



RENZACCI UK PLC

## PRESS RELEASE

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**Header :Market your way out of recession with a Shirt Service**

Having been in business for 37 years, leading laundry and dry cleaning equipment distributor, **Renzacci UK plc** can justifiably claim to have seen it all and the company is no stranger to economic downturns, having weathered the recessions of the eighties and early nineties. Explains Managing Director, Jason Alexander: "In a recession it is more than ever important for businesses to differentiate themselves from their competitors. One approach is by thoughtful marketing and developing added value propositions. In our view, adding a shirt finishing service is a great way to achieve that. It is an ideal business add-on for dry cleaners and laundries, which generates repeat business in other areas."

### **PONY 405 SHIRT FINISHER**

Renzacci UK distributes, on an exclusive basis, shirt finishing equipment and a wide range of other presses and ironing tables from renowned Italian manufacturer, Pony spa, which has just recently celebrated 50 years in the business. Jason again: "It goes without saying, that if you are considering setting up a shirt service, then the quality of finishing equipment is paramount. Your target market of businessmen and "time poor" professionals will be very critical in that respect. But a quality finish means investing in a good quality shirt finishing system. Here the difference between a top-end machine and a lesser model is so little it is well worth paying that bit extra."



None comes with a better pedigree than the latest Pony shirt finisher, the 405 model. It incorporates the latest technology and produces a perfect finish on any type of shirt material. Features of the 405 model include a vacuum across the entire dummy area, which makes it easy for the operator to dress the shirt. The front closing paddle is flexible and padded, thereby eliminating pressure marks as well as avoiding gloss and scuffing to buttons and seams.



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The paddle is equipped with two joysticks so the operator can adjust the vertical alignment of the sleeve clamps to the armhole.

Special pneumatic clamps stretch down the shirt body and tighten the seams while they are fast dried by a powerful hot airflow. Oval clamps hold up the sleeves, rotating and fitting the cuff shape, thus conforming to the sleeve shape. Neck holding is also pneumatic. The unit trolley is fitted with a photocell for automatic positioning of the rear clamp with the lower shirt edge.

A microprocessor with 10 programmes allows automatic steaming cycles to suit different fabric types and residual moisture content. Manual operation is also possible. Additional accessories on the 405 include water spray gun, electric iron, button post and shirt hangers, pneumatic side clamping device and air vent chimney with sound insulation.

### **PONY CCP**

An ideal companion to the 405 is a Pony CCP collar and cuff press, which together the new PCM08 folder, combine to form a perfect shirt finishing system. The CCP greatly helps in the finishing of those key parts of the shirt that are so important to a smart formal look. This is an air-operated press with built-in vacuum to allow fast and efficient setting of the shirt as well as aiding the drying of the fabric. Special padding is used on the bucks to prevent damage occurring to buttons and avoid pressure marks. The machine is available as the CCP-V with a steam heated head powered by either built-in or central steam. The CCP-E, on the other hand, has an electrically heated head.



### **PONY PCM-08**

Forming the final piece of the shirt finishing jigsaw is the latest Pony product, the 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





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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 add-on to the Pony 405 shirt former and the CCP collar and cuff press, building into a professional, efficient and time-saving shirt laundry service. Operators will find more details online at [www.renzacci.co.uk](http://www.renzacci.co.uk) or by telephoning 0208 579 2661.