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## **PRESS RELEASE**

**Issue Date :23 October 2007**

**Header :RENZACCI LAUNCHES NEW “EASY ENTRY” FINANCE SCHEME**

One of the UK's leading distributors of laundry and dry cleaning equipment, Renzacci UK plc, has introduced a new finance plan aimed at start-up businesses to ease their cash flow difficulties in the first year of operation. The new scheme allows businesses to pay for their equipment with a choice of flexible schemes, but to pay no deposit and then only £25 per month in the first year whilst they are building the business. Renzacci is calling the new scheme 'Easy Entry' for obvious reasons.

Managing Director of Renzacci UK, Jason Alexander, explains the background to the launch of the new finance initiative: “For new entrants to the laundry and dry cleaning market, raising the finance is almost always a major stumbling block and the reason that many carefully laid plans never see the light of day. The first year is always the trickiest. After twelve months, most businesses will have developed their trade sufficiently for growing revenue to cover the monthly finance payments.



Although the 'Easy Entry' initiative is new, Renzacci is well known in the industry for the financial assistance it is able to offer its customers – to the extent of making it the cornerstone of the Company's marketing policy.

Renzacci, which is the leading supplier of dry cleaning equipment and ancillaries to the UK market, offers specialist finance planning for start-up operations, established business and its own existing customers. Itself a licensed credit broker, it tailor-makes solutions to help fund high street dry cleaning operations or on-premise laundries. Renzacci works with some of the most respected finance houses in the country to offer its clients the most competitive rates.

For those customers with a less than perfect credit record, who may not readily be accepted by more conventional credit agencies, Renzacci is usually



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able to finance the project from its own funds. Managing Director, Jason Alexander explains: "It is naturally in our own best interests that customers looking for funds to invest in our equipment are passed for credit. We have very good contacts with finance houses and are usually able to help arrange this. In those cases where this proves impossible, then rather than lose the sale, we finance the deal from our own company funds. This means that we are often able to help even those with county court judgements against them."

"The new Easy Entry scheme falls into the category of '*why didn't we think of it before*'" reflects Jason. "It seems so obvious now and all the reactions we have had so far from the trade have been extremely positive."

Other examples of Renzacci's flexible approach to finance are reflected in the variety of finance plans it offers, such as interest-free credit or a 12-month payment holiday. Probably the most welcome news of all is that monies loaned under the credit agreements offered by Renzacci are fully tax deductible. This means that often businesses who can readily afford to fund new ventures from their own funds, elect for credit finance instead.

More information about 'Easy Entry' and other finance initiatives is to be found on the Renzacci website at [www.renzacci.co.uk](http://www.renzacci.co.uk). The site features a finance repayment calculator, so that businesses can instantly see for themselves the cost of their new equipment. Renzacci points out that these calculations are offered as guidelines only and that all finance is subject to status. Written details and quotations based on 'Easy Entry' and other plans are available upon request.