

# 100 years & COUNTING

## MILESTONES

### Continued Efforts

The next 100 years will follow the same pattern of success that has been established in the past 100 years.

- Listen to our customers to provide **individualized solutions** that aid them as needs change.
- Use advances in technology to meet the perpetual challenge of meeting customers' needs at the **lowest overall cost**.
- Provide innovative solutions as industry evolves to become more **efficient with resources** and generate less and less waste.
- Strive to create **safer and more productive work environments**.

### Future Endeavors

We are excited about our plans as we begin the future.

- Achieve **ISO 14001:2004 certifications** in all of our laundry operations — being among the first laundry operations in the nation to accomplish this.
- AbsorbTech is **entering the Minnesota market**, where the Leef businesses began 100 years ago, as well as expanding further into southeastern U.S.
- Create an **invoicing system** that offers even more simplicity and convenience to our customers.
- Develop new delivery methods to increase **efficiency** and offer our customers greater service **flexibility**.
- **Introduce new products** to improve the appearance of customers' facilities, reduce waste streams and deliver ergonomic benefits.

The Leef family has always believed in delivering superior service, obtaining the newest technologies, being innovators of new products and processes, and remaining active in the community. These are the cornerstones on which the company is built. We are aware that we cannot meet the challenges of today's business with yesterday's tools and expect to be competitive in tomorrow's market. We're committed to building upon these four principles and continuing the tradition started 100 years ago.

#### 1900's

George and Harry Leef began their careers in the laundry business picking up dirty overalls from the railroad yards and factories. In 1908, they began their own business, in a building rented for \$8 per month.

#### 1910's

The fledging business grew from horse-drawn delivery wagons to a small fleet of trucks. Employment grew steadily as more industry developed and the value of the services Leef provided became known.

#### 1920's

The rental shop towel business came into being and Leef became an early franchisee of the KEX towel. Shop towels developed into a mainstay of the Leef business. The brothers continually sought new and better ways to get the work done in the laundry. Numerous patents were earned to make the laundering process easier and more efficient, for the ever-increasing volume of work to be done.

#### 1930's

George H. Leef opened a Milwaukee, Wis., operation known as **Industrial Service Company**, and began providing shop towel services across eastern Wisconsin. Other products offered were floor sweeping compounds, glass and hand cleaners and salt treated textile for windshield de-icing.

#### 1940's

Industrial Service Company purchased the **De-Luxe Laundry** in Milwaukee, and both plants saw dramatic growth in shop towel usage as manufacturers worked around the clock during World War II. The **Grand Avenue Overall Laundry** in Oshkosh, Wis., was purchased to serve northeastern Wisconsin.

#### 1950's

The **Industrial Service Company** expanded service to relays and service depots making it more economical to reach outlying markets. Several operations in smaller Wisconsin

cities were purchased and consolidated into a larger West Allis, Wis. plant. With his passing, Harry Leef's son, Steve Leef, continued in the family business with Leef Brothers in Minnesota.

#### 1960's

The Wisconsin company changed to **Industrial Towel & Uniform, Inc.** The Neenah, Wis., plant was built. It was the first "design for use" industrial laundry facility constructed to efficiently process new products such as: walk mats, rental uniforms and washroom towels. George H. Leef passed away and George L. Leef became president of ITU.

#### 1970's

The current ITU headquarters in New Berlin, Wis., was established. It still remains one of the largest industrial laundry plants in the country. Route service was expanded to include the Chicago area. Milwaukee-based **Peerless Overall Inc.** was purchased.

#### 1980's

ITU utilized solar heating of process water in Neenah and New Berlin. ITU pioneered new wastewater pretreatment technologies in all processing facilities.

#### 1990's

**SorbIts®** products were introduced to customers as launderable absorbents. **AbsorbTech, LLC** was created and the plant was built in South Bend, Ind. ITU developed a solvent recovery system for printer towels that became patented. George L. Leef retired as president and James and David Leef stepped in to take ITU into the next millennium.

#### 2000's

ITU purchased **Farley's Industrial Services, Inc.** in Titusville, Penn., to enter markets in the Northeastern United States. **AbsorbTech** acquired businesses in Philadelphia, Penn., and Piedmont, S.C., to expand service areas to the eastern half of the U.S.

# 100 years OF LEEF BUSINESSES



Minneapolis Overall Laundry

## LEEF



Industrial Service Company



ITU, Inc. ■ 2700 S. 160th St., New Berlin, WI 53151 ■ (262) 782-1950  
AbsorbTech, LLC ■ 3900 W. Wm. Richardson Dr., South Bend, IN 46628 ■ (574) 271-1900  
Farley's Services ■ 818 W. Spring St., Titusville, PA 16354 ■ (814) 827-2721



*John Harry Leef* | 1887-1959



*George H. Leef* | 1890-1965

*"We have always believed in giving better service than our competitors. Those who have been with us away back when can vouch for that statement. We think it should always be our most prized accomplishment and slogan with all the many various services we now have to offer to so many types of business. It was good service that built our business."*



*George L. Leef* | 1924-2007

*"One of the most memorable events during my tenure was to see the importance of information escalate dramatically. We were one of the first in the laundry industry to enter into electronic computing and the equipment we installed at that time was the most powerful in our industry. Obtaining better information has always been a driving force for ITU."*

*David B. Leef*  
1958-

*"Technology is offering so many exciting innovations. These allow us to improve our processes and the programs we deliver to the customer."*



*James M. Leef*  
1956-

*"It is a more interesting challenge to work on what customers want and need today rather than selling them more of what they said they wanted yesterday."*

# THREE GENERATIONS AND **100** years OF SERVICE EXCELLENCE



The Minneapolis Overall Laundry began business in 1908, founded by George and Harry Leef. The Leef brother's company cleaned and mended worker's overalls from around the Twin Cities.

The **Industrial Service Company** moved to larger quarters in 1951. In 1962 the name was changed to **Industrial Towel & Uniform, Inc.**



In 1992, ITU began to offer the first generation of **Sorblts**, a breakthrough in launderable absorbents for industry. **Sorblts** prevent thousands of tons of oil-laden waste from landfill disposal each year.

**Sorblts**



As the Leef business grew, additional processing capacity was needed in Minnesota and eventually a Leef business began in Wisconsin.



In 1931, a fleet of trucks are ready to make deliveries to Depression Era businesses.



In the 1960s, **ITU** pioneered office automation and computerization of invoicing and reporting.



From 1983 to 1985, **ITU** utilized energy to heat water from large solar arrays in both the New Berlin, Wis. and Neenah, Wis. operations.



Skilled professionals continually monitor the processing systems, **adherence to ISO standards** and our recovery systems. We regularly welcome visitors to our plants to meet our people, to **audit** our operations and to discuss getting maximum value from our services.



The **DeLuxe Laundry** in Milwaukee was purchased in 1941 and operated by the **Industrial Service Company**.

The garment business evolved from washing greasy railroad coveralls into providing comfortable, stylish work and casual clothing for men and women.



**Industrial Service Company** towels were used in many manufacturing plants in Wisconsin requiring three shifts of operation during World War II.

**ITU** and **AbsorbTech** have grown with new processing facilities in Wisconsin, Indiana, Pennsylvania and South Carolina and a route delivery network throughout the eastern U.S.

