



R E N Z A C C I U K P L C

PRESS RELEASE

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Header : CREATING A POINT OF DIFFERENCE WITH CONVEYORS

When setting up a high street dry cleaners, very few give a thought to marketing strategy. So how do you ensure that you corner the market in your locality? The obvious answer is to be cheaper and we all know that can lead to a price war, which is a sure and certain route to bankruptcy. But there other ways. How about ensuring that quality and professionalism feature highly in your offering? No names, but as a parallel, just think of two of the most successful retail food stores. They achieve dramatic year-on-year sales growth not by cutting prices (indeed, their goods carry a premium) but by selling quality produce and ensuring that their premises are a pleasure to shop in.

Let's assume that the quality of your dry cleaning is top notch, the next place to look is your operation and that leads to decor, presentation and organisation. A conveyor system, for example, will make your premises look neat and tidy and retrieving customers' orders by computer is very impressive with the customer standing directly in front of you. Conveyors are no longer a luxury, rather these days a necessity for operators wishing to differentiate themselves from the competition.



Top Hat Drycleaners in Chiswick boasts a stylish and professional appearance

Renzacci UK plc is the largest installer of conveying systems in the UK with almost 200 installations to date and the sole UK distributor for ACS garment conveying systems. These are totally flexible in their design and offer an



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almost unlimited number of shapes, combinations and retrieval methods. Conveyors can be straight lined, L shape, U shape, T shape, work in different combinations, and can even utilise height up to the ceiling to maximise the storage area.

Built from heavy duty materials and controlled with either a single or a three phase motor, the stainless steel conveying bank allows garments to move about on the carrying band or provides a numbered slot into which a hanger can be placed. The conveyors can also be integrated with an EPoS system to provide a truly comprehensive management package.

TOP HAT DRY CLEANERS

The latest innovation in garment conveyors from ACS is the Auto Valet. Renzacci UK installed the first of these automatic self-service order retrieval systems in September 2007 at the Top Hat dry cleaners in Chiswick.

In prime commuter land and with a middle class clientele, owner, Mike Moran was enterprising enough to realise that 9 till 5 hours would not suit his target market. His way of creating a point of difference was to open his shop at 7am to catch customers who



A client collects his drycleaning from the AutoValet System installed in Top Hat Drycleaners.

routinely drop off their dry cleaning on their way into work. Very few people, however, are able to collect before evening closing time. And that was where ACS' Auto Valet system neatly solved the problem. Now customers can pick up their dry cleaning at any time of the day or night from a self-service retrieval unit built into the shop fascia. The Auto Valet system is linked to a computerised ACS conveyor system inside the shop.



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It works very simply. Customers are given a plastic Top Hat card, which in itself can become a loyalty builder. This accesses secure and very limited personal information on the client. When customers drop off their dry cleaning, by pre-paying, they open up the possibility of retrieving their dry cleaning from the Auto Valet at a time suitable to themselves.

For his part, with each new order all Mike needs to do is swipe the card through the computerised till reader which generates a bar-coded ticket. After processing, this is placed on the finished order, the bar code is read using a pistol scanner and a peg on the conveyor is allocated. Customers using the Auto Valet put their Top Hat card into the reader outside the shop and their processed order is delivered within 30 seconds to the retrieval unit, when a slot opens to allow them to remove their dry cleaning.

Mike is very satisfied with the new system, which Renzacci specified and installed: "The system is working perfectly and I am delighted that together Renzacci and I have created a system, the like of which does not exist anywhere else in this country. Business has been terrific and I have already issued 500 Top Hat cards in a little over 3 weeks since the system was installed. 24-hour cleaning pick up is a key selling point for my business. I expect the investment to be paid back in double quick time and unlike cut-price business building strategies, my margins remain intact."

"Each conveyor system installation is unique" says Renzacci UK plc Managing Director, Jason Alexander. "We design specifically to our customers' requirements so there is never a sense of 'one size fits all' when we are talking about equipping a shop. This is more than ever true at Top Hat, our first Auto Valet installation."



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At the initial survey stage, all aspects of the proposed installation are discussed including the physical space to be filled and the owner's requirements in terms of garment storage, identification systems, shop security and staff safety. For example, it may be possible to site the conveyor so that garments can be called up without the necessity for staff to move away from the service desk."

Recognising the investment in setting up a retail dry cleaning unit, Renzacci offers a very wide range of finance initiatives that covers all types of dry cleaning equipment from the machines themselves to ironing tables, finishing equipment and, of course, conveyor systems. All equipment supplied is supported by a nationwide network of fully trained service engineers.

For more information about Auto Valet, conveyors and related finance initiatives, readers are invited to visit the Renzacci website at www.renzacci.co.uk. **COPY ENDS**

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