

CELEBRATING 75 YEARS OF SERVICE



LINIFORM

LINEN AND UNIFORM SERVICE



1924 - 1999

OUR MISSION

Together we will create an atmosphere of cooperation, loyalty, team work and commitment to each other and to the company. Through our efforts we provide quality products, excellent service, exceeding our customers' expectations, while affirming a reputation of truth and honesty.

Liniform Service is dedicated to providing professional growth opportunities and advancements for our employees to succeed, while keeping our future secure and our employees up to meeting the changes and challenges of the business.

Everybody wins!



Pat Shultz, Ed Good and Bertba Jenkins

THE SECRET IS OUT

Liniform has been referred to as “Barberton’s best-kept secret.” Tucked away on Northview Avenue for 75 years, we have continued to grow, providing rental, lease and direct sale of linens, apparel and paper products to over 2,000 businesses in 13 counties. We are not the biggest linen service operating in northeast Ohio by any means, but we strive to be the best - in service to our customers, in respect for our employees, and in being a good neighbor to the community of Barberton. We are very grateful to the South Summit Chamber of Commerce for selecting us as the Outstanding Business of the Year. This recognition confirms what our Board of Directors, officers, management and employees have been saying for years: *It is possible to run a successful family business in an atmosphere of respect and trust where everyone wins.*

Liniform’s Products and Services

Providing what our customers need has always been the focus of our company. In 1924, households needed someone to wash the laundry. In 1999, businesses need image garments for rent or sale, shirts, pants, standard uniforms and coveralls. Restaurants, caterers and schools use our table linens, napkins, dishtowels and aprons. Few businesses can do without dust control items such as mops and

walk-off mats, which we now can customize with names and logos woven directly into the fibers of the mat. We help our customers select the right items to present a good image, promote workplace safety and comply with OSHA regulations.

For medical and dental offices we provide patient gowns, warm-ups, smocks, scrubs, doctor coats, blankets, pillowcases, washcloths and towels. Liniform’s laundry methods meet or exceed OSHA’s bloodborne pathogen standards and also the standards of the Joint Commission on Accreditation of Healthcare Organizations.

In addition to rental garments and linens, we offer direct sale items. Introduced in 1998, our Main Street Classics Catalog provides business casual garments for direct sale, including a variety of shirts, pants, jackets, uniforms and hats that can be customized with a company’s logo. Liniform is a master distributor for large-capacity paper hand towels and toilet tissue, and we also provide soap products that are right for everyone, from anti-bacterial soap for surgeons, to industrial hand cleaner with pumice for auto mechanics.

Our Focus on Service

Service to our customers: We set ourselves apart by the specialized services we provide. Liniform delivery personnel stock the order of clean linens and uniforms on the customer’s



A Liniform 400-lb. Dryer, 1999

shelves or in their closets. We provide healthcare clients with a procedure booklet to supplement their required OSHA control plans. And we take pride in filling special needs within hours of the customer's call.

Service to ourselves: Our mission statement says a lot about who we are. It was written by a committee of employees and describes our ideal as a company providing steady, reliable jobs and encouraging each other to participate in the day-to-day decision-making process. We used the word "together" in our mission statement to convey the idea that no one individual can take this company forward, but that together all things are possible.

Service to our community: Being a good neighbor has meant many things. Our employees have shoveled snow from a neighbor's walk, pushed a disabled vehicle into a driveway, and retrieved trash cans that had blown away. Liniform offers flextime so that our employees can take more active roles with their families and communities. In addition to making contributions to the Mum Festival and local charities, Liniform participates in Junior Achievement programs, the Cherry Blossom Parade and the Barberton Beautification Project.



Albert E. Good, Sr.

75 Years of Change, Growth and Discovery

The Liniform of today, with our wide range of products and services, has evolved from very simple beginnings. Barberton White Wet Wash was established by brothers Albert and Chris Good in 1924, when most families had to do their laundry by hand with a tub and washboard. The new company sent a truck door-to-door in Summit County, picking up dirty clothing and linens. After the items had been cleaned at our plant, they were returned, wet, to be hung out to dry. Barberton White Wet Wash soon added drying and ironing services.

In the 1940's Chris Good had left the Barberton business to start another laundry, and Albert's son, A. E. "Ed" Good, Jr., was in the U. S. Navy. When Albert Good died his wife, Selina, kept the business going. Selina Good had graduated from technical college and was the company's bookkeeper. After Ed returned from the war, he took his place as head of the company. In the post-war



period, people's lives were changing rapidly. As households bought their own washers, five other family laundries in the Akron area went out of business. Instead, Ed Good adapted to the changing market by providing linens and towels to industrial customers. The business, now called Barberton Laundry and Cleaning, Inc., grew away from serving individual households and began to provide services to other companies.

Continually putting the company's best interests at heart, Ed Good reinvested money into machinery and people. As the 1960's began, Ed Good made significant plans to ensure the company's future. Selina Good was ready to retire as bookkeeper. Ed saw the impact that computers would have on business, but no one was writing software specific to our industry,



Our Fleet in the Thirties

so Ed learned to program computers himself. He created, developed and later marketed computer software for the industrial linen industry. This Y2K-compliant software continues in use today, and Ed is still making refinements to improve productivity.

The early 80's brought what would have been the end to many other companies - a devastating fire. Ed Good, now in his sixties, an age when many men are considering retirement, watched as Barberton Fire crews assessed the damage to our plant. Over half the building and 90 percent of the machinery were destroyed. Rather than taking the insurance money and retiring, Ed rebuilt the company for his employees, for his customers and for Barberton. Ed, Bertha Jenkins and Pat Shultz became a team with the goal of continuing operations while rebuilding. They made arrangements for other companies to process the work, maintained service to our customers, and rebuilt the physical plant.

Barberton Laundry and Cleaning, Inc. began doing business as Liniform Service, a name that combined our linen and uniform rental programs with our main goal of service. We were now an industrial rental laundry, and Ed, still looking towards the future, knew it would take more than himself to continue moving forward. The lessons of the fire and the dedication of his employees prompted some changes. Ed brought our current president, Bertha Jenkins, up through the ranks and helped her learn how to maintain an efficient, up-to-date facility. Ed also took Pat Shultz under his wing. Pat is now Liniform's vice president and is responsible for developing new products and services so that we can continue growing.



Ironing and Folding, 1999

In the 90's, we have more than tripled our size by adding new products and services. We bought another laundry in 1990 and also started providing large-capacity hygiene paper products. In 1992, with the introduction of OSHA's bloodborne pathogen standards, we enhanced our services to healthcare providers and began offering medical clothing in colors and patterns, not just the traditional white. We introduced our logo mats in 1998 and began direct sales of clothing through our Main Street Classics Catalog.

Continuing to grow as we near the year 2000, Liniform is

now allied with the CSC Network, the National Alliance of Independent Laundries. We can still offer dedicated customer service while the alliance allows us to serve national accounts as well. Service was what Albert and Chris Good began providing in 1924, and service is what makes Liniform special to this day.

Our Future

Liniform has proven itself as a company willing to diversify and adapt to a changing environment. Liniform has also proven itself as a company that puts people above profits. Progress is the focus for everything we do, and we are proud that this is our 75th year of service. Thanks to the Board of Directors, officers, managers and employees of Liniform, the future promises to provide further rewards for all of us. We are confident that "Barberton's best-kept secret" will continue as an independent business providing quality service, involved employees and innovative, progressive leadership into the new millennium.



Liniform's Fleet and Route Sales Reps., 1999

LINIFORM ASSOCIATES

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