



NETEX

KWALITEITSGARANTIE
TEXTIELREINIGING



Welkom!

NETEX

Visie & Beleid

22-09-2021



Blycolin

Renkum



Opening & Welkom

door N. Pols
voorzitter



Welkom!

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Markontwikkeling Professionele Textielreiniging NL

- Totale Retail omzet textielreiniging NL; licht dalend (exclusief corona)
- Omzet doelgroepen; weinig aanwas jongeren, minder representatieve/zakelijke kleding, weinig toename andere artikelen
- Kwaliteit dienstverlening onvoldoende
- Beperkte innovatie (o.a. online)
- Aantal bedrijven; sterk gedaald
- Aantal depots; sterk toegenomen
- Afnemende werkgelegenheid
- Fantastisch, maar onbekend Milieu Profiel
- Onvoldoende communicatie met de doelgroepen
- Onvoldoende rendementen/ ruimte voor investeringen





Initiatief NETEX bestuur

Vragen **EXPERTS** en **DESKUNDIGEN** op alle relevante terreinen hoe de branche nieuwe **INITIATIEVEN** kan nemen om de **DYNAMIEK**, het **INNOVEREND VERMOGEN**, nieuwe **VERDIENMODELLEN**, kortom het **ONDERNEMERSCHAP** door **SAMENWERKING** nieuwe **IMPULSEN** kan worden gegeven.





3 voorbereidende bijeenkomsten

1^e sessie

22 september – NIEUWE TECHNOLOGIE & BEHANDELMETHODIEKEN

A. INNOVATIES IN PROFESSIONALE TEXTIELREINIDING

- Jan Meijer, Christeyns
 - Moderne Retail Reiniging
 - Toekomstige reinigingsbehandelingen
- Marc van Boekholt, Laundry Robotics
 - Toekomstige IT technologie in Retail textielreiniging





3 voorbereidende bijeenkomsten

1^e sessie

22 september – NIEUWE TECHNOLOGIE & BEHANDELMETHODIEKEN

B. SPECIALE REINIGINGSBEHANDELINGEN/ NIEUWE DIENSTVERLENING

- Niels Pols, DD&A
 - Kansen & Mogelijkheden Gordijnen & Leerreiniging
- George Tsaknakis, Carpet Clean (Griekenland)
 - Professionele Tapijtreiniging: Hoe doe je dat?

20.30 Discussie & Bezichtiging Productielijn (incl. robots)

21.00 Afsluiting





Programma 2e Sessie 6 oktober

Productiviteit, logistiek & IT Moderne Professionele Textielreiniging

18.00 uur Welkom door moderator en voorzitter Niels Pols

18.15 uur Expert bijdragen

A. Digitale logistieke planning & organisatie

1. Henk Gooijer TKT

- Productievereisten voor effectieve en efficiënte processing

Programma 2e Sessie 6 oktober



A. Digitale logistieke planning & organisatie

2. Boy van der Velde Post NL

- toekomstige logistieke organisatie
- terugkoppeling resultaten Pilot
- logistieke opties voor 2022 en verder

3. ?

- rendabele routes
- “koude digitale winkels”

Gezamenlijk korte samenvatting sessies en discussie (19.30 uur)



Programma 3e Sessie 20 oktober 2021

“Duurzaamheid - Marktvverruiming - Retail Verdienmodellen”

18.00 uur Welkom door moderator en voorzitter Niels Pols

18.15 uur Expert bijdragen

A. “Nieuwe omzet, nieuwe kansen”

1. Diana Vollmer (USA)

- Changing consumer demand
- Changing retail business



Programma 3e Sessie 20 oktober 2021

A. “Nieuwe omzet, nieuwe kansen”

2. Raja Rajamannar (India)

- How to fix Marketing now

3. Leon Wennekes

- Onderzoek resultaten consumenten wensen bij de was
- Kansrijke verdienmodellen

4. Chris White CEO - America's Best Cleaners

- retail marketing
- nieuwe IT & online toepassingen





Programma 3e Sessie 20 oktober 2021

B. “Top Duurzaamheid & Circulariteit”

1. Myomy

- klanten vragen 2e hands top kwaliteit mode

2. Vinted

- Gebruikt textiel wordt het helemaal

3. H&M

- hergebruik & circulariteit zijn onvermijdelijk

Gezamenlijk korte samenvatting sessies en discussie (19.30 uur)





IDEEËN MARKTONTWIKKELING

- RETAIL CONCEPT ONTWIKKELEN 2.0
- WANNEER BEN JE DUURZAAM?
- GOEDE TRANSPORT OPLOSSINGEN?
- DE MEEST EFFICIENTE WASH & FOLD DIENSTEN
- PROFESSIONELE MARKETING ONDERSTEUNING
- FORUM VOOR IDEEENUITWISSELING
- NIEUWE CIRCULAIRE DIENSTVERLENING IN TEXTIEL
- VERDIENMODELLEN IN ONLINE DIENSTVERLENING
- SAMENWERKING MET DE MODE- EN TEXTIELBEDRIJVEN
- NETEX ALS MERK ONTWIKKELEN
- SAMENWERKING MET 2E HANDS TEXTIEL CONCEPTEN (OA VINTED)
- ?



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PROGRAMMA NETEX VISIE & BELEID 2021-2025

PRESENTATIE BELEIDSPLAN 2021 -2025;

Zaterdag 13 november 2021

ALGEMENE LEDENVERGADERING NETEX



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22-09-2021

Innovaties in Professionele textielreiniging

Jan Meijer



CHRISTEYNS



TEXTIEL REINIGING

...wat brengt de toekomst?



Textiel reiniging

Klassiek “chemisch” reinigen

- Conventionele machines
- Conventionele producten
 - » Gebruik Per
- Conventionele processen
 - » Water verbruik
 - » Energie verbruik

Textiel reiniging

Beleving consument

- Oudere generatie komt voornamelijk nog in stomerij
 - » Waar blijft de jongere generatie..??
- “Ja, dat gaat met stoom of zo...”
- “Het zal wel **chemisch** zijn...” dus gevaarlijk...!
- Bodemverontreiniging en sanering

“Chemisch reinigen”

Alternatieve benaming:

- » Dry cleaning
- » Droog of nieuw kuis
- » **Professionele textiel reiniging**

Moderne textiel reiniging

- Geoptimaliseerde machines
- Nat reiniging
- Duurzame producten
 - » Gebruik alternatieve oplosmiddelen
 - » Ecolabel producten
- Geoptimaliseerde processen
 - » Water besparing
 - » Energie besparing
 - » Tijd besparing
- Professionele textiel reiniging = **duurzamer** dan thuis wassen!

Moderne textiel reiniging

Beleving consument

•

- Weet de klant van de vergroening / verduurzaming ?
- Waarom zou je de klant (niet) laten weten wat je doet...?
- De juiste klant-verwachting?
 - » Kwaliteit
 - » Communicatie
- Mogelijkheid om geld te vragen voor extra werk
 - » Basis reiniging
 - » Detacheren
 - » Reparatie

Moderne textiel reiniging

Veranderingen

🌐 Gedrag

- » Mode – sneller wisselen van kleding, kortere levensduur
- » Thuiswerken
- » Thuis wassen...? = concurrent!

🌐 Textiel soorten

- » Nieuwe stoffen
- » Minder delicate, normaal wasbaar
- » Duurzamer, recycling textiel

🌐 Wetgeving

- » Milieu – duurzaamheid
- » Vanaf 2022 Per in Frankrijk verboden in stedelijk gebied

Moderne textiel reiniging

FEIT blijft:

- Kleding wordt vuil en moet gereinigd
 - » Duurzaam
 - Hergebruik kleding
 - » Hygiëne
 - Ongeacht Corona
- Reiniging kleding = primaire levensbehoefte
- Grondstoffen tekort wereldmarkt
- Verduurzamen = key

Moderne textiel reiniging

Toekomst

- Verdere ontwikkeling concepten
 - » Producten
 - » Technieken
- Nat reiniging zal verder ontwikkelen
 - » Nieuwe technieken
 - » Nieuwe textiel soorten
- Verduurzamen door consument = groeikans!
 - » Minder thuiswas
 - » Goed onderhoud kleding – langere levensduur

Verduurzamen = groeikans !

- » Bewust wording consument
- » Minder thuiswas
- » Langere levensduur textiel

Succes



Discussie:

Welke ontwikkelingen komen er in textielmaterialen?

- Vezel samenstellingen en behandelingen
- Wensen en eisen gebruikers
- 2e hands kleding?
- Van “FAST NAAR SLOW FASHION”





Discussie:

Hoe ziet de ideale toekomstige textielreinigingslocatie er uit?

- Omvang
- Kennis / deskundigheid
- Reinigingstechnieken
- Dienstverleningsmodellen aan specifieke doelgroepen
- IT toepassingen?





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Wanneer staan er ROBOTS in de textielreiniging?

Marc van Boekholt



laundry
robotics



Discussie:

De toepassingen in Robottechnologie gaan snel. Hoe ziet de toekomstige ontwikkeling er uit?

- Wat zijn de voorwaarden voor succesvolle inzet?
- Hoe kunnen machine leveranciers hier op inspelen?
- Welke handelingen in de huidige processen lenen zich hier voor?
- Hoe kan de ontwikkeling van Robottechnologie voor textielreiniging worden gestimuleerd?





Speciale reinigingsbehandelingen Nieuwe dienstverlening

Niels Pols





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Omzetcijfers 2007-2019-2020

2007	100	
2019	77	
2020	59	24% minder dan in 2019
2007 =100		



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Filmpje boekenwinkel



Advices In Times Of Corona From North-American RTC Companies:

- When planning, use data from 2020; build for smaller growth



Omzetgroepen 2007-2019-2020

	RETAIL 2007	RETAIL 2019	RETAIL 2020
Naam	%	%	%
STOMEN	55%	57%	43%
WASSEN (en VOUWEN)	2%	1%	2%
SUEDE/BONT/LAMYCOAT	1%	1%	1%
REPARATIES	3%	2%	2%
TAPIJTEN	5%	1%	8%
DEKBEDDEN DEKENS	6%	9%	13%
OVERHEMDEN	14%	13%	10%
VERKOOP ARTIKELEN	1%	1%	1%
GORDIJNEN	7%	7%	9%
LAKENS MANGEL	7%	8%	10%
TRANSPORTKOSTEN	0%	0%	1%
Allen (Omzetgroepen)	100%	100%	100%





- **Gordijnen, kansen valkuilen**
- **Krimp is grootste valkuil**
- **Beste kans in afhalen en ophangen**



Leer en suède, kansen en valkuilen

- Grootste valkuil is kleurtint
- Keten:
 - Consument -> depot -> winkel -> leerreiniger
- Beste kans in onbekend onbemand, tassen et cetera
- Voldoe aan het verwachtingspatroon van de klant



Discussie:

Hoe kunnen we meer betrouwbare Gordijnenreiniging aanbieden?

- Voldoende kennis?
- Voldoende voorlichting/klanten informatie?
- Garantie voldoende
- ?





Discussie:

Wat zijn de redenen dat er weinig vraag naar leerreining is?

- Onbekendheid?
- Is er voldoende kennis en vakmanschap?
- Zijn technieken/ apparatuur voorhanden?
- Klopt de marketing?





Speciale reinigingsbehandelingen Nieuwe dienstverlening

Georges Tsaknakis





TSAKNAKIS

Carpet - Upholstery - Laundry - Dyeing



TSAKNAKIS
Carpet - Upholstery - Laundry - Dyeing

CARPET CLEAN TSAKNAKIS

A MORE DETAILED VIEW AT CARPET CLEANING IN GREECE

WHO WE ARE

- ▶ Carpet Clean Tsaknakis is a family run textile cleaning company and it started in 2007 from brothers George and Nikos Tsaknakis as a continuation of the individual wool and cotton dyeing business maintained by Thanasis Tsaknakis since 1974
- ▶ Our main object is the cleaning and storage of carpets
- ▶ We also operate 3 other sections: Laundry, dyehouse and upholstery cleaning department
- ▶ We have modern privately owned facilities 3500sq.m and state-of-the-art automatic mechanical equipment
- ▶ Our main goals in addition to serving our customers are sustainability, environmental protection and innovation
- ▶ In recent years we have invested over 500,000 euros for wastewater management facilities, water management, photovoltaic power generation panels, inverter technology machines, lighting with led lamps and new technology low emission CO 2 trucks technology euro5



TSAKNAKIS

Carpet - Upholstery - Laundry - Dyeing

CARPET CLEANING IN GREECE

- ▶ In Greece, the cleaning of carpets is done mainly seasonally with the method of collection from home, which is usually done in May and June, cleaning and storage of carpets in specialized warehouses during the summer and the delivery of carpets to homes in October –November
- ▶ The last 20 years more and more households give their carpets to carpet cleaning companies instead of older times when housekeepers did the job handmade at their home
- ▶ The main reasons for the increase in the turnover of carpet cleaning companies in Greece are the relocation of families from provincial to urban cities, the lack of storage space for carpets in small apartments and the lack of time by customers due to their busy daily schedule.



TSAKNAKIS

Carpet - Upholstery - Laundry - Dyeing

DIFFICULTIES OF THE CARPET CLEANING PROFESSION

- ▶ Increased workload in a very short time
- ▶ Physical burden of workers due to transport of heavy carpets
- ▶ Need for large storage spaces of many sq.m. well kept and controlled temperature
- ▶ Difficulty finding staff due to the seasonality of the profession
- ▶ Large liability for any damage or loss of carpets due to their long storage time
- ▶ Small profit margins due to the difficult economic situation in the country but also the unfair competition from low cost companies that operate without the permission of the state illegally and without complying with all the prescribed measures



OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT

- ▶ Informing customers about the benefits of a professional carpet cleaning in the field of hygiene, safety and saving time and effort
- ▶ The increase in interest from customers for information and hygiene after the outbreak of the covid 19 pandemic and the increased time spent at home due to lifestyle changes.
- ▶ The need of customers for fast and easy service from reliable cleaning companies that can guarantee the proper cleaning and safety of their carpets
- ▶ Raising the awareness of customers and the public on issues of environmental protection and sustainability and the need to increase the lifespan of carpets



TSAKNAKIS
Carpet - Upholstery - Laundry - Dyeing



A man in a dark suit and tie stands in the foreground, slightly out of focus. Behind him is an office environment with a large computer monitor displaying a grid of data. The scene is dimly lit, with light coming from the screen and a skylight above.

Computeriz

RECEIPT OF CARPETS FROM THE HOUSE

- ▶ With a simple phone call or via an electronic form from our site www.tsaknakis.com or our app “carpet clean”, the day and time of receipt of the carpets from customer's place is planned, by specialized staff and with a privately owned fleet of vehicles. Upon receipt of the carpets, the specialized cleaners suggests the appropriate way to clean them and notes in detail each of your observations for any stains or points that need repair



TSAKNAKIS
Carpet - Upholstery - Laundry - Dyeing

CARPET CLEANING AND STORAGE

- ▶ The carpets are cleaned and disinfected in a modern line of state-of-the-art 7-stage machines: shaking, pre-washing, wet or dry cleaning depending on the type of carpet, spinning, spreading, quality control and packing, storage



CARPET SHAKING MACHINE

- ▶ IT IS THE FIRST STAGE OF CARPET CLEANING AND INCLUDES SHAKING IN A SPECIAL MACHINE AND REMOVAL OF DRY POLLUTIONS. RECOMMENDED ESPECIALLY FOR SHAGGY CARPETS AND CARPETS WITH THICK CARPET



PRE WASHING

- ▶ DEPENDING ON THE TYPE OF CARPETS AND THE SIZING OF INFECTION THAT THEY HAVE WE USE THE PREWASH METHOD WITH HOT WATER AND SPECIFIC DETERGENT AND STAIN REMOVERS THAT NEED TIME TO ACT BEST AT THE NEXT STAGE OF WET CLEANING



WET CLEANING METHOD

- ▶ The washing of each carpet is done with absolute respect for its uniqueness and under the most ideal conditions for it. We have state-of-the-art machines that have specialized carpet washing programs depending on the type and sensitivity of each
- ▶ The carpet washing machine uses inverter technology, plc programming, automatic water and soap spraying system at the same time, special carpet scrubbing brushes and a special moisture drainage roller



DRY CLEANING METHOD

- ▶ Some carpets are special and need the appropriate care. At Carpet Clean TSAKNAKI we know this well and that is why we apply special cleaning methods (shaking in a special machine, dry cleaning, combing and finishing by a special packaging machine). The carpets are divided into categories according to their type and then the corresponding cleaning method is applied.
- ▶ We use a dry cleaning method with the special carpet cleaner machine that uses a dry detergent without applying moisture on the carpet. We also use special detergents approved by the international wool organization “wool-safe”



SPINNING

- ▶ we use 3 special inverter technology carpet spinning machines, high speed 9000 rpm, that removes moisture from the carpets by 90%



CARPET HANGING ON SPECIAL SHELVES

- ▶ the carpets are now ready to be hanged and, with a minimum stay of one day, depending on the weather conditions, in the special shelves that are controlled by temperature and humidity are now ready for the next stage of quality control and packaging
- ▶ There is the possibility of drying the carpets immediately in half an hour in the special carpet drying chamber that operates by the method of hot steam. This service is especially useful during the winter months and allows us to deliver carpets to customers on the same day.



QUALITY CONTROL AND PACKAGING OF CARPETS

- ▶ The dry carpets are now packed in special bags with holes to breathe and pass through quality control while at the same time they are wiped by special suction and pile restoration brushes. Finally, with an automatic sensor, the dimensions of the carpets are measured and the data is automatically sent to the host computer for the pricing of the carpets by the special erp pricing software.



STORAGE

- ▶ The carpets are stored in safe and healthy places in our new state-of-the-art warehouse (built in 2015) with special shelves away from moisture and any other danger. The carpets are sorted on the shelves based on their weight and sensitivity, so that they retain their shape throughout their storage. Finally, the location of the carpets is done through a logistic and tracking software (barcode scanning), giving us the opportunity to know at any time their exact location and dimensions.



Specialized services for customer satisfaction

- ▶ Baby care (Carpet cleaning used by babies and children with special hypoallergenic detergents that leave no residue and protect against allergies)
- ▶ Pet Care (special carpet treatment for pet stains with use of pet friendly carpet cleaning products, specialized aromatic detergents to remove unpleasant odors and hair removal)
- ▶ On-site carpet cleaning at customers' houses for non-portable carpets
- ▶ On-site Upholstery biocleaning for sofas, armchairs and mattresses





ΤΣΑΚΝΑΚΗ



Discussie:

Waarom is er in NL weinig vraag naar tapijtreiniging?

- Hoe kunnen we de vraag stimuleren?
- Is er voldoende kennis / apparatuur / interesse?
- Onder welke omstandigheden is hier een winstgevende omzet mogelijk?





Impressies, suggesties en input van de aanwezigen:

Suggesties voor de volgende bijeenkomsten op
6 en 20 oktober.





Welkom!

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22-09-2021

Rondleiding bedrijf en afsluiting