



RENZACCI UK PLC

PRESS RELEASE

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**Header :RENZACCI UK HIGHLIGHTS THE CORNERSTONES
IN CHOOSING A DRY CLEANING MACHINE**

Leading UK distributor of dry cleaning machines, Renzacci UK believes that there are several important considerations in choosing a dry cleaning machine. They are the build quality of the equipment, running costs of the machine once it is installed, pre- and post sales service support and in some cases, help with financing the deal.

A dry cleaning machine is an important purchase. It's probably the biggest investment an entrepreneur is likely to make when opening a unit shop. It's also a major financial outlay and the temptation to cut corners and save a few pounds is sometimes irresistible. "Don't skimp or cut corners!" That is the simple advice coming from Renzacci UK's Managing Director, Jason Alexander. "Rather the reverse is my recommendation to any start up dry cleaner. Spend as much as you need to get the best machine for the job to enable you to deliver the best service to your clients and to keep your running costs low. Save on other parts of your project if you have to, but never, never skimp on the dry cleaning machine, because it's at the heart of your business and if you choose the right brand, it will repay you with years and years of faithful service."

Build quality

Renzacci UK has been concerned for a while now about imports from newly emerging markets such as China. These machines are mostly sold very cheaply. But Jason believes that they are cheap for a reason - they are of a very inferior build quality. For example – machines that purport to have stainless steel components may not be using stainless steel built to the exacting international standard –



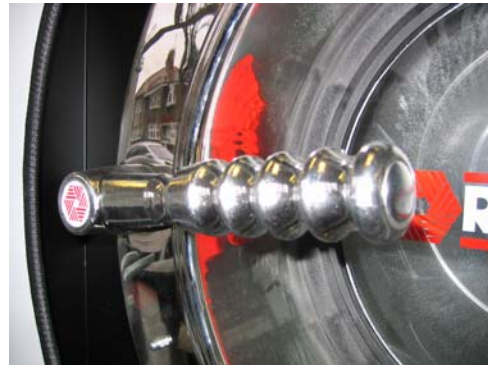


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AISI. Basically, anyone can call their metal stainless steel, but unless it conforms to and is certified by an international standard such as AISI, you genuinely cannot be sure of what you are actually getting. In fact, it has been known for machinery containing this uncertified stainless steel to completely rust within 3 years, thus requiring a new machine – which makes it a very expensive purchase after all.

By contrast, Renzacci Progress machines, built in Italy by Renzacci SPA with almost 40 years experience, are manufactured using high grade stainless steel that is AISI approved. They are at the very top of the quality spectrum, equipped with every feature imaginable. There are no hidden ‘extras’ or ‘options’. Certainly you will expect to pay a little more for such a machine, but it will repay



you time and time again in energy savings and reduced carbon emissions. Compared to some other machines in the market, the most popular model uses over 250 litres of cold water less per cycle as well as less electricity. Over the long term, allowing say 5 cycles per day, operators will be amazed how much they will save.

Almost certainly the stand-out feature you’ll notice immediately on the Progress is its Videotron control centre. This is a true real-time management and control system that is an integral part of the machine. It has a large, graphic multi-lingual, full colour LCD display, which is equipped with an on-line guide, which shows all the machine’s operating parameters such as temperatures, timings, extraction speeds and the active operational phase of the machine. This is real-time information delivered in a highly visual and readily comprehensible format. It also allows the operator to select and vary all the operation and control parameters of the machine, even in automatic cycles.

Jason notes that although Renzacci UK is obviously in the business of selling machines, he would never sell a machine for a sales sake: “Often, we come across quotes from competitors who offer a machine stripped to the bone simply to artificially lower the price and to get them a quick sale – a sale based on price rather than on ensuring that the machine is right for their client’s business. We will simply walk away from deals like this. Renzacci UK has been in business for 40 years, so we are not in it to make a fast buck. Our approach is to explain to clients the merits of our recommendations and make sure that they have the correct tools for the job. If we lose on price, so



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be it. At least then we can sleep easy knowing that we have given the best available advice”.

Service Support

No matter how good a machine is, however, it is only as good as the service support from the supplier – “And that is one of our key strengths” says Jason. “Every week I talk to operators who have been let down by their service company. In the first week of December, one drycleaner complained to us that they could not get a date for an engineer visit until after Christmas – and this was a supposedly reputable machine supplier. Now that is the sort of service support that could bankrupt you!”

By way of contrast, Renzacci UK offers nationwide service support and all equipment is covered by a free lifetime telephone support. When a service visit is required, an engineer will arrive promptly to effect a timely repair at fair prices. In most cases, an engineer will be on site within 4 to 6 hours of the initial call. Engineers are trained to ask the right questions of the client and, in most instances, they will be able to diagnose the fault even before they arrive at the call. This means that they can ensure that they have the correct spare parts on the van to achieve a “first time fix” in a high percentage of cases. With 2,300 different spare parts stocked, only rare or unusual parts will not be carried on the van.



Finance

The final piece of the jigsaw when sourcing a new machine is the finance. Few operators, start-ups in particular, can afford to pay for a machine outright. Most rely on some form of finance – and that has been very difficult to find this last year or so. Renzacci UK is in the rather unique position of being able to help - when all else fails, by financing orders from its own funds.



Renzacci UK is also a licensed credit broker with strong links to one of the largest sources of funding in the country and is



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therefore much better placed than most equipment suppliers to ensure that its clients get the best finance plan possible for their new installation. Says Jason: “Naturally, we would always encourage our customers to try the more traditional sources of finance first”, says Jason, “but if that is impossible, we are often able to rescue deals by funding them from our own sources - even for those with a less than perfect credit history.” **COPY ENDS**

HINTS & TIPS ON CHOOSING A DRY CLEANING MACHINE

- **Choose the best machine to do the job**, not one that is a compromise for budgetary reasons. Ask key questions that are relevant to your business: Can it do delicates? How flexible is it? How easy is it to customise programs? Can it control solvent temperatures, drum action, spin speeds etc?
- **Choose equipment with all the features you need.** If these are bundled into the deal they will be cheaper than optional extras or paying for them to be added at a later date.
- **Ask for the equipment specification and judge for yourself how efficient it is and what the running costs will be.** Water, gas, electricity and steam – these days running costs are a much more important part of the initial purchasing decision than ever they used to be.
- **Choose a supplier that has been in business a long while.** Not only can you be confident they will be around to solve your after sales issues and offer service support, they will be able to see the bigger picture and have the experience to offer you advice on your installation.
- **Check the financial stability of the company you are buying from.** Having sold you a machine, will they still be there tomorrow to support you if anything goes wrong?
- **Having shortlisted suppliers ask for third party references from existing customers** and give them a call for their experiences. If possible, see if you can visit them.
- **Ask also about service support.** Check what is included in the warranty and crucially what the call out policy is and how long you will be expected to wait. Ask what the rate of ‘first time fix’ is.
- **Does your supplier offer help in sourcing finance?** Only a few will have the experience and contacts to give you informed advice.