



Experts come together for education, collaboration, in wash-dry-fold commercial laundry industry

The Definitive Workshop on Wash-Dry-Fold and Delivery Scheduled for November

FOR IMMEDIATE RELEASE

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OAKBROOK TERRACE, IL, September 13, 2022 – The Coin Laundry Association (CLA) is excited to announce the *Definitive Workshop on Wash-Dry-Fold and Delivery*, an event created for all segments of the wash-dry-fold, pick-up and delivery and commercial laundry industry. The two-day event provides access to innovations and cutting-edge practices that enhance the wash-dry-fold market and offers valuable, nationwide networking with laundromat owners and company representatives in one location.

Two pioneers of the industry – The Laundry Doctor, Jeff Gardner, and Wash with Wally, Wally Makowsky, will join forces in a special presentation titled, “Ask the Legends.” Gardner and Makowsky will share advice and answer questions in an exclusive panel session that’s sure to energize and motivate guests.

Produced in partnership with the Drycleaning & Laundry Institute (DLI), the [WDF Workshop 2022](#) will be held in Oak Brook, Illinois, November 16-17, at the Hilton Chicago/Oakbrook Hills Resort and Conference Center. Online reservations can be made now through October 16 on the [Hilton website](#). To speak to the hotel, call 630-850-5555 and ask for the CLA group rate.

“The workshop opens the door to collaborate and share knowledge,” said Brian Wallace, president and CEO, Coin Laundry Association. “Learning directly from peers is the best way to gain the latest trends, most effective methods, and successful business practices. We’re excited to extend this opportunity for owners and reps to have one-on-one exposure to wash-dry-fold experts.”

The *Definitive Workshop on Wash-Dry-Fold and Delivery* has a line-up of powerful education sessions with industry experts, peer-led best practice discussions, and training and professional tips. With personal access to leaders from across the country, attendees will gain insights into the most prominent trends in the wash- dry-fold and delivery market, including consumer demand, marketing, technology and operational best practices. Social networking events are scheduled throughout the day and evening.

Event topics include:

- Training Employees & Drivers for Maximum Efficiency & Productivity
- Best Folding & Packaging Techniques—Live Demonstrations
- Best Practices for Delivery Routes
- Ask Us Anything: The WDF All-Stars

For more information, visit: <https://www.coinlaundry.org/wdf2022/>

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About CLA

The Coin Laundry Association (CLA) is a national, nonprofit organization, with a membership of more than 300 manufacturers and distributors, and 1,500 owners in the self-service laundry industry. Since 1960, CLA has advanced the self-service laundry industry and improved the customer experience by providing store operators with research, education, advocacy and other resources required to be successful business owners. For more information about CLA, visit [coinlaundry.org](https://www.coinlaundry.org).