



RENZACCI UK PLC

PRESS RELEASE

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Header :Uncertain Times Call for Safe Havens

As I write this, you can be forgiven for thinking our world has turned upside down. We have the first coalition government in 70 years and a run on the Euro, with siren voices warning of a double dip recession. On a more tangible level, finance is still very difficult to come by for those investing in their laundry and dry cleaning businesses.

It is clear that these are not the times for taking risks. In such times investors favour the US dollar or gold, simply because they see them as safe havens for their money. You could think of Renzacci UK plc in very much the same way. We have been established now for 38 years and we have seen recessions come and go, weathering the storms along the way. In all that time, we have been associated with two huge global equipment players, Renzacci SPA and Pony SPA, representing them exclusively in the UK in a distribution arrangement set up by my father, George, all those years ago.

Renzacci UK is an established and stable company. Having survived and flourished this long, you can count on us to support you for the lifetime of the equipment you source from us. That is something that cannot regrettably be said about our industry generally.

Longevity brings other benefits, too. It means we have been around long enough to have the experience to advise you on the correct equipment for your business and the right way of planning and executing your project. Your new business plan is personal to you but frankly, without appearing arrogant, there is little that we have not seen before. That leaves us uniquely placed to help you from an early stage. This advice is freely given and our help starts immediately you share your aspirations with us – before you have signed an order with us. In fact, the advice is there even if you decide not to purchase anything at all from us.

Such guidance includes the assistance in organising the provision of services - gas, water, electricity; we advise you on bylaws and national and local regulations; we ensure that you are compliant with the Solvent Emissions Directive; we will scrutinise your plans to ensure that the workflow is the most efficient possible.





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We are licensed credit brokers and we can also help you with finance for your business. Even in these difficult times, we often have access to funds that other companies do not have. We have helped many of our clients secure interest-free finance from the Government funded Carbon Trust scheme. If all else fails, we are sometimes able to finance your purchase from our own resources.

Of course, we would like you to ultimately purchase our equipment, because we genuinely think it's the best. But, as a responsible company we go further than that. We are not 'box shifters'. We would like you as a customer not just for a single purchase but for a long time into the future. That is why we like to think we add value to our proposition. I have talked about the advice we give in advance of the sale. What we cannot prove ahead of your purchase is the quality of our after sales service. But this is another key area where we add value – don't take our word for it just ask some of our existing customers.

There are two things that you will need after your equipment has been delivered and commissioned. The first is training. At the commissioning stage, we will explain how your new equipment works and how to look after it to prolong its life. Then we offer our own tailor-made courses, which teach you and your staff all about textile recognition, stain removal, pressing and best practice in the use of your equipment. These are run for us on an exclusive basis by the industry's leading expert in his field and are conducted on your premises, thus avoiding travelling and accommodation costs.



The second thing you will want post installation is a swift response, should there be any technical problems with your equipment. That is where all our customers say we score heavily. We have, we believe, the best trained service force in the industry. Our equipment is the most reliable on the market, so you'll not see an engineer that often, but when you do need a call out, it is a comfort to know that we will be there swiftly – usually within four hours of your call.

At the heart of all this, and probably the item you will focus on first of all is the equipment itself and the price. As I have already mentioned, we are sole UK representatives for Renzacci and Pony brands. We are also the main UK distributors for Hawo, manufacturers of packing machines and we specialise in conveyor systems from top brands offering numerous solutions to your storage and automation problems. Each of these brands is a world leader in its own field and we have proved their quality and value-for-money time and time again over a long period.



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Much of the equipment we specify is what I like to describe as 'fully loaded' - meaning that it has as standard many features that are either missing or optional on competitors' equipment. Take, as an example, the Renzacci Progress dry cleaning machine. It is at the very top of the quality spectrum, jam-packed with features that will give you the confidence to tackle any dry cleaning problem. It is highly frugal when it comes to running costs. Compared to some other machines in the market, it uses over 250 litres of cold water less per cycle as well as less electricity

I cannot promise you that our quote will be the cheapest you will get. I can confidently predict, however, that it will represent the best value for money. The difference between Renzacci or Pony and the cheap brands is no more than about 10%. That small premium is insignificant when you consider the life of the equipment, machine downtime due to technical problems, inferior results from a lower specification machine and poor or indeed, non-existent after sales service. Added to which, running costs in terms of energy consumed and detergent use will rapidly offset any initial savings you may make.

In conclusion, my advice, particularly in these difficult and uncertain times, is to place your trust in the big brands. They have been around a long time for one good reason – they are totally reliable. A safe haven even in troubled times.

