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Summer 2019 Christmas Edition

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Merry Christmas!

On behalf of the Committee we would like to wish all members and their families a happy and safe Christmas - we hope you make some time to rest, relax and celebrate with your family and friends - in the meantime things will be crazy busy so remember to use some of the wellbeing and survival tips in this edition, they might just save your sanity.

Deedee & Jo

Office will be closed from the 19th Dec to the 6th Jan.



TCF

TEXTILE CARE FEDERATION of New Zealand Inc.

Merry Christmas

Presidents Report

Hi All

Well its a week to go till the Jolly Old Fat Fella comes down the chimney. This year has flown by....

It has been an action packed year for most of us with some ups and downs within our Industry and in NZ in general. A tragic end to 2019 for some with the White Island tragedy, my heart goes out to all involved.

There has been some great initiatives over the past 12 months, more to read within the newsletter, so well done to everyone. Coming from a Banking and Retail background it astounds me how much the group is willing to share, initiatives, successes and work in progress with its counterparts. We can all learn something from each other and take back to our own businesses so we can all be successful within the Industry and keep our Laundry Standards united. As we move forward within our own businesses we collectively make DLANZ/TCF a stronger brand.

There has been a lot happening behind the scenes at DLANZ/TCF Headquarters with Jo & Deedee planning for the Conference – remember to put the date in 2020's diaries 11-13 September 2020 in "Rotorua". Also with the new website build which is coming along well, the Exec Team have had a sneak preview during the build, so a big thank you to Jo & Deedee for all the work being done, all will be revealed in 2020. Twin Clean is also next year, hopefully a few of us will make it over the ditch to Melbourne – 22-24 May.

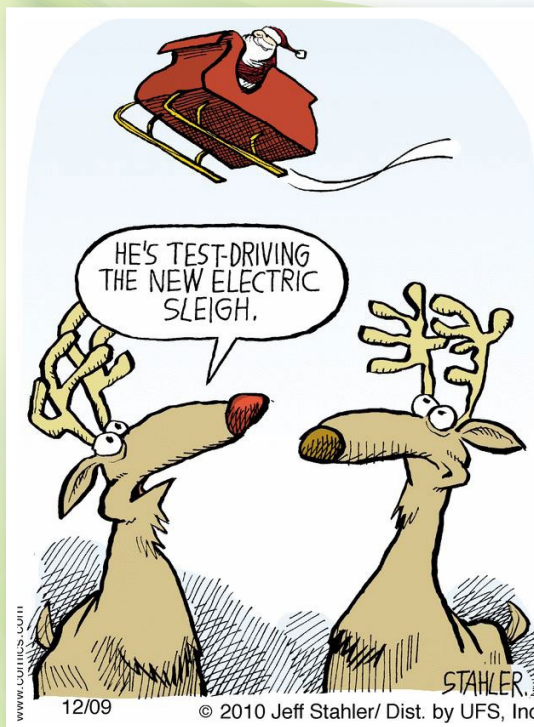
For those of you who are having time off enjoy, relax and come back refreshed, those of us that are working thru hope you have planned holidays after the silly season to refresh those wary bones.

Keep safe, here's to a Fabulous & Prosperous 2020 for our Industry.

Merry Christmas & Happy New Year

Tricia Rogers

Tricia Rogers



Sudserella
COMMERCIAL LAUNDRY & DRYCLEANING

Proud Member Moment!

In the words of Mark Roberts "People, Planet, Prosperity!"



New Zealand's First Long-Haul, EV Road Freight

A proud moment for TCF when our corporate member AlSCO launched the nation's first inter-city "Heavy EV" at an event held on November 27th at Eden Park. Attending and speaking at the official unveiling, were Energy and Resources Minister, the Hon Dr Megan Woods, and Minister for Climate Change, the Hon James Shaw.

Significant amongst the findings presented at the event by AlSCO's GM Mark Roberts, was a compelling argument that supported the higher investment for a Heavy EV compared to a diesel equivalent, due to a swift payback on operational expense. Operational savings would, in fact, justify the higher capital expense by recouping the additional investment in less than 6 months.

Details of these comparative numbers and how Heavy EV's can deliver significant financial advantage over diesel equivalents are available on their website, a long with a video presentation revealed the AlSCO Heavy EV Road Freight for the first-time featuring footage of its construction, and on-road testing - <https://www.stories.alsco.co.nz/ev-freighter>

Earlier this year AlSCO's successful application to the Low Emission Vehicles Contestable Fund, administered by the Energy Efficiency and Conservation Authority (EECA) included a selection of a suitable inter-city route from its regions; alterations to the normal coach build,

and altered daily operations to support the EV vehicle's charging requirements.

"We trust the transport industry and wider business will be most interested in the financial viability of our Heavy EV freighter and coupled with significant emission reductions it is a powerful story," said Roberts.

"By adapting the build, and our operational model slightly, we are looking to demonstrate that the new EV technology is viable for business, and implementation is possible right now. That is potentially a game-changer. It is an exciting step for AlSCO, and for the heavy transport industry."

Also speaking at the event, EECA Chief Executive, Andrew Caseley said "AlSCO's project is a great example of what EECA's Low Emission Contestable Fund is for."

Coach & Cabin Build Adaptions

The light weight composite design by Action Manufacturing, who brought the European technology to NZ about 6 years ago, has produced regular fuel savings of 5-7% in similar vehicles. The truck body is designed with a curved aerodynamically shaped roof, reducing down force, which in turn reduces drag. Side skirts also smooth airflow to reduce drag. AlSCO, Action Manufacturing, and SEA Electric have worked jointly to reduce overall drag co-efficients and extend the range of the EV.

ALSCO

ALSCO'S NEW EV IS ESTIMATED
TO SAVE AT LEAST

25,000

LITRES OF DIESEL

67,610

KILOGRAMS OF CO₂e
PER YEAR

the equivalent of...

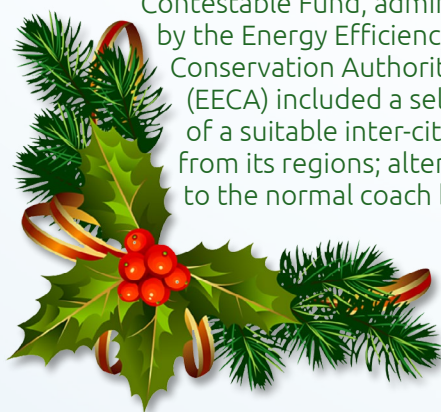
ALL OF ALSCO ROTORUA'S
EMISSIONS FROM
ELECTRICITY USE IN 2018

OR

50% OF AIR TRAVEL
EMISSIONS FROM THE
ENTIRE ALSCO GROUP IN 2018



One very proud EV freighter driver Craig Christensen





Just a Little Website Teaser!

Getting Closer



Your Challenge!

The experts tell me the landing page of a website is **"THE MOST IMPORTANT!"**

With that in mind, we need a compelling and concise headline and subheading.

Some things to consider prior to brainstorming.

- Identified target audience are:
General public looking for services.
Non-member drycleaners and launderers curious about what we do and who we are.
Suppliers to the industry.
Those awesome websites appreciation societies.
- Of these target groups, the general public and non-member drycleaners and launderers are the most important.
- By targeting the **general public** with our messaging we will create **envy among non-member drycleaners and launderers** and they will want to become members - *(a sound theory not backed by science!)*
- Remember we are a trade associate like Master Builders and the name comes with an assurance of professionalism, being experts at what we do, being the very best in the business and providing excellent service, no cowboys allowed!
- We have 3 seconds to make them either love us or leave us!

We need Member Testimonials!

One of the best ways to encourage potential members to join DLANZ is to make them realise why they need us.

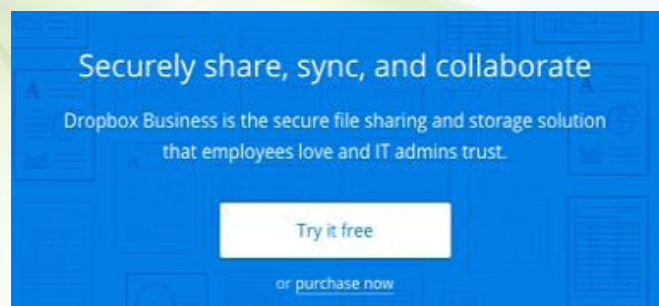
Your testimonials become an important part in the power of persuasion - after reading your testimonials non-member drycleaners and launderers will realise they cannot afford NOT - to be members of DLANZ.

Tells us about the things you value most about being a DLANZ member.

Headline & Subheading Examples

Dropbox's headline is a great example:

"Securely share, sync, and collaborate." It's simple, yet powerful -- no need to decode jargon to figure out what Dropbox really does. Plus, the word "securely" touches on a pain point for people looking for file managers.



Pain-points for users of drycleaners and launderers might be trust, convenience, speed or cost of service.

An example we prepared earlier:

Easy, Convenient, Professional

"Cleaning up the competition - DLANZ members are simply the best in the business."

Six Xmas Survival Tips!

1. Create an end-of-year game plan.

Redirect your stress energy into creating a game plan - one that includes managing your health and priorities at work. "Stay on track with your sleep, exercise, and social connections. Write "bullet point objectives for each month." Ideally, by writing everything down, you'll have resources to refer to when holiday schedules become distracting.

2. Talk about your goals with others.

Talking to others about your holiday game plan and goals not only keeps you accountable to see them through but it helps get your thoughts together. Talk and strategize with others on how best to manage your Businesses over the Silly Season.

3. Put time aside for yourself.

The holidays are all about giving, but it's also OK to be selfish and give yourself some undivided attention, too. "Put aside five, 10, 15 minutes a day to do something for yourself with intention.

Maybe that includes getting away from your desk and walking outside, you could find a new place in the office to sit and listen to a favourite song or two.

No one ever took a few intentional minutes to de-stress and said, 'Dang, I wish I hadn't done that.

4. Know your boundaries and stick to them.

You might feel like you have to do everything and be everywhere, especially when technology makes it so easy. But it's just not the case. You might be missed, but your time and energy is limited, so use it wisely. Decide what events you want to be a part of, and don't feel pressured to show up everywhere. Family is important too, saying an occasional no to those parties could benefit you and your family.

5. Use the slower work pace to your advantage.

Instead of getting frustrated that everyone else is slow to respond to emails or away from their desk completely, take a deep breath and slow down. By pausing, it enables us to envision work goals with a different and more creative perspective.

Plus, once you feel rested, you can use that energy to be the one to stand out and feel rightfully empowered for doing so, compared with others who might still be slogging along.

Thanks Trish for these tips!

Benefits of Investing in the Health & Wellbeing

Let your new year's resolution be to invest in the health and wellbeing of your workforce.

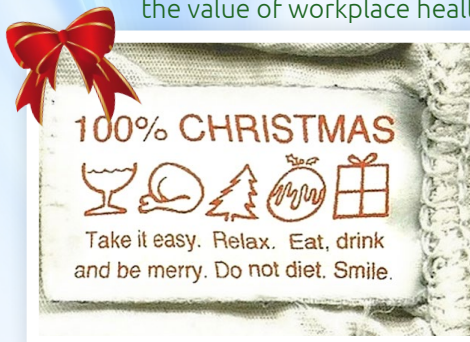
Employers are beginning to see the value in having an understanding of their employee's sense of wellbeing. There are significant advantages for businesses that are able to understand and enhance the wellbeing of their employees.

Many businesses have adopted employee wellbeing into their strategies and have gone so far as to implement ongoing wellbeing initiatives. For example:

- Walking/running groups
- Healthy eating - fruit bowl
- Flexible working arrangements
- Staff social functions
- A coffee machine

Local, national and international studies provide compelling evidence supporting the value of workplace health and wellbeing initiatives for the

physical, mental and social wellbeing of employees. There are also clear benefits to business in terms of reducing absenteeism, workplace injury and improving productivity.



Australian Evidence

Absenteeism due to sickness is costing Australian businesses roughly \$1,000 per employee per year. Nearly all working age people have one or more risk factors, smoking, risky alcohol consumption, physical inactivity, low fruit or vegetable consumption, high blood pressure. Injuries from manual handling, slips, trips and falls have made up to 63% of all industry compensation claims.

The healthiest Australian employees are almost three times more productive than their unhealthy colleagues. Productivity gains of up to 15% can be achieved by upgrading the workplace environment.

Source: Twinclean Magazine Issue 38

Wellbeing is a measure of a person's happiness, psychological, emotional & mental state and therefore it is strongly linked to how satisfied a person feels about themselves and their life.

Businesses that implement health and wellbeing strategies can reduce their employee's risk factors by up to 56%

In a nutshell, the benefits of introducing health and wellbeing programs in your workplace are:

- Increased individual productivity
- Reduced worker turnover
- Staff who feel valued
- Increase staff morale, satisfaction and motivation
- Increased ability to attract new employees.
- Reduced sick leave
- Fewer worker compensation claims

Have you visited the TCF Facebook Page?



www.facebook.com/textilecareNZ

