



SENSENE™ Neo

# NOVA NATURE IMPROVES EFFICIENCY, QUALITY, AND TEXTILE CARE WITH SENSENE™ NEO



With more than 25 years of experience, Nova Nature, a dry cleaning business based in Málaga, Spain, is not only a service provider for end customers, but also a real-life testing environment for innovation in textile care.

As a subsidiary of the MACRUN Group – an established supplier of machinery, chemicals and auxiliary products for the professional textile cleaning industry – Nova Nature was created with a clear purpose: to help MACRUN better understand the real needs of professional dry cleaners.

The business supports MACRUN in evaluating professional equipment, accessories & consumables as well as cleaning agents under everyday working conditions, ensuring that only the most effective solutions are brought to market. This role recently led Nova Nature to adopt SENSENE™ Neo, resulting in measurable improvements in quality, productivity and overall operational performance.

## Limitations of cleaning with hydrocarbon

Nova Nature is run by a small, highly experienced team of two employees and processes an average of six machine loads per day, handling a wide range of garments, from everyday clothing to delicate textiles such as dresses, curtains and ceremonial pieces.

Before switching to SENSENE™ Neo, the shop used a hydrocarbon-based solvent. While functional, this solution increasingly revealed its limitations in daily operations. The team experienced issues with color transfer and migration, particularly on sensitive garments, as well as incidents involving accessories such as sequins. In addition, cleaning cycles were relatively long and required extensive use of pre-spotting agents to achieve acceptable results. Over time, this led to longer processing times, higher chemical consumption and results that no longer met the company's quality standards.

## A clear need for change

As excessive pre-spotting and long cycles became a bottleneck in operations, Nova Nature began searching for a solvent that could deliver higher cleaning efficiency while remaining gentle on textiles, operators and the environment. Although a return to perchloroethylene was briefly considered, the company ultimately opted for SENSENE™ Neo, driven by confidence in the brand and the promise of effective yet less aggressive cleaning.



“We can achieve excellent cleaning results with less chemical use, less effort and less time invested.”

## Smooth implementation and immediate results

Changing a solvent is a significant decision for any dry cleaner. While there were initial concerns about whether the new solvent would meet performance expectations and how quickly the team would adapt, these doubts quickly disappeared once SENSENE™ Neo was implemented in the existing Union machine (HXL 8015 Eco Concept).

Not only was the transition remarkably smooth, the change also simplified procedures and accelerated daily operations. Staff adapted quickly, and no disruptive changes were required to established working routines.

From the very first cleaning cycles, the benefits of SENSENE™ Neo became evident and continue to be confirmed in daily use. Grease removal, particularly on collars and cuffs, is significantly improved, and previous issues with accessories have disappeared entirely. At the same time, color stability has improved, with no cases of transfer or migration, even on delicate garments.

## Improved textile quality and finishing

Beyond cleaning performance, Nova Nature has observed a clear enhancement in fabric care. Natural fibers such as wool now emerge from the process with a noticeably softer and more pleasant feel. This improvement extends to finishing, with easier ironing and reduced effort during final garment preparation. Shorter cycles and reduced reliance on pre-spotting agents contribute to overall time savings, greater efficiency and smoother workflows. Nova Nature continues to process around six loads per day, now with less chemical input and more consistent results.

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**“SENSENE™ Neo has helped us improve cleaning performance, streamline operations and deliver consistently high-quality results without aggressive chemistry. We can confidently recommend SENSENE™ Neo.”**

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## A better sensory and working experience

The switch to SENSENE™ Neo has also enhanced the sensory experience in the shop. Garments come out of the machine smelling cleaner and fresher, with no unpleasant odors in the store or equipment. Employees have responded positively to the change and continue to appreciate the solvent's environmental profile and the improved working conditions it provides.

## SENSENE™ Neo – a recommendation to the industry

For Nova Nature, the conversion from a hydrocarbon-based solvent to SENSENE™ Neo has proven to be the right decision, with quality gains and operational efficiencies exceeding expectations.

“We’re very happy with SENSENE™ Neo. It has helped us optimize our operation by reducing cycle times, minimizing incidents and improving fabric texture. We can achieve excellent cleaning results with less chemical use, less effort and less time invested,” says Rocío Silva, operator at Nova Nature.

In the dry cleaning industry where efficiency, textile care and customer satisfaction are closely linked, choosing the right cleaning solvent can make a decisive difference.

“Having seen first-hand how SENSENE™ Neo has helped us improve cleaning performance, streamline operations and deliver consistently high-quality results without aggressive chemistry, we can confidently recommend SENSENE™ Neo to other dry cleaners,” concludes Yadira Sánchez, second operator at Nova Nature.

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