

Judi's Cleaners Salutes the Customers That Have Signed Their Paycheck for 25 Years

Judi's Cleaners is celebrating 25 years of business in the Sacramento Area with rollback pricing, a FREE Suit Dry-cleaning Saturday Promotion on August 29 and tips on their success over the years.

Aug. 13, 2009 - [PRLog](#) -- ROSEVILLE, California -- This month marks a special milestone for Judi's Cleaners as they celebrate 25 years of business providing Sacramento Area professionals with couture quality dry-cleaning services. The company has grown from their original store in Carmichael, to four convenient locations in Roseville, Rocklin, Carmichael and Fair Oaks with each store providing a route driver for complimentary pick-up and delivery. Of the 35,000 drycleaners throughout the country, Judi's Cleaners is ranked among the top 100 for sales volume and quality standards by Leading Cleaners Internationale (LCI), a group of the most elite and committed drycleaners in the world.

When asked about the early days of Judi's Cleaners, President/CEO Benedict Combs commented, "In 1984, we were a young, hard-working couple just starting our family when we bought Judi's Cleaners. We bought the business for \$5,000 down and received just two weeks of training. Through the years we've made it an extension of our personalities by leveraging Mary's experience in fashion design and my background in marketing. Our kids don't remember us not being in the dry-cleaning business and in fact they all have worked in the company."

In recognition of this special Silver Anniversary, Judi's Cleaners is rolling back prices on many services to 1984 levels and will be holding a "FREE SUIT SATURDAY" promotion on Saturday, August 29 to thank their long-standing customers and to welcome new ones. "I was originally inspired to go into business upon hearing President Ronald Reagan's presidential campaign speech in 1980 and his words, 'The best times are ahead of us.' Times are hard again so our anniversary celebration and free dry-cleaning promotion is a way to help people who are working hard, supporting their families, or interviewing for a new job." said Combs.

As previous owners of the Sacramento Capitals tennis franchise along with Judi's Cleaners, Ben and Mary Combs have instilled many valuable philosophies and implemented business lessons that are especially helpful now in today's tough economy:

- Treat each and every customer as if they sign your check – because they do!
- Implement systems that will enable you to provide consistent, reliable quality supported by friendly service that begins with a team-style corporate culture.
- Live, eat and breathe your business.
- Take care of your people: customers, employees, vendors, family, suppliers, bankers and even competitors. Treat them all with the same, high level of respect, value and appreciation.
- Get a good banker; one that you can rely on through the good times and bad
- Retain the ability to react quickly and modify your plans rather than becoming entrenched.
- Cut expenses when you first begin feeling the pinch.

Company growth won't halt after a quarter century as Judi's Cleaners introduces a myriad of new services, customer communication tools, and employee training programs. Among new services, Judi's Cleaners will be installing drop-boxes in downtown Sacramento at the Bank of the West and Esquire buildings in September 2009. They will also be introducing an Alterations While You Wait service at each of their locations. From a marketing perspective, upcoming promotions include an opportunity to win \$250 in dry-cleaning through their eRewards Program which distributes ongoing email coupons and information about what makes Judi's Cleaners different including their environmentally safe hydro-carbon process. Judi's Cleaners will also be implementing social media to "join the conversation" and provide ongoing

information to better serve customers through Twitter, Facebook and LinkedIn. “We’re also implementing an employee training program my daughter, Morgan Combs, developed which includes a PowerPoint presentation, interactive elements and testing modules to assure our employees understand the ins-and-outs of our quality standards,” said Combs. “We are continuing our employee appreciation program by spotlighting one of our 35 employees each month and letting them choose the upcoming sales promotion,” said Combs. It all supports the Judi’s Cleaners brand philosophy of providing customers with the best quality and service available for the next 25 years.

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About Judi’s Cleaners

Judi’s Cleaners with four locations in Roseville, Rocklin, Carmichael and Fair Oaks, California offers full-service, couture dry-cleaning. Judi’s Cleaners, a Certified Organic Drycleaner, uses an environmentally safe hydro-carbon cleaning process complemented by European finishing that utilizes steam and tension to remove wrinkles while protecting garments. Purchased in 1984 by Ben and Mary Combs, the services of Judi’s Cleaners include dry-cleaning, shirt laundering, tailoring/alterations, handbag/luggage cleaning & repair, shoe repair & shine, household items and formal wear. Customers can utilize the Judi’s Cleaners route pick-up & delivery service, VIP bag program, and online account management. To find out more, please visit www.JudisCleaners.com.

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