



Reusable Textiles

*The Responsible Choice —
Because the Future Is NOT Disposable*

SAVE THE DATES! ARTA 2016 Education Conference is set for March 9-11 in Orlando

ARTA hosts event at the JW Marriott Grande Lakes; exhibits provided.

ARTA has set the dates for its 2016 Education Conference — March 9 - 11. The meeting is planned for Orlando, Fla., at the JW Marriott Grande Lakes Resort.

We are pleased to have negotiated a room rate of \$219 (resort fee is waived). The resort shares grounds and amenities with the Ritz Carlton Hotel and offers a complimentary shuttle to Disney World attractions.

Once again, the conference will provide sponsorship opportunities, including tabletop ex-



hibits. All sponsors must be members.

For those attendees who would like to bring family and take vacation time, the resort is extending the \$219 rate for three days before and after our conference dates.

Members and non-members are welcome to attend, but different registration rates apply.

For more information, contact Nancy Jenkins at njenkins@ARTA1.com.



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ARTA at Clean 2015
WORLD CONGRESS CENTER
ATLANTA, GA.
APRIL 16-19

April 16-19

ARTA Exhibits, Booth 534

April 17

**7:30 a.m. - 9 a.m., Room B406
ARTA/HLAC Clean Breakfast
Everyone welcome!
Must RSVP**

**9 a.m.- 10 a.m., Room B306
ARTA Education
Healthcare Textiles in 2015
and Beyond: Strategies to
Maximize Sales of Reusables**

April 18

**9 a.m. - 10 a.m., Room B306
ARTA Education
OR Textiles: How to Convert
Clients and Maintain
Profitability**



ARTA/HLAC Breakfast Sells Out! Group Moves to Larger Room

The Breakfast at Clean has been moved to Room B406 to accommodate a sold out crowd for this Fri., April 17 event starting at 7:30 a.m.

For the second consecutive Clean Show, the American Reusable Textile Association (ARTA) and the Healthcare Laundry Accreditation Council (HLAC) are hosting a Breakfast at Clean. Clean 2015 is set in Atlanta April 16-19.

This year the sold out event is scheduled for Fri., April 17 from 7:30 a.m. to 9 a.m., Room B406 at Atlanta's Georgia World Congress Center.

Attendance is open to EVERYONE in the industry — ARTA members, nonmembers, accredited or non-accredited laundries.

The breakfast includes a brief ARTA member meeting and HLAC will provide a preview of its new standards. The primary focus of the breakfast, however, is for suppliers and operators to meet

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ARTA publishes Reusable Textiles news-
letter three times a year; its eNewsletter is
published eight times a year. ARTA
annual dues are \$750; each member
company receives six subscriptions.
Additional subscriptions are \$20 each.

arta facts

ARTA/HLAC Breakfast at Clean

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and greet and enjoy a hot breakfast before hitting the show floor.

HLAC to preview new standards

HLAC's new standards focus on "Dock-to-Dock," soiled healthcare laundry pick-up to clean laundry delivery process, and are the most comprehensive since HLAC released its first set of standards in 2006.

"Healthcare laundries that receive HLAC accreditation should be applauded for their integrity and leadership," said **HLAC President Gregory Gieciewicz** of Sterile Surgical Systems. "Seeking accreditation shows that a laundry cares about product quality and the safety and well-being of employees, clients

and patients.

In closing, he added, "HLAC is the premier laundry accrediting body in the industry and has the most comprehensive standards for infection control, and patient and employee safety."

For more information on HLAC, www.hlacnet.org.

How to attend

Everyone must RSVP to attend. Tickets are \$25 in advance and \$30 at the door for members and accredited laundries. Nonmembers and non-accredited laundries pay \$30 in advance and \$35 at the door.



O'Neill, Petrovskis and Boardman Provide ARTA Education Sessions at Clean 2015, April 17, 18

Following the ARTA/HLAC Breakfast on April 17 and again on April 18, ARTA will offer education sessions during Clean.

ARTA is proud to offer two education sessions with the help of members **Gabriel Boardman** from MIP, **Shelley Petrovskis** from Lac Mac, and ARTA 1st Vice President **Brendan O'Neill**, as follows:

April 17 @ 9 a.m. - 10 a.m.

Healthcare Textiles in 2015 and Beyond: Strategies to Maximize Sales of Reusables
Gabriel Boardman
of MIP

In the past, healthcare offered the strongest of profit margins in the textile services industry.

Profit remains, but in our rapidly changing healthcare environment operators will have to market smarter and more aggressively to maximize the sales of reusables.



Boardman.

This session offers strategies to ensure profitability.

April 18 @ 9 a.m. - 10 a.m.

OR Textiles: How to Convert Clients and Maintain Profitability
Shelley Petrovskis of Lac Mac, **Brendan O'Neill** of London

Hospital Linen
Why do only 20% or less of all hospitals use reusable OR items?

This session offers case studies on how to convert and train customers, as well as systems for tracking and keeping OR gowns, drapes and textile inventory in circulation.



Petrovskis, top photo, and O'Neill, above.

pressing *matters*

ARTA — 33 Years Working for You

By Ed McCauley

ARTA President, CEO of United Hospital Services



In 2015, ARTA marks its 33rd year as an association — working to create greater awareness and appreciation for reusable textiles. Our mission has been strategically focused on providing education and marketing resources that help members sell the benefits of reusable textiles.

ARTA does this through bi-annual education conferences, education sessions at the Clean Shows, and by developing resource and sales materials that are easily downloaded from our website. Each year, ARTA strives to create at least one new resource for the membership.

In 2014, we developed materials to help members combat linen loss and educate clients on the incorrect disposal of soiled linen as red bag waste. This outreach included securing a letter of clarification from OSHA on the proper protocols for handling soiled linen (done in conjunction with the Association for Linen Management). In addition, the ARTA Cleanroom Committee undertook a life cycle analysis (LCA) of cleanroom coveralls. This study was recently completed and found that cradle-to-end-of-life, in comparing reusable versus disposable coveralls, reusables are the sustainable choice in cleanroom operations.

This year, ARTA will publish the Cleanroom LCA in industry trade journals. Also in 2015, we undertake a redesign of our website to provide a more user-friendly experience, and we are in discussion with TRSA to jointly develop education and training materials on linen loss.

But most important, we will coordinate plans for ARTA's 6th Education Conference, set in Orlando, March 9-11, 2016! In holding an education conference, our goal is to tackle the issues that may impede the marketing of reusables and to provide hands-on, how-to information as solutions. Please let us know what education topics can help you and your business. 

Ed McCauley is the CEO of United Hospital Services in Indianapolis, Ind.

ARTA Salutes its 2015 Clean Show Sponsors!

Your support helps us provide top-drawer education for members.

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- Phoenix Textile Co.
- Sigmatex-Lanier Textiles
- Standard Textile Co.
- Tingue Brown
- VOSS Laundry, and
- Vintex.



ARTA Member Westport Linen Shares Its Story: After Tragedy Strikes, Ensuring Success

Eddie LeFeaux, co-owner of Westport Linen, talks about providing healthcare laundry for a Louisiana hospital after contaminated linen was identified as the carrier of a fungus responsible for the deaths of five children.

By Nancy Jenkins

ARTA Editor and Executive Director

The news was heartbreaking: five children under the age of 13 years died between 2008-2009 from an invasive fungal infection contracted during their stay at a Louisiana pediatric hospital. When healthcare linens and carts that transported the linen were identified as the primary carrier for the fungus — cutaneous mucormycosis — the Centers for Disease Control and textile services associations went into overdrive to educate laundry operators, healthcare staff and the public.

Imagine being the laundry provider selected to take over service for that hospital? That was the situation for Westport Linen, operated by owners **Eddie LeFeaux** and **John Landry** in Baton Rouge, La.

“We were soliciting the business and had been meeting with hospital management over the previous six months,” said LeFeaux. “Then one afternoon, I received a call that the hospital was in need of seven pars of linen and needed our company to begin serving the hospital immediately. All that was said was, ‘the present inventory is not available,’ and was later quarantined,” he added.

Why Westport Linen was selected

LeFeaux says Westport Linen was selected by the Louisiana hospital to provide linen service because it was:

- successfully serving another hospital within the system,
- HLAC-accredited,
- a dedicated healthcare facility, and
- able to begin serving them immediately.

“We are and have been HLAC accredited since 2007,” said LeFeaux. “Our standard operating procedures are designed to exceed our customers’ expectations while providing hygienically clean linen service.”

What happened first

“We immediately sent in our team and formed a transition plan,” explained LeFeaux. “Working with the hospital, our customer service team set up department par levels and executed the transition.”

After these first steps, Westport Linen established an ordering system and then met daily with the hospital to ensure that delivered linen and products met expectations for quality and cleanliness.

Extra precautions ensure hygienically clean linen

Because cutaneous mucormycosis is so deadly — the case fatality rate for severe infections in nearly 100% despite

treatment — the hospital requested that extra precautions be taken in several departments. This included the make-up of linen packs for sterilization in the pediatric and neonatal intensive care units.

In addition, Westport Linen shared with the hospital its existing protocols for sanitizing and keeping equipment safe, as well as best practices for keeping linens clean during transport, delivery and storage. This included ongoing training of hospital staff on the proper handling and storage of reusable textiles.

“We fog our trucks after each use with a stat three germicide,” said LeFeaux. “All of our carts are run through an automatic cart washer and sanitized after each use as well.”

Westport delivers clean linens in carts that are lined and sealed.

Protecting employees

As far as protecting Westport employees from any contact with fungus, LeFeaux says the company has always followed Universal Precautions, which require that any persons handling soiled linen wear protective personal equipment (PPE).

“We didn’t change our procedures and training,” he said. “But we did provide refresher training with employees to ensure they understood the critical need to protect their skin, face and hands from contact with soiled linen.” According to LeFeaux, the company’s exposure control plan exceeds all requirements of the Joint Commission, CDC, HLAC and OSHA (29 CFR 1910.1030). At Westport, all employees receive exposure control training as new hires, as well as annually.

Early challenges

In conducting interviews for this story, this author got the definite impression it would be hard to get any reaction other than calm from LeFeaux.

When asked about any challenges in taking on the Louisiana hospital, he mentioned a construction issue. “We weren’t able to use the loading dock until the construction was completed,” LeFeaux said. “So we used a different entrance that required some extra time in handling carts.”





The History of Westport Linen Services

Westport Linen Services, LLC, provides healthcare linen to more than 100 hospitals and surgicenters in the Louisiana area. The company processes 16 million pounds of linen each year, has two plants and employs nearly 200. Its corporate headquarters and primary plant is located in Baton Rouge; the second and newest plant is based in New Orleans.

The company is a dedicated healthcare laundry operation and HLAC accredited since 2007. Westport Linen offers reusable surgical packs (sterile ready).

“We opened in April of 2000,” said Eddie LeFeaux. “My partner and I, John Landry, used to work for Cintas, and then for Kean’s Healthcare Linen. In 1998, Kean’s was sold to National Linen. John and I worked for them for a while and then decided to move back to Baton Rouge and start our own business.”

The vision — Leverage the tradition of reliability and integrity learned at Kean’s to provide high-quality laundry service to the Louisiana - Mississippi healthcare market.

In 2011, **Joshua Landry** joined the company as operations manager. Today, the two Landry men and LeFeaux represent more than 70 years of commercial healthcare laundry experience. 

Nancy Jenkins is the executive director and editor for the American Reusable Textile Association. She is the owner of Jenkins Integrated Marketing, based in Topeka, Kan. njenkins@ARTAI.com



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Healthcare Marketing Trends for 2015

According to data gathered by Smith & Jones, a marketing agency based in Troy, NY, here are the top five trends for marketing to healthcare clients in 2015.

Note: It's safe to say these tips apply to all B-to B-marketing efforts!

Info snacks

In 2015, shorter is best.

Focus on providing short, valuable, snack-sized content up front. If longer content is required, use bullets, lists and videos.

Relevance is the new authenticity

Notice how ads have taken over Facebook, but nobody cares? That's because they are so targeted, most people find value in them. You can do this too. Focus on quality of content over quantity. Make sure the content

you share is timely, helpful and relatable. Branded content is about the source, whereas a content brand focuses on the audience and building relationships.

Build brand based on positive customer experience

Use branding to give prospective clients a reason to choose you, and current clients a reason to stay. Think Aspen Dental or LensCrafters. Put the client experience first.

Aim to inspire

Think about what types of ads motivate you. Is it the ASPCA sad TV commercials with deformed animals

or is it St. Jude Children's Research Hospital Thanks and Giving Campaign? As you develop advertising and marketing materials, strive to incorporate a story or experience that others will want to share. When others share your message, your audience grows, as well as your brand.

Mobile is #1

According to research company Ovum, more than two billion people access the Internet via their cell phones and, in 2015, for one billion it will be their only form of Internet access. Given these stats, it's an absolute necessity to have responsive design on your website so it looks great across all platforms. For more information and to download the complete report, www.smithandjones.com.

Commerce Department Commits to Fueling U.S. Textile Manufacturing Reshoring

In a move that promises to bring jobs back to the United States, President Obama announced March 18 that \$150 million in private-public investment has been earmarked for a new Revolutionary Fiber and Textile Manufacturing Innovation Institute Competition.

As part of the National Network for Manufacturing Innovation, the fiber and textile institute will ensure that America remains at the leading edge of fiber science. The funding will allow scientists to research, prototype and commercialize fibers with extraordinary properties.

The American textile industry is adding jobs for the first time in two decades and has seen a 45 percent increase in exports since 2009.

www.ARTA1.com Marketing Resources

NO CHARGE TO DOWNLOAD

• EBOLA AND TEXTILES

Download the latest information from the CDC on the proper handling of healthcare textiles that come in contact with persons infected with or potentially infected with Ebola.

• CLIENT POSTERS ON REDUCING LINEN LOSS

Tools to educate your clients on reducing linen losses and waste, including Red Bag Waste.

• ARTA VIRTUAL LIBRARY

Check out these resources in ARTA's Virtual Library: www.ARTA1.com.



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April 16-19, 2015
Georgia World Congress Center
Atlanta, Georgia USA

coming up

Industry Events

2015 Events

April 16-19 — ARTA Exhibits at Clean, The Georgia World Congress Center, Atlanta, Ga.; Booth #534; Nancy Jenkins, njenkins@ARTA1.com, 863/660-5350.

April 17 — ARTA Breakfast at Clean, 7:30 a.m. to 9 a.m., Georgia World Congress Center, room B406. Members and nonmembers welcome to attend. Nancy Jenkins, njenkins@ARTA1.com, 863/660-5350.

April 18-19 — ARTA Education Sessions at Clean, 9 a.m. to 10 a.m., Georgia World Congress Center, room B306. Open to all; no charge. Nancy Jenkins, njenkins@ARTA1.com, 863/660-5350.

May 13-14 — TRSA 4th Annual Safety Summit in cooperation with the CSC Network, Embassy Suites Downtown, St. Louis, Mo.; www.trsa.org.

May 18-22 — ALM American Laundry and Linen College, Richmond, Ky.; Christina Horsley, chorsley@almnet.org, 859/624-0177

Oct. 8 — ARTA Fall Board of Directors Meeting, Standard Textile Co., Cincinnati, Ohio; members welcome; Nancy Jenkins, njenkins@ARTA1.com, 863/660-5350.

Get current with ARTA

If you would like to receive the ARTA eNewsletter via email, please update and include your email address in the ARTA database.

To update your contact information, go to www.ARTA1.com, click on “Members Only,” and then enter your member ID after clicking on “Update Member Info.” Once your company name appears, look for your name and click the “edit” button to access your information. You can then update your address, phone and email address.

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