



RENZACCI UK PLC

## PRESS RELEASE

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**Header** :WHEN IT COMES TO SHIRTS, THINK OF THE FINISH SAYS  
RENZACCI

There is little doubt that shirt service remains the fastest growing sector of the laundry market. It is an ideal business add-on for dry cleaners or laundries and a lucrative value added service, encouraging regular use of dry cleaning facilities and ensuring repeat business.

Says Jason Alexander, Managing Director of Renzacci UK, a leading supplier of shirt finishing equipment under the Pony brand: "For the sort of customer using a shirt service - probably businessmen or "time poor" professionals - price is generally not the driving factor, but a quality finish is paramount. Depending on the local competition, that makes it a highly lucrative service to add on. But a quality finish means investing in a good quality shirt finisher. Here the difference between a top-end machine and a lesser model is so little it is well worth paying that bit extra.

Renzacci UK represents the Pony brand exclusively in the UK and, although naturally I'm biased, I can honestly say they are the best and most reliable finishers on the market in their price bracket."

### PONY MG 405 MODEL

Introduced last year, the Pony MG405 model incorporates the latest technology and is the perfect finishing system for any type of shirt. Features of the MG 405 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. 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.



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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 MG405 include water spray gun, electric iron, button post and shirt hangers, pneumatic side clamping device and air vent chimney with sound insulation.

### THE PRESSCLEAN EXPERIENCE

One installation that sings the praises of Pony shirt finishers is Pressclean laundry at Letchworth in Hertfordshire. Set up by Stuart Cameron and his wife less than two years ago, the business has grown exponentially since then. Stuart started a shirt service using an ironing table but the business grew so rapidly he knew he needed to automate: "Our local area has a high incidence of professional couples both of who work, which makes them time poor. Most of the customers we have for the shirt service are middle and upper management males who require a smart, clean formal shirt every workday. For them, appearance is crucial and the Pony shirt finisher we purchase has helped us markedly improve the quality of our shirt finishing. The help and advice that Renzacci gave me in selecting the equipment was very valuable".



In addition to the MG405, Renzacci has also supplied Pressclean with a Pony CCP collar and cuff press, which greatly helps in the finishing of those key parts of the shirt, that are so important to a smart formal look.

Renzacci is well aware that equipment investment for start-up operations and business expansion can be quite daunting and not every operator has the funds on hand to pay for new equipment outright. For that reason Renzacci is able to offer a range of innovative finance options tailor made to individual circumstances.