

# Great products and dedicated effort lead to impressive Clean Show results



**LAVATEC**  
Laundry Technology Inc.





*The booth was full of outstanding products. This is what it looked like in the morning before the hordes of people visited each of the three days.*

It wasn't hard to recognize the Lavatec Laundry Technology, Inc. employees working at Clean 2013, the industry's showcase bi-annual event that was held June 20-22 at the Morial Convention Center in New Orleans. Those smiling faces were a result of consistent and sometimes standing-room-only booth traffic, meeting and talking with many familiar and new faces who visited over the course of the three day show.

Attendance for the show measured over 10,000 people, and according to LLT President Mark Thrasher, it felt like the majority of them spent time in the LLT booth.

"The show was a great success and many people stopped and talked to us about the new EcoDryer line and the Quad Sort small piece folder," said Thrasher, whose own announcement about increasing his stake in the company to 49% was a discussion point with industry magazine editors who attended the show.

"The Clean Show was an unqualified success and generated a lot of sales leads, which was one of our most important objectives. This event proved to be ideal for us to showcase our new



*Wolf-Peter Graeser and Mark Thrasher congratulate David Ziker (center), owner of Ziker Uniforms in South Bend, Indiana, on the purchase of his TT-756G dryer at the show.*

*“Our people are dedicated to providing the best experience and machine performance, and the industry has taken notice.”*

LLT President Mark Thrasher

TT 745 Ecodry

945

TT





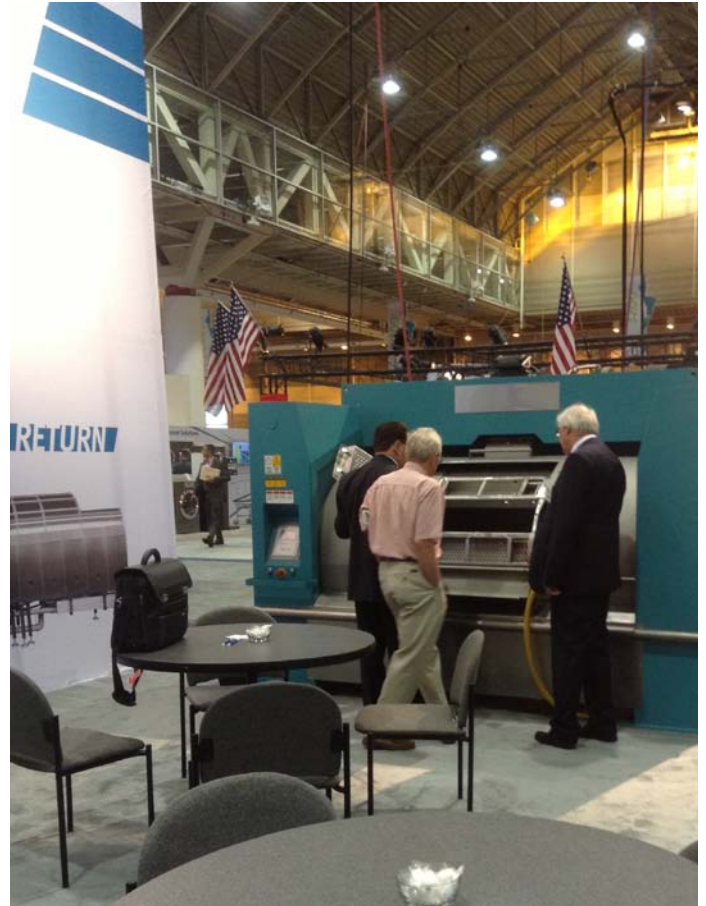


*Valencia Ari is flanked by the Weir guys who joined our team in working the booth.*

company, unveil our new look and brand marketing strategy and introduce several new key pieces of equipment that were very well received. We wrote some new orders in the three days, and we were so busy meeting with people, we could have used a fourth day. I didn't even have time to leave the booth and walk the show floor."

LLT strengthened its position in the market with a dazzling array of new technology. In addition to the bread-and-butter array of heavy duty tunnel washers and dryers for any situation on display, equipment with cost reducing features, award-winning designs and rock solid dependability struck a chord with high volume commercial laundry operators.

The industry's first Quadruple Sort small piece folder – the Lavafold LFO 53 - the DoubleUP™ twin-jaw picker and the prestigious Red Dot and Good Design award-winning TT Ecodry series attracted crowds of people in the booth. Also drawing much attention was the Vacfeed LowLine Feeder system, the 5-Star Vision scanning system and Autoprep, the industry's leading sheet separator.



*Erik de Vuyst and Friedrich Esslinger explain the benefits of a washer extractor to a booth visitor.*



*No one in the convention center could miss seeing the new TT EcoDry 745.*

"The Clean Show proved to any business investing in LLT equipment, will find tremendous value that goes beyond simply purchasing a machine," emphasized Thrasher. "We have made a substantial commitment to support our current and new customers by reinvigorating the distributor network and improving our customer service and aftermarket capabilities. Our people are dedicated to providing the best experience and machine performance, and the industry has taken notice."

*“The show was a great success and many people stopped and talked to us about the new EcoDryer line and the Quad Sort small piece folder. (below)”*



*The industry’s first Quadruple Sort small piece folder – the Lavafold LFO 53 (below) and the DoubleUP™ twin-jaw picker (right) attracted crowds of people in the booth.*

