



RENZACCI UK PLC

PRESS RELEASE

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Header :Why it's still best to buy the best
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“There is nothing in the world that some man cannot make a little worse and sell a little cheaper and he who considers price only is that man's lawful prey”

John Ruskin
1819-1900

It has become very clear that we are now in the midst of a recession. But, if we are we are sensible about it, it's not going to turn into a disaster. After all, if people are reducing their spend on purchasing new clothes, there is a good chance that they will protect the garments they do have by continuing to have them drycleaned or repaired.

The industry certainly slowed down in the autumn of last year but most people have now got over the initial shock and realised that life will go on. Many a plan has now been dusted off and there are signs that operators are once again willing to invest in their businesses and plan for the future.



Of course, we expect our clients to be prudent and wring every last penny of value out of their investment, but I would caution very strongly about scrimping and saving on equipment. For a moment mull over the words attributed to John Ruskin above and think of the times when you have tried to save money by buying a cheaper brand. It might occasionally work with supermarket own label ranges but with capital equipment it is seldom a good idea. Think about established brand names and how they earned their reputation. They will have offered a level of quality and service over a long period of time that has led people to trust them. Choosing lesser brands, scouring the internet or even worse, buying second hand equipment is a step in the dark that you will almost certainly regret later, and certainly when this country comes out of recession.

The equipment we sell under such well known and industry leading brands as Renzacci and Pony commands a premium for very good reasons – they are manufactured to a much higher standard, perform better, have proven



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reliability and are represented around the globe by reputable distributors such as ourselves in the UK. We have been in business for 37 years and that stability is your best guarantee of after sales service.

Large capital equipment purchases are a long term investment. We have machines in the market that are still going strong after 20 years, so a knee-jerk reaction to a recession that will last maybe another year is somewhat shortsighted. The difference between Renzacci or Pony and the cheap brands is no more than about 10%. That small premium is insignificant when you consider machine downtime



due to technical problems, inferior results from a lower specification machine and poor after sales service. Added to which, running costs in terms of energy consumed and detergent use will rapidly offset any initial savings you may make. So, please do not think short term!

I'd like to be more specific about the sort of features that you get with our products that make them such good value for money and more than justify their small premium over lesser brands. Take, as an example, the Renzacci Progress dry cleaning machine. It is at the very top of the quality spectrum, jam-packed with features that will give you the confidence to tackle any dry cleaning problem. It is very frugal when it comes to running costs. Compared to some other machines in the market, it uses over 250 litres of cold water less per cycle as well as less electricity during the cycle. Factor in that efficiency and operators could save enough on those cost savings alone to justify the cost.

We describe the Progress as "fully loaded" meaning that it has as standard many features that are either missing or optional on competitors' equipment. For example, the Progress range features a second water separator with active carbon, an inverter controller for the drum, which allows all kinds of processing to be carried out (gentle or aggressive washing or extraction) and also increases bearing and belt life, Ice Care[®] refrigerated solvent cooling which is automatically adjusted, Air Jet[®] automatic air filter cleaning, Global



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Wash[®] back plate washing and Ecowaste[®] distillation waste pump. Built-in air compressors are also included as standard.

Almost certainly the stand-out feature you'll notice immediately is the Videotron[®] microprocessor control. This is a true real-time management and control system that is an integral part of the machine. It has a large, graphic multi-lingual, full colour LCD display, which is equipped with an on-line guide, which shows all the machine's operating parameters such as temperatures, timings, extraction speeds and the active operational phase of the machine. This is real-time information delivered in a highly visual and readily comprehensible format. At the heart of this innovative control system is 'Navigator', a user-friendly and extremely responsive selection device. It allows the operator to select and vary all the operation and control parameters of the machine, even in automatic cycles.

So in buying the Progress machine, you are buying the best and investing in your own future. John Ruskin's philosophy is one that we at Renzacci UK have long championed. Recently we took a leaf from our own book in spending £1million on brand new state-of-the-art premises in Feltham, Middlesex, close to London's Heathrow Airport. After 37 years in our old home at Hanwell, west London, and with an economy in recession, we finally conceded that we need more space to continue our expansion programme. The new building houses our admin offices, boardroom, storage facility, spare parts stocks and pre-delivery inspection area. We have created a thoroughly modern facility that matches the quality of the equipment we sell and one I am proud to invite customers to. So, if you are passing the door, do please pop in for a cup of tea and see for yourself just what you get for your money with a Progress machine!