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**Header :Renzacci UK demonstrates its 'holistic' approach
at The Clean Clinic**

For some, supplying laundry and dry cleaning equipment holds no more passion than shifting boxes. Renzacci UK plc is quite different. They describe their approach as 'holistic' – meaning that they consider the problem as a whole. They seek to be involved in a project from the very start, offering advice before and, most crucially, after the machines are installed by which time all the 'box shifters' have disappeared.

The Clean Clinic

Nowhere is the Company's approach more graphically illustrated than at The Clean Clinic, a retail dry cleaners at Tilehurst near Reading in Berkshire. Owner, Majid Alborz bought the shop in the autumn of 2007 and



initially ran it as a collection service using a third party to handle all the dry cleaning. By the summer of this year, he realised that it would only ever become a viable concern if he handled all his own work. That set him on the trail of equipment sourcing and he contacted at least half a dozen branded equipment manufacturers. In a scenario that is quite familiar to Renzacci UK, Managing Director, Jason Alexander, was the only supplier to actually visit his premises. According to Majid, some did not even bother to quote for his business!



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Having spoken to Jason and after receiving positive feedback from friends on their service level, Majid had no hesitation in appointing Renzacci to supply and install his equipment. Jason specified the equipment and advised Majid on the provision of basic services. Majid recalls that he even negotiated with the local authority on his behalf: “I did not really have a clue about SED and local bylaws – nor, in the end, did I need to since Renzacci UK sorted all that out for me”.

Jason specified a top of the range Renzacci Progress 35 Club dry cleaning machine and a Pony Cosmos E finishing cabinet with an 18kW Built in Boiler. Renzacci UK handled all the installation work and commissioned the equipment enabling Majid to re-launch his business in early July. But that was not before Majid filled in the gaps in his knowledge of dry cleaning techniques with a comprehensive on-premises training programme facilitated by Renzacci UK.

Renzacci’s training programme was one of the most satisfying parts of the entire process for Majid. It was here that he and his staff really learned how to become competent dry cleaners, absorbing the tricks of the trade and learning what pitfalls to avoid. Says Majid: “We were given practical advice on how to add value to the business and to differentiate ourselves from the competition. We have since implemented many of the techniques we



learned. For example, we now make extensive use of wooden hangers rather than wire ones, which customers like and a key part of our product offering



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now is the hand-brushing of jackets. This is a service not offered by our competitors and one that substantially improves our margin. Although it is labour-intensive, the end result is so startling that it brings our customers back for more! The Renzacci course gave me the knowledge and the confidence I lacked to tackle all types of dry cleaning work without fear of failure”

Majid’s experience of Renzacci technical service was equally as good. On the one occasion he has needed them, they have arrived within 3 hours and fixed the problem swiftly and at the first time of asking.

Finance was a further factor in Majid’s satisfaction with the Renzacci experience. Knowing that building the business was likely to be a slow process, he instantly related to a finance plan offered by Jason. It was their ‘Easy Entry’ scheme. Majid is only paying £25+VAT per month for the first year following installation, giving him the breathing space he needs to build a local database of clientele. In fact, providing finance is a strong suit of Renzacci UK. They have a superb relationship with a major finance house which enables them to tailor-make finance initiatives to clients’ individual requirements. It is the Company’s proud boast that they seldom have to turn away clients on finance grounds. If all else fails, they are sometimes able to finance schemes from their own resources.

Says Majid: “Their all round service and total professionalism impressed me greatly and I would not hesitate to recommend them to others.” For their part, Renzacci UK took the installation at The Clean Clinic in its stride. Jason adds: “Buying from a box shifter is never a good idea. They will not be there to pick up the pieces when things go wrong. Our approach is holistic. That means we get involved with our clients at the very start and are there for them every day after that. Add that level of service to the finest branded equipment from



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market leaders such as Renzacci and Pony and you will see we offer an unbeatable proposition”.

For more information about the Renzacci UK plc, readers are invited to call 0208 579 2661 or visit the website, www.renzacci.co.uk.