



RENZACCI UK PLC

PRESS RELEASE

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Header : **GOOD PACKAGING? – IT’S REALLY JUST CREATIVE MARKETING**

“Quite often laundries and dry cleaners readily understand the technical aspects of their job, yet fail to grasp the importance of good marketing” says Jason Alexander, Managing Director of Renzacci UK plc and sole UK importers of renowned Hawo packaging equipment. “Now, there are many facets to marketing your business, but choosing the best packaging for your finished items epitomises marketing in two ways. First of all, it presents a showcase for your product, but on a more tangible level, it represents really good – and virtually free - advertising for your business.”

Take first of all the value of professional presentation. You have done a good job in cleaning that dress. You managed to get rid of the nasty stain, you thought would *never* come out. The crease in the trousers is razor sharp. Your customers should be mightily impressed, but unless you present your handy work well, what should put a smile on your customer’s face may well leave him thinking that he should try your competitor next time. Conversely, if you invest a modest amount in good packaging equipment and materials to add that final touch, you will be able to charge a little bit more. Very few people will quibble about paying extra if they are totally satisfied with the end product. “Perception is the key to customer satisfaction”, says Jason. “Your client will probably not inspect his dry cleaning until he gets home, so the packaging and the way the job is presented will be his first and enduring impression of your service.”

Look, too, at packaging in a more tangible way. Customers are leaving your premises with a package that is twice the size of the largest department store carrier bag. Isn’t that a great opportunity for you to advertise your business? Print your logo on the packaging film and it makes a statement up and down the high street about the quality of your service. And, if your customer is seen leaving with a smile on his face, then the association is patently obvious.

HAWO

With a reputation for quality and service, Hawo packaging machines are acknowledged leaders in laundry and dry cleaning establishments worldwide. Built to withstand heavy daily 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.





R E N Z A C C I U K P L C

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RETAIL SHOPS

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 most popular model amongst drycleaners is the HP630KST, which has proved itself to be the most reliable packaging machine in the marketplace. 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

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.



“Personalisation of your packaging film is a great marketing tool”, says Jason. “It really does not cost much at all to add your logo to the wrap. Not only does that reassure clients every time they pick up their order or receive your delivery, it can become a walking advert for your business on the high street. In the present climate of gloomy financial news, rather than looking to shave pennies off their costs, I would recommend businesses to think more positively about promoting their way to profitability and good, branded packaging is not a bad place to start!”