

# Clean Sheet

The newsletter of Renzacci UK

## Don't mention the "R" word!

It's going to be a tough year. But it's not going to be a disaster. Those companies prepared to concentrate on their businesses and do the simple things right will come through virtually unscathed and in some cases, leaner and fitter.



In the autumn of last year, many were caught like rabbits in the headlights, but I am now detecting a steely determination to beat the downturn. Essentially what's needed is some common sense thinking. Keep costs down, maintain customer loyalty, don't cut corners on quality, look at ways to increase your market share, identify your competitors' weaknesses. In short, formulate your plan and act now.

Importantly, pay your bills on time; keep on top of your accounts; be prepared for larger deposits on equipment; at all costs avoid getting a CCJ against your name. The rest is about common sense and marketing.

For example, can you add on a shirt service? What about added value via ancillary products? Consider special offers. Upsell your customer with add-ons. Put cross-selling deals in place.

Still the best recommendation I can make to you is to buy the best equipment you can afford. Renzacci and Pony are top quality brands, cost less to run and are easier and cheaper to service. Your customers will love the consistent quality and they will continue to pay you back long after this unpleasantness is consigned to the dustbin of history. There! I didn't mention the word "recession" once did I?

**Jason Alexander**  
Managing Director, Renzacci UK plc.

## On the Move

After 37 years in Hanwell, west London, we are settling into our brand new state-of-the-art freehold premises near Heathrow. Over that period, our sales have grown dramatically, but the size of our office and warehousing space has failed to keep pace and we have known for some time that we desperately needed to find new premises – but that was easier said than done! We wanted somewhere with good communication links and we were adamant that we needed to retain the key staff that have made us what we are today.

Eventually, we found the perfect site and on 2nd December last year, just 12 weeks after exchanging contracts, we moved into a new 6,000 square foot bespoke-designed facility, ideally situated at Feltham in Middlesex, just one mile from Heathrow airport. We have retained all the benefits of a West London location with its good transport links by motorway and tube, whilst gaining modern facilities that



make for a more pleasant working environment.

The fit out was an experience in itself. We are used to overseeing customers new build shops or re-fits, but when it is your own baby, then wow, what stress – especially in the short timescale we allotted ourselves from exchange to moving in! We certainly learnt a lot, and our staff played an immense part in what was to be a great and almost flawless move.

Our new building is very impressive. From the outside it looks no different from any other unit on the estate, but the interior has been intelligently thought out and decorated in a modern but welcoming way with offices fitted out in matching red upholstery and light oak furniture.

Look overleaf for more images of the building work in progress and see just how fast we progressed. Also inside, you'll find our full postal address and contact details. Our telephone, fax and email details remain unchanged. Needless to say, if you are passing the door, we'd be delighted to show your round!



*Jason & George Alexander outside Renzacci UK's new premises*

## Inside this issue

**Office move** – Stage-by-stage pics of how our new home was created

**The PCM-08** – The latest product from Pony

**Helping the less fortunate** – How we are supporting the Lekki School in Nigeria.

**Finding the money** – Can we help you find finance?

**Terminal 5** – Our prestigious new installation



## Win a Ton!

That's right. To celebrate the installation of the 100th Renzacci Progress 35 Club drycleaning machine, we're giving away £100 in our simple competition. See back page for details.



**RENZACCI UK PLC**

# Our move. The story in pics!

Having decided to make the move west, events took on a life of their own. The building was purchased freehold

The air conditioned open plan offices, housed on a mezzanine floor are at the heart of the Company's administrative operation, dealing with sales enquiries, customer

Company's upgraded server bank, which carries all customer data as well as controlling the day to day running of the company.

very proud we didn't lose a single day's trading. The new premises give us so many benefits over our old offices, which suited us in the early years of the Company. But as we expanded and grew our business, they became cramped and difficult to work in. We are always extolling our customers to buy the best equipment and in purchasing our new place we



with much of the money coming from Renzacci UK's own reserves. Contracts were exchanged on 1st September 2008 and we immediately began fitting out the building, before all staff eventually moved in on 2nd December. Managing Director, Jason Alexander, comments: "I am delighted that all our staff made the move with us, and I like to think that reflects the sort of team chemistry we foster".

service and housing bought and sales ledgers. The mezzanine also has private offices for Jason and his father, founder of the business and present Chairman, George Alexander. Also on this floor is a beautifully designed boardroom with views over the river and glazed floor to ceiling on two sides. Downstairs is the spare parts stockroom, machine storage area, and service area where machines are given a pre-delivery inspection before installation. A purpose-built 'comms' room houses the

The finishing touches are what make the interior look so attractive - matching

furniture, built-in storage walls, Company logo etched into the glasswork and an airy ambience with neutral coloured walls and plenty of windows for natural light.

Jason again: "We are delighted by how smoothly the move went and



have followed our own philosophy. We have invested over £1 million in it and I feel that in a matter of weeks we have created a facility that I am proud to bring customers to and one that closely matches the quality of the equipment we sell."

## Case study: We help BA take care of its 'red eye' passengers



We are proud to have been selected to install our products in British Airways' impressive new Galleries Arrivals Lounge at Heathrow's Terminal Five. It cares for BA's First Class, Club World passengers and Gold Executive Club members arriving on overnight long haul flights and requiring a haven to relax, take breakfast and freshen up



before leaving the terminal. The luxurious facilities here are complimentary and include freshly prepared breakfast, a hydrotherapy area, spa treatment rooms and internet access.

What is most welcoming after an overnight flight is the opportunity to freshen up and the lounge has dozens of 'cabanas' - stylishly equipped bathrooms with infinity baths. Naturally enough, creased clothes will need pressing before executives carry on to important business meetings in the City. And that is where Renzacci UK was able to help by equipping a specialist pressing room with steam cabinets and finishing tables, so that clothes may be pressed whilst passengers are freshening up.

We installed four Pony brand Cosmos-E steam cabinets and four Pony Silver-SV finishing tables (all with integral steam boilers), together with a

Renzacci HSI I High Spin Washer Extractor for laundering staff uniforms.

When guests are in their cabana, they leave their clothes that need pressing in an innovative two-way compartment in the door, accessed from the inside by the guest and from the outside by the hostess. The hostess then takes the suit or dress to the pressing room, returning it a few minutes later fully pressed and in pristine condition. The clothes are then placed in the door compartment for the guest to put back on when ablutions are finished. A simple and very effective system we were pleased to be associated with.

# Making a difference

**We'd like to introduce you to our chosen charity, The Lekki orphanage school near Lagos in Nigeria and hope that you too will be moved by their plight and the fascinating story of how we came across them.**

It all started when Renzacci UK MD, Jason Alexander, dispatched Brian Pearce to Africa on business 12 years ago. There, he met Nana Otedola from Nigeria, wishing to set up their first dry cleaners. The project became known as Garment Care, and they have not looked back. They have just celebrated their 10th anniversary with the opening of their third factory

and now employ 400 staff. They have consistently used equipment from Jason including a large amount of Pony finishing equipment, all backed by a maintenance team of 5 engineers, all trained by Brian.

Garment Care has stayed true to its original community ideals, not only by providing jobs, but also by training other companies to produce quality products locally. They have shown the way to be economically friendly by safe waste disposal, recycling of water and the correct use of health and safety at work.

In the process of acquiring the site for

## Can you help?

The response from friends has been overwhelming, but there is still much to be done, which leads us to enlist your help, too. They still desperately need old children's reading books, stationery, art materials, exercise books, pens, paper and so on. Could we ask you to raid your stationery cupboard and see if there is anything you can spare? Please call Shirley James at our offices and we will arrange free collection and ship them on the next container of equipment we send out. Thanks to you and Garment Care, these children may well have the chance of a future.

## New shirt folder from Pony

**Pony spa, as you probably know is one of the world's top manufacturers of finishing equipment and has just celebrated its 50th birthday. It has also announced the launch of its latest model, the PCM-08 shirt folder. In common with all other Pony equipment, we distribute this on an exclusive basis in the UK.**

The PCM-08 will appeal to those establishments with an established shirt laundering business or for sites wishing to introduce such a service. Not only will it save considerable time spent on laboriously folding freshly ironed shirts, it will impart a much more professional and consistent finish to the job. The PCM-08 is capable of folding between 40 and 50 shirts per

hour and is a compact piece of equipment at just 1300 mm high and less than a metre in width.

The shirt folder is a perfect addition to the Pony MG405 shirt former and the CCP collar and cuff press, building into a professional, efficient and time-saving shirt laundry service. For more information about the PCM-08 or any of the equipment we distribute, just visit our website or give us a call.



*The children show off the material generously donated by friends*

their new factory, they inherited a 'squatter' school housed in little more than a hut, without windows, toilet facilities, electricity or water. The school was run by a dedicated lady aptly named 'Gift' who ran it for orphans and single parent children. There was little by way of educational materials but it was somewhere children could learn and be looked after while their mothers or guardians were out scratching a living.

Garment Care paid for a new school in a fully equipped building with all the necessary facilities, whilst Brian's wife

appealed to friends in the UK for anything they could donate by way of basic teaching materials.



*Brian and Gift with some of the children in the new school building.*

## Finding the Finance

**You may have read or had first hand experience of finance sources drying up. In recent months, even our own finance house has struggled to satisfy all our requirements – a situation we have never experienced before. A case in point – a very well known London Council was recently refused for finance – for paying bills late!**

Where we differ from the other suppliers, however, is in the fact that we can often finance your installation from our own funds. One company we were able to help out recently was relocating some existing equipment from one dry cleaning shop in North London to another, whilst simultaneously installing a new Renzacci Progress 35 Club dry

cleaning machine and a Pony SP/U Press. Sadly, four days prior to installation, his privately arranged finance fell through. No other form of funding was forthcoming, so the very worried proprietor picked up the phone to Jason Alexander. Within the space of 10 minutes, Jason had agreed the monthly repayment figures and the lease term and cleared the necessary funds. His swift action saved the day and the installation proceeded as planned.

We know of no other company in our industry able to do this and in such a short space of time. So, if you have tried other sources of finance to no avail, do please give us a call.

## Come in No 17039!

If you thought that engineers were an unfit bunch, think again. Our resident technical wizard, Jerry Jones, took part in the London 10K road race from Hyde Park to Whitehall. This annual event attracts 27,000 runners, competing in support of their own favourite charity. Jerry completed the course in 1 hr 4 mins, raising an impressive £370 for a Masonic charity. He's pictured, number 17039, with his son and race companion, Matthew. Jerry has entered the event again this year, so if you'd like to sponsor him to break the hour barrier, just give us a call.



## Win a Ton!

To celebrate our 100th Renzacci Progress 35 Club installation, we're giving away £100 in cash in a free-to-enter competition.

Answer the following question: "On what date did Renzacci UK move into their new offices?" Then complete this tie breaker in not more than 12 additional words: "I chose/would choose a Renzacci Progress machine because....." The winner will be the person with the correct answer and who, in the opinion of the judges, has created the most apt and original tie

## MTech. In praise of Training



Amir, centre, with his team

When Amir Govani, opened his dry cleaning shop, M Tech, in North Ascot, he found that the Renzacci UK service included not just equipment, but extended to a detailed training course for his staff. The week long on-premises course covered all aspects of dry cleaning, textile recognition, stain removal, machine operation and maintenance, delicates, problem fabrics, garment finishing and also wet cleaning and washing.

Amir says this investment has proved to be the best decision of all: "It gave us a good platform of knowledge and the confidence in our own capabilities from day one".



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## Jerry's Corner

With energy costs rising, what can you do to keep gas and electricity bills down? Finishing equipment such as presses, cabinets and ironing tables all use steam generated either by a central unit or, as is more common these days, from built-in boilers. Scale deposition in boilers can cause severe problems in hard water areas and starts from the day of installation - it's no good thinking it will be alright for a few years. It won't! Believe me, I have seen boiler units less than 6 months old brought to a complete halt by scale build-up.

Limescale builds up in layers inside your boiler. It then starts to harden and, if you don't do anything about it, the first thing you'll notice is that it will be slow to fill with water. It may start to over fill, taking longer to heat up. Then, guess what, it will also begin to use more electricity before eventually stopping working altogether. Ultimately, it will stop the heat transfer from your elements to the water and the elements will burn out. The predictable result is major downtime of the boiler and expensive repairs.

breaker. Email your answers with your name, address and telephone to [mail@renzacci.co.uk](mailto:mail@renzacci.co.uk) with "Progress Competition" in the subject line. Alternatively, write your details on a postcard or the back of a sealed down envelope, marking it 'Progress Competition' and mail to the address opposite.



So what's to be done? Well, once again, routine servicing will eliminate these problems and it does not take that long really - only about 1½ hours on average. Once your boiler is descaled, the elements once again heat up the water and not the scale. Regular boiler servicing means less limescale, lower running costs and fewer breakdowns. Blowing down the boiler after every shift will clear the scale before it has a chance to settle in the bottom of your boiler.

Finally, do please remember that your steam boiler is a pressure vessel and, as such, must carry a pressure vessel certificate. Just like an MOT, it needs renewing every 12 months. So, if yours does not have one, you must get on to it right away as it may invalidate your insurance. Give us a call and we will be happy to discuss your requirements and ensure you are fully compliant.

Closing date is Friday 15th May 2009. The lucky winner will be contacted directly and announced on the "News" section of our website.

### New contact details:

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