

Summer 2011

RECYCLES



The Newsletter From SDI Laundry Solutions

The Bridge Creates a Festive Evening at the Central Park Boathouse to Honor its “Caring Partners”

The Bridge’s Awards Dinner at the Central Park Boathouse in June was a great success. Partner in Caring Ron Garfunkel enjoyed the evening with his family, many members of the SDI team and other business associates and friends in the colorful “Night in Venice” themed setting. Through ticket sales, journal ads and a silent auction, the event raised more money than last year, with the proceeds going to support The Bridge’s broad range of services, including homeless housing initiatives for recent veterans, horticultural training program and urban farms, counseling and more.

The three honorees of the night, who have positively impacted the lives of many Bridge clients, gave truly inspiring speeches throughout the evening. Ron Garfunkel, President/CEO of Service Directions, Inc. received the Caring Award presented to him by Albert E. Mayas, Vice President and Executive Managing Director of Charles H. Greenthal & Co. City Council Speaker Christine Quinn was honored as the 2011 Government Partner, and fellow City Council Member G. Oliver Koppell accepted the award on her behalf. George Ball, Chairman and CEO of W. Atlee Burpee & Co. and the Burpee Foundation, was presented the Individual Partner Award by Mel P. Barkan for being the founding supporter of The Bridge Horticultural Training Program and Urban Farms.

But perhaps the highlight of the evening was when Robert Kaplan, Bridge client of



Awards on display at the Bridge Gala: George Ball, Chairman and CEO of W. Atlee Burpee & Co. and the Burpee Foundation; Ron Garfunkel, President/CEO of SDI Laundry Solutions; Cynthia C. Wainwright, President of the Board of Directors of The Bridge; and City Councilman Oliver Koppell, who accepted the award on behalf of City Council Speaker Christine Quinn.

three years, and painter of the event invitation cover art, gave a moving and memorable speech about his life’s journey and how art and The Bridge have changed his life for the better. For more information about this great organization, visit their website at thebridgeny.org



Phil Saperian, Executive Director of Coalition of Behavioral Health Agencies, Tom Olin, President of Crystal Blue Cleaning, SDI Vice President of Sales Dan Donohue, James Golden, and City Councilman Oliver Koppell.



Vicki Chesler of Highpoint Ventures, SDI’s marketing company, with SDI Account Executive Michael Spielmann and Director of Client Relations Kamilah Ifill.

Stay In Touch With SDI Through The Internet

Getting connected with SDI through Social Media networks is a great way to learn about discounts and prizes, to be rewarded for your loyalty, and to get valuable tips on how to get the best results from your laundry machines.

It’s also a great way to have your voice heard, whether it is to thank us for great service, request service, repairs or refunds, or to let us know your opinions.

Just click to “Like” us on Facebook or go to facebook.com/SDILaundrySolutions and you’ll hear about the latest special offers from SDI. Past prizes have included an iPad, a Kindle, laundry soap, pre-loaded Smart Cards and more. We’ll also keep you up to date on all the latest SDI technology and we will always respond immediately to our Fans’ requests for service or information.

Be sure to visit SDI President/CEO’s blog at sdilaundrysolutions.com/wordpress or reach it through our website at SDILaundrySolutions.com (click BLOG) for important tips about our machines, new technology initiatives and recent awards and events. ■

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on YouTube.com!**

youtube.com/watch?v=0e2PxT0lz9c

youtube.com/watch?v=EIXDmyjehU&feature=channel



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Upcoming Events

Westchester Real Estate Conference

Wed. July 13 2:30 to 6:00 pm

1133 Westchester Avenue
White Plains, NY

events.scheinmedia.com

General Membership Meeting of Building & Realty Institute (BRI)

Thurs. September 15 6:00 pm

Crowne Plaza Hotel, White Plains

buildersinstitute.org

New York Association of Realty Managers (NYARM) Annual Expo

Wed. September 21

Hotel Pennsylvania
Seventh Ave. at 33rd St.

nyarm.org

Bronx-Manhattan North Realtors 10th Annual Real Estate Trade Show

Wed. October 26

The Bronx Zoo

bmar.org

Council of NY Cooperatives (CNYC)

31st Annual Housing Conference & Expo

Sun. Nov 13 8 am - 5 pm

Baruch College
55 Lexington Ave. & 24th St.

cnyc.com

Maytag Recognizes SDI for Outstanding Service



Once again, SDI has received the Maytag Commercial Laundry Award for Outstanding Customer Service. Presented by Robert Jay Small of Maytag, the awards recognizes companies that have provided exception service to their laundry room customers. ■

FROM THE CUSTOMER SERVICE DEPARTMENT Helpful Hints for Using Your Smart Card

Smart Card Revalue Tips

- If you insert your card into the machine and get an error message (ERR), clean the card with rubbing alcohol or Windex. If that does not work mail it to SDI, 219 Riverdale Ave. Yonkers, N.Y. 10705 attn: Mary/Customer Service. Please include your name, address and phone number.
- You should always have two cards in case you have a problem with one. Please call us we will be glad to mail you a spare.
- For a refund fill out our online form at sdilaundrysolutions.com/smartcard.html (click Problem With My Card) or call our office for an instant refund code.
- If you do not have a card please ask your super for one.
- If the smart card does not have a number on it, go down to the laundry room with your card and a pen and paper. Insert your card into the Coded Value Adder machine (CVA) and it will display the card number.
- When using the computer, please make sure that you highlight the correct card that you have in your hand.
- If you forgot your password or username, follow the instructions to get a new one.
- Your new CVA code will expire after 7 days so please enter the code as soon as possible after you receive it.
- Be sure to pull your smart card out of the machine when the read-out says "pull card."



*Lorie Shaiban
Customer Service Manager*

Laundry Room Tips

- Too much soap will clog up the machines. Only use 1/8 cup of soap or less for best results.
- Do not add water to the machines. This could cause a flood.
- Always clean lint screen before running the dryer.
- Overloading machines may cause break-downs.
- If the washing machine does not spin out re-wash the load and call us for a refund.
- If you spill anything in the laundry room please clean it up.
- Do not slam machine doors as they may break as a result.
- Do not remove laundry carts from the laundry room.
- We will always make our best effort to respond to service calls within 24 hours.
- If you experience any problems in your laundry room, please call us or report it online, with the number of the machine, building address, and description of the problem. ■

**Our Hours of Operation: Monday – Friday 7:30am-7:30pm
Saturday 8:00am-4:00pm / Sunday 12:00pm-4:00pm / 800-945-WASH (9274)**