

# Clean Sheet

The newsletter of Renzacci UK

## Jason's Column



Uncertain times call for safe havens. As I write this we have the first hung parliament in 37 years. Coincidentally, that is almost as long as Renzacci UK has been in operation. Whatever your political persuasion, it is clear that the markets and financial institutions prefer stable government. Experts fear that, before calm returns, we may be in for some turmoil, perhaps even another general election this year. It is at times like this that markets seek safe havens.

I'd like you to think of our equipment in much the same way. We have global brands in our portfolio such as Renzacci and Pony and, sure, you can buy cheaper. A few years ago you may have been tempted to gamble with lesser known products. Now, however, is the time for certainty and sticking with the top brands that have a proven track record. Not only have we been in business a long time, with all the stability that implies, but we have been dealing with our main suppliers in an unbroken association for the same period.

There can be no doubt that Renzacci and Pony are high quality manufacturers with a reputation that is built on solid performance and high reliability rates. Add to that our own longstanding experience of the market, the invaluable advice we can offer, our personalised training schemes and ready access to finance and you will see that we have a solid manifesto that deserves your vote.

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

## Money for nothing

Now it's not often someone offers you money for nothing. It's particularly surprising when it's the government opening its wallet! But

So, what's the catch? Well, there isn't one, provided your new equipment saves on energy consumption - as it will do with all new and efficient



Adrian's new machine funded partly with a Carbon Trust loan

effectively that is what the Carbon Trust is promising and it may well help some of you with lease finance. This is a government scheme to help lower energy consumption and reduce carbon emissions. It will be relevant for those companies seeking to replace old, inefficient machines with new equipment. If you are in that position, Renzacci UK can apply on your behalf to the Carbon Trust for an interest-free loan to cover some or all of the purchase price of the equipment. They will loan up to £100,000 at 0% interest over a period of up to 4 years.

Renzacci and Pony branded equipment. The idea is that the savings on energy consumption will offset the cost of the repayments.

Typical of the companies we have helped so far is National Drycleaners in Nottingham, owned and run by Adrian Redgate, who also happens to be the Chairman and President of the Guild of Cleaners and Launderers. The application was quite straightforward



and our experience of the application process helped Adrian complete his side of the paperwork. In the end, the loan covered half of the project costs and Adrian negotiated the remainder with his bank. Adrian says: "I am grateful for the tip off, which has saved me a lot of money in interest." For more information why not give us a call?

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## CASE STUDY

# John Frederick experiences the Renzacci treatment



John Frederick, with premises in Colindale, north London, is a specialist textile dry cleaner. A family business, with a history dating back to 1928, it is today run today by two brothers, Mark and Wayne Church. They have an onsite carpet and upholstery cleaning side to the business, and at their premises, they dry clean rugs, curtains and blinds.

Recently, their 25-year old dry cleaning machine came to the end of its useful life. It was heavy on perc and about to fall foul of SED regulations. The brothers selected Renzacci brands to replace it, not just for the quality of the equipment which, in their opinion, was far superior to the competition, but primarily because of the help and advice they received from Renzacci UK Managing Director,

Jason Alexander and his team.

Jason evaluated their requirements, which went well beyond simply installing a new machine. He put forward recommendations to considerably reduce the high level of water consumption and solved a problem with perc consumption that the brothers had been experiencing for some time. "We were very impressed by Jason's knowledge of the business" says Wayne. "He not only recommended a superb machine, his advice has helped us streamline our business and offered solutions to problems that had dogged us for years. Some of his suggestions have been real winners, including the introduction of a fireproofing service for curtains and upholstery, which is a value

added service we now offer. His obvious experience of the drycleaning business gave us the confidence to place the order."

The model they chose was a Renzacci Progress 90/D2 drycleaning machine with a 90 lb load capacity, two distillation units and a Multisorb® consorber unit. Improved capacity and faster drying times meant that productivity at John Frederick has soared and margins improved commensurately.

The Progress machine is distinguished by the fact that it is fully equipped with features – there are no optional extras. That said, Wayne and Mark report that when they compared the features of the Renzacci machine with the competition, the small price premium became insignificant considering the quality and efficiency of this machine.

The Progress series of machines is well known for its reliability and it has lower running costs than any other machine on the market, but the one feature that sold

the Churches on the Progress machine was the way that it can be manipulated using the patented Videotron system. This is a true real-time management and control system with a large, graphic multi-lingual, full colour LCD display to control all the machine's operating parameters.

Installing a machine of this size is quite a task, requiring detailed planning and keen engineering skills and the brothers were delighted that things went so smoothly on installation day. "The Renzacci installation team was both courteous and efficient" says Wayne. "We chose a quiet Saturday morning and we were back in business by Monday morning."

"Jason and the Renzacci UK guys really know their business", says Wayne. "As a company they listen and then tailor-make solutions to solve individual problems. In our dealings with them we found them to be honest and, at all times, reliable."

## Used Equipment for sale

We occasionally have pre-owned equipment for sale. These are relatively new machines, almost always branded and usually less than one year old. In all cases, the equipment has been checked over by our engineers and given a thorough refurbishment and full service. It is covered by a comprehensive warranty. For more information, have a look at our website, which is continually updated.

[www.renzacci.co.uk/products/used\\_machines](http://www.renzacci.co.uk/products/used_machines)

# Charity begins at Home

We are delighted to be associated with two charities. Each has a story to tell this month:

## The Gift of books

Our African client, Garment Care, has been supporting the Gift Foundation school at Lekki near Lagos in Nigeria. They helped build a new school for the children and with your help and the generosity of friends in the UK, we have been supporting them ever since. The latest act of generosity comes from The Oxford University Press. Having already sent us one lot of English text books, out of the blue there arrived another huge pallet of books, which we have since despatched. We have received a very nice letter of thanks from the Headteacher, Miss Etim. If you feel you can help the school, with donations of stationery, books or other suitable material, please call Ops Manager, Vanessa, in our office, who will arrange for free collection from your premises.

## Split or bust!

Another good cause we were pleased to help with sponsorship was Angelman Syndrome Support, Education and Research

Trust, ASSERT for short. This condition affects young children, leaving them physically and mentally handicapped with severe communication problems. To raise funds last autumn a good friend of Renzacci UK, Paul Day, whose friend's son, Callum Blackburn, suffers from the syndrome, joined with two friends and undertook to race an old banger 1,400 miles from London to Split in Croatia.

They spent £250 on a 1993 Saab with 188,000 miles on the clock. They converted the car into a mobile golf driving range, covering the car in astro turf, covering the car in astro turf. To complete the theming, they wore plus fours, diamond socks and Pringle jumpers. Sounds like hard going in the Mediterranean sun, but add to that 30°C temperatures, an air conditioning system that didn't work and heated front seats stuck on maximum and you'll appreciate it was hot, hot, hot! They made it all the way -not without mishap - and raised £15,000 for ASSERT.



The Gift of Books



Fore!

# It pays to train



Gareth Hodgen of White Label Dry Cleaners is delighted with our training

You've invested in Renzacci equipment. Congratulations, you have bought the best. But unless you know what you are doing, even the world's finest machinery will not achieve the results you are striving for. That's where our 'New Start' tailor made training courses really pay dividends. They take place at your premises - so there are no accommodation or meal costs to find - and are run exclusively for Renzacci UK by the leading expert in this field, Roger Cawood.

They cater for beginners and more experienced personnel alike and can be used as refresher courses. They cover such topics as textile recognition, machine operation & maintenance, spotting & stain removal and textile finishing. Importantly these days they cover relevant aspects of the law including the Solvent Emissions Directive, safe handling of chemicals and health & safety regulations.

A recent beneficiary of Roger's good advice is the White Label Dry Cleaners in Banbridge, Co. Down, Northern Ireland. "Roger is acknowledged as a leading industry expert and the 5 days he spent with us was invaluable" says owner, Gareth Hodgen. "He was so patient and he gave us great confidence with our customers' garments in the early days".



# Hot off the Press!

Pony is well known as the world's leading manufacturer of finishing equipment, and Renzacci UK is justifiably proud to have distributed their machinery for almost 40 years.

New on the market is the upgraded **Pony VBE finishing table**, which incorporates a live steam buck with a powerful vacuum. It is available in buck sizes from 110cm to 130cm long with a huge list of options.

The **Pony 405 shirt machine** has just been enhanced by the introduction of highly polished shoulder presses which further enhance the finish from this already well received mid-level shirt machine. Looking for



a budget option? The newly designed **FVC finishing table** offers an electrically heated buck with powerful vacuum, a built in boiler and a professional Junior/2 steam iron. It's perfect for an ironing service.

As is the case with all Pony's machinery, they are generally customisable, so if you have any particular quirks, we can usually incorporate them.

# Barry's corner

**Our refrigeration expert, Barry Chapman, takes a look at the latest refrigeration laws.**

Refrigeration is changing. For those of you with older machines it is likely that your refrigeration system is charged with R22 gas which, in its virgin state, was banned on the 1st January 2010 from being used to refill any R22 systems which had leaks. Add to that, the fact that any refrigeration system with a charge of over 3.5kg of refrigerant must, by law, be inspected annually – and pretty much all drycleaning machines fall into this category. It's a minefield for drycleaners.

Thankfully, the Renzacci UK Technical Department is fully geared up to cope with these regulations and, if required, we are able to convert your R22 system to the replacement R407c refrigerant as well as undertaking your annual inspection using



our own technicians, who are certified refrigeration engineers.

A word of warning, though – only certified refrigeration engineers with the necessary qualifications may carry out the inspection - or indeed work on any refrigeration system. This is your problem. If you permit an uncertified engineer to work on your system, it is YOU risking a huge fine – not the engineer! So, next time you have a problem, make sure the engineer working on your system is suitably qualified and can prove their qualifications to you – or your refrigeration problem may turn out to be a real nightmare.

# Jason exercises an ancient privilege



Being a Liveryman of the Worshipful Company of Launderers brings with it certain benefits, including that of Freeman of the City of London. In turn, being a Freeman confers the ancient privilege to herd sheep over London Bridge. So it came about that our own Jason Alexander found himself on the Bridge one drizzly day last year. In fact, the annual ceremony was organized by the Lord Mayor

of London's office to raise funds for his adopted charities, including St John Ambulance, The Lord's Taverners and the Lord Mayor's Appeal 2009. Several other Freeman also chose to exercise this ancient right in return for a charitable donation and Jason was duly paired up with his sheep for the day. "I'd like to say that mine was obedient" says Jason, "but in all honesty, it had a mind of

its own and, frankly, a nasty attitude. The day was a real hoot, and a fundraiser for some very deserving causes."

Being a Freeman of the city of London brings other rights, too. Let's hope we don't meet

Jason on the streets of London with a drawn sword which he is entitled to carry. And, should he commit a capital offence, he has the right to be hanged with a silk rope. That's reassuring, Jason!

## Win a Fortnum & Mason hamper worth £100

The sheer luxury of a hamper full of Fortnum & Mason products beautifully packed in an elegant wicker basket. At £100 in value, it is well worth winning. Just send us your details by post or email to the address below, marking your entry "Spring Newsletter Competition" and we will pick the winners at random on Friday, June 18th 2010. One application per business, please.



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