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HSIA HAD THE CHANCE TO TALK TO ROTH CLEANERS OWNER PAUL WHITE – THE STAR OF THE MAY AD IN “NATIONAL CLOTHESLINE”

HSIA: How did you get your start in the dry cleaning business?

Paul: My grandfather, Edward ‘Ted’ White, was the first in the industry. When my dad returned from World War II, he worked at Pontiac Laundry and Dry Cleaners. I learned the business from my Father who acquired Roth Cleaners from the Roth Family in 1977 and I hope to pass it on to my four sons.

HSIA: Do any of your sons work in the business now?

Paul: Yes, my oldest son, 16 year old Luke, is really involved. He helps us with the latest technology and social media and is really great with route sales.

HSIA: Do you have just the one location in Bay City?

Paul: No, we have two locations in Bay City and two in Midland. All the cleaning and processing is done at the Bay City Plant.

HSIA: How many employees do you currently have?

Paul: We have 18 awesome individuals on our team.

HSIA: Have you always used perc?

Paul: No, my Father made the switch to perc in 1989. It recycles beautifully and we like the closed loop system and the quality of the cleaning.

HSIA: How many pounds of clothes do you clean in perc each day?

Paul: We do about 250 pounds of clothes a day in perc. We also do wet cleaning due to the societal shift to cotton and cotton blends.

HSIA: Have you considered alternative cleaning methods?

Paul: Yes, but we concluded that they would not serve our customers well. For us, perc is the best option.

HSIA: Do customers ask what you use to clean their clothes?

Paul: They do not. Our customers want to believe that we are doing the right thing – Having their clothes ready when promised and ready to wear immediately.

HSIA: Paul gives a lot back to the community. In fact, Paul has a lending library of books at all locations so his customers can learn about leadership, helping others or to just read a story of triumph over adversity. He also recently received the 2012 Angels in Adoption award for his family’s outstanding advocacy of adoption.

HSIA: Keep up the good work, Paul!

