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EAGLE STAR EQUIPMENT ANNOUNCES EDUCATIONAL SEMINAR

Eagle Star Equipment, based in Troy, Mich., will host a free seminar for drycleaners interested in increasing sales volume and customer retention through effective marketing. This event will take place Apr. 18, from 11 a.m. to 4 p.m. In addition, a bonus session on wetcleaning will follow immediately, from 4:30 to 7 p.m.

Industry experts will share their successes related to effective marketing, packaging, promotion and wetcleaning during individual presentations at 1, 2, 3 and 4:30 p.m. A marketing expert from Continental Girbau will provide advice on how to market to niche audiences through direct mail, advertising and the Internet; Mike Bommerito of Logovision will deliver a presentation on quality promotions; an EJ Thomas representative will share information on packaging; and Terry Moreland of Seitz will deliver an extensive wetcleaning seminar.

“This is a great opportunity for drycleaners to learn how to target a market so their businesses don’t get lost in a ‘coupon book,’” said Jeff Quail, general manager at Eagle Star. “Participants will learn new approaches for packaging clothing, gain insight into which promotions keep customers coming back, and learn about wetcleaning as a new profit center.”

Entitled “Raising the Bar,” this event will be held at Eagle Star Equipment’s facilities in Troy. It also will include equipment displays and drycleaning product information, according to Quail.

“Drycleaner owners really owe it to themselves to attend this seminar,” he said. “It’s packed with useful information that can help them boost market share.”

Lunch will be served at 11:30 a.m. Participants must pre-register by Apr. 4, by calling Quail at (800) 482-3400, ext. 14.