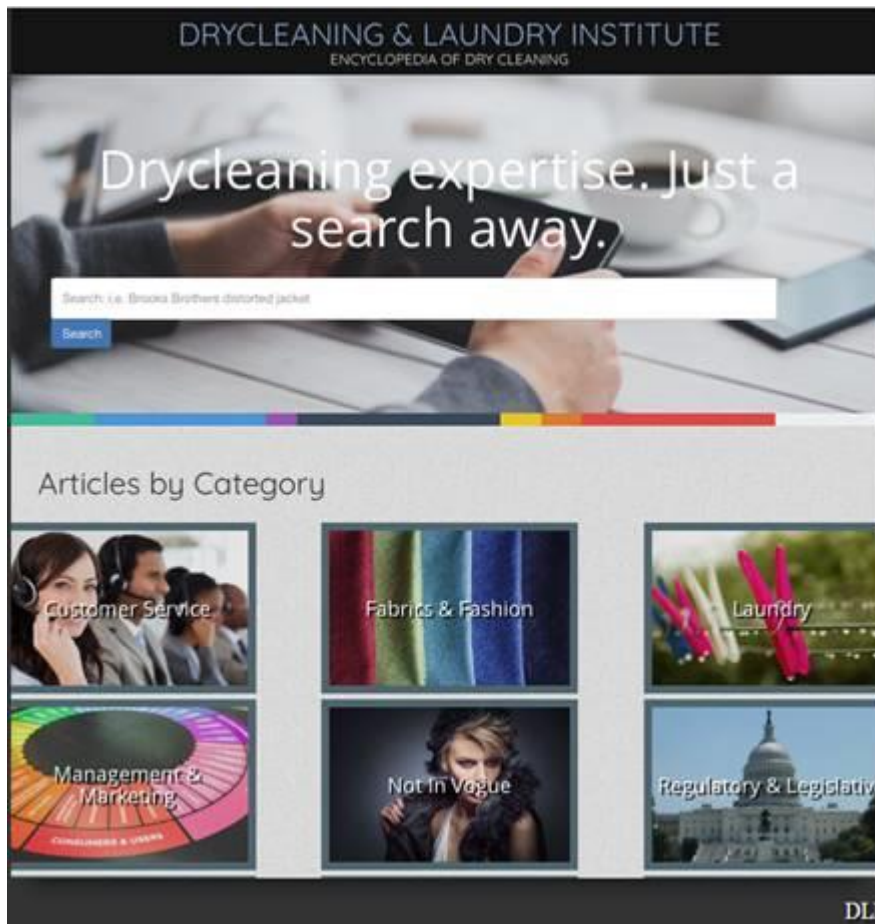


## Brand New DLI Phone App

- Total Knowledge Bank at your fingertips
- Included with your DIA membership
- Apple & Android
- Simple search function
- Just released at the Las Vegas Clean Show 2017
- Another great tool for your business



Information is listed in Nine categories, with a couple of examples shown:

1. Customer Service
  - I. Dealing with Difficult Customers
  - II. Identifying Potential Cleaning Problems
2. Management and Marketing
  - I. Why Customer Retention Beats Customer Acquisition
  - II. A 12 Step Program for Maximizing Your Company's Cash
3. Fabrics & Fashion

- I. Sizing & Finishes
  - II. Bias Cut Garments
4. Not in Vogue
  - I. Many examples of known brand issues with garments
  - II. Hugo Boss
5. Laundry
  - I. Improving Productivity & Quality of Shirts
  - II. Life Expectancy of Shirts
6. Regulatory & Legislative  
Some excellent tips but legislation applies to the USA
7. TAB's
  - I. Black Dyes Bleed into White
  - II. Invisible Problems
8. Technical Operating Information
  - I. Cleaning Wedding Gowns
  - II. Solvent Odour Problems
9. Wet Cleaning
  - I. Wetcleaning Wedding Gowns
  - II. Wetcleaning Wash Formulas

These are only a few of hundreds of articles listed.  
A really quick search function.

To access (same as other Apps):

- I. Go to your App Store and type "drycleaning"
- II. Click "Drycleaning and Laundry Institute"
- III. Scroll down to "DLI- Encyclopaedia of Dry Cleaning"
- IV. Download and enter your DLI Number  
You only have to enter once

This again is so good, information and reference at your fingertips.

I suggest you download and spend time looking around the App.

**Just another reason to be part of the DIA/DLI team.**

**We pay an annual fee on your behalf to be part of DLI who strongly support DIA.**