



SENSENE™

Quality without compromise:

HOW SENSENE™ MAKES HIGH-QUALITY GARMENTS SHINE AT BALDINI DRY CLEANING AND LAUNDRY

At Baldini dry cleaning and laundry, one motto rules: “Quality without compromise”. The business specializes in the cleaning of prestigious garments. On the scout for an alternative, environmentally compatible solvent that meets their quality claims and the high expectations of their customers, SENSENE™ caught their attention.



For over 20 years, Baldini, a dry cleaning and laundry business located in Roseto dei Abruzzi in central Italy, has been following the business motto “Quality without compromise”. Besides cleaning leather garments, the specialty of Baldini lies in cleaning prestigious garments of renowned fashion brands. Such garments require special attention to detail, extra care and the highest quality cleaning standards. Owner Domenico Baldini outlined: “We are a cleaning business that aims for quality and a selected clientele: our customers bring expensive garments of famous fashion brands to our shop. Many of these garments are tailored and therefore require a lot of attention.”

The business profits nicely from the combined expertise of Domenico Baldini and his wife Luana Del Sordo, who has been working in the shop for the past two decades before taking over the business from her parents together with her husband. Domenico Baldini takes care of the business management and always looks for ways to modernize and innovate the business.

Ultimate quality combined with state-of-the-art technology

At Baldini, their aspiration towards high standards is also reflected in their mode of operation. Owner Baldini remarked: “We are one of the few dry cleaning shops in Italy to have an advanced proprietary

management system which was designed and built to meet our working needs.” The system provides real-time information about the cleaning process – therefore in the course of the work flow, the status of the cleaning process of garments can be easily tracked.

On the scout for a new solvent

Domenico Baldini used to clean all garments with Perchloroethylene (Perc). However, with Perc there were sometimes problems concerning its compatibility with certain pre-staining agents. When it came to the cleaning power, in many cases a second cleaning cycle was needed in order to completely remove all kinds of stains and dirt. Consequently, Domenico Baldini was hoping to find an alternative solvent that is gentle yet efficient enough to fulfil the desired quality standards.



Owner Domenico Baldini and his wife Luana Del Sordo with their SENSENE™ Certificate.



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SENSENE™ – The solution for Baldini's premium segment

Baldini dry cleaning has been using SENSENE™ since 2017 – in combination with a Renzacci Excellence machine. Domenico Baldini recalled that the transition from Perc to SENSENE™ was easy – his knowledge of the machine allowed him to easily manage the new programs.

Since the cleaning of delicate and fine garments is very critical and needs to be handled with special care, the gentleness of SENSENE™ makes it the perfect match. Besides, SENSENE™ not only makes ironing easier because of much less creases, it also brings out the bright colors of the garments. Baldini added: "When it comes to stain removal, SENSENE™ definitely has a wider spectrum than Perc. In comparison to Perc, a larger quantity of garments – up to 30% more – can be cleaned with SENSENE™. Since SENSENE™ is very gentle to fabrics, wool garments turn out to be much softer while the naturalness of the fibres is preserved. Overall, we experience consistent cleaning results, as well as ease of use with a wider range of garments which were initially problematic to clean and a reduction of water consumption."

Success on a full scale – Happy customers and business growth

Domenico Baldini summed up his experience: "We can surely say that SENSENE™ has been an excellent choice and a qualitative leap for our business. It has supported our business growth by making the entire operation more efficient. Today in 2021 – almost four years after the introduction of SENSENE™ – we experience full satisfaction and gratitude from our customers. They can recognise the difference and they entrust us with the most demanding garments because of the quality we can deliver. SENSENE™ makes dry cleaning so easy that I believe that dry cleaners with solid dry cleaning experience can easily adopt the transition to SENSENE™ and achieve excellent results. We'll never go back to Perc. SENSENE™ is the solvent of the future!"



Contact:

Sophie Demicoli
SAFECHM Europe GmbH
Tersteegenstr. 25
D-40474 Duesseldorf
Phone: +49 211 4389 516
Email: s.demicoli@safechem.com

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