



RENZACCI UK PLC

PRESS RELEASE

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Header :Renzacci Client, Purple Label win Oxfordshire Small Business of the Year Award

Since 2002, Stuarts Tofts and Louise Rampe have grown Purple Label into a highly successful garment and textile care business doing laundry, ironing, dry cleaning and restoration work.

This month they were awarded "Oxfordshire's Small Business of the Year Award 2006".

Stuart and Louise believe that they won because they offer exemplary levels of service and modern convenience and the award recognises that the business took a setback when Louise was diagnosed with Leukaemia.



They started with business with a loan from Barclays Bank, The Prince's Trust and Renzacci UK Plc so, with help from both, an intensive training on dry cleaning/laundry processes and considerable personal investment, Purple Label was born in Spring 2003.

The Purple Label staff collects and delivers laundry and dry cleaning from domestic and business addresses and take it back to their premises to clean, wash, iron and repair. They work on leather, suede, clothes, upholstery and fabrics. There is also a walk-in shop at the premises in Milton Park.

Everything is hand finished and packed. The work is done by a team of enthusiastic professionals using the best practices with top quality machines and technology to reduce chemicals and emissions. E-commerce is in place for customers to place orders for collection and pay on-line. No other cleaning/ laundry company offers this comprehensive level of service in England.

In the winter of 2003, Louise was diagnosed with Leukaemia and underwent months of chemotherapy and a hip replacement as a result of the side effects of chemotherapy. However, when most people are struggling to come to terms with the enormity of having cancer and the effects of chemotherapy



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making them feel worse not better, Louise was at work and closing two of the company's biggest corporate contract deals as well as organising her wedding day.

She knew that her fledgling business could not afford to lose personnel nor the financial strain of her not achieving her sales objectives so, to the astonishment of the Specialists and admiration of colleagues, friends and family, Louise's contribution to the business was way beyond the call of duty. Stuart and the staff were constantly amazed to see Louise lugging in 2 kilos of pills and medicines to Purple Label and doing a full day's work with a huge smile and no drama.

Louise's illness made Stuart take stock of their position and it soon became clear that their business targets were going by the wayside because of the impact of Louise's absence from the Leukaemia. Even though she was achieving new business, it was still below that in their business plan. So, Stuart sought new investment for the existing business and, to exploit an even bigger, web-based potential, this month launched the website www.purplelabel.co.uk which has a wide range of products to keep clothes fresh and clean at home. This web shopping site is unique as it is dedicated to garment care in the home and has diversity and quality of product that no other UK site can match.

Louise walked down to the aisle at her wedding just six weeks after hip replacement surgery and is now in remission.