



**GUILD
OF CLEANERS
& LAUNDERERS**

For A Better
Qualification
Choose the Guild
of Cleaners and
Launderers

Guild of Cleaners and Launderers



May 2015 E - Bulletin

Criterion Decided for Shop Front and Counter Area Competition
—A new competition for 2015/16 with photographs required of the shop front and also the customer area. After the success of the previous competition we are running a new one for the year 2015/16

Visit The Guild's
Web site at
www.gcl.org.uk
See us on You Tube

<http://youtu.be/YIsM2etUPt4>
Scottish Conference 6th
September Westerwood
Hotel Cumbernauld



Booking
Places Now
Clothes
Care
Conferences
and
Exhibitions

Exhibition opens at 9.00am
Conference starts at 10.00am
See right hand panel for
more information on the
Shop Front Competition

Guild Membership Renewal? Your Membership Subscription for the year 2015/16 is now due and remember that you can now pay on line by visiting the Guild Website at www.gcl.org.uk, or alternatively, Telephone 01698 322669. Many thanks to those who paid on time because this saves money and time in having to check and chase late payers. Contact enquiries@gcl.org.uk

Diary Dates for 2015

General Council Meeting 17th June-
Annual General Meeting 1.30pm 17th
June

Both of these will be held at the Ra-
mada Encore Hotel, Haydock, WA11
0GR Just off the M6 Motorway at
Junction 23

Scottish Centre Conference and Ex-
hibition Sunday 6th of September,
Westerwood Hotel and Golf Resort,
Cumbernauld, G68 0EW. Just off the
M80 Motorway

Guild National Conference 28th Feb-
ruary 2016, Park Royal Hotel, War-
rington. Just off the M56 motorway

**Guild of Cleaners
and Launderers**

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E-mail: enquiries@gcl.org.uk

Purpose of the Competition? - The Aim is to Promote Professional Dry Cleaning.
Who is it aimed at? - Professional Cleaners with a shop attracting customers on the High Street (Both dry cleaners and wet cleaners are welcome).
Who can enter? - The owner or employee of the shop.
How will it be judged? - By a panel of six judges, each one selected from a sector supporting the industry and in the case of a tie the casting vote will lie with the Chairman of the Guild Council.
What is required to enter the competition? - Coloured photographs of the shop front and the inside showing the customer area (including the counter)
When will it be decided? - The panel will view e-mailed photographs and select their final ten. On the eve of the Guild's National Conference the panel will meet to review the short list and select the final three.
What is the prize? - A cash prize will be awarded by the Guild.
How much does it cost to enter? - There are no charges for entry, and it is not restricted to Guild members only, but the shop must be offering professional cleaning services.

SHOP FRONT COMPETITION 2015-2016
Help Us to Promote Higher Standards in the Industry

Judged by Panel of 6 people chosen from the industry

£££ Cash Prizes

Open to All Members & Non Members Drycleaners/ Wet Cleaners/ Launderettes

All Entries must be in by 1st February 2016

All you have to do is send in maximum of 4 pictures of your Shop Front & Counter Area

Please note this must be by the owner or an employee of the business

Winner Announced National Conference @ The Park Royal Hotel Warrington Sunday 28th February 2016

Send entries to gclshopfront@gmail.com

Look out for the poster which will be sent out very soon.

Calling All Suppliers

Do you want to be associated with this competition?

What about adding to the cash prize being awarded by the Guild, such as a box of coat hangers, or a roll of polythene, or some other similar item to boost the value of the prize.

Contact the Guild Secretariat with your ideas and offers enquiries@gcl.org.uk

Photographic entries to
gclshopfront@gmail.com

Gift Aid If you pay your Guild membership yourself, and you are a UK Tax Payer, secretariat are sending out a form to allow your Guild to claim back the tax paid on the amount paid. This helps the Guild to increase the value of your fees because we are a registered charity. It costs you no more but it is an arrangement set up with HMRC. Please sign and return ASAP.

Training Your Guild Council has allocated money for subsidised practical training for members and to achieve this objective we need to get sufficient people together who wish to further their knowledge and skill in a particular task, but now this has been extended to include two courses, one laundry one dry cleaning, in technology. If you would like to benefit from this help please let us know. Two theory courses were held in 2014 each proving to be a success. Interested parties should make contact with the Guild Secretariat to book places.

Guild News The latest issue is out now and will be in post soon. A bumper issue with 20 pages full of facts and information. If you have something to say and would like it published in our next issue please send it in now because we are always looking for something new.

Guild DVD on Hand Ironing. A new DVD produced by the Guild is available and is a video version of the Guild's book on garment finishing. Members will get a free copy when they re-new their membership—to get your copy send your payment now.

More on the Promotion of Dry Cleaning—During the 1950s a film was being circulated in cinemas starring Alec Guinness and the dry cleaning trade, in those days, used this to their advantage to show the public how much soil was picked up in wear by having selected employees wearing a white suit. At a recent Guild Council meeting it was decided to explore this idea, but in an updated format, to see if we can get the industry to support a new initiative to check how much soil is picked up in today's living environment, and to explore if this could be used to promote clean clothes. Customers bring items in for cleaning usually because they are stained, or creased, or they maybe smell from wear, but seldom because they think they are dirty. The comment from the customer is mainly "it wants freshening up". Is it time to "Freshen Up Our Ideas" and Promote Dry Cleaning in a fashion that is perhaps not too expensive but the trade could find very useful with extra business?

