

TENT RENTAL BUSINESS **BREAKTHROUGHS**

Eight Tent Rental Business Pros Reveal What They're Doing to Spend Less on Labor, Upgrade Quality, and Streamline Operations.



Steve Traube
Traube Tents & Structures
Columbia, IL



Zachry Veal
Beachview Tent Rentals
Brunswick, GA



Willie Comegys
Ebb Tide Tent & Party Rentals
Chester, MD



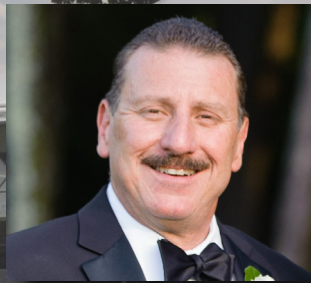
George Quickstad
The Tent Guys
Lloydminster, Alberta,
Canada



Jon Tabeling
Karl's Event Services/Arena Americas
Belleville, NJ



Harold Saiter
Encore Event Rentals
Shreveport, LA



Mike Holland
Chattanooga Tent Company
Chattanooga, TN



Richard Young
Crescent City Tent and Party Rentals
Gretna, LA



Are you ready to gain more control over your tent rental business? Find out how to tear down the barriers holding you back. Discover what other business owners are doing right now to grow and improve their businesses in the competitive world of the tent rental industry.

Make your business better now! Call 877-712-9172 or e-mail us at info@teecosolutions.com

The #1 Mistake Most Tent Rental Businesses Make

Getting into the tent rental business is easy. Getting the right kind of systems set up that let you run a profitable business and lay a solid foundation for the kind of growth that's possible, can be tough.

The #1 mistake most people make when they start off in the tent rental business is failing to have a plan.

Most people underestimate the importance of a plan. They figure they'll just take it a step at a time, keep growing the business, keep adding to inventory and getting more space based on how much business they're doing.

This approach sounds reasonable because it's driven by common sense. There's nothing reckless about growing the business at a manageable pace. But the problem is, the pace that seems manageable can quickly change.

It's as if you're driving along the interstate with the cruise control on. Everything's fine. And then, all of a sudden, somebody slams down the accelerator and before you know it, you're operating on the line of failure.

You don't want to slow down because that means saying no to business. People are ready to spend money with you and you didn't start your business to turn down jobs.

But you don't have any clean tents to send out. Just a sprawling pile of dirty vinyl that seems to keep growing.

Just when your business starts to pick up some traction, just when you're moving out of the garage or into a larger warehouse, you start to experience more and more of the headaches that often come with growth.

Most of these headaches are logistical. You're scrambling to stay organized. The guy who was going to work all night to scrub down a tent calls off sick. The guy you eventually find to give you a hand doesn't really know what he's doing because you haven't had time to train him. He did a fairly good job cleaning the vinyl by hand but the webbing doesn't look good.

You want to call a time out, so you can step back and work ON your business, instead of being forced to work IN your business. But there's no time. You've got tents to get out. Clients to take care of. New jobs to go out and bid. Job sites to go inspect.

Your phone keeps ringing. You let it go to voicemail. If only you had more clean tents ready to go.

Dirty tents pile up.



Clean tents allow you to keep up with demand.



The Bigger Problem That Demanded a Big Solution

But having clean tents ready to go isn't the only problem. In the back of your mind, you're thinking that you really need to be spending some time with your wife and your kids before something snaps.

Steve Arendt's problem: too much dirty vinyl, not enough clean tents. Not exactly a unique problem but definitely a big one, and a problem Steve was determined to solve.

"I got married at 22, and worked for somebody else. I was 26 when I ventured out on my own. It was me and a pickup truck to get started, and then I got into the warehouse. But I came home one day about 3 years into the business in the busy time. My oldest kid was 4 and he's looking at me. He didn't know me. I was an intruder in his house. That flat out killed me. I said to myself something's out of balance."

To pull things back into balance, Steve spent the next year and a half working on systems that would save him time. These systems helped him make great strides, but he wasn't making much progress with the problem of turnaround time for tents.

Everything Steve heard about washing machines was discouraging. All the research he did and all the people he talked to arrived at the same conclusion. Washers are tough

on tents. There was structural damage. The machines tore up the vinyl and just didn't work.

But Steve was intrigued with the idea. He saw all

kinds of problems in his business triggered by the time and the expense and the uncertain results of hand washing.

So he used the scientific method to solve the problem. He knew that there were three variables at play during the washing.

- The water temperature
- The spinning
- The soaps and chemicals

Steve was convinced that a washing machine that did a really good job on tents could be invented if he could somehow get the right combination of these three pieces of the process.



So with the help of his brother and the natural mechanical skills each had, Steve went to work.

He started off by designing a machine that would be rugged, easy to load the biggest piece of fabric with a fork lift, and simple to operate.

Steve worked on testing different water temperatures, searching for the temperature that would be the best for cleaning without damaging the vinyl. He knew that most linens washed well in the 160-180 degree range but that these temperatures were too warm for vinyl. Shrinkage and delamination had to be avoided.

When he backed the temperature down to 70 degrees, this turned out to be too cool, and so he continued to experiment until he found a temperature that would keep the vinyl pliable. If the vinyl wasn't pliable, it could easily rub the wrong way during the wash and develop holes and not clean well.

Steve saw all kinds of problems in his business triggered by the time, the expense and the uncertain results of hand washing.

Teeco tent washing machines debuted in 2001.

“We did extensive testing to understand what many combinations of RPM’s/water temperature /chemicals/ water level in the drum, and drum designs would tear up a tent top. Once we understood what combinations were detrimental, then we could work to find what was the most effective combination. Successfully washing tent tops is really about the correct combination.”

Then, with the ideal water temperature and rotation speed dialed in, Steve worked on the cleaning agents. He discovered that a store-bought detergent like Tide worked fairly well, and would take out a lot of the dirt. But to create the best results, where the tent was sparkling, and where you couldn’t notice any difference in cleanliness between the webbing and the vinyl, he created a special line of products.

Teeco machines can use Gentle Scrub, a specially formulated powder that does an excellent job on black or gray stains caused by air pollution and the pollen and dirt left on the vinyl from contact with soil.



Tent Stain Eliminator is a spot remover and is designed to remove tape and tar and is used like the consumer product Spray N Wash.

In 1999, when the right recipe for the cleanest tent was finally perfected, Steve had the machine he needed. A washer that could streamline his workflow, and keep piles of dirty vinyl from stacking up.

A sales rep Steve knew saw the first Teeco tent washing machine, immediately

understood its value, and quickly sold one.

“Then, after that, I sold my tent business. I knew I had a viable new business with the washers.”

The first Teeco dryer debuted in 2007.

Today’s Teeco tumber washing machines clean

all styles of tents including shaped tents such as: Pagoda, Chinese Hats, frame tents, and pole tents as well as flat panels found in structure tents and clear span tents.

Teeco machines can use Gentle Scrub, a specially formulated powder that does an excellent job on black or gray stains caused by air pollution and the pollen and dirt left on the vinyl from contact with soil.

Tent Soaps & Detergents Selection Chart

	For use in tent washing machines	For use in hand washing applications or buffer applications	Must be diluted with water before applying	Removes tar and tape	Removes black or gray stains caused by air pollution	Removes pollen and dirt left by contact with soil	EPA registered and approved
teECO Clean		✓	✓	Fair	Excellent	Excellent	✓
Teeco Tent Fab Clean		✓	✓	Fair	Fair	Excellent	
Tent Stain Eliminator (liquid)		✓		Superior	Superior	Superior	
Gentle Scrub (powder)	✓			Fair	Excellent	Excellent	

The #1 Way To Avoid Competing On Price



Zachry Veal
Beachview Tent Rentals
Brunswick, GA

People wind up getting into the tent business for all kinds of different reasons, and from all sorts of different backgrounds.

Zachry Veal got into the tent rental business through the hotel his family owned on Jekyll Island, Georgia.

“We can do this,” says

Zachry, after The Beachview Club rented a tent to handle a wedding reception. So the hotel invested in its own tent, and things took off from there.

“We had a twenty four foot trailer that held everything we owned. We grew from that into a storage bay, and then two bays in a mini storage place, then the whole lane, and then we built a warehouse. We grew out of that, and now we’ve got 40,000 square feet, and we could use fifty. We just keep buying more and more stuff.”

“When we started out it was just my brother and me, and a maintenance man. It varies by season, and now we have 50 to 60 full time employees. Some days we’ll have 40 or more laborers, working part time. It keeps us busy.”

Beachview handles a wide variety of jobs, ranging from private weddings to natural disaster projects. Its core business is corporate work with job sites concentrated in the area stretching from Savannah, Georgia to St. Augustine, Florida.

Beachview has staked out a position in the market as a source of quality and professionalism.

“We do not compete on price,” says Zachry. “We compete more on quality and a diverse selection. We try to spend the money to put out a good quality product. We’re successful in higher-end markets. That’s our sweet spot.”

Keeping tents clean keeps the Beachview staff busy.

“We have three guys and all they do year ‘round is wash vinyl, in the busy season, seven days a week. Before we got our Teeco machine, it was unbelievable. We wound up having so much dirty vinyl stacked up. We just could not keep up.

“Now we can keep up with orders. Even in the peak season you can do a last minute order. You’ve got something you know is clean, not something you hope is clean. You just put it in there, hit the button, and let it do the washing.”

Zachry says three things have happened as the result of Beachview’s investment in the Teeco 3000 in late 2008.

“Before, washing was my problem. Now drying’s my problem. I can wash more than I can dry.”

The second benefit is the lower expense for labor.

But where the Teeco really pays its way is when it comes to helping Beachview extend the life of its inventory.

“It’s the biggest difference. Whenever we used to wash by hand, you could get the vinyl good and white, but not the webbing and the straps. Now that gets white too. Makes the whole top look clean. It’s extended the life in terms of keeping the whole product looking nice and clean. We have some old tops. Might be worn looking but they’re always nice and clean.”

The financial benefits for Beachview have been easy for Zachry Veal to measure. “Absolutely, it’s been a good investment. I don’t know how we’d keep up without it.”

Installing the Teeco washer?

“It was quick and easy. Run a water pipe and a gas line, a little bit of electrical, we set it in place with a forklift and it was done.”

And as far as maintenance, “We rarely have trouble outside of just the preventive stuff. I’ve never had anything go wrong that’s catastrophic.”

Now we can keep up with orders. Even in the peak season you can do a last minute order.

How To Choose the Right Cleaning System

Everybody has their own idea about the best way to get a tent clean, and everybody in the industry has experimented with different approaches.

With all the different ways of working on getting tents clean, there are three things about hand washing that everyone pretty much agrees on.

1. Hand washing takes too long and burns up too much money in labor.
2. You're never quite sure exactly how well a tent's going to clean up.
3. No matter what you do, it's just about impossible to get the webbing and the straps looking as good as the vinyl.

When the time comes to give some thought to investing in a washer, the right choice is based on what solution lines up best with the business goals.

Sizing the right machine isn't all about the largest piece of vinyl that fits in it. It's about how much work needs to be done. How many tops need to be washed in a fixed amount of time. By identifying the wash volume that needs to take place, it's easy to identify the right size machine.

Another consideration is the speed of the wash. When it comes to shorter pieces of flat panel material, a tumbler style washer gets the job done more quickly than a flat panel style washing machine. If there's a lot of longer flat piece washing to be done, the flat panel style washer is usually more efficient.

Teeco Tumbler Washing Machines come in five models. Each one washes a different size load.

- The Mighty Mini Series cleans up to 900 square feet
- The 1200 Series cleans up to 1200 square feet
- The 2200 Series cleans up to 2200 square feet
- The 3000 Series cleans up to 3000 square feet
- The 5000 Series cleans up to 5000 square feet

Teeco also offers a variety of flat panel washing machines that can wash up to 3,000 – 10,000 square feet per hour.



You can figure out what machine is right for your business by tracking your workflow, and determining the turnaround times you need.

You can track your workflow a couple of different ways. First, look back on your calendar to a busy time of year, and study what happened. Did you lose out on jobs because you couldn't turn inventory around

quickly enough? How much money did you leave on the table?

If you were scrambling to get tents cleaned, were you paying overtime wages, or hiring extra people? Add up those labor expenses.

Take these additional labor costs, take the opportunity costs from business you had to turn down, and start to map out your true tent washing costs.

But you can't grow your business just by looking in the rearview mirror. History is helpful, but it doesn't give you all the answers, so do some projections and start to do some forecasting.





The 5000 Series

Take a look into the future and do your best to see what will be happening during the busy times next year. Grab a calendar, plug in some jobs you already have booked, or figure you'll get. Plug in those jobs you had to turn down in the past. And add some new jobs you don't even know about right now, but will be there for you because of the natural growth of your business.

Look at a few different weekends and map out some workflows. Don't worry about making this projection precise. That's impossible. What is possible, is to get a pretty good idea of what's going to be happening, and how you can plan for it.

How does your business change if you can get a tent cleaned and back out to a new jobsite in hours instead of days?

How does this save on labor, and how does this let you make more efficient use of your inventory?

If you could use a hand with this process, we'll be happy to help.

And keep in mind that the size of the machine is just one of the important choices. Along with your workflow, you should also consider installation costs, and the layout and size of your facility, so you're dedicating the right amount of space to washing and drying.

Because your workflow includes both washing and drying, Teeco has developed a dryer that doesn't use heat. A special process that combines dehumidification and airflow gets tents dry in 1 – 3 hours.

Because there's no heat, your tents are protected from delaminating, stretching, and shrinkage.

Because you're not stretching tents over poles for drying, you're saving space.

And because tents are back on the shelf and ready to be hauled out to a jobsite in hours instead of days, your turnaround time has been slashed.

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Inside a 75 Year Old Tent Business

Steve Traube grew up with tents. That's what happens when your family's in the business.

Today, Steve runs a third-generation tent rental business. But it wasn't handed to him. When he was a boy, he started off learning about tents by painting the wooden side poles we rarely see anymore.

"I also remember cleaning tents, wiping them down with my hands, feet, and rags, treating them at the time because they were still canvas."

Steve's grandfather launched the business in 1938. It evolved from an operation which marketed venetian blinds and awnings into tents. In the 1990s the company split into two operations, and today, Traube Tents & Structures is focused on the event market. The firm does most of its work in Greater St. Louis, but has traveled to Virginia, Texas, and New York, for projects involving larger structures.

Traube does a lot of work with schools and colleges, handling projects such as graduations, galas, dinners, and auctions. The firm also works on corporate events, fairs, and festivals. "Our growth is in the commercial, industrial, government, and military sectors."

Steve's business deals purely with tents: no tables, no chairs, and no flatware, but he has 40,000 square feet of flooring in inventory, basic lighting, carpeting, ceiling liners, HVAC and rapid deployment units designed for emergency response.

"We are like a construction company. We require our staff to wear steel toe shoes and orange safety vests. We install engineered structures, because the entire market is shifting toward more engineered structures and safety."

It's been a good investment. It's benefited us in a couple of ways.

that there are misconceptions about the ease of installation and adaptability.

"Some people don't know what goes into erecting an actual structure."

Steve's business has been depending on Teeco for ten

years. Before he installed his first washer, his staff handwashed tents and would occasionally use a floor scrubber on the tough grit.

"You practice ice skating on tents with rags attached

to bottom of shoes. We weren't always able to keep up with the quality the way we wanted to. There wasn't enough manpower or space for a quick turnaround. We were bursting at the seams."

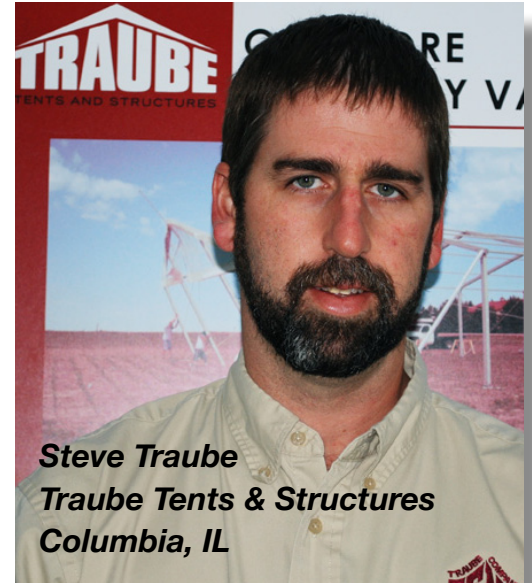
Steve set up a wash base with dedicated bays for washing, drying, and making small repairs. Over the years, as tents changed and more webbing was incorporated into the design, hand washing became less effective and better results were delivered by the Teeco machine.

The way the workflow now runs at Traube, a foreman on the site identifies the cleaning that needs to take place when a tent is being taken down. It will be tagged as ready to use once again, in need of a wipedown, or a machine cleaning. Tents that need a thorough cleaning are dropped at a wash bay, where the warehouse manager's staff will get it into the washer and then back on the shelf.

Traube Tents & Structures uses a Teeco 3000. There were no problems with the installation, and the washer is used constantly. "It's been a good investment. It's benefited us in a couple of ways. There's labor savings, and it's become pretty good for us, washing other peoples stuff. Inflatables, pool covers, awnings. We really don't market for that. It's kind of nice we can make a push for that during the winter."

Using Teeco has also allowed Steve's firm to extend the life of his inventory.

"There are times we have looked at a tent and figured this could not be saved, it could not be cleaned by hand. But



Steve Traube
Traube Tents & Structures
Columbia, IL



we put it in the machine, it comes out and it works, it could be used at a fair or festival. Same thing for sidewalls and for fabric.”

“It helps extend life. You can get it cleaner than you ever could by hand. It does extend life of A-Grade. In years three and four it can help fabric hang on as A.”

When does it make sense for a tent business to invest in a Teeco washer?

“It depends on your access to capital. If you’re going to get big, you can do it straight off the get go. That’s going to help you straight off the bat. You’ve got to be able to afford to wait to recoup the capital. After that it’s all gravy.”

How To Protect & Grow Your A-Grade Tent Inventory

The challenge is simple — but the solution can get a bit complicated.

You want to protect your inventory. Without a system to provide consistent deep cleaning, tents become B or C-Grade tents far too quickly.

Extending the life of your tents is a critical factor in the profitability of your business. It’s not going to happen all the time with every single tent, but adding two years to the life of an A-Grade tent is not a stretch when you’re using a Teeco machine.

Tents you were ready to get rid of can actually stay in your inventory and continue to make you money.

Because you make such a large investment in your tents structures and other inventory, a smaller investment to protect and extend the life of this inventory makes perfect sense.

Some Teeco clients buy new tops, keep them for two years, and then sell them. This provides the second hand buyer with an A-Grade tent at a great price. It also means that our client becomes a volume buyer from the manufacturer, who provides this type buyer a lower price.

In some ways, the investment you make in your Teeco washer is like a life insurance policy. But instead of waiting for a payoff when a tent dies, you’re being paid every day by keeping your tents alive, and in great shape, for years longer than you could with hand washing.

This improved return on your investment in inventory can add up quickly. It is one of the key reasons why profitable operations are upgrading their cleaning systems with a Teeco machine.

Grow Your Business Without Growing Your Real Estate Investment

When you start off small, and you’re running the business out of a garage, real estate costs probably aren’t the first thing on your mind.

You’re thinking about investing in inventory, and the space to wash and dry a single tent usually isn’t much of a problem. But with growth come demands.

Then, once your business starts to take off, and you get some warehouse space where every square foot costs you money, there’s a challenging line to walk.

That line is the balance between revenue and expense. Expenses in real estate that provide enough room for washing and drying can pile up quickly...just as quickly as a stack of dirty tops.

An investment in a Teeco machine means the space you’re using to spread out sheets of vinyl for hand washing can now be put to better use.

As your business grows, and your appetite for spaces grows, you’ll be able to slow down this real estate growth by keeping washing and drying space to a bare minimum.

The Teeco Tent Washing Machine That Sits Outside



Willie Comegys
Ebb Tide Tent & Party Rentals
Chester, MD

For years, vacationers driving along the Maryland shore on their way to

Ocean City, made it a point to stop in Chester for some seafood at Ebb Tide. But it wasn't just tourists who enjoyed the food. Locals loved it, and their appetite provided the opportunity for the restaurant to expand into the catering business.

This meant tents.

So back in the 1970's, the Comegys family started off with a few 20x20s and 20x40s, and the tent business took off on its own from there.

Today, Willie Comegys keeps a close eye on both the operations of the business, as well as the pace of its growth.

"I'm almost as big as I want to be. I don't want to lose the customer service."

This level of customer service allows Ebb Tide to command premium pricing, and break free of the commodity pricing that holds back so many businesses.

The success Ebb Tide enjoys is driven by two things; a disciplined business strategy, and clean tents.

"My tents look new all the time," says Willie. "I can get better pricing. People call me up and want a deal. When you get to a certain point and cut people breaks you can end up losing money."

Ebb Tide handles all kinds of projects, from small backyard parties to festivals.

"There's nothing I won't try to do," Willie says. His company has even loaded a tent onto a barge to haul it to a wedding being held on an island. The growing popularity of these waterfront weddings has been a key factor in the growth of



You can definitely see the difference in the quality I'm putting out. It's not even comparable to four years ago.

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Willie's business.

"Having clean tents gets you those kinds of jobs. Lighting helps make tents look good. This makes you want to make things look better."

Before investing in a Teeco machine, keeping tents clean was a major challenge.

"We spent a lot of time on labor. We used to lay the tents out on tennis courts and wash them by hand. They usually looked worse after that, you'd get footprints and everything else on them. We tried everything from magic erasers to mops, floor scrubbers to rags. Nothing would take that acid rain off as good as your feet did."

Willie invested in his Teeco machine after taking tents to bigger companies to get them washed and seeing the results. The only problem — was space.

The Ebb Tide warehouse is small, just 1,500 square feet. Across the street is a three bay garage, used for storage and is jam-packed full.

"I didn't have room for the Teeco machine. I tried putting it outside. Still is. In the parking lot. It's pretty much running all the time. I would like to have it covered. That's coming. I need a bigger space. I would love to have bigger space."



Ebb Tide started off with the Mighty Mini.

"The Mighty Mini was a good way to start, but I'm getting twice as much done with a bigger machine, and I'm using less water because I'm doing less cycles. Within a year I wound up buying the 2200. I traded it back in. I was keeping things looking nice. I was getting better jobs. One weekend I needed two 60x90s and both the ends. I bought the bigger machine to wash the 60 wide."

The first financial benefits were with labor, as expenses quickly went down and efficiencies went up. "From six guys to two guys washing tents I can get a whole lot more production."

But it wasn't long before another benefit became apparent.

"I was buying cheaper tents before. They'd get too dirty to use for weddings before they got worn out. I'd buy twice as many and they'd get dirty anyway. Now, I'm spending more money on better quality. I can add to my inventory instead of replacing it. You can definitely see the difference in the quality I'm putting out. It's not even comparable to four years ago."

Inventory isn't the only thing that's growing at Ebb Tide. Revenue growth is strong. "My business has doubled in the last two years," says Willie.

The investment in the Teeco machine helps make this growth possible. "I feel that it has been good. Definitely."



A Small Business Gets a Big Payoff



George Quickstad
The Tent Guys
Lloydminster, Alberta,
Canada

It was one of those tents that George Quickstad figured didn't have much of a future.

The old 20x40 canopy was out for a stag party and took a beating. When the crew brought it back in, and spread it out on

the grass for inspection, it suddenly started to rain, so they just left the tent there.

"As it turned out, we had ten days of rain. It never dried off. There's a gravel road nearby with nothing but dust and dirt, and that got all over it. The tent was grass stained, and was just terrible looking."

George figured there was nothing to lose. So he had his crew haul the tent in and loaded it into his Teeco machine.

"It came out clean. It's not a Grade A tent, but as far as cleanliness goes, it cleaned it right up."

George got into the tent business by accident. His family held outdoor summer gatherings every year. "Our family was big into horse drawn wagons. We'd go to the river and

camp, the kids would ride ponies, and we'd put a tarp up with sticks and poles."

When George tried

to rent a tent, he found out that the tent rental companies were all booked up. So when he couldn't find a tent to rent, he bought one, a 20x40 he used for a family wedding anniversary party.

Word got out that George had a tent, and the business took off from there.

Today, the Tent Guys have more than sixty tents in their inventory, including 60x100's and 40x120's. Their projects include weddings, rodeos and livestock shows, and oilfield equipment and farm machinery displays.

Corporate functions are a strong source of business and to help manage it all, George is fortunate to have a daughter



who is a certified event planner.

Before investing in a Teeco machine, The Tent Guys spread a tarp on the grass, laid out the vinyl, rinsed it off, flipped it over and rinsed again.

"You might get two small by 20 x 40s done in a day. I was always being interrupted with phone calls, and it was hard to stay steady. Now, you can do other things while the tents are washing. You're not standing out there sweating in the sun, and it does a way better job."

For a while, George hauled his vinyl to Edmonton to be washed by a machine. It cost him 25 cents a square foot.

"We washed \$20,000 dollars worth of materials a year, and it was a two and a half hour drive each way. So my machine will pay for itself in three years."

The Tent Guys use a Teeco 1200.

"It was a big decision for us being as small as we are. But it's some of the better money I've spent. Definitely worth the investment. The machine functions well. It washes well. The water gets inside places, in the ropes and through the pockets. The hand wash doesn't get the pockets."

"We've got enough inventory that we're not washing constantly. We'll hit it for a couple of days. My problem is I don't have enough shop space. The machine sits in the corner. To dry, we string up the vinyl up on clotheslines with a dehumidifier and fans.

"We even wash our sidewalls in it. Throw them in at three or three-thirty, they're done by five and the boys can go home. First thing in the morning, we fold them up, throw them back on the shelves, and we're good for the day."

***My machine will pay
for itself in three years.***

Make your business better now! Call 877-712-9172 or e-mail us at info@teecosolutions.com

Taking Care of America's Largest Events

Jon Tabeling

**Karl's Event Services/Arena Americas
Belleville, NJ**

It's Fashion Week in New York City. Everything needs to look just right.

In fact, everything needs to look perfect, because thousands of critical eyes are paying close attention to every detail.

To make sure that execution is flawless, worrying about the cleanliness of a tent is not an option. When you're putting up structures in midtown Manhattan, the logistical challenges are massive.

"Real estate is king. They want us up quickly, and down quickly, to ensure successful events. A lot of people don't understand these logistical challenges, venue location, timing, all the preparation that has to take place, specifically on large projects. Our operation is built for these projects"

From the Frieze Art Fair at Randall's Island, to the Deutsche Bank Championship on the PGA Tour, Karl's Event Services/Arena Americas is involved in staging many of the major events in the Northeast.

Doing business at this level has required patience, commitment, and consistent execution.

To meet this goal of increased production without having to make large real estate investments to expand operations, Jon Tabeling changed the way Karl's/Arena in NJ handled cleaning.

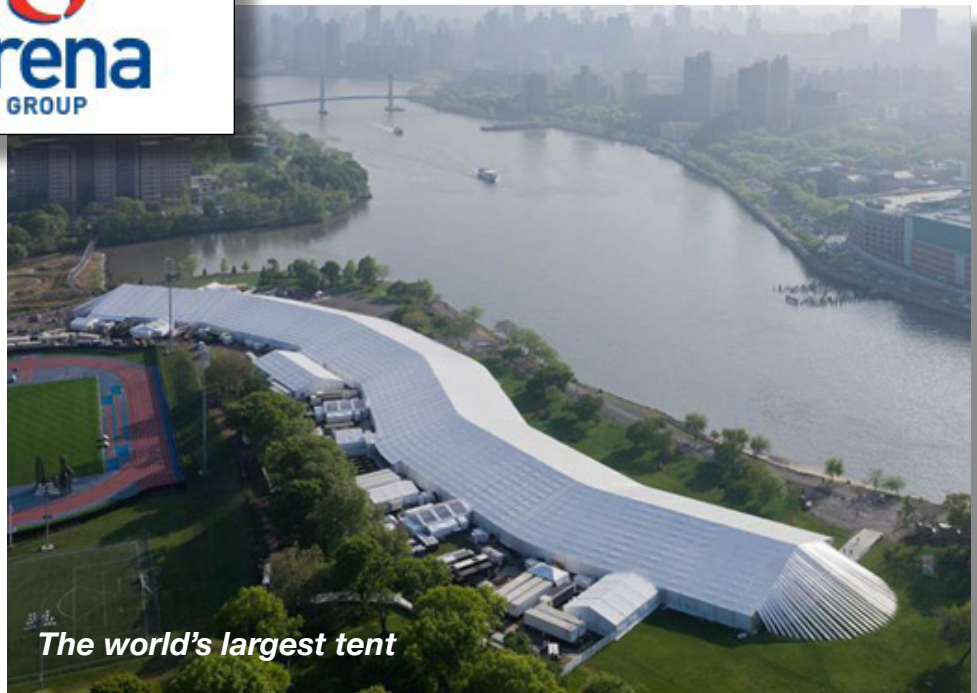
The result was a smaller machine and floor scrubbers being replaced with a Teeco machine...

"We now have a smaller footprint for the wash area. And there's certainly labor savings. With the same amount of staff, we're doing three times what we were doing before.

Along with improved operational efficiencies, it has become easier for the Karl's/Arena staff to maintain the high quality of its inventory, which features America's largest collections of clear span inventory.

"There's absolutely been an improvement in the vinyl. It keeps your product at a higher grade for a longer period of time."

With the same amount of staff in operation, we're doing three times what we were doing before.



The world's largest tent

As Karl's/Arena looks to expand its current operations, it will be looking to Teeco to help supply the machines it needs.

"Our experience with Teeco has been outstanding. Steve and his team have been great to work with, true partners, and I would recommend them."

Make your business better now! Call 877-712-9172 or e-mail us at info@teecosolutions.com

Easy Money By Contract Washing



Photo furnished by The Tent Guys

It's not unusual to find a tent business that's using a Teeco machine doing work for other companies.

In fact, some of our clients who now have a new source of income from contract washing first found out about our machines by sending out their dirty tents to be washed in a machine.

The first step to take to create a contract washing business is to decide how big you want it to be. Then, figure out if your current space will accommodate your vision; if not, you may need to find more space.

Next, develop a pricing structure that will be appropriate for your market. The time of year will probably impact this, so you can raise prices during the times when you know you'll be the busiest. Determine what role size is going to play in your pricing strategy, and if you'll charge more for larger pieces of vinyl.

Giving these issues some thought will help you invest in the right size washing machine. You'll be able to put a system in place that turns the contract washing business into a very profitable source of extra income.

As your contract washing business grows, you'll find more and more opportunities, cleaning everything from jump rides and blow-up advertising balloons to sailboat sails, boat covers, horse blankets, awnings and truck tarps.

If there's an industry in your area that needs to wash material that doesn't soak up water, you've got a prospect.

And if you own a Teeco washing machine, you'll have the opportunity to take on this new business.



Eliminate Painful Turnaround Times

It all comes down to time. And when you can clean a tent in a few hours, instead of taking most of the day, the benefits are enormous.

This more effective use of inventory creates an immediate profit advantage. Last minute jobs can be handled. Scheduling restrictions loosen up. You can do more with less inventory, because instead of dirty vinyl piling up, you've got clean tents on the shelves, ready for the next job.

Make your business better now! Call 877-712-9172 or e-mail us at info@teecosolutions.com

The Clean Tents That Score Super Bowl Touchdowns

It's designed to last forever.



ENCORE
EVENT RENTALS

Harold Saiter
Encore Event Rentals
Shreveport, LA

"We do the smallest to the biggest. We've done two Super Bowl jobs, one in Dallas and one in Indianapolis. It was the Bud Light setup. We did a 20Mx250M in Dallas and the same in Indianapolis but it was a two story there. We've done the

Millennium party in New Orleans, and jobs from Virginia to Oklahoma, Florida to Texas."

There's a lot to keep clean in the Encore inventory, which ranges from a 10 x 10 tent to an 80 x 200 tent. But it's been awhile since the people at Encore have been washing by hand.

"Before Teeco we used a polisher buffer," says Harold. "But that didn't get edges clean, or the ropes."

For more than thirteen years, keeping tents clean has been keeping Harold's Teeco tent washing machine busy.

"We got one of the first machines, back in the 1990s. We have that same machine. It's designed to last forever. And Teeco — they're good people to work with."

When Harold Saiter and his wife took a cruise to Alaska, they weren't planning on seeing one of their tents. But there it was, the tent they had sold years before to a business in Ketchikan.

If somebody wants to buy a tent, Harold will sell them one. But rentals drive the business, handling a wide variety of projects, focusing on parties, weddings, and special events.



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Eliminate Overtime



Mike Holland
Chattanooga
Tent Company
Chattanooga, TN

How does a tent guy from Tennessee wind up in the Hamptons, working on a wedding where the guests include Jackie Onassis, Ted Kennedy, Cheryl Tiegs and Carly Simon?



The wedding was for Peter Lawford's daughter. And the job came Mike Holland's way because a decorator loved the look of a round end pole tent the Chattanooga Tent Company provided for a Tennessee debutante party. When that same decorator took on the Lawford family event in the Hamptons, she knew she had to have Mike's round end pole tent.

Mike cut his teeth in the tent business when he was still in high school, working during the summer of 1976.

"I started out working in the manufacturing plant. I helped them build canvas tents. You had a puller. As the seamstress would sew, I pulled material through to make sure it didn't get caught, or I would pound in the grommets. By my second summer I snuck out a couple of times to help put up tents."

It's really worked out economically. It's a thumbs up all the way around.

Since 1990 Mike has been Vice President of Operations for the Chattanooga Tent Company. He's directed thousands of projects, including work for the 1996 Summer Olympics, Super Bowls, and the MLB All Star Game.

"There is no second chance in our business. We're not like a homebuilder. That's one of the reasons why we're a get it done industry."

Before the firm invested in a Teeco tent washing machine,

there wasn't much about the cleaning process you could call efficient.

"We built a 50 x 50 room floor with a drain to one side. We took a tent, laid it out, sprayed it with soap, water, and bleach. We used a floor buffer and hosed it off or mopped it off. That was pretty messy. You'd have four guys washing a 60 x 30 piece. It took a long time."

Now, a forklift loads the vinyl into the Teeco 3000 washer.

The wash cycle runs for an hour and fifteen minutes, and the end result is a cleaner wash than Mike's staff could ever achieve by hand.

"It gets the support and reinforcements clean, the ropes and the webbing on the tops where the hand washer couldn't do it. The laminates scratch easier with floor scrubber. You take that element out with the Teeco machine."

"It's helping the life of the tent, and we can maintain grade. Scrubbers with the softest pad available, there's always going to be a pinhole. We're not scratching the vinyl so there aren't as many pinholes, and less patches."

"It's a whole lot more efficient. We work as many hours but we do it in two shifts with zero overtime. We took a staff of five to three on the day shift, so it's really worked out economically. It's a thumbs up all the way around for us."



Make your business better now! Call 877-712-9172 or e-mail us at info@teecosolutions.com



Slash Labor Expense

When people in the tent rental business start giving serious thought to one of Teeco's tumbler style washers, the first thing they usually consider is saving money on labor.

When you can wash a load of vinyl in about an hour, compared to how long it takes for hand washing, the savings add up quickly.

Many Teeco clients have easily cut their labor expenses by 30-60%. Now you can reassign your best staff to other areas of the business and with the remaining good staff, your turnaround times are shorter and their workflow efficiencies are better than ever.

These cost savings are the number one reason why America's leading tent rental businesses invest in a Teeco tent washing machine.

How To Plan For Maximum Business Growth

Being busy is good. Being so busy you can't step back from your business and do some basic planning is not.

Let's face it. Taking the time to slow down is tough, and until you are determined to put a good plan in place, the time pressures will only get worse.

The answer is a simple, common sense plan. This plan is based on projected business volume, and ties this volume to revenue and expense.

When a target profit margin is part of the projections, it will become obvious that it's essential to have cleaning systems where expenses can be accurately forecast and consistently controlled.

When a machine does the washing, you have more control. The business is easier to run. The impact of key variables has been reduced: employee morale, the availability of employees, the quality of their work, and their efficiency.

Worrying if a crew can do a good job of cleaning up a tent on time goes away.

Replacing this worry is a system you can depend on. A system that allows your business to run more smoothly.

Systems are ultimately what gives the tent rental business owner the ability to take on larger projects, have a greater degree of confidence in the quality of the product, and to increase labor efficiencies that unlock the full promise of profitability.



A Teeco Tent Dryer

Rolling Through Good Times and Bad

Richard Young
Crescent City
Tent and Party Rentals
Gretna, LA

Some days in the tent rental business you never forget. For Richard Young, that day was August 29, 2005, the day Hurricane Katrina hit New Orleans.

“On Monday afternoon before winds were dying down to under 40 mph, we’d set up the first base camp for the city of Gretna. We put up five thousand square feet of tenting with portable bathrooms, showers, cooking equipment, flooring, lighting, generators, and HVAC.”

Richard Young’s focus on making sure Crescent City Tents and Party Rentals operated as a logistics company helped make sure his people were among Katrina’s first responders.

“It takes years. They never give you the whole chunk. It took me five years of courting Festival International before they even opened the door. At Jazz Fest we started with tables and chairs, then they let me bid on some tents, and then they let me bid on floor. It’s a slow process and they piecemeal it out.

It takes more than flawless execution and operational excellence to keep

this process moving forward. It takes clean tents.

In 2007, Richard invested in a Teeco 3000. He made the decision after looking at labor costs, and lining them up against the investment for a washer.

You do the math and you come out way ahead.



“I basically compared the cost of a machine to what I pay one person with a mop in his hand. That person makes \$400-600 a week to push a mop.

You do the math you come out way ahead.”

Along with improvements in labor expense, there have been improvements in the quality of Crescent City’s inventory. The tumbler style washer that delivers the deepest level of clean has helped maintain quality longer. But that’s not the end of the story. Richard Young was then able to capture more business. Not only could he charge more for an A-Grade tent, but these customers often

“Everybody’s a logistics company now. We were ahead of the curve.”

But when the good times roll in New Orleans, Crescent City Tents is on hand for the fun. It takes care of projects for corporate events and many of the city’s internationally known festivals, such as the Jazz and Heritage Festival, and French Quarter Fest.

Blue chip pieces of business like these take time to develop.

rented the packages, accessories and services that drive substantial additional profit.

When the project calls for it, Crescent City Tents and Party Rentals has the capability to go well beyond a tent. It offers services ranging from tableware and linens to HVAC and audio.

Make your business better now! Call 877-712-9172 or e-mail us at info@teecosolutions.com



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Push the Button That Fires Up the Growth of Your Business

Dirty vinyl isn't just a problem that stays stacked up in the corner of your building.

It spreads throughout your entire business. It slows down your turnaround time, limits your opportunities to take on last minute jobs, puts restrictions on your inventory, and compromises customer satisfaction.

Those stacks of dirty vinyl hold you back just about however you want to look at it.

That's why now is the perfect time to take a serious look at a Teeco tent washing machine.

- Slash labor costs.
- Maintain vinyl quality longer.
- Create new revenue with contract washing.
- Take on more last minute jobs.

If You Don't Make Your Business Run Better Now, When Will You?

You've heard it from eight of the best in the business. How important a tent washer is if you're going to run a successful operation.

For these eight businesses, the Teeco tent washer isn't a luxury. It's a necessity. It's a workhorse that earns its keep every day.

If you're ready to build a better business...

If you're ready to put some systems in place that will let you do more business...

If you've finally had it with being held back by hand washing...

We're ready to show you how easy it is to step up to a Teeco tent washer.

Give us a call at 877-712-9172.

Or send us an email at info@teecosolutions.com.

Let's talk about your business. We'll answer all your questions, and get you fixed up with the machine that's going to be the best for what you need to get done.

Please don't put this off. We all get busy, but hopefully we're never too busy to take a few minutes to learn more about something this important.

INSIDE:

EIGHT TENT RENTAL BUSINESS PROS REVEAL THEIR SECRETS

What does it really take to grow your business? You'll discover the answers when you learn what eight of North America's leading tent rental business owners are doing.

Each one of these pros has overcome adversity on the road to success.

Each one has identified the costly and time-consuming bottlenecks of cleaning as a barrier to success.

And each one has taken the time to step back from the

day-to-day demands of the business to create a simple plan for growth.

Meet the eight tent rental business pros who are pulling in more business, delivering healthier profit margins, and simplifying operations.

And...

Discover the best way to bring all this to YOUR business. This is the breakthrough you've been looking for.

Make your business better now! Call 877-712-9172 or e-mail us at info@teecosolutions.com