



Eagle Star holds free educational seminar

Troy, Mich.-based Eagle Star Equipment recently hosted a free educational seminar for drycleaners interested in increasing sales and customer retention. More than 50 drycleaners from Michigan attended the sessions, which focused on marketing, packaging, promotion and wetcleaning.

“Drycleaning is becoming less prevalent in Michigan because of more casual business attire and a shift in the job market,” says Michael “Stucky” Szczotka, Eagle Star’s owner. “Our goal for the ‘Raising The Bar’ seminar was to expose drycleaners to new strategies that could help them increase revenue and customer retention.”

“This is something we haven’t seen before,” says speaker Joel Jorgensen, vice president of sales at Continental Girbau. “Eagle Star Equipment was reaching out to specific end-users to help better their businesses.”

The day began with a regulatory update, followed by a marketing presentation from Jim Gilligan, an operator in Howell, Mich. Other presenters included Mike Bommertio of Logovision, Ryan Szczotka of Eagle Star, and Jeff Allen of E.J Thomas. After the presentations, Eagle Star sponsored a complimentary wetcleaning seminar delivered by representatives of Seitz Inc.

“Most drycleaners only dabble with wetcleaning, and we wanted to provide a foundation for those interested in getting more involved,” Szczotka says.

Eagle Star says it will host at least one education seminar a year. While still in the planning stages, next year’s will focus on advanced spotting techniques for perc and alternative solvents.