

Leader and Voice of the Textile Services Industry



ADVOCACY



**PERSONAL AND
PROFESSIONAL
DEVELOPMENT**



**INFORMATION-
SHARING AND
NETWORKING**



**QUANTITATIVE,
BEST MANAGEMENT
PRACTICES-BASED
CERTIFICATIONS**



**TRAINING, RESEARCH
& BENCHMARKING**

**Access Solutions; Gain Your Competitive
Advantage—Stronger Together!**





9 OUT OF 10

**textile services
companies are
TRSA members**



Invest in Yourself by Investing in People and Your Industry

TRSA's strengths come directly from our members who direct and empower the organization to lead and represent the textile services industry through advocacy, professional development, quantitative certification, research, benchmarking and information-sharing.

For more than 100 years, TRSA has been the only organization expanding and protecting the textile services industry by representing its interests and facilitating the exchange of information creating an environment of cooperation and collaboration for national, regional and independent operators and associates serving the industrial, food & beverage, healthcare and hospitality markets.

The TRSA Advantage

Engaged and active participation in TRSA allows you to guide your association and the industry to enhance your direct return on your investment in TRSA.



Advocacy: TRSA protects and expands the market for textile services by monitoring, reporting and responding to regulatory and legislative issues impacting your business and by proactively educating key regulators, legislators and their staff regarding the value of reusable textiles and the importance of fair, balanced regulation and pro-business policies.



Personal and Professional Development: TRSA offers national, regional and online personal and professional development conferences, institutes and summits as well as online sessions, videos and training materials for supervisory and other personnel to facilitate innovative approaches and proven best practices for streamlining operations, reducing costs and increasing productivity and profitability.



Quantitative, Best Management Practices-Based Certifications: TRSA administers independent, quantitative certification programs that demonstrate your personal and professional commitment to continuous improvement, cleanliness and the environment.



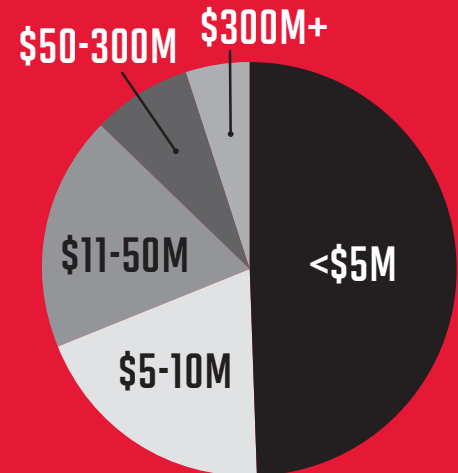
Information-Sharing and Networking: TRSA creates and facilitates opportunities for exchanging and sharing information important to your daily operations through its award-winning monthly magazine *Textile Services*, e-newsletter *Textile Services Weekly*, industry-specific roundtables, committees and interactive online forums.



Training, Research and Benchmarking: TRSA creates, conducts and disseminates best practices training materials and videos, research and benchmarking opportunities that provide expert guidance, insight and analysis.

Representing and serving
the full depth and breadth of
the textile services industry
accounting for nearly **95%** of
the industry's **\$16 BILLION**
annual volume

TRSA Members by Annual Sales Revenue



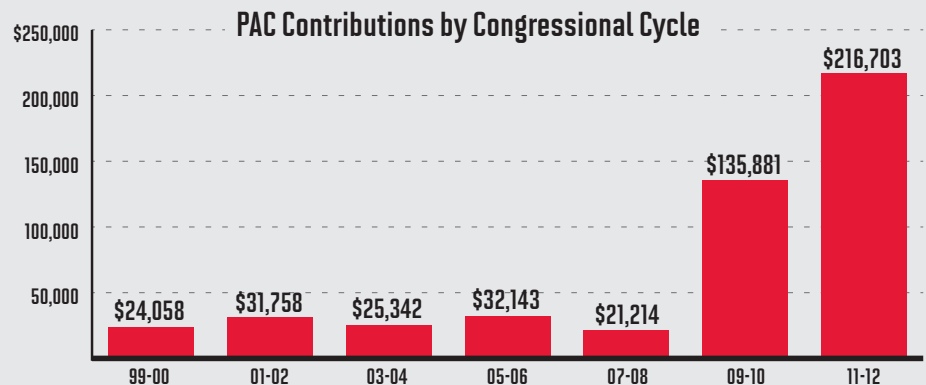


Advocacy – TRSA Is the Voice of the Industry Proactively Educating Regulators and Legislators Impacting Your Business

TRSA protects and expands the market for textile services by monitoring, reporting and responding to regulatory and legislative issues impacting your business and by proactively educating key regulators, legislators and their staff regarding the value of reusable textiles and the importance of fair, balanced regulation and pro-business policies. The efforts of TRSA's advocacy initiatives include:

- Monitoring, reporting and responding to the latest federal and state regulatory and legislative initiatives
- Fostering relationships with regulatory and legislative leaders and staff to identify opportunities to expand the market through regulatory and legislative initiatives
- Conducting proactive outreach to core, influencing and secondary audiences such as customer associations, consumers and the media regarding the value and benefits of commercial laundries and reusable textiles
- Facilitating national, regional and local events, including Hill Day in Washington, DC, and plant tours that positively communicate our industry's message to regulatory and legislative leaders

The TRSA Political Action Committee (PAC) is the industry's only political action committee; contributing to the association's efforts by helping to elect candidates that support pro-business policies and facilitating local interactions with key regulators and legislators.





Personal and Professional Development

TRSA offers national, regional and online personal and professional development conferences, institutes and summits, as well as online sessions, videos and training materials for supervisory and line personnel that facilitate innovative approaches and proven best practices for streamlining operations, reducing costs and increasing revenues. TRSA is committed to providing the highest level of education and training resources available to the textile services community addressing industry-specific issues that directly impact productivity and profitability including:

- Institutes
- Summits
- Conferences
- Roundtables
- Online learning



Personal and Professional Development

TRSA Institutes



Executive Management Institute (EMI) —

EMI's multi-year program has enhanced the career of thousands of your colleagues including many

of today's most respected textile service innovators and leaders. This textile services *Executive MBA program* has earned high praise from participants for nearly 30 years for helping to develop the management and leadership skills of participants through interactive sessions emphasizing team-building, information-sharing and problem-solving.



Production Management Institute (PMI) —

For

20+ years, PMI has focused on the core knowledge and skills necessary to positively impact production within linen, uniform, industrial, healthcare and other commercial laundry facilities. Designed for new and experienced managers, the comprehensive program covers principles and practices of production management from soil sort and wash aisle to finishing and pack-out.



Maintenance Management Institute (MMI) —

MMI

is the premier professional development program for engineers and maintenance personnel focusing on the technical and management skills required to ensure facilities operate at peak performance. MMI emphasizes maintenance's role in improving plant operations and profitability.

Conferences

Annual Conference — TRSA's Annual Conference unites executives, owner/operators and management from independent and national companies providing textile services to the industrial, food & beverage, healthcare and hospitality markets. The Annual Conference provides insight into the latest trends and innovations in an information-sharing environment including compelling speakers, industry presentations and social activities.

Healthcare Conference — National, regional and local textile services companies serving hospital and retail medical markets attend this conference annually to discuss cost-effective approaches and solutions to building their competitive advantage. General session and interactive break-outs focus on evolving customer requirements, clinical trends, emerging technology and market growth and expansion. TRSA's Healthcare Conference helps participants identify market trends and opportunities to improve operations and margins.

Summits

TRSA Summits foster novel approaches to significant industry challenges by dedicating a meeting to emerging topics with business leaders and facilitated interactive problem-solving sessions. General sessions and discussions focus on trends and innovations to develop industry-wide solutions for increased textile service operational efficiency and effectiveness on subjects including safety, reusable textiles, production, innovation and sales & service.

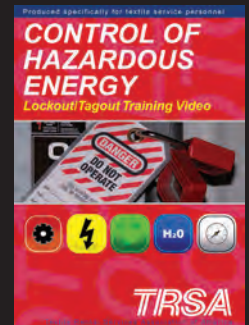
Webinars/Online Learning

TRSA hosts monthly webcasts: free, Member Only programs featuring industry and business leaders discussing the latest management, technology and operational advancements and issues including recruitment and retention, contracts, marketing/sales, customer service, disaster management and more.

TRSA Store

The TRSA Store features dozens of training resources to increase productivity and sales, improve customer service and retention, and protect your employees and the environment, including these popular titles:

- *Textile Laundering Technology*
- *Control of Hazardous Energy: Lockout/Tagout Training* (Video-English or Spanish)
- *Precautions for Protection: Handling Soiled Healthcare Linen in a Laundry* (Video-English or Spanish)
- *TRSA Industry Directory & Buyer's Guide*
- *Revenue and Expense Profile for the North American Healthcare Textile Maintenance Industry*
- *Managing OSHA Inspections* (Video-English or Spanish)
- *Disaster Planning and Recovery*





Quantitative, Best Management Practices-Based Certifications

TRSA administers independent, quantitative certification programs that demonstrate your personal and professional commitment to continuous improvement, cleanliness and the environment.



Certified Professional Laundry Manager (CPLM) — TRSA's CPLM program quantifies production and management knowledge to objectively distinguish highly competent managers. Earning the CPLM designation requires 75+ hours of interactive instruction and team exercises with web-based training, as well as passing a comprehensive exam and making a commitment to continuous professional development. The CPLM program combines industry-specific operational knowledge with leading best management practices to create a comprehensive learning experience. The CPLM certification delivers immediate, long-term returns based on improved operations and management performance.



Clean Green Certification — Clean Green is the only certification that quantifies your commitment to sustainability and the environment by documenting your efficiencies in water and energy conservation and verifying best management practices for reusing, reclaiming and recycling resources. Clean Green has become the most widely adopted textile services certification by quantifying green initiatives that simply make good business sense for laundry operations. Certified textile services companies meet quality standards for effectiveness in conserving resources, controlling discharges and minimizing their environmental impact. Businesses using Clean Green certified partners to process their uniforms, linens, mats and other reusable textiles can be ensured that their items are washed, dried and finished with processes that maximize sustainability. Clean Green is a TRSA-initiated ASTM standard and is accepted by the Green Restaurant Association.



Hygienically Clean — Hygienically Clean certification quantifies your commit to cleanliness through third-party biological testing and inspection, reducing subjectivity by focusing on proven outcomes based on European and International Standards Organization (ISO) standards and best management practices. Hygienically Clean has become the fastest growing textile services certification by focusing on outcomes and test results allowing laundries that comply with federal and state and other regulatory agency standards to use documented standard operating procedures (SOPs) for sorting, handling, processing and finishing reusable linens and garments.



Information-Sharing and Networking

TRSA creates and facilitates opportunities for exchanging and sharing information important to your daily operations through its award-winning monthly magazine *Textile Services*, e-newsletter *Textile Services Weekly*, industry-specific roundtables, committees and interactive online forums. The value of membership in any organization is directly proportionate to your level of engagement or involvement. TRSA is continually seeking new opportunities to engage members in issues, information-sharing and networking including professional development.

Textile Services — *Textile Services* is the only monthly magazine dedicated to best management practices, innovative solutions, news, emerging technologies and case studies that guide textile services operators in simplifying processes, increasing productivity, improving client retention and developing new markets offering a significant competitive advantage. *Textile Services* covers the full scope of the textile services industry including issues, regulation and operational topics that impact independent operators and national companies serving the food & beverage, hospitality, industrial, healthcare and service sectors.

When textile services professionals are looking for industry trends, news, best practices and the latest products and services, they turn to TRSA's award-winning *Textile Services*. This comprehensive resource features articles and analysis on every aspect of your textile services operations and has recently expanded its editorial calendar to align its news, information and features directly with your line management.

Textile Services (TS) Weekly — newsletter provides news and information critical to the success of your business including the latest regulatory and legislative developments, compliance and inspection trends, new products and services, as well as industry news about colleagues and competitors.

75%

of *Textile Services* readers consider it the “Most Helpful Resource” and rated it highest for offering the “Most Educational Material” and “Most Consistently Read” resource for best practices and solutions.





Information-Sharing and Networking

TRSA Online

TRSA.org offers members direct access to hundreds of resources specific to your daily operations including:

- 20+ years of searchable *Textile Services* magazine articles and archives
- *Textile Service Buyers Guide* (www.trsabuyersguide.org) with thousands of searchable product and service solutions
- *Industry Directory and Buyers Guide* (print) for contacting textile services operators and TRSA Associate Members
- Valuable safety and environmental resources at SafeTRSA.org and LaundryESP.org
- Blogs, forums and information on management, HR, legal, financial and operational information, news and trends
- Regulatory and legislative update
- Information and registration for TRSA conferences, institutes, webcasts, online education, Regional Meetings and events

CEO/Executive Roundtables

CEOs of textile services operators and the executives who report directly to them (presidents, VPs) are invited to participate in these Roundtables, which offer an opportunity to network with colleagues serving similar markets to discuss operational and market specific issues impacting their niches of the textile services industry (such as regulation, organized labor, safety, supply-chain sourcing, commodities and energy) as well as guide development of industry-wide standards, best practices and certifications.

The Clean Show

The bi-annual Clean Show is the world's largest laundry and textile services exposition attracting more than 12,000 attendees from around the world to learn from and network with solution providers offering the latest equipment, machinery, technology, chemicals, consulting and other products and services critical to improving operations and productivity. The Clean Show is sponsored by TRSA and other leading laundry, dry cleaning and textile services organizations. TRSA Operators and Associate members receive significant discounts on attendance, exhibiting and other promotional opportunities, and gain access to the TRSA-hosted Members Only reception, which attracts more than 500 executives and senior decision-makers from large national, regional and local commercial laundries.

Committees/Getting Engaged

In addition to the many programs offered by TRSA every year, the most valuable opportunity to get involved with colleagues to impact the industry and the association is through TRSA Committees. These functional line management and industry aligned Committees provide valuable guidance and subject matter expertise to the TRSA Board of Directors and staff, helping lead the industry and association. TRSA Committees meet at the TRSA Leadership & Legislative Conference and regularly communicate throughout the year to identify and develop resources for the industry. TRSA Committees include:

- Education
- Environment & Sustainability
- Government Affairs
- Healthcare
- Human Resources
- Marketing/Public Relations
- Membership
- Plant Operations
- Safety





Training, Research and Benchmarking

TRSA creates research and benchmarking studies that facilitate training and industry best management practices and promote the sustainability, safety, cleanliness and value of reusable textiles and the textile services industry. These materials provide valuable information and resources to members allowing them to improve performance, sustainability and safety, providing them with a proven competitive edge.

These TRSA training, research and benchmarking initiatives include:

SafeTRSA®

SafeTRSA — Confidentially collected data that benchmarks the safety records and practices of textile services operators against industry best management practices and Bureau of Labor Statistics (BLS) economy-wide incident rates, tracking industry progress toward improving workplace safety and providing insight into potential areas for improvement. SafeTRSA reports guide the Safety Committee in developing new resources for educating, training and protecting employees including industry-specific training videos, publications and online resources.

LaundryESP — Voluntary reporting and compliance program has led the “greening” of the textile services industry and helped participants achieve significant reductions in CO₂ emissions, energy and natural resource consumption. The LaundryESP program, developed with the EPA, demonstrates our industry’s commitment to sustainable operations.

TRSA Industry Performance Report — Performance-based benchmarking allows companies to identify strategies, markets and best practices to facilitate their growth and long-term success. Companies confidentially submit balance sheets, income statements and other data to an independent third party to create the Industry Performance Report with each participant receiving a customized individual Financial Performance Report (FPR). The Industry Performance Report offers consolidated income statements and balance sheets, strategic profit model ratios (to determine return on investment), financial ratios, production profiles and a trend analysis highlighting key long-term performance statistics for the industry’s business sectors (food & beverage, healthcare, industrial, hospitality and mixed).

TRSA Plant Employee Compensation and Benefits Report — Benchmarks salaries, benefits and incentives for plant employees from general managers to production workers enabling industry operators to compare their practices with similar operations by market sector, geography, volume and size. The data is collected confidentially and provides average salary/wages and benefits tables including healthcare and 401(k) matching. Participating companies receive their own customized report.

Additional Research and Benchmarking

- Shop Towel Health Risk Assessment
- Reusable vs. Disposable Life Cycle Assessment
- Energy Benchmarking





TRSA Business Solution Partners

TRSA partners with leading business service solution providers to offer discounted access to expertise, services and products helping members reduce expenses while increasing productivity and profitability including:

- Credit Card Merchant Services
- Energy
- Fleet Safety
- Insurance



About TRSA

TRSA is the only organization committed to expanding and protecting the diverse \$16 billion textile services industry through advocacy, professional development, networking, research, benchmarking and certification, creating an environment of cooperation and collaboration across all industry sectors. TRSA represents the interests of national, regional and independent operators and associates serving the industrial, restaurant, healthcare, hospitality and facility services markets, facilitating information exchange within the industry and speaking on behalf of the membership to government, industry and the public.



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"TRSA provides the most opportunities to witness how other executives in our industry operate, exposing our companies as members to the greatest variety of methodologies for comparison with our own."

— Peter Brown, Mickey's Linen,
Chicago, IL

"We have supported TRSA since 1982. Why? Because TRSA produces high quality training and marketing materials, their books, publications and videos are great resource guides and the magazine and e-news keep us up to date on the latest industry developments."

— Randy Bartsch, Ecotex Healthcare Linen
Services, Seattle, WA

"TRSA is accomplishing more for our business today than when we had two associations serving the industry, now with certification and overall higher quality interaction between members. We are sharing more experience to move the industry forward."

— Mark Lewis, Dempsey Uniform & Linen,
Scranton, PA

"Lobbying for the industry is the TRSA function that provides the greatest return on our investment in TRSA. Every member's opinion is part of the collective voice that promotes and protects our interests with government."

— Roger Wetlaufer, City Laundering Co.,
Delwein, IA

