



RENZACCI UK PLC

## PRESS RELEASE

**Issue Date :21 September 2009**

**Header :PRESENTATION? IT SAYS MORE ABOUT YOUR SERVICE THAN DISCOUNTS EVER CAN**

“In the present financial climate, the difference between success and failure is often just good marketing” says Jason Alexander, Managing Director of Renzacci UK plc and sole UK importers of renowned Hawo packaging equipment. “Assuming you have got the basics of your operation right technically, then the rest is down to creative marketing. In its broadest sense, that means leaving your customer feeling that they have received a good service at a reasonable price. The way you present the finished product goes a long way to imparting that satisfaction and adds value to your proposal.

Look, too, at packaging in a more tangible way. Isn't your logo on packaging a great opportunity for you to advertise your business up and down the high street?”

### **HAWO**

With a reputation for quality and service, Hawo packaging machines are acknowledged leaders in laundry and dry cleaning establishments worldwide. Built to withstand heavy daily use, each model incorporates precision engineering to ensure perfect sealing of the continuous polythene around the garment.

### **RETAIL SHOPS**

Machines suitable for drycleaners are available in three models – the wall-mounted HP630K, free standing H630KST and the worktop HP500 – allowing for choice according to individual requirements of space and demand. All these models use continuous polythene sheets, which may be sealed at the correct length, which represents a considerable saving over pre-perforated film in regulation lengths. The most popular model amongst drycleaners is the HP630KST, which has proved itself to be the most reliable packaging machine in the marketplace.



### **HAWO FOR LAUNDRIES**

In the business-to-business environment of commercial laundries, packaging is just as important – arguably more important - in keeping your brand in front



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of your clients' eyes. For this market, Hawo offers its HP 630WS model, commonly know as the "L-sealer", which incorporates a table and feeder plate and is ideal for towels and sheets.

"Good presentation is exactly what marketing is about" says Jason. "It works far better than price cuts or window offers, which often cheapen the service and create a low price expectation for the future. By comparison, investing in good packaging equipment and smartening up your presentation is a much less costly way to promote your services."