



## **MEDIA INFORMATION**

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### **FOR IMMEDIATE RELEASE**

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#### **CEDAR VALLEY COMPANY CELEBRATES MILESTONE ANNIVERSARY City Laundering Co. Completes a Century of Service and Dedication**

*OELWEIN, Iowa (October 30, 2006)* – An Oelwein-headquartered business is celebrating a century of commitment to residents in Eastern Iowa and Southwest Wisconsin. City Laundering Company (City) has spent the last 100 years providing laundering services to the region.

During that time, City Laundering Company has seen it all. The company has made it through the Great Depression, experiencing both economic downturns and record financial successes. Since its inception in 1906, company officials have strived to perfect the art of serving customers efficiently and effectively, no matter the economic situation at hand. To this end, City has grown and prospered through changing economic times throughout the decades.

H.M. Wetlaufer started the small family-owned laundry in downtown Oelwein. In 1947, Herbert's eldest son, Gerald, took over the business. Gerald realized there was a growing need among businesses for rental uniforms and linens. Under his direction, the business began renting, laundering and delivering these items to local businesses. In 1972, Gerald's youngest brother, Roger B. Wetlaufer, became president and the company significantly expanded their market area. Roger B.'s son, Roger J. Wetlaufer, took over as president in 1991 and continues to lead the company today.

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Now, the company is reaffirming its commitment by adjusting product lines and service coverage areas to better meet the needs of the industry. "For more than 100 years, we've invested in our employees, equipment and facility to continuously improve our performance and ensure future success," stated Roger J. Wetlaufer, President. "To this day, our focus remains on providing superior products to superior customers."

In the last year, City has continued to see strong growth in the market. To better serve its growing client base, the company increased its facility's square footage by 10%, added a new route and expanded the service area by 100 miles. In addition, City expanded its Image Apparel division and invested in its own in-house embroidery shop. The company continues to provide linen supply, dust control, uniforms, restroom services and paper products.

Touting one of the most modern laundering facilities in the state of Iowa, City Laundering Company is able to successfully compete with other larger, nationally known suppliers. City's 65,000 square foot laundering facility and adjoining offices are located at 1700 South Frederick Avenue in Oelwein. The new state-of-the-art facility was completed in June of 1994, exactly one year after a fire destroyed City's previous facility in downtown Oelwein. The advanced technology, added space and automated systems that are part of the rebuilt facility have enabled the company to operate more efficiently, improve quality and expand their market area. All orders are processed at the facility in Oelwein.

"We may be one of the most advanced companies in our industry, but we're still relatively small and family owned," said Mark Ballo, Sales Manager. "We will always work to provide our customers with the personalized service they expect and deserve from City."

"We really offer a family work environment where employees are motivated about working toward the same goal," explained Amy Youngblut, Controller.

"It's a way of doing business that's worked for us over the past 100 years, and allows us to start our second century in business stronger than ever," said Roger J. Wetlaufer, President.

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Founded in 1906, City Laundering Company supplies textile rental services on a weekly basis to thousands of businesses throughout Northeast Iowa and Southwest Wisconsin. The company is now celebrating its 100<sup>th</sup> year in business. Services include uniform rental, towel rental, dust control services, restroom services and personalized image apparel. City Laundering Company is headquartered in Oelwein, Iowa and employs more than 60 individuals.

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