



RENZACCI UK PLC

## PRESS RELEASE

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### **YOU CAN PUT YOUR SHIRT ON RENZACCI**

Shirt styles may change from season to season but the shirt servicing market is still very much in fashion.

“For the past couple of years Renzacci UK plc has been promoting shirt servicing as a growth market where launderers and drycleaners have the potential to really build up their businesses. The sector is still looking very attractive for the high street operator,” states Renzacci UK managing director Jason Alexander.

“It is not only a great income generator by itself but also offers a positive spin off effect for other areas. Customers who take up shirt finishing services are regularly in the shop, or in contact with the delivery staff, and can be encouraged to take up other drycleaning services. This isn't just a matter of talking up the business. I know the spin off effect works because I've seen it happen in practice.”

One company that Renzacci UK has helped successfully branch out to offering shirt services is The Great Western Steam Iron Company, based in Chippenham.

“We started off about 18 months ago as an ironing company employing home workers,” explains owner Sarah Kampaugh who runs the business with her husband Tony.

“Initially we ran the company from home, then as we started to get bigger, we looked around for a unit. We got quotes and talked to a number of people about machinery. We were very impressed by Renzacci's helpfulness and professional approach.”

The Kampaugh's have invested in a Pony GE65 36kW boiler, Pony MG-402 shirt machine and two Silver SV finishing tables.

Sarah continues, “The shirt side is still small but its doing very well and we expect it to grow. We handle about 150 shirts a day at the moment with the capacity to do far more.”



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## **PRESS RELEASE**

Hassan Buru of Clean Tech Drycleaners in Barons Court, West London is another operator who found that offering a shirt service greatly expanded his business. Starting with a Pony MGC397 shirt and garment former and a Pony Silver-SV finishing table in 2003.

“The business grew and grew until it made sense to install our own drycleaning machinery,” says Mr Buru.

Clean Tech has just invested in a Pony Cosmos-E finishing cabinet, Pony SP/U press, Jolly Cold spotting table and a Hawo HP630KST bagging machine.

Shirt servicing is not out of the reach of the smaller retailer and does not necessarily involve a large initial outlay, notes Jason Alexander.

“The MG-402 is the ideal shirt machine for the high street drycleaner,” he says. “It brings large-scale laundry benefits to the smaller operation.”

For approximately £8 per day, the Pony MGC-402 shirt former and CCP collar and cuff press offers a versatile and quick way of processing all types of shirts which can either be damp or dry. Units are available with built in steam boilers or for central steam supplies.

The MG-402 features fully programmable microprocessor control with a capacity of 100 programmes, complete with cycle-counters. The microprocessor provides the operator with all the necessary information about the cycle, while also allowing the option of adjusting these pre-programmable times for steam, steam/air/blowing with warm air (according to the residual moisture content of the garment to be finished for centrifuged shirts or according to the cloth quality for new shirts) and for the addition of cold air at the end of the cycle. Users can also operate the unit manually, bypassing the microprocessor programmes. Additional plusses include pneumatically operated shoulder width and automatic release of the garment when the cycle is finished to speed up garment unloading.

Special features of the MG-402 include a trolley fitted with photoelectric cell for the automatic alignment of the rear paddle with the lower shirt edge, allowing the operator to dress the shirt quickly and easily. Front and rear paddles are pneumatic while the counter paddle incorporates both suction and heating to fix and dry the shirt centre line. The sleeve tensioner is fitted with pneumatic clamps, which are fully adjustable according to size, including a short sleeve option.



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Also in the Renzacci shirt-finishing range are the MG-397 and MGC-397 which have the ability to finish both shirts, jackets and coats, and the MG-399 exclusively for shirts with the added advantage of a vacuum centre line clamp and automatic adjustable shaping.