



SENSENE™

ENVIRONMENTAL COMPATIBILITY MEETS OPTIMAL QUALITY – UNIEK FAVORS SENSENE™

Uniek dry cleaning in the Netherlands has been in business for over 60 years. In the quest for a replacement for Perchloroethylene that can yet offer the same cleaning quality, they became aware of SENSENE™.



The family business Uniek is a leading textile cleaning company, located in Raamsdonksveer in the south of the Netherlands. As the company was already founded in 1957, it can call itself a true professional in the field of dry cleaning and laundry. Leon Van Roosmalen, the owner of Uniek, explained the purpose of his business: "We have been involved in textile cleaning for over 60 years. To us, cleaning means extending lifespan of customers' textiles and preserving their look."

Uniek is a so-called central dry cleaning business, which means that all their operations take place at their dry-cleaning site, but that all textiles are collected nationwide through depots and companies. The family business works together with more than 200 depots (central drop-off points) spread throughout the Netherlands, where private customers can drop off items that need to be cleaned and re-collect them afterwards. On average per month, Uniek performs cleaning for 300 companies, e. g. drugstore chains, shopkeepers, factories, hotels and catering establishments. A speciality of Uniek is the dry cleaning of dirty workwear.

SENSENE™ - an innovative alternative

The business has always been keen to improve their operations in terms of environmental aspects. They were looking for an alternative that is on par with Perchloroethylene (Perc) and with respect for the environment. In their search for a replacement, they became aware of SENSENE™.

Uniek heard about SENSENE™ the first time from ViVoChem, a wholesaler and distributor of chemicals. Recalling the initial cleaning trials, Van Roosmalen said: "I noticed instantly the outstanding cleaning effect that SENSENE™ had on the garments – the colors were bright, clothes had a nice grip and – opposed to Perc, it even left a fresh smell on the clothes. What convinced me ultimately to go for SENSENE™ was its low environmental impact. As such, in SENSENE™ I found just an excellent replacement for Perc!"

Uniek has been using SENSENE™ since 2016. Today, they rely on two BÖWE Multisolvant machines M18 and M30 which work with the solvent.



For owner Leon Van Roosmalen, SENSENE™ offers multiple advantages.



Uniek – early adopter of SENSENE™ in Benelux region

Uniek prides itself to be very progressive on the market for professional textile cleaning – and for good reason: they belong to the first dry cleaners in the Benelux region having converted to the relatively young but yet innovative cleaning solvent SENSENE™. What makes SENSENE™ such an innovation is that it is based on a naturally biodegradable, modified alcohol that has low toxicity in water. Thus, SENSENE™ stands for an environmentally responsible way of dry cleaning.

Uniek uses SENSENE™ to clean dirty workwear and delicate garments made out of wool and silk. Workwear often has many stains and different types of dirt and this is why a reliable cleaning solution is needed. For Uniek it is vital to maintain good quality of their customer's garments – and most importantly workwear should last long. In this regard Uniek can benefit from the multifaceted characteristics of SENSENE™: The very high solvency power of SENSENE™ removes a variety of stains from different types of fabrics. "Especially oily stains on dirty workwear are well cleaned with SENSENE™", confirmed Van Roosmalen. Adding to that, SENSENE™ is designed to prevent discolouring while being gentle to the fabrics. Such characteristics are perfect for the dry cleaning of dirty work wear at Uniek while protecting the fabrics and making them last long.

For Van Roosmalen, SENSENE™ offers multiple advantages. It causes low wrinkling, which makes ironing easier. Van Roosmalen added: "The cleaned clothes feel like new again after being cleaned with SENSENE™. The grip of SENSENE™ is fine, both for silk, wool and leather. And the finishing of cleaned clothes is very easy! Also a big plus of SENSENE™ is that there is no color bleeding in textiles."

Improved working environment

The ecological profile of SENSENE™ fosters a better and pleasant working environment. "I don't experience a bad smell – it is rather neutral", said Van Roosmalen. The resonance from employees at Uniek is also positive: "Our employees are satisfied with the performance of SENSENE™ and they are glad that we opted for SENSENE™", commented Van Roosmalen.

SENSENE™ – Its advantages pay off all the way

Has SENSENE™ paid off for the dry cleaning operations at Uniek? "With SENSENE™ I found a cleaning solvent that offers me a great cleaning performance as Perc does, however it also leaves the clothes bright with a fresh smell. I'm proud that I belong to one of the first dry cleaners having adopted SENSENE™ in Benelux!" concluded Van Roosmalen.



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