



**R E N Z A C C I U K P L C**

## **PRESS RELEASE**

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**Header : SUCCESS IS BETTER ACHIEVED BY ADDING VALUE  
RATHER THAN CUTTING PRICE**

“If the retail dry cleaning business was really all about price, then our industry would have been bankrupt years ago. The fact of the matter is that the most successful dry cleaning businesses are not the cheapest. Sure, there are things in this world that you are safe buying on price, but frankly dry cleaning is not one of them”. These are the views of Jason Alexander, Managing Director of Renzacci UK plc and master UK importers of renowned Hawo packaging equipment and Pony finishing equipment.

So, if not price, what is the hook to attract customers and keep them loyal? You could cite efficient service, a professional job, a pleasant shop environment, friendly staff – all of these are important, but just as crucial is presentation. The way you present the finished product goes a long way to imparting that satisfaction and adds value to your proposal. It leaves your customer feeling that they have received a good service at a reasonable price. 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.

Machines suitable for retail 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





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the HP630KST, which has proved itself to be the most reliable packaging machine in the marketplace.

In the business-to-business environment of commercial laundries, packaging is just as important – arguably more important - in keeping your brand in front of your clients' eyes. For this market, Hawo offers its HP630WS model, commonly know as the “L-sealer”, which incorporates a table and feeder plate and is ideal for towels and sheets.

### **PONY**

Presentation, however, is not just about packaging. Many retail drycleaners have discovered the benefits of adding a shirt service to their portfolio. Pony is a world leader in finishing equipment and the addition of a shirt folder to your business will make a world of difference in the way your shirts are handed over – with neat creases and each shirt uniformly folded.



To achieve such a finish, Renzacci UK recommends the installation of a PCM-08 automatic shirt folder. Not only does it save considerable time 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.

“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 more sensible way to add value to your business.”