

Cleanfix in Mönchengladbach is satisfied with SENSENE™

BETTER CLEANING RESULTS, A PLEASANT FEEL AND ITEMS THAT ARE EASIER TO IRON – MIT SENSENE

For over 45 years, the cleaning experts Cleanfix in Mönchengladbach, owned by Ralf and Jörg Heidemeyer, has been synonymous with modern and extraordinary textile and laundry care, with a focus on environmentally friendly and resource-saving technologies. Since January 2017, Cleanfix has been using the solvent SENSENE™ based on modified alcohol. Owner Jörg Heidemeyer is convinced: “SENSENE™ offers better cleaning results than PER, and the textiles have a better feel after cleaning and are easier to iron. This cuts down on ironing and finishing work.”

In addition to the main location in Mönchengladbach-West, where four wet-cleaning and one classic dry cleaning machine perform their services, the company operates four collection points of its own. The company was founded by Ralf Heidemeyer and is now run by his son Jörg Heidemeyer. Around 35 employees, most of them part-time or mini-jobbers, support the Heidemeyers.

At the end of 2016, the company relocated from the old location after 17 years. Parallel to the relocation, the Heidemeyers invested in a new textile cleaning machine, a Multimatic Topline 500. Due to stricter environmental regulations, they also decided to use a new solvent after decades of using perchlorethylene. An important factor in this decision was the fact that an expensive exhaust air system would have to have been integrated into the building for a PER machine. This is not necessary with the solvent SENSENE™. SENSENE™ is based on a naturally biodegradable, modified alcohol that has low toxicity in water and thus enables the environmentally responsible cleaning of textiles. The solvent boasts high solvent properties and reliably removes a variety of stains on various fabrics and leather.

Easy solvent change - more efficient workflows

The machine at Cleanfix in Mönchengladbach operates using the 2-bath process and normally in the standard programme, which takes around 70 minutes. The excellent distillation properties of SENSENE™ ensure reliable, continuous distillation; the drying time is comparable to that of PER. In full operation, the machine can clean between six and seven loads a day.

The staff were soon able to get to grips with the new machine and the new solvent. The cleaning process itself has hardly changed: The pre-treatment has remained the same, but the after-treatment now takes less time and effort. The feel of the garments and the finish are better, and therefore require less ironing.

Although, in contrast to the perchlorethylene machine, the distillation residue now has to be scraped out by hand, which is slightly more time-consuming, the advantages outweigh the disadvantages: It is now possible to get to places that you could not otherwise reach, and so no dirt can collect in corners. Unpleasant odours or even bacteria are no longer a problem for Heidemeyer.

Mr. Heidemeyer and his colleagues are convinced of the advantages of SENSENE™: “Black woollen coats, for example, formed lint when cleaned using PER. This is no longer a problem since we started using SENSENE™.” In Mönchengladbach, they are particularly impressed by the fact that prints on T-shirts adhere well when cleaned using with SENSENE™ and do not become hard and brittle, which was a common problem with PER cleaning.





SENSENE™

Investing in the future

Mr. Heidemeyer is convinced that, despite further consolidation of the market, good dry cleaners will survive. However, only if well-trained textile cleaners continue to work for them. According to Heidemeyer, inadequate expertise and poor cleaning results or customer service damage the industry and the reputation of dry cleaning. Heidemeyer is a member of the trade examination board (Gesellenprüfungsausschuss) of the Cologne Chamber of Trade, and Cleanfix is also a training company. Mr. Heidemeyer's strategy is to offer both wet cleaning and classic solvent-based dry cleaning to ensure optimum care for all garments cleaned by the company.

Digitisation has also arrived in Mönchengladbach: Cleanfix is currently developing a newsletter that regularly informs customers about the latest offers. Otherwise, there is a new seasonal offer every month at Cleanfix.

Client satisfaction is very important

The customers' requirements are clear: their garments have to be clean, stain-free and odour-free. Hardly any customers ask which solvent the cleaner uses to achieve this. "The vast majority of our customers are satisfied - even since switching to SENSENE™," says Heidemeyer.

SENSENE™ also offer Cleanfix a pecuniary advantage in that disposal costs have also been reduced compared to perchlorethylene. It takes about four months to fill a barrel with distillation sludge, which is then collected by the recycler.

Overall, Heidemeyer is very upbeat about the new machine and the new solvent SENSENE™: "We are convinced that we are now using a promising solvent and have thus found an ideal solution for ourselves and our customers."



Contact:

Tobias Bertram
SAFECHM Europe GmbH
Tersteegenstr. 25
D-40474 Duesseldorf
Phone: +49 211 4389 300
Email: t.bertram@safechem.com

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