

FARM BUREAU *Member Profile*

Lace House Linen Supply Inc.

By Brytann Busick

How many loads of laundry are you able to do in a week? Lace House Linen Supply Inc. is capable of washing a whopping 350,000lbs of items per week.

Today, Nicole Marzo, Owner / Health and Safety Officer, said that the scale of an industrial laundry facility is achieved by utilizing equipment including washers, dryers, and ironers that most people have never previously seen.

Lace House Linen Supply is a fourth-generation, family-owned company founded in 1915 by the Libarle family. The 100-year-old company has been in operation since Petaluma was a one-horse town.

The family operates the business at a 25,000 square foot plant that was built in 2004, at 949 Lindberg Lane in Petaluma and the company maintains the same foundation today that it was originally founded upon including integrity, personal service, and responding to customer needs.

Today, it is managed by the third and fourth generations of ownership, which includes Dan Libarle, Phoebe Ellis and Nicole and Richard Marzo.

Phoebe Ellis, Owner/Operator, said that she is proud to be a 4th generation of the Libarle family operating Lace House Linen.

“Our father, Daniel Libarle, is the third generation and at 80 years old he is still very involved and vital to our daily business,” Ellis said. “We are proud of our heritage and grateful that we have operated our family business in Petaluma, Sonoma County for over 100 years.”

The company has come a long way from its origins in personal laundry service and, after WWII and the advent of household washing machines. Then, the industry evolved into a commercial service providing linens, uniforms, dust control, and many other ancillary products to a variety of industries. These include restaurants, hotels, automotive services, groceries, retirement communities, event centers, agricultural businesses including milk and cheese producers, and facilities management.

Lace House Linen continues to expand its business with customers in Sonoma, Napa, Mendocino, San Francisco, Marin, and Solano Counties.

The company uses new technologies and innovations to provide the Bay Area with clean linens.

“We continue to invest in new technologies that reduce our energy consumption through water reuse and lowering our carbon footprint and reliance on fossil fuels,” Marzo said. “We have a water pre-treatment plant in our facility that eliminates a large portion of waste before being delivered to the City of Petaluma’s wastewater facility.”

Marzo said that Lace House Linen has a deep connection to the agricultural roots in Sonoma County.

“Many of our valued customers are in agricultural businesses – including Cover Sonoma, Straus Family Creamery, Cowgirl Creamery, Point Reyes Farmstead Cheese Co, Bellwether Farms, and Bivalve Dairy, to name a few,” Marzo said.

Marzo explained that the hallmark of Lace House Linen is the customer relationships that the company has fostered – some for over 50 years.

“Our community presence and activism are part of our heritage and we are very proud of all of the organizations that we have supported in Petaluma and Sonoma County for many years,” Marzo said. “We take great responsibility in being an active community member.”



The Libarle Family

She said that despite the company being a mainstay in the community, the COVID-19 Pandemic has created unprecedented challenges.

“We went from 120 employees to 40 employees overnight,” Marzo said. “The reduction of the workforce and business has been very difficult to experience.”

She said especially because Lace House Linen has many longtime employees, some of who have been with the company for over 30 years.

“We appreciate that we are able to live and work in the same community which allows us to be involved in community boards and activities,” Ellis said. “We treat our employees as members of our family and many have worked with us for over 20 years and some for more than 40 years.”

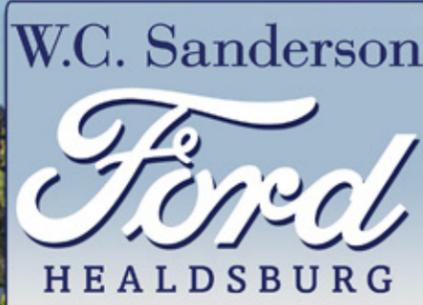
The core leadership team includes Director of Operations, Rodrigo Patron, Service Manager Oscar Deniz, Customer Service Manager Melinda Bauer, Sales Manager Dominic Corsi, and Assistance Director of Operations Elisabeth Ordaz, who have all been integral to the business throughout the Pandemic.

“We pride ourselves in being fair, compassionate, and respectful with our employees and ensure that they have access to benefits including medical, dental, and retirement,” Ellis said. “We have always been invested in our community supporting many local non-profits and foundations focused on: education, healthcare, agriculture, and youth.”

Marzo said they hope to rehire many valued employees as the local economy returns in the coming year.

Despite facing recent challenges, Marzo said that Lace House Linen will continue to provide strong customer service to businesses across the Bay Area.

“We enjoy meeting new customers and employing as many people as possible, and that has not happened for close to a year,” Marzo said, “However, we are blessed to be in a very special place that tourists from all over the world visit and we want to be an industry leader in our market. Lace House Linen is grateful for its customers and employees and for the support of our greater community.”



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453 HEALDSBURG AVE IN HEALDSBURG
WWW.WCSANDERSONFORD.COM

SALES 707.433.3318 PARTS 707.433.6598 SERVICE 707.433.6596