



RENZACCI UK PLC

## PRESS RELEASE

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**Header :SHIRTS, SHIRTS, SHIRTS!**

“Shirts, shirts, shirts! To paraphrase the estate agents’ mantra, shirt laundering has been the single largest growth sector in our industry for the last few years and is a market that no cleaner can afford to ignore. A specialist shirt service is simple to set up and inexpensive to operate,” says Jason Alexander, managing director of Renzacci UK plc.

The Pony MG405 shirt former and CCP collar and cuff press offer a versatile and quick way of processing all types of shirts which can either be damp or dry. With running costs as little as £2.50 per hour the combination is particularly popular amongst high street cleaners who are looking for shirt finishing capabilities of up to 40 shirts an hour.

Features of the MG405 include a vacuum that reaches across the whole dummy area making it easier for the operator to dress the shirt. The front closing paddle is flexible and padded to eliminate any pressure marks as well as avoiding gloss, button and seam scuffs. Two joysticks are fitted on the paddle making it possible to adjust the vertical alignment of the sleeve clamps to the armhole.



Pony MG405 Shirt Machine

Special pneumatic clamps stretch down the shirt body and tighten the seams while they are fast dried via 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.

A microprocessor with 10 programmes allows automatic steaming cycles air/steam mix and ventilation (hot and cold air) according to the composition of the fabric and how wet the shirt is. Manual operation is also possible.



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Additional accessories include water spray gun, electric iron, button post and shirt hangers, pneumatic side clamping device and air vent chimney with sound insulation.

Cleanwell Drycleaners in the East End of London has no doubts about the importance of shirts to its business. Bothers Zia and Irshad Ullah spent three years researching the industry before approaching Renzacci UK to equip their new premises.

“Jason Alexander not only brought into the picture the very high quality machinery that I was looking for but also a wealth of knowledge he has amassed. He pointed me in the right direction in terms of ancillary suppliers, marketing consultants and graphic designers. His company organised the installation of the gas mains, and applied for the Permit to Operate a drycleaners on my behalf from the local council and installed all the machinery,” says Zia Ullah.

Cleanwell decided to offer a specialist shirt service from the outset.

Zeeshan Ullah comments, “We’re pleased with the way the service is going. We have a programme that allows us to see exactly how many shirts we’re doing a week and already the numbers are much higher than we expected and the service is just establishing itself.”