Hercules

The Smart Choice in Laundry

Fall 2019 Edition of the Herculean

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FROM *the* DESK *of* ANDREW MAY

Dear Friends of Hercules,

By now, I'm certain that most of you have heard the exciting news that Hercules has partnered with WASH Multifamily Laundry Systems, North America's leading laundry service company. This partnership will allow both Hercules and WASH to not only reinforce each of our company's presence throughout the regions we currently serve, but will also allow both companies to expand into new markets, while strengthening our existing presence throughout the Northeast.

Hercules was built on providing outstanding service to our customers. It's what I believe allows us to stand out within the industry. It distinguishes us from our competitors. As we expand our sales and market coverage into these new regions, not only will our service remain as an industry standard, but we will continue to expand our internal customer service department, while also hiring new field service technicians on a regular basis. This will allow all departments to continue to perform their responsibilities as efficiently and effectively as possible.

With respect to innovation within the industry, Hercules continues to adapt new technologies to support our customers, as well as supporting our various internal teams, with the ultimate goal of creating an exceptional customer experience. Hercules has always been at the forefront of laundry room technology, and this will certainly continue, as we meet with our customers, assess feedback that we receive on a daily basis, and now partnering with WASH Multifamily Laundry Systems to further embrace new technologies available within the industry.

One big change in our service department concerns the growth of smart devices by our service technicians to access and update service orders while in the field. On the customer side, offering technologies demanded by today's building residents is the highest priority for Hercules. We recognize that there's a challenging climate out there when it comes to keeping up with our customer's expectations for new laundry room technologies. We hear you…and we continue to position ourselves ahead of the curve, as we now offer, among other advancements, a mobile app in most laundry rooms for the added convenience of our customers.

Thank you once again for your loyalty, and once again, I look forward to hearing from all of you, at any time, throughout the year.

Hercules

The Smart Choice in Laundry

Hercules Corporation Receives Quality Partner Award from Maytag® Commercial Laundry

ST. JOSEPH, Michigan (July 19, 2019) — Maytag® Commercial Laundry recently presented Hercules Corporation, based in Hicksville, New York, with the Quality Partner Award at its 60th Annual Meeting in New Orleans, Louisiana. The honor praises a company for its collaboration, support, and extraordinary performance.

(Left to right) Trey Northrup, Whirlpool Corporation; Chad Lange, Whirlpool Corporation; Bryan Rausch, Whirlpool Corporation; Adam May, Hercules; Jeannine Redding, Hercules; and Michelle Suhy, Whirlpool Corporation.

"Hercules Corporation continues to be an influential customer as we grow and strengthen the Maytag brand," said Trey Northrup, General Manager of JennAir and Commercial Laundry. "Their dedication to the industry is unwavering and they're always eager to help us test new technologies. And, their commitment to quality customer service is evident, making Hercules a vital component of our industry's continued success and progress in today's world."

Accepting the Quality Partner Award at this year's Maytag Awards Dinner were Adam May and Jeannine Redding.

"We are honored to be presented with this Quality Partner award," said Adam May, Hercules Corporation. "Our goal is to always build strong relationships with our customers as well as with others in the industry. We strive to continually better our business and hope that through our collaboration with Maytag over the many years, we have provided insights which have helped the industry as well."

Hercules AR Specialist Brings The Heat!

In January 2018, Michelle Hartman, Hercules Accounts Receivables Specialist, and her sister, Allison Hartman, founded Quibos Pepper LLC, a spicy condiment company. Based on their grandmother's recipes, they produce a vinegar based scotch bonnet hot sauce and a pepper paste made from unripe green mangos, scotch bonnet peppers, and Caribbean spices at a commercial kitchen in Amityville, NY. Their hot pepper blends are definitely not for the faint of heart, as each blend packs a flavorable heat into each small batch of Quibos Pepper Sauce and Quibos Pepper paste. Check them out on social media @ QuibosPepper or via their website www.quibospepper.com.

The New York Times

FRONT BURNER

A Paste That Brings the Heat

Quibos Pepper Original Hot Pepper Paste is based on achar, a fiery relish of green mango and chiles.

Sonny Figueroa/
The New York Times

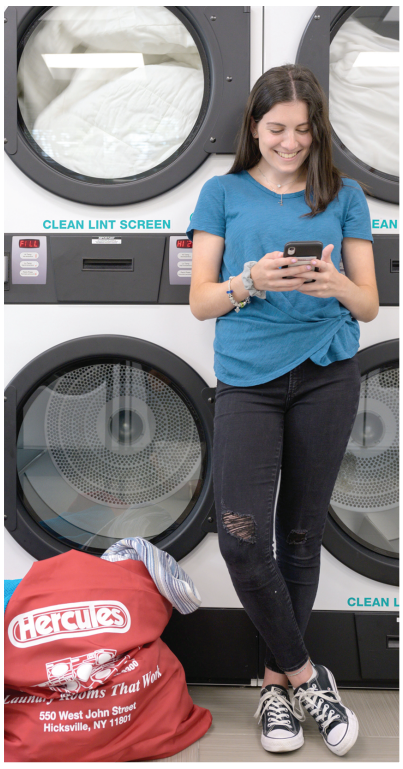
By Florence Fabricant

Oct. 9, 2018

Here's a new hot pepper condiment that does not disappear in a splash. It has a chunky texture, making it suitable to serve alongside grilled meats or fish, or to be mixed with soft butter and spread on lamb chops. It's Caribbean, but based on a relish found in India and Indonesia called achar. The ingredients are mostly green mango and high-octane chiles, seasoned generously with cumin.

Quibos Pepper Original Hot Pepper Paste, 6 ounces, $24.99 for two jars, quibospepper.com.

100 Manhattan Avenue
Union City, NJ



Soaring 23 stories atop the Palisades, The Doric offers an incomparable living experience, along with stunning views of the Manhattan skyline, a full range of luxury amenities, and with convenient access to all that New York City and Hudson County have to offer.

The Doric's central laundry room, features a combination of Wascomat and Maytag 20, 30 and 45-lb Front Load and Top Load Washers. The Hercules Reversing Tumbler Dryers with technology that ensures that laundry loads don't "rope" or "ball-up" providing a quicker, more even drying process throughout the entire drying cycle, is also a welcomed addition to the laundry room. The building's residents also appreciate the ability to use the Hercules CP Mobile App to start all of the laundry machines, as well as viewing washer and dryer availability and receiving notifications about laundry status.

With more than 15 years of experience, Glendale's professional staff is committed to providing the highest quality management services and housing options throughout Western New York.

Glendale Communities is a multi-family property management company based in Buffalo, New York.

GLENDALE COMMUNITIES

In 2019, **Glenn Smith, Hercules Account Executive**, worked with Dawn Pezzimenti and Matthew Cherry of Glendale Communities, in designing, developing, and installing new Hercules laundry rooms in fourteen Glendale properties throughout Buffalo, Rochester, Williamsville, and Niagara Falls. Hercules provided the very latest equipment and technology that included Maytag High Efficiency Front Load Washers, Maytag Super Capacity Single Load and Stack Washer/Dryers, and American Dryer Stack Dryers. Glenn also provided the Hercules CleanPay Mobile App, which the residents have immediately embraced for its convenience and ease of use.

"We worked with Glenn for more than nine months, as we discussed our specific needs for each Glendale property. We could not be happier with the professionalism that was shown to us by Glenn and Andrew May, Hercules President. We had multiple meetings here in Buffalo, and having Andrew personally meet with us showed us how important we would be as a customer of Hercules."

Dawn Pezzimenti
Glendale Communities Office Manager

146 Beach 59th Street
Far Rockaway, NY

Owned by Arverne Houses of R.Y. Management Company, 146 Beach 59th Street was first built in 1974 and is comprised of 1091 units, with 4 laundry rooms throughout a number of low and high-rises, surrounding a central courtyard. The laundry rooms include Wascomat 20, 30 and 45-lb Solid Mount Washers and Maytag Triple Load Super Capacity Stack Dryers, while also offering the residents the Hercules CP Mobile App for added convenience.

146 BEACH 59TH STREET

252 South Street
New York City, NY

One Manhattan Square, built in 2019 and located at 252 South Street is an 815 unit, 80-story, 823-foot modern glass tower condominium, located along the East River waterfront on the Lower East Side of New York City. The transforming neighborhood is buzzing with energy and is within proximity of a number of landmarks including the South Street Seaport, Manhattan Bridge, and the East River Esplanade.

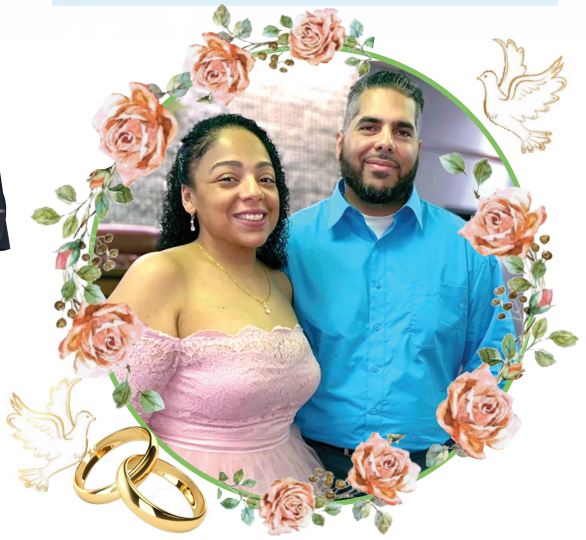
The brand-new laundry room, equipped with Wascomat 20, 30 and 45-lb capacity W-Series Solid Mount Washers, combined with American Dryer 30-lb capacity Tumbler Dryers and Maytag Multi-Load Stack Dryers, is a striking addition to the luxury building, providing a warm and relaxing atmosphere for the building's residents.

HERCULES Happenings

Barry Heller, Hercules Vice President of Marketing, and his wife Debra, celebrated the marriage of their daughter, Caryn, to Matt Hernandez at Hotel Avenue of the Arts in Costa Mesa, California on May 4, 2019. After a honeymoon in Hawaii, Caryn and Matt are now living in Irvine, California.

On June 8, 2019, Jeimy Rivas, of the Hercules Customer Service Department, graduated from the State University of New York at Old Westbury with a Bachelor of Science degree in Business Administration.

Hercules Service Technician, Khamail Keane, and his wife Amanda Rupan-Keane, welcomed a 7 lb 8 oz healthy baby boy, Karter Keane, on July 22, 2019.

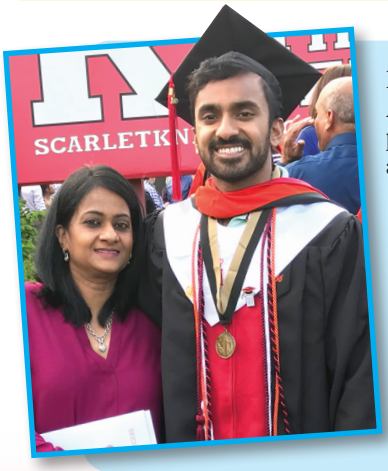


On April 15, 2019 Hercules Service Technician, Erik Martinez and Yisel were married before family and friends in Yonkers, NY.

Hercules Purchasing & Fleet Coordinator, Michelle Cassese, cheered on her son, Joe, as he participated in the US Lacrosse National Tournament, in Downington, PA from July 19–21, 2019. Igloo Black Diamond Lacrosse defeated 4 teams from around the US to go to the Championship game where they defeated team Yeti from Illinois.

In addition, Joe also participated in the New York State Regional Lacrosse Tournament in Binghamton, NY from July 22 – 24, 2019.

Congratulations to Hercules intern, Alec Frank, son of Stace Frank, Hercules Corporate Counsel, and her husband, Peter, upon his graduation from Penn State University on May 4, 2019, with a Bachelor of Arts Degree in Telecommunications.



Dianne Ramphal, Hercules Administrative Assistant, and her husband David, are the proud parents of son Davian David-Ramphal, a recent graduate of Rutgers University's School of Engineering. Davian graduated with a Bachelor of Science Summa Cum Laude degree on May 19, 2019. Davian worked at an internship position over the summer and is now employed as an Associate Scientist with Coty, Inc. in NJ, but will be attending graduate school at Rutgers after a one year break.

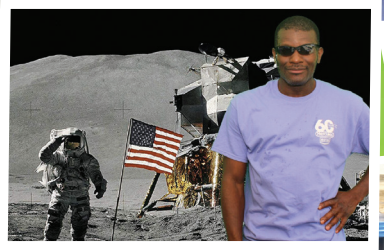
Hercules would like to thank our 2019 summer interns for a job well done! (Left to right) Alec Frank, Adam Engel and Mara Matos

380 Mountain Rd.
Union City, NJ

Built in 1966, Hudson Troy Towers converted from a rental to a cooperatively owned residence in 1983. Spectacular views, location, and lifestyle are exceptional features for the residents of the building. All 315 units in this 22 story building look out at New York City, New Jersey and/or the beautiful Hudson River.

A Hercules laundry room, comprised of Maytag Energy Advantage Front-Load Washers and Maytag Super Capacity Dryers, combined with the Hercules CP Mobile App for starting the washers and dryers, is located on each floor of the co-op, offering the residents ease and convenience.

HERCULES 2019

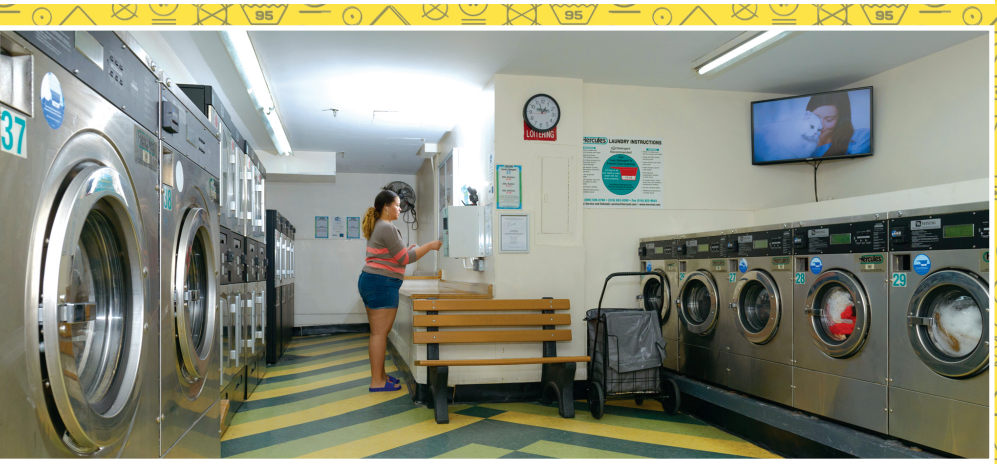


SUMMERTIME FUN!

1655 Flatbush Avenue
Brooklyn, NY 11236

Phillip Howard Houses, built in 1962, and located in Brooklyn's Flatlands neighborhood, is comprised of 20 floors and 634 co-op apartments.

Hercules Vice President of Commercial Equipment Sales, Andy Tegan, worked with Kathy Stavis, FirstService Residential Property Manager, to design 2 laundry rooms, incorporating Maytag Energy Advantage 18, 30 and 40lb capacity Rigid-Mount Front Load Washers, Maytag Energy Advantage Multi-Load Dryers along with both credit and cash revaluing units for the overall added convenience for the building's residents.



Trouble shooting **laundry problems**

HOW TO TACKLE Seasonal Stains

Save washable fall and winter fabrics from these mess makers in just a few steps

PINE TREE SAP

Soak in rubbing alcohol to soften, then gently peel off what you can. Work in more alcohol to dissolve any remaining stain. Rinse. Rub in pretreatment, and wash in the warmest water that's safe.

PUMPKIN

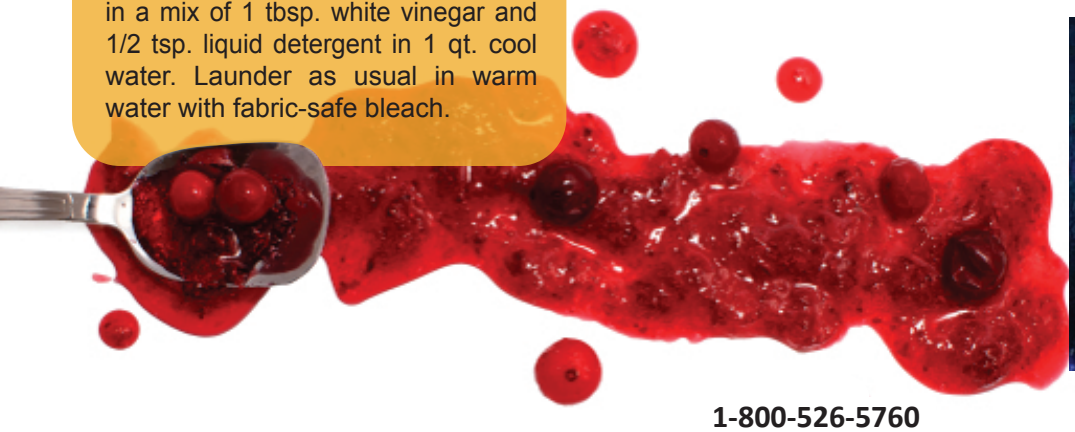
Scrape off excess and flush with cold water. Rub in liquid laundry detergent or pretreatment. Wait five minutes, then wash in the hottest water that's safe with a fabric-safe bleach.

APPLE CIDER

Flush with cold water. Work in liquid laundry detergent or pretreatment, and wash in warm or, if safe, hot water. If the stain remains, rewash and add in a fabric-safe bleach.

CRANBERRY SAUCE

Rinse with cold water. Soak 15 minutes in a mix of 1 tbsp. white vinegar and 1/2 tsp. liquid detergent in 1 qt. cool water. Launder as usual in warm water with fabric-safe bleach.



Questions and Answers

Undissolving Detergent

Q: I like the convenience of laundry detergent pods, but they don't always fully dissolve in the wash. Help!

A: Big differences between brands can be found, so if you had problems, try switching products. The quickest dissolvers were found to be Ajax, Target's Up&Up and Good Housekeeping Seal's star Tide. To make sure the pod dissolves completely, especially in a low-water washer, put it in before adding clothes. Place it close to the incoming water stream, and keep it from getting trapped, avoid overloading the machine. If you see that a pack hasn't fully dissolved, check all garments carefully before putting them in the dryer and rewash any that are stained with residue.

Tip of the Week

HOW TO CLEAN Three Types of SNEAKERS

CANVAS

Can go through the wash on a delicate cycle with cold water and mild detergent. Ideally, you should spot-clean with a toothbrush and a mixture of warm water and baking soda. Let the shoes air-dry, and wipe away any hardened soda with a damp cloth.

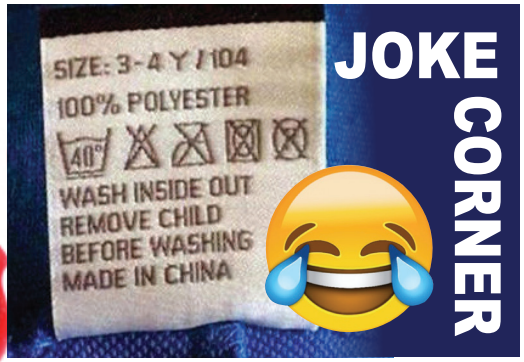
NYLON MESH

Ventilates running shoes but also catches dust and dirt. Remove dirt with a brush, then mix equal parts vinegar and baking soda and let some sit on the dirtiest spots for 15 minutes. Scrub the shoe, wipe it clean, and let it air-dry. Avoid the washing machine - the water harms the foam - and never use the dryer.

SYNTHETIC LEATHER

Can be wiped with warm water and mild laundry detergent. Scrub with a brush, wipe with a damp rag, and air-dry.

JOKE CORNER



800 West Ferry Condominium
Buffalo, NY

This Tudor style apartment building, built in 1980, was actually a house of many mansions: each arm of the x-shaped plan contained two-story apartments as spacious and well-appointed as any freestanding home. Darwin R. Martin (whose father had built the Darwin D. Martin House by Frank Lloyd Wright) was behind this project, and his luxury penthouse occupied the top floors. The grand apartments have since been split into single-floor units that are now sold rather than rented.

Hercules was honored to be chosen to provide the most advanced laundry room the building had ever seen, combining a mix of Maytag Top Load Washers, Maytag High Efficiency Front Load Washers, Maytag Super Capacity Dryers and the Hercules CP Mobile App.

1-800-526-5760

Follow Us On

425 Central Park West
New York, NY

425 Central Park West is a seven story, boutique, pre-war condominium residence located on Manhattan's Upper West Side. With just 60 condominiums, the large ground floor laundry room, comprised of a wide array of Speed Queen Soft Mount and Hard Mount 30-lb Front Load Washers, along with Stack Dryers and Stack Tumbler Dryers, and the Hercules CP Mobile App for added convenience and expediency, is ideal for the building's residents.

We Asked Our Staff:

What Was Your FAVORITE TV SHOW When You Were Growing Up?

My favorite show growing up was Saved By the Bell. I used to watch that show while I was getting dressed for school.

ADAM MAY - Vice President

Tough choice between the Jetsons and Magnum PI. I watched the Jetsons every morning before school and often watched Magnum PI reruns in the afternoon. Who didn't want to live free at a mansion, drive a free Ferrari and go on adventures helping people solve mysterious circumstances.

DAN HOROWITZ - Assistant VP of Sales

Definitely Leave it to Beaver. Nice family living in the suburbs, mom in her pearls and dad in his shirt and tie, with Beaver always getting into trouble and Wally helping him get out of it.

BARRY HELLER - VP of Marketing

Leave It To Beaver stars who played "Eddie, Beaver and Wally" nowadays

Mr. Wizard. I found the science experiments fascinating and never felt the host, Don Herbert, was talking down to kids. I was being entertained while I was learning.

GEOFF SIEGEL - Service Technician

There weren't much of a choice in USSR, but when I saw "Friends" it was love from first sight. What can be better to watch good friends hanging out and having fun. Also I liked the way they were open to each other, good example.

PHILIP GARMASH - Service Technician

The FBI, staring Ephraim Zimbalist Jr. it was on Sunday nights. As a kid, it seemed so real. At the end of every episode, they highlighted one of the Ten Most Wanted by the FBI. I used to be nervous going to sleep after that.

MARK LUBIN - Sales Account Manager

I loved the show The Rifleman staring Chuck Connors. I had a toy gun when I was a kid and I tried to pretend that I was a cowboy.

GLENN SMITH - Sales Account Manager

The TV show Emergency. I was always fascinated by firemen and the work they did. Even at that time, I was interested in rescues and first responder situations.

JERRY SCHARFF - IT

My favorite TV show as a child has to be American Bandstand. I remember watching it every day after school at 4:00. I loved the music and learned how to dance by watching the teenagers dance on the show. I must have brought a smile to my mother if she caught me dancing in front of the TV.

SHEILA SINGER Administrative Assistant

Really enjoyed the Brady Bunch. They worked together and helped each other out getting over life's challenges. And that love was the master key to accomplish all things in life. When you love what you're doing, good things come.

ALAN GONZALEZ Service Technician

My favorite TV show growing up was the Abbott and Costello TV show which ran for two seasons. (1952-1954). Their television show entertained the heck out of me as a child and it actually to this day is one of my favorites. I found the characters on the show, such as Sid Fields, Stinky, Mike the cop, Hillary Brooke, Bacciagalupe, and many others to be comically brilliant!

MARK EISLER - VP of Sales

Little House on the Prairie. I liked the strong family values this show depicted. Hard work, being respectful and always being there to lend a hand for your friends and family.

CINTHIA ENGEL - Administrative Assistant

Batman – loved the celebrity villains!

RAY LEE Customer Service

Definitely the Munsters. While the parents were out on Saturday nights, my older brother and I would watch true scary movies like The Creature from the Black Lagoon, Frankenstein, etc. so when alone, the Munsters were as close as I could get to that genre.

MICHAEL PAPARO - IT

Follow Us On

Employee Spotlight: ESHOK STEWART

SERVICE TECHNICIAN

What do you enjoy doing in your spare time?
I go to Planet Fitness three times a week.

MADE IN JAMAICA

Where did you grow up and where do you live now?
I grew up in Jamaica; I live in Freeport, NY now.

Favorite snack or guilty pleasure food?
Sour Patch Kids – I like the sweet and sour taste, and I've been eating them since I was 7 years old.

Favorite vacation?
Going back home to Jamaica to see my two brothers and my younger sister.

One place that you haven't been to but would love to visit?
I would love to go to Africa, so I could get familiar with my ancestrial background.

What did you do before coming to work at Hercules?
I worked at Sears.

I get home from work and I do what?
Cook and clean and I also like to season and roast fish in the oven.

Celebrity or sports figure you'd like to have dinner with?
Serena Williams because she seems to be a strong woman and I admire that about her.

Favorite TV show or movie?
The Accountant because Ben Affleck is one of my favorite actors. He's calm and always seems to be in tune with his character.

Household chore I actually enjoy?
Cleaning. I also like doing the laundry.

Personal accomplishment you're most proud of?
Finding my own apartment

Favorite sports team?
Chelsea F.C. (Premier League)

Favorite sports player growing up or now?
The soccer player Pele was my favorite player. He played forward, and was number 10. He was a national hero and definitely paved the way for many players.

Most interesting or most unusual summer job?
In 1996, I was the only male working in a female department store (Dress Barn)

What would you do if you won the lottery?
I'd retire to Africa and live off the grid

Best part of the job?
What I love about the job is the fact that I'm doing exactly what I love to do and it does give me a sense of accomplishment when I get the job done.

Hercules would like to thank everyone who responded to our "Laundry Trivia Question" prior to this year's NYSPHADA conference at the Turning Stone Casino Resort, in Verona, NY on May 1-2.

Giveaway WINNER

CONGRATULATIONS
to our winner of the 50" Insignia LED TV
DALE KOKANOVICH
of Tonawanda Housing Authority!

As a new member of the NYS Public Housing Authority Directors Association, Hercules is now actively participating in many of the association's conferences and networking events.

Dale Kokanovich, Executive Director of the Tonawanda Housing Authority (left) is shown with Glenn Smith, Hercules Account Executive (right)

Questions & Answers

JOHN ABRAHAM'S FIRST CAR

1. What was your first car?
My first car was a 1973 Fiat sedan. It was extremely popular at the time. I drove it all over Israel.

2. How did you acquire it?
My parents gave me that car while I was in college. I was a sales agent in Israel and took prospective buyers to the properties, mainly south of Tel Aviv. I didn't drive the car from class to class, but instead I used it primarily for work.

3. What are some of your favorite memories of the car?
I would drive with my friends throughout the country, picking them up from their army bases and taking them home and using the time to travel. I also drove my girlfriend to Eilat and up to the Golan Heights, right up to the border with Syria (the rest is censored lol). That girlfriend eventually became my wife.

4. What happened to the car?
The car was eventually sold before I came to the states in 1974. I really miss that car.

JOHN ABRAHAM
Assistant Vice President of Sales, recently celebrated his 20 year anniversary working at Hercules on March 1, 2019.

Did You Know?

The New York Times

He Knows the Stars' Dirty Laundry. Because He Washes It.

The world's top specialist for tour laundry, 62 year old **Hans-Jürgen Topf** has traveled with many of the world's biggest musical acts, including Madonna, Pink, U2, the Bee Gees, Beyoncé, among others.

The U2 tour alone, which lasted about seven months and spanned two continents, included roughly 150 people, all of whom needed food, housing and of course, clean clothes.

Topf's company, **Rock 'n' Roll Laundry** provides equipment and laundry staff for touring productions. Twenty years ago, most tour laundry had to be done quickly during tour stops at a local laundromat. That has completely changed within the musical touring industry.

When Topf is on tour, he begins almost every day by washing the performers' clothes, which usually have to be air-dried with a small fan. The most common stains on performers' clothes are sweat and aluminum dust from truck ramps carried on-stage by equipment-case wheels. The dust gets on the clothes when performers throw themselves on their knees or roll around on-stage.

When on tour, Topf will often spend three to four hours every afternoon ironing the performers' clothing, while simultaneously washing the crew's garments. After a show, the machines go into specially built rolling cases, so they can be loaded onto trucks and brought to the next location.

Follow Us On

3601 Surf Avenue Brooklyn, NY

3601 Surf Ave a 19 story, 194 unit building, built in 1972 located in the Coney Island neighborhood in Brooklyn, NY. Scheuer House has low income, affordable care options for elderly adults in Brooklyn.

JASA Senior Housing

"The new Hercules laundry room is exactly what our residents wanted - a clean room, efficient Maytag and Speed Queen machines and the very latest in technology. Hercules did a great job with the installation and we could not be more pleased."

Anastasiya Flaksman, Property Manager
JASA Housing Management Services

Inquiring Minds Need To Know…

Why is pro golfer Rory McIlroy wearing a washing machine on his shirt?

Rory McIlroy proudly revealed that when he was just 8 years old, he spent hours on end, honing his chipping skills using the family washing machine as target practice, chipping golf balls down the hall into the basin. Nike even recreated the moment four years ago in an advertisement featuring McIlroy and Tiger Woods.

Was it the best way to use the appliance? Probably not, but as a four-time major winner and one of the biggest names in the sport, it's fair to say the dents and dings the washing machine picked up over the years was for a worthy cause, as McIlroy found a creative way to honor his golfing roots while growing up in Northern Ireland.

Hercules

The Smart Choice in Laundry

Hercules CyclePay App

Residents now have everything at their fingertips

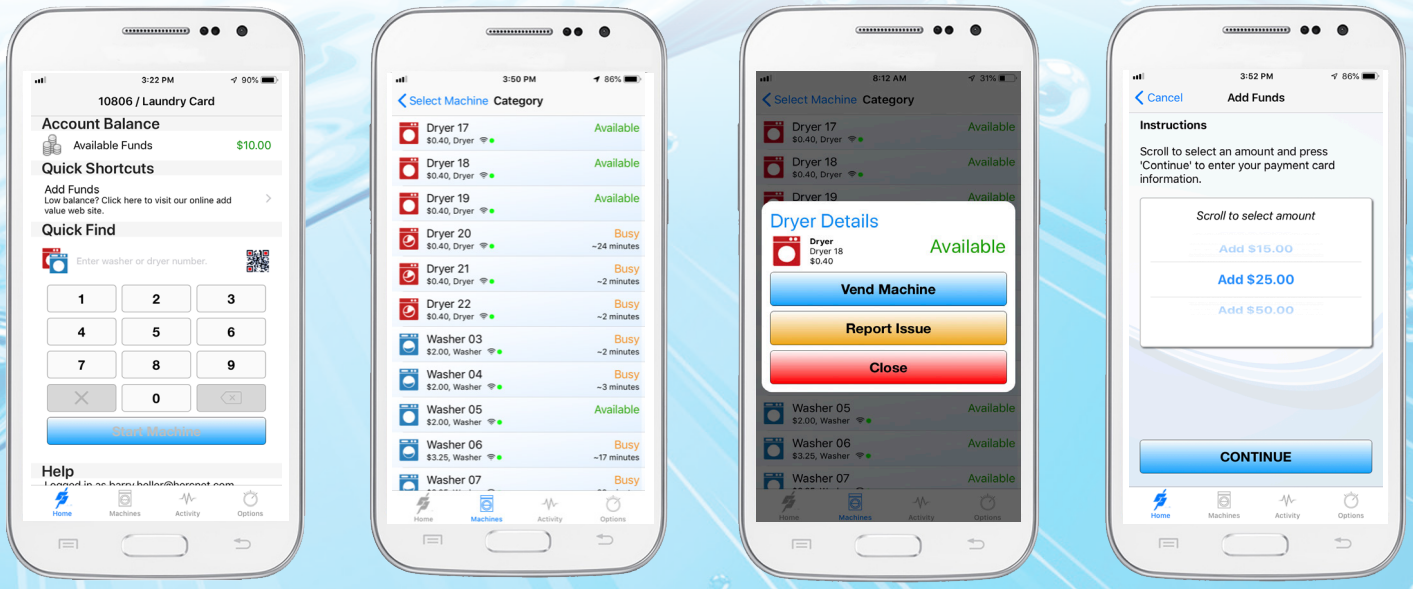
After downloading the **FREE** Hercules CyclePay App from the App Store or Google Play Store, residents can use their smart phone to start the washers/dryers.

Residents can also use the Hercules CyclePay App to:

- View washer and dryer availability
- Check their account balance
- Purchase laundry credit
- Receive notifications about laundry status
- Request Service

Available on the App Store

ANDROID APP ON Google play



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