taking care of stains. Home Run Inn needs good coats for guests who tour their work areas. In smaller restaurants, kitchen staff is visible to customers, so they need good-looking garments.

"The aprons come in pressed and they're nice. I haven't seen one with broken strings," Dan says. Not all products are perfect, though. They get older and need to be inspected and replaced. "We pay a replacement cost fee for this service and Roscoe lives up to it. You could pay that same fee to another company, but you can't be sure they're going through your garments. So you wonder what you are paying the fee for. But Roscoe is doing a good job staying on top of that."

"A program with a uniform and textile service company should run very simply and efficiently. With Roscoe, it does."

He likes how Roscoe handles towel service, too: "the way the product comes in packaged and the way it leaves the restaurant is a very clean, simple system."

"We have very clean restaurants; it's something we excel at. Roscoe's product is pivotal to that. Without good apron and towel service, we would have problems," Dan notes. Roscoe also provides floor mats critical to preventing slips and falls and keeping the dirt at the front door.

He enjoys the simplicity of working with Roscoe. Before joining us, "billing and inventory were confusing. But with Roscoe everything has been seamless. A program with a uniform and textile service company should run very simply and efficiently. With Roscoe, it does."

Home Run Inn continues to expand across the nation with its frozen food products. It's a pleasure for Roscoe as a "hometown boy" to help another of these make good, too.



How we gauge customer satisfaction

Our service team at **Roscoe** asks your opinions about our **P.R.I.D.E.** We seek to determine whether you feel we are living up to our acronym. Recently



we introduced two new **P.R.I.D.E. Survey** forms to gather your opinions: one on **garments** and the other on **mats**. You will likely hear from us about these. If you wish to provide us with feedback sooner, ask your service representative. We'll make it easy for you.

Perhaps you've thought about measuring your customers' satisfaction. **F. John Reh**, a Seattle consultant who has built tech companies, offers some concise advice on this subject. You can find his writing on management on **www.about.com**. He points out that if you want to do a very short survey, it should ask buyers to comment on the quality of major products and service. But you also want them to give you a sense of how much they like *your company*.

You want to know if they are going to buy these products again. Also, if they would recommend these to someone else who could use them. And are they going to act as a reference for *your company* to someone else? Don't ask if they "will" or "would" do these things. Use "are you likely to" instead.

Take Pride

Take Pride

Time for your true colors to shine

Roscoe can provide your business with a wider range of colors and styles of **uniforms** and **mats** than you may have imagined. We understand your desire to pick a specific look. You want to build a personality for your operation and convey it consistently. So you might want to think more about how people perceive different colors. You may find that adopting a new one helps send a management or marketing message you really want to get across.

This may sound like a small detail but the impact can be significant. According to the **Institute for Color Research**, people make a subconscious judgment about a person, environment, or product within 90 seconds. Between 62 percent and 90 percent of that assessment is based on color alone.

A **Xerox Corp.** study found that 81% of executives believe that color gives them a competitive edge. Some 83% of respondents to this survey said they believe their choice of color has made them appear more successful; 76% thought this choice made their business appear larger to clients. Nine of 10 said color selection assists in attracting new customers.

One of America's most popular practitioners of color psychology is consultant **Kate Smith** (pictured), who has worked with **Reebok**, **Fruit of the Loom**, **American Greetings**, and **Signal Apparel**. Her assessments of the impacts of various colors led us to some conclusions:



Why blue shirts and pants have been so common.

Blue is the overwhelming "favorite color." It's the color of sky and water, so it's a constant in our lives. Kate calls it "the collective color of the spirit," invoking rest and calm.

Black: for the bold and confident. It has been a classic color for clothing, she says, because it probably makes the wearer appear thinner and more sophisticated. It's mysterious, evoking a sense of potential and possibility.

The true impact of green. Because of increasing emphasis on environmental concerns, green is associated with ecology and peace. Practically, though, it is a winner because it occupies more space in the

spectrum visible to the human eye. As the pervasive color in the natural world, it dominates interior design.

What we are doing at Roscoe. Our recently adopted company slogan urges people to "Take Pride." We are proud of what we do, and want you to be proud of your business, too, and portray that pride through our uniforms, mats, other textiles,

- **Blue:** trustworthy, dependable, committed
- **Black:** bold, confident, sophisticated, authoritative, powerful
- **Green:** ecological, peaceful
- **Yellow:** enlightened, happy, optimistic
- **Orange:** fun, flamboyant, radiates warmth and energy, stimulates appetite
- **Red:** exciting

and hygiene products. We chose the proudest species on Earth, a lion, as our new symbol. You see a lot of yellow, orange, and red in our trucks and printed materials, showing our optimism, warmth, and excitement.

To learn more about color psychology, go to Kate's site,

sensationalcolor.com. If you do this, let us know. We would enjoy speaking with you about how we might help you increase the role of color in updating your business image.

Take Pride

Help with greening business operations

We are proud of what we've attained at **Roscoe** in resource conservation. But we see no reason to rest on the heels of our success. Reducing our use of **water**, **natural gas**, and **electricity** will continue to be one of our core objectives. We think you feel the same way about your operation. So we thought we should highlight some public resources to assist you in this quest.

In Illinois, check out the **Smart Energy Design Assistance Center** (www.sedac.org). Managed by the **School of Architecture at the University of Illinois at Urbana-Champaign**. **SEDAC** provides technical assistance services to businesses, schools, and government entities considering energy efficiency improvements at existing facilities or to enhance baseline design of new facilities.

This includes free technical design assistance services to identify opportunities for saving energy and money. There are also education and training programs for both working professionals and



students. You can obtain information on incentives, grants, rebates, Illinois building energy codes, tax incentives through the 2005 Energy Policy Act, and energy rates.

In **Indiana**, the **Energy Efficiency and Conservation Block Grant (EECBG)** program, funded by the federal economic stimulus package, is underway. Small businesses can apply for a share of over \$4 million in competitive grants for energy efficiency upgrades. The program will grant up to \$100,000 for any energy efficiency retrofit project with a 50 percent local match.

"Businesses with 100 employees or less have energy efficiency needs just like larger companies," said Lt. Governor **Becky Skillman**. "Helping these Hoosier businesses, as well as non profits, health care facilities and schools be more proactive about energy efficiency makes sense for our state's economy as well as our energy future."

energy.IN.gov

Take Pride

Every restroom is open to public scrutiny

You have good reason to be sensitive about the cleanliness of the restrooms in your business. No matter how much you clean them, people are going to be wary about whether they are really sanitary. You can't blame them. Even businesses where everyone thinks the restrooms are spotless can get dirty.



Maybe you saw the **Channel 2** news story in February in which investigative reporter **Dave Savini** found problems in all kinds of bathrooms in a city hospital, especially the one for staff. Using a quarter, he scraped out brown substance along the wall and documented dirty soap dispensers. A patient's wife commented that this was disturbing because "this is where the doctors and nurses wash their hands."

How clean should your facilities be? The ultimate judge of that is probably **Jon Thompson**, who has started a business called **Restroom Ratings**. He encourages people to rate public restrooms for his Web site (www.restroomratings.com)

It pays to listen to Thompson because he knows what people think. He tells his raters, "It is very important to pay attention to all your senses – even your sixth sense, as it is helpful to be aware of subtle aura disturbances...which can seriously downgrade the quality of an otherwise pristine facility," Thompson tells his reviewers.

"While you should definitely make note of the obvious major implements of the restroom (toilets and sinks and whatnot), it is of equal importance that

you take in the fine details; the chipped tile, the odd blue plunger, the flickering light, the lemony scent."

To make your restrooms clean and comfortable, we recommend a range of business-image-building options.

Start with our **hand soaps**. Our dispensers for these are engineered to stay clean. The soaps are antibacterial and antiseptic. You can get them in rich, lathering lotion or as industrial grit soap. We also have antimicrobial hand wash: a fragranced, luxurious foam that's easily dispensed.



We also have **FreshSeat**, the world's first toilet seat cleaner. Just hold some tissue under its dispenser, press the button for one second, and wipe the seat clean. It dries instantly. Eight out of 10 people prefer the foam over a toilet-tissue-type seat cover.



Our **paper towels** are dispensed with center-feed systems to reduce cross-contamination. These high capacity dispensers need less refilling than their smaller counterparts, ensuring a ready supply of towels for your restroom users. We also have **continuous cloth roll towels**. These prevent any mess and litter from hand-drying and are soft to the touch.

To keep odors down, we offer **air fresheners** dispensed from wall units, **toilet deodorizers, urinal drips and cleaners, and auto flushers and cleansers**. To prevent grout discoloration and costly floor damage, we provide **urinal mats**. They fit snugly against the wall under both urinals and wall mounted commodes.

Take Pride



Heavier workloads press your machinery



The economy is showing signs of improving. America's **gross domestic product (GDP)** was up 5.7 percent in the fourth quarter of 2009, better than the 2.2 percent pace of the previous three months. We hope your business is among those picking up speed.

Purchasing managers for manufacturers in our area had such good news in February that the **Chicago Business Barometer** shot up for the fifth consecutive month. Still, businesses are understandably hesitant to make big buys. The recession was spooky. As a February report from the **U.S.**

Treasury Department put it, "economic uncertainty has caused businesses to downsize, cut costs, reduce inventories, and delay capital expenditures."

The total outstanding balance of commercial and industrial loans fell 2 percent in the United States from December 2008 to December 2009. New commitments decreased 34 percent.

So it would be no surprise if your operation isn't willing to finance the replacement of some of your older equipment. On the other hand, because business is better, perhaps that machinery is working overtime. If it's mechanical and needs lubrication, you might be oiling it a lot. Because it's older, it's not as tight as it used to be, and it could be leaking.

Roscoe can help. By placing our **reusable absorbent carpets** under drips, you can trap this leakage and let us clean up the mess by picking up them up and washing them. This eases your housekeeping load. Depending on what drips on them, our carpets are quick-drying. They're great in this respect for water and condensation. But we recommend them for really tough jobs, too, like hydraulic fluids, coolants, oils, inks, and solvents. **Take Pride**

