



## Introduction

For over 50 years, COIT Services has been the acknowledged leader in cleaning, maintenance and restoration of draperies, carpets and upholstery. The reason for COIT's enduring success is simple: every member of the "COIT family" – from corporate employees to franchisees to suppliers – has made essential contributions and held to the highest standards of excellence.

## The History of COIT and Lou Kearn

COIT's "family" attitude begins with founder Louis Kearn, who guided COIT to the forefront of the competitive specialty cleaning industry.

Lou was born in Hungary and emigrated to the United States in 1939. While serving in the Air Force, he visited his brother in San Francisco and decided to move to the city following World War II. In 1950, Lou founded a dry cleaning company in the shadow of Coit Tower on Telegraph Hill, and named it COIT Cleaners for the familiar San Francisco landmark.

At the time, few dry cleaners were cleaning draperies. Recognizing an opportunity to better serve his customers, Lou developed new cleaning techniques. He also guaranteed his work – and industry first.

During the 1950's, COIT's reputation for high quality and guaranteed cleaning grew. Lou continued developing new production and marketing methods that would bring dramatic change to the industry, and success to COIT.

## The Growth of COIT

In 1963, the company's growth necessitated a move to a specialized drapery cleaning plant in Burlingame, California. This state-of-the-art plant quickly became renowned in the cleaning industry. Cleaners from around the world visited to observe COIT's unique approach to drapery cleaning. Because of the intense interest, a two-week drapery cleaning school was founded for dry cleaners seeking to diversity into drapery cleaning. The school taught them how to clean, process, market and provide customer service to drapery customers. In order to grow their businesses, some of the dry cleaners sought to establish a closer relationship with COIT, and became the first COIT franchisees.

In 1964, the first COIT franchise was sold. At the time, dry cleaners were gravely concerned about the future of their businesses because of the advent and popularity of permanent press apparel, fearing that the new materials would eliminate the need for dry cleaning. Because of this concern, many dry cleaners decided to diversify their services with COIT, helping the franchise system quickly expand.

In the late 1960's, large exclusive franchise territories were created, allowing franchise owners to develop individual markets to their maximum potential. This cornerstone of COIT's successful franchise program is the foundation on which the company is built today. And corporate staff members provide the leadership necessary support to both the franchises and company-owned divisions.

In the early 1970's, COIT added what has become the most important service in its cleaning lineup – carpet and upholstery cleaning. New services include carpet and upholstery cleaning, and FloorRenew hardwood floor refinishing and maintenance.

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The content in this document is presented as drafted in its original form.

Today, COIT:

- Is the world's most experienced cleaning company
- Is in 75 major world markets
- Holds Great Britain's Royal Warrant and provides services to the Royal Family
- Has both franchises and company-owned divisions that offer the same quality services to loyal COIT customers throughout the world

And not only is COIT a trusted brand, COIT has also become a household name. COIT's advertising campaigns featuring celebrity spokespersons have helped instill COIT's credibility and brand in the minds of millions of consumers.

### **Continued Growth and Success**

COIT Services has flourished in the cleaning industry for over five decades by focusing on what it does best – cleaning, protecting and restoring anything that hangs on a window or covers a floor. And COIT is committed to maintaining its position as the recognized leader in all the services it provides.

COIT values the important contributions of all its employees, franchises and suppliers. COIT's loyal and dedicated employees capture the spirit of COIT day in and day out in their services to customers across the globe.

Numerous family-owned COIT franchises span multiple generations, and COIT has enabled many of those families to achieve their financial dreams. This is truly one of Lou Kearn's most significant legacies – the opportunity for family-owned COIT franchises to be passed from one generation to the next.

COIT always strives to provide superior service to its most important resources – its customers. COIT listens to its customers, and retains them by maintaining a company-wide commitment to excellence.

### **Looking Forward**

The occasion of COIT's 50 years of service presents not only an opportunity to reflect on past accomplishments, but also to look to the future.

COIT remains committed to being the leader in all services offered in every market the company serves. COIT's employees are its ambassadors as well as its workforce. They will be trained to have the knowledge and experience necessary for COIT to grow, and carry the company into the future.

COIT has enjoyed over 50 years of unparalleled achievement, and is grateful for the support and dedication of COIT's family of employees, franchises and suppliers. And it is because of that family that we are confident that the company will continue to thrive long after the torch is passed to succeeding generations of COIT family members.