

# Clean Sheet

The newsletter of Renzacci UK

## Welcome

A very warm welcome to Clean Sheet, our very first Renzacci newsletter, which we hope will become a regular fixture with at least two or three issues a year. As you will see from the contents of this one, it is a mixture of news, case studies, help and tips that we very much hope will help in the running of your business. For those of you not familiar with Renzacci you will find a short piece telling you what we are about and, hopefully how we can help your business prosper.



We would very much like to make this an interactive forum, so do feel free to contact us with your views, contributions and advice on how we can make this novel form of communication more interesting. You will notice that running along the bottom of all pages is a choice of ways to communicate with us by telephone, email or by visiting our informative website. We take your views very seriously. You may have noticed that The "I" in Renzacci is highlighted in red. That's because it stands for the importance of the individual. That is individuals amongst our staff and amongst our suppliers, but most importantly amongst you – our customers and potential new clients. With every good wish for the future success of your business.

**Jason Alexander**  
Managing Director, Renzacci UK plc.

## Inside this issue

**The Dorchester Hotel** – How do you get 1.5 tonnes of metal up two storeys?

**Who do you think we are?** – Renzacci UK for beginners.

**Cash v Lease** – Why you should protect your capital.

**Back to School!** – Know your stuff with our special training courses.

**Jerry's Corner** – Hints and tips from our Senior Service Engineer.

## Win an iPod Nano!

This is your chance to win a free iPod in our easy-to-enter competition.

See back page for details.



## Making good Progress!

If ever there was a well named product, it's the Renzacci range of dry cleaning machines that go under the name of Progress. Launched 18 months ago, Progress has rapidly become the industry benchmark and no-one we have sold it to has been disappointed. So what has made it so successful? Well for a start it comes with just one specification – everything!

Explains Jason Alexander: "Choice may be fine for a restaurant meal but when it comes to drycleaning machines you really do need the top of the range model. One of the things we really want to emphasise is that because of the requirements of the Solvent Emissions Directive (which, as a SLEAT Code of Conduct supplier we fully



endorse), we are not selling a machine with any corners cut – everything is included as standard".

Probably the stand out feature you'll notice immediately is the 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 in-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. At the heart of this innovative control system is 'Navigator', a user-friendly and extremely responsive selection device. It allows the operator to select and vary all the operation and control parameters of the machine. If you are considering investing in a dry cleaning machine, don't compromise. Have it all with Progress!

## Will your supplier last as long as your equipment?

In today's market that's a very valid question. You are about to make a very expensive purchase. Is your supplier going to be around long enough to honour the warranty? Maybe! Your equipment may well last you 15 years. Will they be around then? That's less and less likely, as we hear of lots of changes in our industry with companies going under or being taken over. In an uncertain world, one thing you can be sure of - Renzacci UK plc. is in it for the long term and

determined to fulfill our obligations to you. You'll read more about us inside, but we have been established for 35 years, a plc since 1996 and have a net worth of well over £1 million, with Dun & Bradstreet rating us as IA1. That's real stability.

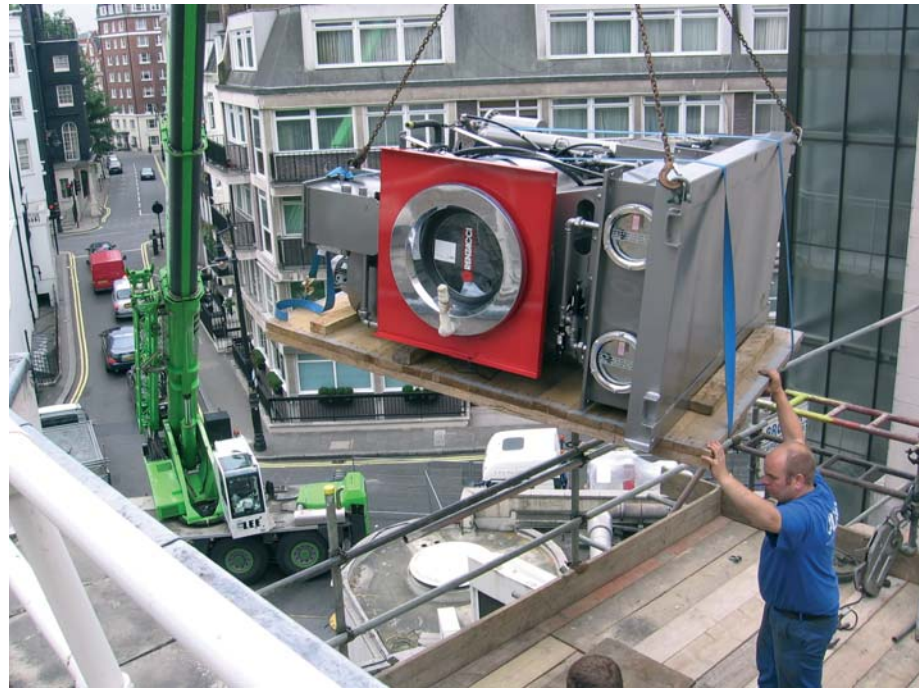


RENZACCI UK PLC

# Going the extra mile



**The Dorchester's laundry manager, Paul Walid with his senior Dry Cleaner & Presser, Joseph Dwyer.**



**Steady as she goes**

**Contracts to supply clients as prestigious as the Dorchester Hotel on London's Park Lane don't come along every day and when they do, sometimes you need to go the extra mile to ensure that things go smoothly.**

So it was that Renzacci UK

recently completed a satisfactory installation there of a new dry cleaning machine. Now 1.5 tonnes of metal couldn't exactly pass through the main guest entrance to the hotel – particularly with the Dorchester's on-premise laundry being situated on the second floor – so we turned to

Finch of Bookham, who handle all our transport requirements. The solution was spectacular but not unusual, with the machine being lifted through the laundry room window by a specialised high lift crane.

The Dorchester Hotel is one of London's iconic landmarks, which opened its doors for the first time in 1931. It is a luxury hotel of the first order, ranking amongst the finest hotels in the world. With three members of staff for every guest bedroom, it is easy to see just how important

service is to hotel management. That philosophy extends to the laundry room, which takes care of all the guest laundry and staff uniforms and where a quality presentation is paramount.

Recently, it became clear that their existing dry cleaning machine was approaching the end of its useful life and needed replacing. Laundry Manager, Paul Walid selected the Renzacci proposals because they best suited his requirements and represented good value for money. Says Paul: "I'd seen



## Are you buying what you need? ...or what you can afford?

**There's no denying that starting or re-investing in your own business is very capital intensive. That's particularly true of our industry, where so much heavy equipment is required. Many ventures believe in buying their equipment outright, which means penny-pinching on inferior brands or postponing an important purchase altogether.**

Many people also mistakenly believe that leasing is an expensive option. Emphatically not so! Even if you can afford to fully fund your venture, it makes really good financial sense to preserve your capital and lease equipment instead, because your lease payments are 100% tax deductible. In fact, the final cost of leasing is very much in line

with the cash purchase price. This being so, it makes no sense to tie up your capital for many years.

At Renzacci we have been associated very closely with one well respected finance house, CF Capital, for some years now. Working together we will come up with the best solution to finance your equipment. Even if your credit record is 'sub-prime', we are confident that we will be able to help you realise your objectives, and do so in the overwhelming majority of cases that come our way. We are highly flexible and can tailor-make a finance plan to suit you, such as an interest-free first year deal or our very latest product, **Easy Entry**. Call us today for a detailed cash v lease illustration.

**EASY ENTRY**  
Pay 10% deposit and only £25 per month in the first year.

Renzacci mentioned in the trade press and had heard of their reputation for efficiency and reliability, so I checked them out amongst acquaintances in the trade." Thankfully, word of mouth worked for us and the machine was specified in May 2007 and installed just six weeks later.

Despite the logistics of getting the machine into the laundry through a window by crane, the installation was completed by 3pm the same day. Renzacci engineers then commissioned the equipment and the Company gave laundry room staff comprehensive training on the machine and showed them how

simple it was to work using the unique Videotron management and programmer controller.

The model chosen by the Dorchester was Renzacci's Progress 30 Club, widely regarded as the Rolls Royce of the Dry cleaning world. Final comment goes to Paul, who is delighted with the installation: "I'd like to comment on the professionalism and competence of Renzacci. They were able to schedule the installation very promptly and it proceeded seamlessly right through to the staff training. The acid test is that the machine is performing perfectly to our total satisfaction."



*Pony MG405 Shirt former*

## Who do you think we are?

**We say that tongue in cheek. The very fact that you are reading this means that you are a Renzacci customer already or that you are involved in the laundry and dry cleaning trade, in which case we would very much like you as a customer. The real reason that we include this piece is that you probably know that we are the sole importer of Renzacci dry cleaning machines after which we have taken our name. Perhaps what you may not know is that we do an awful lot more besides.**

The company was founded in 1972 by George Alexander, the present day Chairman and father of Managing Director, Jason. 35 years on, the Company is still sole UK distributor for Renzacci SpA and Pony SpA, its very first suppliers.

We are also the sole UK distributor of Pony finishing equipment. The company offers a complete line-up of equipment including tables, presses, cabinets, trouser toppers and garment formers. Shirt finishing

remains a growth market with the Pony MG405 Shirt former and CCP collar and cuff press offering a versatile and quick way of processing all types of shirts.

Together, these two brands form the backbone of our business, but over the years, a wide range of dry cleaning and laundry equipment has been added, much of which we distribute in this country on a master or exclusive basis, including Hawo packaging machines, ACS garment conveying systems and the latest addition to our portfolio, Aueroqual air quality monitors. Although linked closely to Renzacci SpA of Italy by trade, Renzacci UK is a wholly owned UK company, totally independent of its suppliers.

A rather hackneyed expression, but you could call us the 'one stop shop' for dry cleaners and laundries. That is particularly true when you take into account the fact that our service does not just mean selling you boxes. For start up operations, we can offer help that covers all aspects of opening a shop. It starts with the informal advice on the type and quantity of equipment you are

likely to need. A fully illustrated quotation is provided and we install and commission your equipment and follow it up with staff training to ensure your people are up to speed on the equipment. Then there are some things that you might not expect



from us. For example, for a modest charge, we run regular on-site dry cleaning classes (see back page) to give an in-depth appreciation of dry cleaning techniques. This is indispensable for new joiners.

Speaking of the present-day operation, Jason Alexander adds: "Today, we offer a comprehensive range of equipment from major branded houses, many of which are leaders in their particular field, but the Renzacci UK service goes well beyond that and covers all aspects of setting up your laundry or dry cleaners. I will single out one fundamental aspect and that is raising the money to fund your plans. We work very closely with CF capital, who we have found to be very flexible in tailor-making schemes to suit individual circumstances. Working together it is our proud boast that we are able to help with finance in over 95% of cases". You will find more details of lease finance options opposite.

*Hawo HP630KST Bagging Machine*

# Back to School!

When we install a piece of equipment, we commission it to ensure it's working correctly and we train your staff on its operation. What we can't do in that short time is to go into great depth about dry cleaning operation, fabric care and so on. For a variety of reasons, we find that many of our customers welcome the opportunity to enrol their staff on a more in-depth dry cleaning training course.

That is why we run our own comprehensive on-site training courses for novice, intermediate or advanced dry cleaning staff. Experience has taught us that holding courses

on your premises minimises the disruption to your business and saves money. Our trainers are the best in the business and have many years experience of the dry cleaning trade. For more information about costs and timings, do please give us a call and we will be pleased to help.



# Win this all-new Apple iPod Nano in time for Christmas

In our FREE, easy-to-enter competition!

This is your chance to win an iPod Nano, the very latest compact 8GB iPod from Apple, worth £129. It can hold up to 2,000 tunes and download your favourite videos. To enter, just answer the following question: "Which year did Renzacci UK first become a plc? (Clue: the answer's in this newsletter)" Then complete the following tie breaker in 12 words or less: "Renzacci works for me because....." The winner will be the person with the correct answer and who, in the opinion of the judges, has created the most apt and original tie breaker. Please email your answers with your name,



address and contact telephone number to [mail@renzacci.co.uk](mailto:mail@renzacci.co.uk) with "iPod Competition" in the subject line. Alternatively, write your answers together with



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# Jerry's Corner

In each issue of Clean Sheet our Senior Service Engineer, Jeremy Jones, will be giving you tips on maintaining your equipment – so you won't need a call from him!

**The efficiency of your dry cleaning machine is heavily dependent on keeping your distillation unit in tip-top condition. Neglecting it will result in slow (and in some cases no) distillation – and yes, you've probably guessed what that means – increased solvent consumption and higher energy costs. So, it's largely in your own best interest to invest a little time in cleaning out your still.**

If you don't clean out your still regularly, you will be heating up still waste as well as your solvent. All Renzacci Progress dry cleaning machines have the facility to carry out either a full or partial distillation at your discretion. More importantly, they have an Ecowaste® pump fitted as standard to pump out the liquid still waste directly into your waste drum. It means that when you do open your still door, you won't be faced with a tidal wave of black gunge. Our machines also offer a still drying maintenance programme which reduces the solvent



vapours escaping into the atmosphere when you open the door. Not only does this help reduce your solvent consumption, it protects the environment and assists you in complying with the SED directive. Cleaning out the still is no-one's favourite job; it's dirty and laborious, but our modern Renzacci machines really have simplified the process. We estimate that regular still maintenance can save you up to 25% on your solvent and energy cost, so it's worth it.

**Final Tip:** If after pumping out the distillation waste there is still some stubborn sludge remaining, don't just rake out the still waste, but carefully scrape the surface clean with a paint scraper until you can see the metal. The more metal you see the better your still will operate, and always remember to be wearing a perc vapour mask when working on a distillation unit and make sure that the area is well ventilated.

your name and address and contact numbers on a postcard or the back of a sealed down envelope and send to us at Renzacci iPod competition, Renzacci UK plc, 13-14 Boston Parade, Boston Road, London W7 2DG. Closing date is first post on Friday 14th December

2007 and the lucky winner will be announced on "News" section of the Renzacci website. Good luck!

## Contact us

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