



RENZACCI UK PLC

PRESS RELEASE

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Header :Renzacci UK – On the move!

After 37 years in Brentford, west London, Renzacci UK has moved to new purpose built state of the art premises near Heathrow. We discover how the new facility fits perfectly with the Company's quality-centred philosophy.

Readers of these columns will be in no doubt as to where Renzacci UK plc fits into its market. It is unashamedly at the top end and, over the 37 years the has been in existence, its marketing strategy has been to forge alliances with some of the best equipment houses in the world, even naming itself after its principle supplier, Renzacci, the respected Italian manufacturer of dry cleaning machines.

It comes as no surprise to me that the Company's growth in sales and prominence in the market has meant that it has outgrown its old premises in Brentford and moved to a new 6,000 square foot purpose designed facility ideally situated at Feltham in Middlesex, not far from Heathrow airport. Says Managing Director, Jason Alexander: "To be truthful, it is a move long overdue. We have been wanting to move for at least eight years, but finding the right



building in the right location has proved very difficult. We desperately needed more room and an open plan admin area but we were very unwilling to forgo the location benefits that our old premises in Brentford offered us. Eventually, just this year, we heard of this unit in Feltham that turned out to be perfect for our requirements. 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".

Having decided to make the move, events took on a life of their own. The building was purchased freehold with much of the money coming from Renzacci UK's own reserves. Contracts were exchanged on 14th October and, to save time, the Company took the risk of fitting out the building even before planning permission had been granted. Eventually the move was completed on 2nd December and all staff installed on that day. Says Jason, "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 at Renzacci UK".





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The building is, indeed, 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.

The air conditioned open plan offices, housed on a mezzanine floor are at the heart of the Company's administrative system, dealing with sales enquiries, customer service and housing bought and sales ledgers. The mezzanine also houses 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 Company's upgraded computer system, which carries all customer data.



The unit is number 9 on the Marlin Park estate in Feltham. This is a highly secure private business park with 24 hour security ram proof gates, which are locked every evening at 6pm. The unit itself is protected by sliding steel window bars, electronic entry system, CCTV and a Redcare alarm system. "This level of security is important to us as the requirement to protect our customers' data is very important for us and a prime requirement of the new premises" explains Jason.

The finishing touches are what make the building look so attractive - such as the matching furniture, built-in filing cabinets, Company logo etched into the glasswork and an airy ambiance with neutral coloured walls and plenty of windows letting in natural light.

"We are delighted by how the move went and very proud that, during the transition we did not lose a single day's trading" says Jason. The new premises give us so many benefits over the Boston Road 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 buying this new place we have followed our own philosophy to the letter. We have invested over £1 million in it and I feel that in a matter of weeks we have





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created a facility that I am proud to bring customers to and one that closely matches the quality of the equipment we sell.”

GLOBAL BRANDS

Those customers will have the choice from a range of dry cleaning and laundry equipment that Renzacci UK regards as the best in the world. The Company is the sole importer for Renzacci dry cleaning machines. This is an association on which the Company was founded 37 years ago and endures in an unbroken record since then. Renzacci dry cleaning machines are widely regarded as the best quality equipment in the world.

The UK distributorship of Pony finishing equipment goes back just as far, George having negotiated the original distribution agreement in 1972. Renzacci UK imports ironing tables, finishing equipment, spotting tables, shirt finishers and presses, all under the Pony brand.

Renzacci UK also distributes Hawo packaging equipment and ACS conveyor systems. In particular, Jason feels the ACS system holds a lot of potential in our industry and in other markets: “I don’t feel we have even scratched the surface with conveyors” he says. “They are the key to 24 hour service and that is sure to be important for the future”.

The Renzacci service does not end with equipment supply. Rather that is just the start. Renzacci UK offers an all-round service that guides its customers through purchase, installation, finance, training and after sales care. “Our equipment is designed to last a generation” says Jason, “but it is important to specify the right equipment in the first place - and that is where our 37 years’ experience can be invaluable for start-up businesses. We offer advice on all aspects of an installation including specifying the correct equipment, obtaining the necessary planning permissions, interpreting SED guidelines and laying on the necessary services.

But the Renzacci UK service does not end with the installation. The company is on hand to commission the equipment, service it and offer in-depth staff training on its use. That leaves just one thing – finance. Few businesses will have sufficient funds to finance new equipment from their own resources and that is where Renzacci UK feels it distances itself from its competitors. Jason again: “We have forged strong ties with finance houses and can put together flexible finance deals that can be tailor made to individual circumstances. Take our “Easy Entry” plan, for example. Businesses pay a small deposit then just £25 per month in year one whilst they are building up their trade. Even for companies with less than perfect credit records, we often can put a deal together when our competitors cannot. If all else fails, rather than lose a sale, we are sometimes able to finance the deal out of our own pocket.”

Renzacci UK offers a comprehensive service for its clients and extols them even in these difficult economic times not to be afraid to invest and, when they do, to invest in the best. Reflecting on the office move it certainly seems that Renzacci UK has taken a leaf from its own book!