



SENSENE™

Laundry Service finds a game changer in SENSENE™

# EXCELLENT CLEANING PERFORMANCE DRIVING CUSTOMER SATISFACTION

**Laundry Service, a family-owned dry cleaning business in the Italian region of Tuscany, has been in business for more than 50 years. Having mainly cleaned with Perchloroethylene and other alternative solvents in the past, they were on the lookout for a new solvent that could combine their aspiration for excellent cleaning quality as well as respect for the environment.**

Laundry Service started as a family business in 1968. Over the years, the business continued to grow with a loyal customer base and further expanded in 2006. Today, Laundry Service has a laboratory and eight collection points where customers can drop off their clothes between Lido di Camaiore, Viareggio and Lucca, Tuscany. All collected garments are cleaned at the facility in Viareggio. Every day, 15 employees manage up to 1000 – 1500 items. Laundry Service pays special attention to providing customers with a high level of service. What really differentiates the shop from its peers is their special price offer for large quantities of shirts.

## Always on the hunt for innovation

To owner Valentini it has always been important to be at the forefront of innovation when it comes to cleaning. In the past, the company relied on Perchloroethylene (Perc), but also liquid silicone (D5) and hydrocarbon for its textile cleaning. And yet, with the inconsistent results achieved with the alternative solvents, the business increasingly felt the need to explore a new solution that has the ability to handle large amounts of items without compromising on cleaning quality and the environment. On the search for an alternative that could fulfil these requirements, Valentini became aware of SENSENE™.

It was in year 2016 when Valentini tested SENSENE™ for the first time in a Multimatic MultiFlex machine manufactured by iLSA, which had been converted from silicone. With SENSENE™, the cleaning results were strikingly better compared to silicone and also Perc – whether it is the cleaning quality, color, brightness, smell or touch. The positive experiences convinced the business to adopt SENSENE™ and to eventually expand its machine fleet.

Today, Valentini's business employs the innovative solvent SENSENE™ in combination with an iLSA machine of the C2 (Concentration Control) series (Modular 640). and a Piuma Top 320 machine. When Valentini decided to invest in the Piuma machine, he concurrently dismissed his old Perc machine. Owing to the outstanding cleaning performance in combination with its low environmental impact, he found the perfect fit in SENSENE™ as an

alternative cleaning solution for his business. With the adoption of SENSENE™, the business quickly realizes its manifold advantages – not only does SENSENE™ clean exceptionally well, it is also gentle to delicate fibres and keeps colors bright. At the same time, dry cleaning is carried out in an environmentally responsible way as the solvent is biodegradable with a low aquatic toxicity.

## Easy and smart process realization with SENSENE™

For Laundry Service and its staff, the introduction of SENSENE™ has led to much more ease and convenience in the operation process. Manual labour is significantly reduced – previously, after cleaning with Perc additional work was often required as dirt spots would have not come off entirely after the cleaning process. Employees often needed to treat the cloths additionally with water afterwards. Now, with the distinct ability of SENSENE™ to remove a wide variety of spots, Laundry Service has increased their productivity by cleaning much more items than it was the case with Perc.





# SENSENE™

Overall, machine management is made much easier with SENSENE™. Laundry Service does not experience anymore issues with bacterial charges. Owner Valentini adds: "We recognize the benefits in our daily work throughout the whole cleaning circle. It starts with the machine management: We haven't experienced any bacterial charges anymore as opposed to other cleaning solutions such as hydrocarbon. As to the cleaning results, dirt on textiles comes off easily and gets thoroughly removed, even greasy dirt. In fact, I don't even need to invest in soaps for stain removal anymore as the solvency power of SENSENE™ is powerful enough to remove stains."

## Improved working environment with SENSENE™

Previously at Laundry Service, clothes were treated with water after dry cleaning due to a lingering smell on the garments. Now, with SENSENE™, this step is no longer required thanks to the pleasant smell, it leaves on the clothes. There also used to be a rather persistent odor in the workplace but there is no longer any detectable smell. This has contributed to a greatly improved working environment which is noted positively by the machine operators. Also, SENSENE™ is equally compatible with either bath (with distillation) or injection technology.

## Gaining time while saving costs and preserving the environment

With SENSENE™, finishing works are easier as the fabrics wrinkle far less. "The finishing work is less labour-intensive as we don't need to apply anti-static soap anymore. The need to iron is reduced as the garments come out of the machine with very few wrinkles. I save a lot on ironing and this makes the whole cleaning process much faster and easier", says Valentini. According to him, the business could even reduce its waste by about 40 % compared to Perc.

## High customer satisfaction since adopting SENSENE™

After the introduction of SENSENE™, it did not take long for customers to notice the perceptible differences with their cleaned textiles, especially during the winter period. "Customers are especially pleased with their cleaned knitwear and coats as the touch of the fibres is so soft and pleasant," says Valentini. These days Laundry Service cleans knitwear and coats only with SENSENE™.

He concludes: "After cleaning with SENSENE™ I can say that I'm fully satisfied: It has fostered working conditions and improved work processes for my employees and myself in all aspects. I am able to obtain a better cleaning quality of the garments, and a greater compatibility that allows me to treat garments which, in the past were not recommended for dry cleaning but where dry cleaning would have been necessary for the nature of the dirt. Overall, with SENSENE™ I have achieved a great improvement of the working process."



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