



RENZACCI UK PLC

PRESS RELEASE

Issue Date :4th October 2007

Header :Don't think of it as Packaging, but as an Advertisement for your business.

If you are to offer a professional dry cleaning service, packaging is pretty much essential. Not many people would disagree with that, but Renzacci UK plc, a leading supplier of dry cleaning and laundry equipment, is encouraging its clients not to think of it as packaging (and therefore as an on-cost to the business), but rather as an opportunity for brand building.

Jason Alexander, Managing Director of Renzacci UK plc, puts it this way: "Certainly there is a functional aspect to packaging. It protects your product, but there is a further dimension to it that operators often forget. The way that dry cleaning and laundry is presented makes a statement about the quality of the service on offer and reflects well – or in some cases badly – on the establishment. A well-packaged end product re-enforces the customer's decision to choose your shop. It's what the ad agencies call altering the 'post purchase cognitive dissonance', I believe. In other words, it leaves your customer feeling good about their transactional experience with you.

Talking about advertising, that is a really important aspect of packaging. It gives you the opportunity to brand your service and set it apart from your competition. Remember, your customers will be leaving your premises with a banner sized advertising opportunity ten times the size of a supermarket bag. Make it eye-catching enough and it really could position you on the high street".

HAWO FOR DRY CLEANERS

Renzacci UK is the master distributor in the UK for the Hawo range of packaging machines, manufactured in Germany. Machines suitable for drycleaners are available in three models – the wall-mounted HP630K, free standing H630KST and the worktop HP500 – allowing for choice according to individual requirements of space and demand. All these models use continuous polythene sheets, which may be sealed at the correct length, which represents a considerable saving over pre-perforated film in regulation lengths.



The Hawo HP630KST with Bottom Seal



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Built to withstand continuous use, each model incorporates precision engineering to ensure perfect sealing of the continuous polythene around the garment. Every unit incorporates self-cleaning sealing wires for ease of maintenance and a light operating handle (or automatic handle for pneumatic versions) thereby reducing operator fatigue.

The most popular model amongst drycleaners is the HP630KST, which has proved itself to be the most reliable packaging machine in the marketplace, says Renzacci UK plc. This easy-to-use freestanding unit features a single roll and manual operation (you can operate the head closing mechanism with one finger it's so light) and is suitable for general dry cleaning garments. The HP630KST-P has identical capabilities but works by means of pneumatic automatic action.

HAWO FOR LAUNDRIES

Even in the business-to-business environment of commercial laundries packaging is just as important – arguably more important - in keeping your brand in front of your clients' eyes. For this market, Hawo offers its HP 630WS model, commonly known as the "L-sealer", which incorporates a table and feeder plate and is ideal for towels and sheets. As with other models in the Hawo range, the machine is extremely straightforward, quick to use and allows professional presentation with the minimum of fuss.



The Hawo HP630WS L-Sealer

"The cost of packaging equipment and consumables is modest when compared to the benefits a good presentation can bring to your business" says Jason. "A small outlay can translate into a very effective marketing tool. Instead of looking to shave pennies off their costs, businesses should stop and think instead of the benefits of a well-presented end product on their operation".