

Friday, January 11, 2008

In the Bag to open sixth Wichita dry-cleaning location in eastside strip mall

WICHITA BUSINESS JOURNAL - BY [Pat Sangimino](#)

In the Bag dry cleaning's sixth location, scheduled to open in early March at an eastside strip mall, could lead to the perfect union, says owner David Coyle.

Store No. 6 will be in The Collective, 21st Street and K-96, next to Johnston's Clothiers, which could create a great deal of additional business, says Coyle, a 2007 [Wichita Business Journal](#) 40 Under 40 honoree.

"It's a natural fit," he says. "When people buy a button-down shirt or something that requires dry cleaning, they need a place to have it done. People are constantly asking for referral.

"It's a great tie in for us. It creates a perfect customer base."

J.V. Johnston doesn't disagree with that notion. He's an In the Bag customer and has always referred his clients to Coyle. Having him next door will create a convenience factor.

"It's a good draw," says Johnston, also a partial owner of The Collective. "I really wanted him out here. He just seems like he has a good operation -- and he'll fit well with the neighborhood."

But he'll also have some competition.

Crowded Market

Fred Ortiz is scheduled to open his ninth [College Hill Cleaners](#)' location about one-half mile away at 127th Street around the same time.

"I think my location is more desirable," Ortiz says. "My building faces 21st Street and will be more convenient getting in and out of."

At a time when the competition is fierce among strip mall developers for tenants, The Collective is having little trouble selling its retail space. Besides Johnston's and In the Bag, the mall also has attracted [Security Savings Bank](#), two children's dentistry practices, an orthodontist, a veterinarian and a financial planner.