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UNX-Christeyns to focus on Customer Benefits and Dry/Wet Products at Southwest Drycleaners Association Event

Greenville, N.C. – April 13, 2023 – For [UNX-Christeyns](#) (booth 536), this year’s Southwest Drycleaners Association’s 2023 Cleaners Showcase presents a two-fold advantage. It provides the opportunity to network with professional drycleaners from 10 states, and also allows attendees to learn more about the company’s products and rich history. The event takes place April 28-30 at the Irving Convention Center in Dallas.

Terry Hammond, Senior Vice President at UNX-Christeyns, enthusiastically expressed his anticipation for the upcoming Cleaners Showcase. “This event is an invaluable opportunity to establish and nurture professional connections. With the gradual resumption of in-person events post-pandemic, the prospect of engaging with individuals face-to-face again is nothing short of exhilarating,” he said.

“The upcoming opportunity to showcase our company’s philosophy and values will be a vital milestone for those unfamiliar with our brand. Our unwavering passion for the industry and commitment to innovation drives us to continuously elevate our products and services. Our integrity and mission are inextricably linked, and our dedication to putting customers’ needs first sets us apart from our competitors. We look forward to sharing our story and leaving a lasting impression on all attendees.”

Hammond believes the enduring success of the UNX-Christeyns Cole & Wilson brand has proven to be an undeniable asset to dry cleaners located in the Southern region from Nevada to Mississippi. The brand’s unwavering commitment to delivering tangible benefits to its clients is the driving force behind its continued growth and acclaim. He said the company takes great pride in the brand’s success and is thrilled to have the opportunity to continue delivering exceptional value to loyal customers.

“As a testament to our unwavering commitment to excellence, our distribution network in the Southern region has consistently remained a cornerstone of our success,” he explained. “Our real time inventory management ensures our customers are assured of timely and efficient service. The UNX-Christeyns Cole & Wilson brand is widely regarded as a preferred choice by our loyal customer base, and for good reason. Our products are unrivaled in quality and performance, making us the top destination for dry and wet cleaning solutions. We take great pride in this achievement and remain steadfast in our pursuit of delivering the very best to our valued customers.”

The UNX-Christeyns Cole & Wilson branded SULTRA line is one of the solutions that will be showcased. These high performance dry cleaning offerings include SULTRASOFT detergents that produce exceptional brightness and a fresh scent while removing water-soluble soils. A spotting chart in the booth will explain how SULTRASPOT is an excellent line of spotting agents for dry and wet cleaning.

Greg Toombs, the Sales Director for UNX-Christeyns who is based in Dallas, said SULTRASPOT’s advantages extend beyond removing basic soils such as paint, oil and grease, as well as ink, protein and tannin stains.

“The [SULTRA product line](#) is ideal for fine washable and dry cleanable textiles, and that is why so many of our dry cleaning and shirt laundry customers have used it since it has been available in the U.S. It is very effective, easy to use, and doesn’t require a lot of re-cleaning, so it saves time and labor costs,” he explained. “These are Prop 65 compliant products with no volatile compounds in the spotting agents. Newer challenges, such as gel pen ink, are some of the hardest stains to remove. Many other products can’t remove those types of stains, but the SULTRASPOT line is successful in this area.”

Toombs invites all Cleaners Showcase attendees to visit booth 536 to learn more about the advantages they might be missing out on.

“The bottom line is our dry/wet cleaning solutions are designed with the customer in mind. We can provide you with exceptional products and services while minimizing the work and maximizing your profit.”

About UNX-Christeyns

Based in North Carolina, the partnership of UNX and Christeyns brings together more than 100 years of experience in the textile care industry. Specializing in commercial quality cleaning chemicals for the laundry, housekeeping, warewashing, and dry and wet cleaning markets, these products are supported with custom designed dispensing equipment to produce high efficiency results for customers. Call 800.869.6171 for more information or visit the [website](#).

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PHOTO CAPTION

The Sultra line is one of the solutions UNX-Christeyns will feature at the 2023 Cleaners Showcase.

