

# Clean Sheet

The newsletter of Renzacci UK

## When it comes to the Crunch, think Renzacci

“Credit Crunch”. I wish I had a pound for every time I’ve heard those words recently. Maybe I am just one of life’s optimists, but I do believe that downturns always throw up new opportunities. True, you do perhaps need to go looking for them a little harder. I suppose ‘marketing’ would be another word for it.



Now, I am not suggesting that you may not need also to tighten your belt. There is a lot to be said for regularly reviewing your business costs. But, in my experience, saving money on capital equipment is always a false economy. Remember - a downturn may last a year. Your dry cleaning machine is built to last at least 15 years. Cutting corners by buying cheap may save you 10% now, but will you still think it’s a good idea when regular breakdowns, poor service and high energy consumption dog your business and cost you customers?

Take just the last one of these - energy consumption. We have seen oil prices rise dramatically and that is feeding its way through to increased energy costs. So, running costs are becoming a real issue. Cheaper machines tend to be more expensive to run, so any savings you do make on the capital investment will be eaten up by higher running costs in very short order. Maybe I am preaching to the converted, but you will know that Renzacci is probably the most energy efficient machine on the market. So, more than ever in these uncertain times, it makes sense for you to invest in the best equipment on the market, secure in the knowledge that it will save you money in the long run.

### Jason Alexander

Managing Director, Renzacci UK plc.

## Inside this issue

**Reid’s** – A dry cleaning dynasty

**Track day** – All the fun of a Rally day out!

**Easy Entry Finance Plan** – How Hornchurch Dry Cleaners funded its new equipment

## Win a Nintendo DS Lite

These hand held games consoles are all the rage! For your chance to win one in our latest competition, turn to the back page.



## Technical service. A leap of faith?



With 2,150 different spare parts in stock, a follow-up visit is the exception. We also use the innovative Siemens Tracker GPS system to track all our vehicles. This means we know where each engineer is and can give you a more accurate ETA.

It is important to us that our engineers are well trained. All our service personnel attend regular in-house training courses, often visiting our suppliers’ premises for product knowledge sessions. We

regularly notify them of technical changes in bulletins and file updates. Funny thing service. For customers it’s a leap of faith, since the quality of service response and sales care is usually only apparent once you have signed on the dotted line.

At Renzacci, we look to establish long term relationships with our customers and that means supporting them for the lifetime of their equipment. To start with, every piece of equipment we install comes with free telephone technical support (no premium rates). When a call-out is necessary, engineers are often able to diagnose the fault even before they arrive, which means that they will usually have the correct parts on the van.

You are always telling us how important service response time is to you. It could cost you thousands of pounds in lost orders and work

outsourcing if you had to wait three days for a service call – that’s a long time to be out of action, but sadly, commonplace in our industry. At Renzacci, we have made service support a top priority. Our promise to you is that we will arrive promptly to effect a timely repair at fair prices. In most instances, this will be the same day and often within 4 hours.

## Capricorn thinks we’re a star!

One company recognising the importance of good service support is our Progress 45 Club and the after sales care is superlative. Engineers arrive and fix problems within hours. We seek to deliver high levels of customer service and expect the same from suppliers. In a nutshell, that’s exactly why we chose Renzacci UK. Says Mark: “We are so impressed with our Progress 45 Club and the after sales care is superlative. Engineers arrive and fix problems within hours. We seek to deliver high levels of customer service and expect the same from suppliers. In a nutshell, that’s exactly why we chose Renzacci UK.”

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RENZACCI UK PLC



The Reid family has been in the dry cleaning business for three generations. Currently holding the baton is Ian Reid, whose grandfather first entered the trade in 1945. Reid's of Henley has been a fixture of the up-market Oxfordshire town since the early 80's.

"We rely totally on the quality of our product and take great pride in our personal service" says Ian. "Of course, it helps that we have been established in Henley for over 25 years! I firmly believe that if you give customers a quality finish and serve them with a smile, they will be prepared to pay a fair price for your service." That should be music to the ears of the dry cleaning industry. Early in 2007, Ian invited quotations for a

complete refit of the premises. "I was really very surprised at the poor quality of response I received from other major branded equipment houses" says Ian. "Some didn't even bother to reply to the enquiry." Renzacci UK won the contract, not just for the supply of equipment, but the job involved a fundamental gutting of the production area, relaying of the basic services and removing, then re-installing, some of the existing equipment.

Ian ordered two Renzacci Progress 45 Club drycleaning machines, a Pony SP/U manual finishing press with steam gun and 18kW boiler and a Pony MGP-INOX stainless steel garment former. The specification was a bespoke one that Ian insisted upon, since his work methodology is quite

## A dry cleaning dynasty built on a quality finish

different from many other dry cleaners: "Being third generation means that an awful lot of received wisdom is handed down from father to son by word of mouth. You could call it trade secrets. Suffice it to say that the machine specification reflects our operating methodology and to give Renzacci their due, they never once questioned our rationale."

pay 5 or 10% more than our competitors' prices to get the best, but that's loose change when amortised over the life of a machine like this. Besides which, we are always able to arrange the finance".

Having gutted the workshop, it was amazing to realise that Reid's was back up and running just over a week later with all



The Renzacci Progress 45 Club model Ian chose is built to a very high specification. MD, Jason Alexander refers to it as "fully loaded" - meaning that it has all the features you ever dreamed of in a dry cleaning machine. Jason admits: "You may have to

the new and existing equipment in place. "The job went like clockwork" says Ian "All credit is due to Jason and his team of engineers, who clearly knew what they were about. Overall, my experience of Renzacci UK is nothing less than five-star."



## Happy Birthday!

Pony, one of the world's leading suppliers of finishing equipment, is celebrating its 50th birthday. For the last 36 of those years, Renzacci UK has been the main UK importer of Pony equipment. We are delighted to be associated with them and rate their products as the best in the industry.



Our picture shows the founder of Pony spa, Angelo Fumagali on the Pony stand at Texcare in Frankfurt. The finishing table is a replica of the FVC, painted gold to mark the anniversary. This is the very first model he produced

back in 1958. Modified and updated many times, it has been in continuous production ever since. These days, Angelo's son, Paolo, runs the business as Managing Director. Our main contact, Export Director, Massimo Sanvito tells us that the UK is one of their largest export markets. Long may it be so! Many congratulations, Pony, on your half century!

## VB/VC Ironing tables – re-modelled for 2008

The Pony VB and VC range remains one of our best selling finishing tables. Re-modelled and improved for 2008, they are now equipped with better steam distribution. The VB has a built-in boiler and the VC operates from a central steam source. Each is available in two different board sizes, 1100mm and 1300mm. The 1100mm length is standard and the longer length is known as the VB or VC MAXI. Each model in the range now has powerful steam from the buck and a strong vacuum. Tables may be equipped

# Ali goes for our 'Easy Entry' Finance



**Renzacci UK approaches the funding of dry cleaning and laundry equipment very differently from most equipment suppliers. First of all, we have all the experience that comes from having been established for 36 years. Using that knowledge and the backing of one of the UK's major finance brokerages, CF Capital, we are able to cut through the red tape and point our clients in the**

**direction of secure and affordable finance.**

Typically, equipment may be financed over a period of between one and five years, and in some cases up to seven years. However, each individual installation is different and operators have vastly differing finance requirements. That is why Renzacci specialises in tailor-making schemes to meet its customers' needs. For customers who may not readily be accepted by more conventional credit agencies, Renzacci UK is often able to finance the equipment from its own funds – even helping customers with county court judgments against them.

## 'Easy Entry'

The latest Renzacci UK finance initiative is called "Easy Entry" and it is particularly suitable for

start-up businesses to help alleviate their cashflow difficulties in the first year of operation. Businesses only have to find a 10% deposit, then monthly repayments are just £25 per month in the first year whilst they are growing their trade.

## Hornchurch Dry Cleaners

One customer to have recently taken advantage of Renzacci UK's Easy Entry scheme, is Hornchurch Dry Cleaners in Essex, where owner, Ali Shaker, was looking to instigate a front of house shop makeover together with a package of new equipment. After careful consideration, he opted for a Renzacci Progress 45 Club dry cleaning machine, together with two Pony presses, a garment former and spotting table. Ali says: "Renzacci and Pony clearly have the edge on other

equipment I was offered, but it was the enthusiasm and willingness to go the extra mile displayed by Renzacci UK that gave me the confidence to accept their proposals. The real clincher was the Easy Entry finance package. It allowed me to conserve my cash for front-of-house refurbishment. No other lease companies or finance houses could get anywhere close to the deal".

The added benefit for businesses is that monies loaned under credit agreements offered by Renzacci UK are fully tax deductible. This means that often businesses such as Ali's, which can readily afford to fund new ventures from their own funds, elect for credit finance instead.

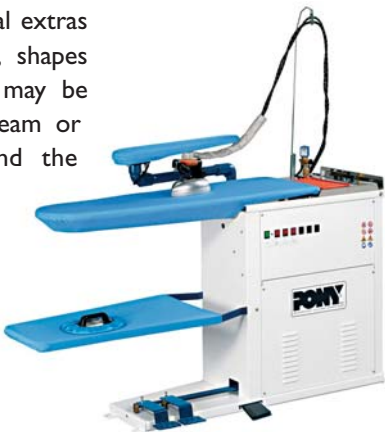
# Nav's our winner



Nav Bhogal of The Dry Cleaning Centre in Ashford, Middlesex is the lucky winner of the Apple Nano iPod offered as a prize in the first issue of 'Clean Sheet'.

It goes without saying that Nav will definitely be entering our competition in this issue. Can you stop him winning the Nintendo DS Lite? See the back page for full details.

with a variety of optional extras including spotting guns, shapes and sleeve arms. They may be specified with either steam or steam/electric irons and the tables are built with several different power ratings, starting at 6kW and going up to a very powerful 18kW. For more information, just lift the 'phone.



# A vision in yellow

Would you say this was:

- 1) Norwich City FC (the canaries) reporting early for pre-season training?
- 2) The new Renzacci UK service team in training to reach you faster?
- 3) Some of the boys at Renzacci UK having a great day out on a rally track in Oxfordshire as

part of our recent team building exercise?

No prizes for the correct answer of course, but a great day out was had by all. The next activity is either clay pigeon shooting or tank driving. Don't think we forgot the ladies of the Company, either. They went off on a spa weekend (sorry no pictures of them!)

## Charlie's in training!

You've bought Renzacci. You've bought the best. Naturally you'll want to get the best out of it. Our clients often want to improve their knowledge of dry cleaning, so that is why we have devised our own training programmes and regard this aspect of our business so seriously. Take Charlie's dry cleaners in Hatfield. Owner, Steed Hutchings and his brother, Shane, were already very knowledgeable, but their staff's experience varied.

They booked onto one of Renzacci UK's training courses, which took place at Charlie's, with the benefit of using their own machinery and saving the cost and inconvenience of overnight accommodation. The objective of this comprehensive course is to bring students up to a good level of competence in the main customer service



and production aspects of dry cleaning unit shop operation. It covers such topics as textile recognition, machine operation & maintenance, spotting & stain removal, textile finishing and presentation.

All Charlie's staff received certificates, including one covering health and safety aspects. Steed described the course as "excellent" and went on to say "The training was invaluable and the investment has already proved more than cost-effective. Aside from the Renzacci equipment itself, it was the best decision we have made".

## Win this super Nintendo DS Lite games console in our free competition!

This new Nintendo DS Lite games console is the latest must have for games fanatics. It fits neatly in your hand and there are lots of different games to collect. It's the perfect accompaniment in the car on a long journey and will give you hours of fun. For the older generation, you could try the brain training game!! The winner can choose from a selection of different colours – black, white, silver, pink and new for 2008 red, green and blue. They are worth £100 and this is your chance to win one in our



To enter, just answer the following question: "Who is the Chairman of Renzacci plc? (Clue: the answer's on our

**Sole UK distributors for:**

**hawo**

## Jerry's Corner

In his second technical advice column, our senior service Engineer, Jeremy Jones emphasises the importance of routinely cleaning the Recovery Head.

The recovery head is the large box-like unit on top of the machine. Maintenance of this part of your machine is quite simple, but very important if you are going to achieve good recovery of your solvent from the garments during the drying phase of the process. A major piece of advice: **KEEP YOUR LINT SCREENS CLEAN!** That doesn't mean just taking it out occasionally and dusting it off. Once a month when you are quiet, remove both dry foam screens (yes, on the Renzacci models there are two). The first screen is in a metal frame but there is another just above it. Undo all the butterfly nuts holding the main screen together and remove the foam from the screen. If you have never done this before, you will be amazed at what you find. With both foam screens removed, you can pop them in a washer, then spin them dry. When you replace the foam



screen, make sure they are both firmly in place, metal gauze facing down. With clean screens you will achieve a good air flow of the solvent-laden air over your recovery head and, provided you don't have any lint or fluff on the recovery batteries, you will get good solvent recovery back into your water separator and through to your distilled tank. If you have what we call a 'blocked recovery head', don't despair. The removal and cleaning of this part of the machine is possible, because the Renzacci machine is designed to make recovery head removal, cleaning and refitting fairly easy.

**Remember! Clean lint screens = Good air flow = Good recovery of solvent = Less electricity and less solvent used = Good S.E.D.**

website – [www.renzacci.co.uk](http://www.renzacci.co.uk)). The winner will be drawn at random from all correct entries received. Please email your answer with your name, address and telephone number to [mail@renzacci.co.uk](mailto:mail@renzacci.co.uk) with "Nintendo Competition" in the subject line. Alternatively, write your answer and contact details on a postcard or the back of a sealed down envelope and send to Nintendo Competition,

Renzacci UK plc at the postal address given below. Closing date for entries is first post on Friday 29th August 2008. The lucky winner will be informed by telephone and the result posted in the "News" section of the Renzacci website.

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