



SENSENE™

Clean Center in Piacenza is convinced of the new solvent SENSENE™

CLEAN CENTER IN PIACENZA, ITALY: WITH SENSENE™, EVERYBODY WINS!

After switching from a hydrocarbon machine to SENSENE™, Clean Center di Severgnini in Piacenza has experienced the manifold benefits of the new solvent: An innovative solvent based on modified alcohols with high cleaning power while being gentle on the garments; a fresh, clean smell; less post-treatment effort; and happy and loyal customers.



Clean Center di Severgnini in Piacenza has been around since 1979, when they opened their first shop in Casalpuusterlengo. Nowadays, they have three cleaning shops with several machines for wet and dry cleaning as well as shops for the drop-off and collection of garments to be cleaned. Owner Marco Severgnini is convinced that speed is the secret to Clean Center's success: "Ever since we started our business, we put a lot of our focus and energy on serving our clients fast and with good quality at an advantageous price." As is the case with many other cleaners worldwide, the Clean Center in Piacenza relies on the "shirt business" as the backbone of their cleaning shops.

With XX wet cleaning and XX dry cleaning machines in operation in three shops, Clean Center washes and cleans around 400,000 items per year, which amounts to approximately 10,000 items per shop per month.

Motivation to change: Innovative and environmentally responsible solvent

"We have been using a 34 kg hydrocarbon machine for many years, but as we have always had a strong interest in innovation, we kept looking for alternatives. We wanted to adopt a cleaning method with a new generation solvent, and after some consideration decided to give SENSENE™ a try", says Marco Severgnini. "Of course, the fact that SENSENE™ is an environmentally-responsible solvent was also an important factor in convincing us", he adds.

When switching solvent, the team of Clean Center was also hoping to obviate problems with hydrocarbons, such as colour bleeding and the bad smell, although they were not generally unhappy with the solvent. "But it was time for a change", states Mr. Severgnini.

End customers notice the change although they didn't ask for it

Mr. Severgnini explains that their customers rarely ask questions about the solvent as they are not aware of how dry cleaning works. But when collecting their garments cleaned in SENSENE™, they noticed the lack of a smell, so some of them actually did ask about the cleaning process and the products used for it. The better the customers' understanding the cleaning process, the more sensitive they are to the choice of solvent and other material. So, Severgnini wants to inform them by posters and other promotion material in the shop.

SENSENE™ satisfies all the senses, especially the sense of touch

As says Marco Severgnini: "We were already happy with the touch of the items as they came out of the hydrocarbon machine, but there definitely is an improvement with SENSENE™. The garments are even softer, and they are practically ready to be handed over to the customers without any need of post-treatment. We hardly need to iron anymore." This, of course, saves time and effort as well as post-treatment agents, which satisfies the Severgnini's sense of business.



SENSENE™

No unpleasant smell due to bacterial accumulation

While the hydrocarbon was in use in the machine, there were accumulations of bacteria in the machine, which led to bad smell on the garments and complaints from the clients. But the employees of Clean Center were complaining about the smell, too. Marco explains: "We had some problems with the hydrocarbon when it came to smell. Because there were accumulations of bacteria in the machine, when the garments came out of it, some had a typical "dry-cleaning" smell on them, which was very inconvenient for our clients. But not only for those, our employees were not happy with the smell, either. It makes work hard on them. Now that we are using SENSENE™, we do not have these accumulations anymore, and both our employees and customers are very happy with the fresh smell – both in our shop and on the cleaned items."

Plant maintenance is also improved with SENSENE™ as the water separator is always clean and does not need to be scraped manually, which takes a lot of time and effort.

In sum: Everything is better with SENSENE™

Mr. Severgnini sums up his experience with SENSENE™: "With SENSENE™, everybody wins. Nowadays that customers are very attentive to innovation and environmental responsibility as well as social ethics, they take note of our change towards more responsible and conscious cleaning solutions and appreciate it. They thank us by being loyal customers, which is the best we can wish for. And the cleaning quality of the solvent speaks for itself!"



Contact:

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

Marco Severgnini
Clean Center di Severgnini
Via Giuseppe Taverna 261
Piacenza
Phone: +39 0523 484416
Email: info@cleancenter.it

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