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PRESS RELEASE

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Header : PONY'S 50 YEARS' EXPERIENCE SHOWS IN ITS SHIRT FINISHING SYSTEMS

"In difficult economic times, dry cleaners and launderers should be looking to add value to their proposition at every turn in order to maximise profit and differentiate themselves from the competition. And there is no better added value opportunity in our industry today than to offer a shirt service". So says Jason Alexander, the Managing Director of Renzacci UK plc and sole UK importer of Pony finishing equipment. Shirt laundering is by far the fastest growing sector of the laundry market. It is an ideal business add-on for dry cleaners or laundries, which encourages regular use of dry cleaning facilities and generates repeat business.

PONY'S 50th BIRTHDAY

Pony spa, widely acknowledged as the premier manufacturer of presses and finishing equipment, this year celebrates its 50th anniversary. A model of stability, the business is still based in northern Italy, the main difference being that, these days, it is Paolo Fumagali at the helm, son of the original founder, Angelo. In that respect, the parallels between the two companies, Pony and Renzacci UK, are quite remarkable, for Jason has now taken over as Managing Director of the business from his father, George. The Company is the sole UK distributor of Pony equipment in an unbroken association dating back to 1972, when George dealt with Angelo.





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PONY 405 SHIRT FINISHER

It goes almost without saying, that if you are considering setting up a shirt service, then the quality of finishing equipment is paramount. Your target market of businessmen and “time poor” professionals will be very critical in that respect. But a quality finish means investing in a good quality shirt finishing system. Here the difference between a top-end machine and a lesser model is so little it is well worth paying that bit extra. None comes with a better pedigree than the latest Pony shirt finisher, the 405 model.

The Pony 405 incorporates the latest technology and produces a perfect finish on any type of shirt material. Features of the 405 model 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 405 include water spray gun, electric iron, button post and shirt hangers, pneumatic side clamping device and air vent chimney with sound insulation.

PONY CCP

An ideal companion to the 405 is a Pony CCP collar and cuff press, which together combine to form a perfect shirt finishing system. The CCP greatly helps in the finishing of those key parts of the shirt that are so important to a smart formal look. This is an air-operated press with built-in vacuum to allow fast and efficient setting of the shirt as well as aiding the drying of the fabric. Special padding is used on the bucks to prevent damage occurring to buttons and preventing pressure marks. The machine is available as the CCP-V with a steam heated head powered by either built-in or central steam. The CCP-E, on the other hand, has an electrically heated head.

Aware that setting up such a service may well challenge operators financially, Renzacci UK offers a range of innovative finance initiatives that can be tailor-made to individual circumstances. A plan currently popular with Renzacci UK clientele is the Company's "Easy Entry" scheme, where businesses need only find a 10% deposit, with monthly repayments in the first year fixed at just £25 per month. Operators interested in the scheme will find more details online at www.renzacci.co.uk or by telephoning 0208 579 2661.