

NETEXKwaliteitsgarantie
Textielreiniging

Welkom!

NETEX

3^e bijeenkomst Visie & Beleid

VENDRIG

IJsselstein

20-10-2021



Opening & Welkom

door N. Pols
voorzitter



Welkom!

NETEX

3^e bijeenkomst Visie & Beleid

20-10-2021





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



Welkom!

NETEX

Visie & Beleid

22-09-2021

1^e sessie 22 september – NIEUWE TECHNOLOGIE & BEHANDELMETHODIEKEN

A. INNOVATIES IN PROFESSIONALE TEXTIELREINIGING

- Jan Meijer, Christeyns
- Marc van Boekholt, Laundry Robotics

B. SPECIALE REINIGINGSBEHANDELINGEN/ NIEUWE DIENSTVERLENING

- Niels Pols, DD&A
- George Tsaknakis, Carpet Clean (Griekenland)



3 voorbereidende bijeenkomsten



2^e sessie 6 oktober - Productiviteit, logistiek & IT Moderne Professionele Textielreiniging

A. Technologische Innovatie Textielreiniging

1. Kort overzicht van nieuwe ontwikkelingen, Henk Gooijer (TKT)

B. Technologische Innovatie Textielreiniging

1. Duurzaam gebruik textiel met professionele textielverzorging, Peter Wennekes (NETEX)
2. Textielreiniging, duurzame textielreiniging, Henk Gooijer (TKT)
3. Overzicht initiatieven stakeholders, Arthur Linssen (NETEX)
4. The art of wetcleaning, Dino Kantzavelos (TSC Wetclean)

C. Digitale logistieke planning & organisatie

1. Wassie, update stand van zaken en actuele ontwikkelingen, Peggy Peters (Wassie)
2. Dobbie, update stand van zaken en actuele ontwikkelingen, Maurits Tiethoff (Dobbi)



Programma 3e Sessie 20 oktober 2021

17.00 uur Rondleiding Vendrig IJsselstein:

Industriële textielreiniging

Bedrijfsintroductie: Rudolf Vendrig



VENDRIG

IJsselstein



Programma 3e Sessie 20 oktober 2021



“Duurzaamheid - Marktverruiming - Retail Verdienmodellen”

18.05 A. “Market Trends & Professional RTC Marketing”

1. Diana Vollmer (USA)

- Professional RTC Markering in the USA

2. Chris White (USA)

- NEW RTC Business Models



Programma 3e Sessie 20 oktober 2021



19.00 B. Changing Market Demand

1. Arthur Linssen (NETEX)

- Succesvolle nieuwe concepten online bestellingen: Nu en morgen met voorbeelden buiten de branche
- Textielafval Big Bussiness

2. Leon Wennekes (Textilecarereseach)

- Onderzoek resultaten consumenten wensen bij de was
- Kansrijke verdienmodellen



Programma 3e Sessie 20 oktober 2021

19.45 PAUZE

20.15 C. Visie Professionele Textielreinigers

- 1. Textielreinigers**
 - Pitches
- 2. Vragen & discussie**

Afsluiting (21.00 uur)

Gezamenlijk korte samenvatting sessies en discussie





PROGRAMMA NETEX VISIE & BELEID 2021-2025

PRESENTATIE BELEIDSPLAN 2021 -2025;

Zaterdag 13 november 2021

ALGEMENE LEDENVERGADERING NETEX



Welkom!

NETEX

Visie & Beleid

22-09-2021

Professional RTC Marketing in the USA

Diana Vollmer



USA & Canada Consumer Textile Care Trends

Diana Vollmer



STATE OF THE TEXTILE CARE INDUSTRY TODAY

- In disarray of insecurity and Future Uncertainty
- Disparate Results: LEADERS' vs. Laggards
- Exacerbated by COVID effects



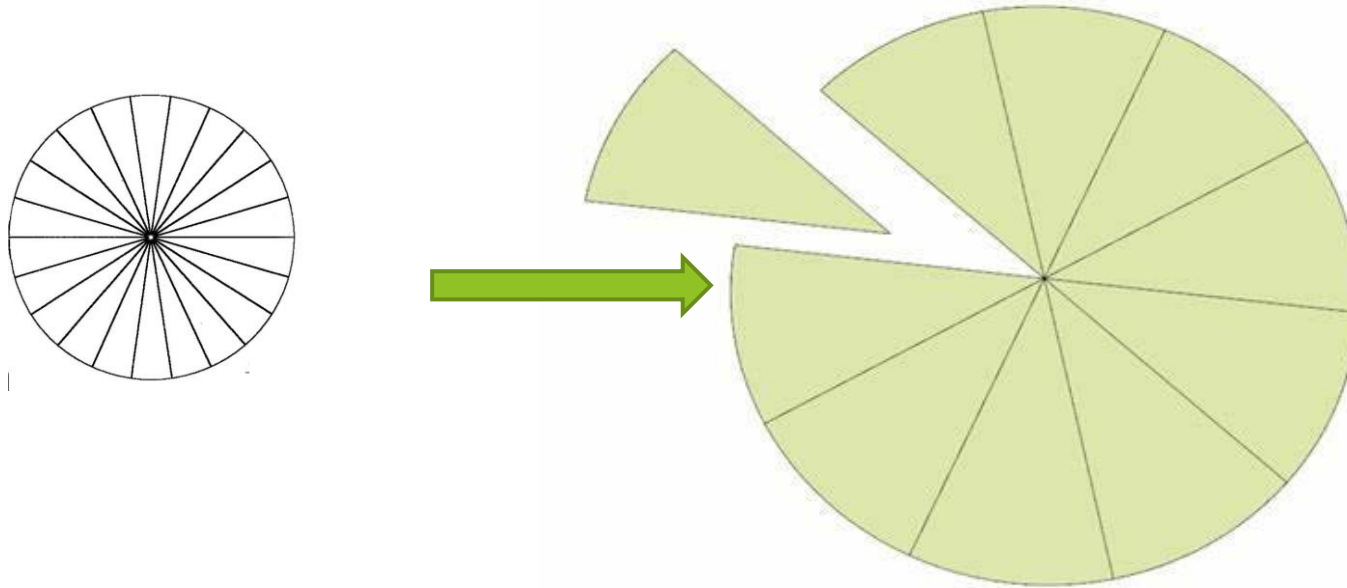
STRENGTHS OF TEXTILE CARE INDUSTRY

- Operational **infrastructure** for full recovery and future prosperity
- Functional **capacity** for full recovery and future prosperity
- (Expiring) government **aid** for cash flow, expense reimbursement and projects
- **Ability** to fulfill needs and wants of target customers



OPPORTUNITIES OF TEXTILE CARE INDUSTRY

- Crisis history shows **visionary survivors thrive**
- Industry **consolidation** - fewer companies share business
- Per CINET, **only 5%** of TEXTILE CARE done by professionals



OPPORTUNITIES OF TEXTILE CARE INDUSTRY

- Competitor crisis fatigue & demographics = **eager sellers**
- Lack of current comparable sales offers opportunistic **acquisition**



Survivor Trend

OPPORTUNITIES OF TEXTILE CARE INDUSTRY

- Necessity of industry to adapt to recovery new normal
- Each industry weakness can be effectively addressed
- Resources solving industry issues can help survivors thrive
- Suppliers are hard at work on innovative solutions



TOP 10 INDUSTRY LEADERS' ACTIONS



- 1) **GET REAL**
- 2) **CONCENTRATE**
- 3) **FOCUS**
- 4) **SHARE**
- 5) **REWARD**
- 6) **TRAIN**
- 7) **STABILIZE**
- 8) **MARKET**
- 9) **CONSOLIDATE**
- 10) **EXPLOIT**



Status Update

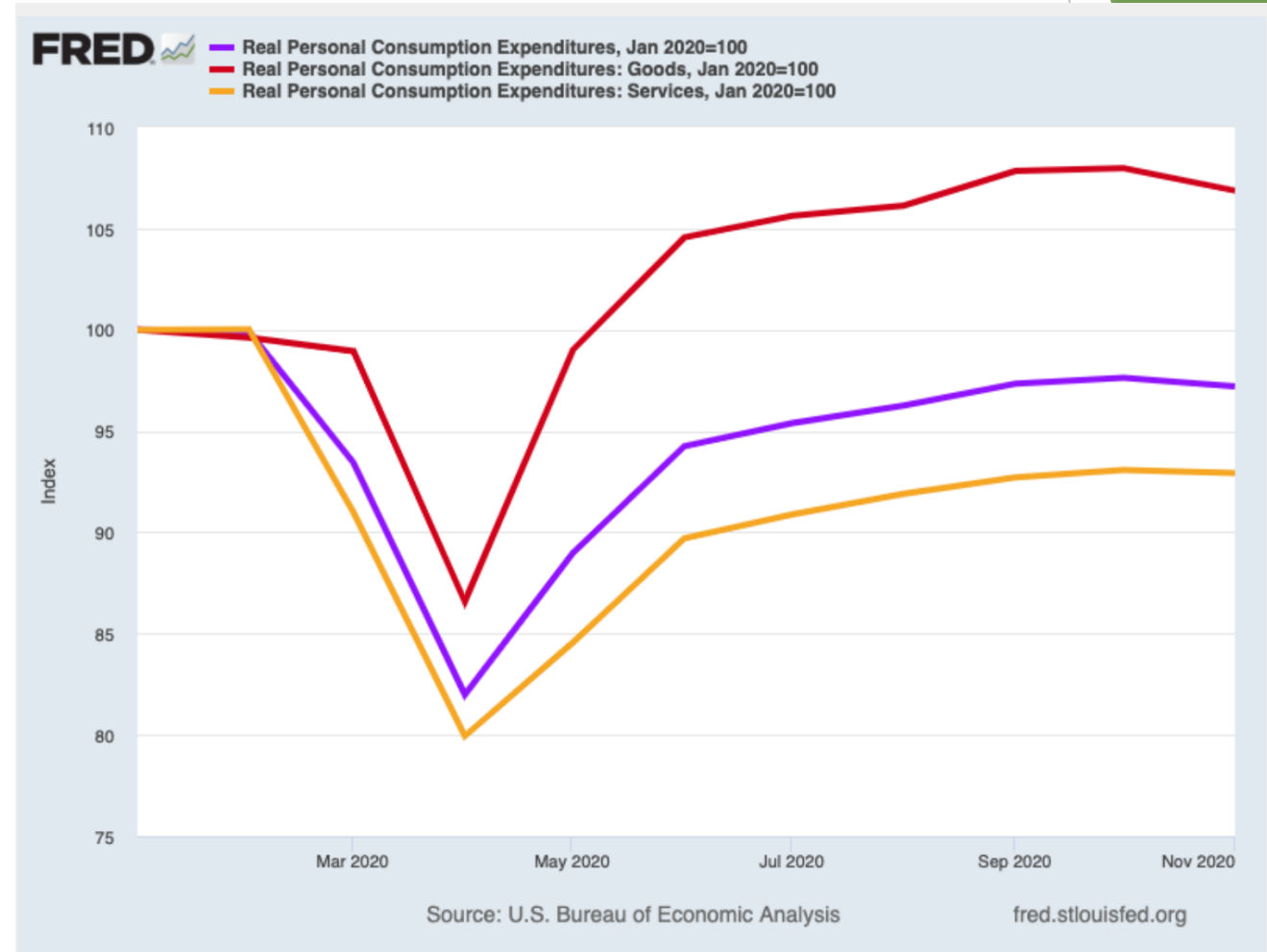
Planning a return to pre-COVID normal is not optimistic, it is delusional.



Status Update

Bad News

- Lingering Uncertainty
- Services are lagging
- Recovery stalled (Temporarily)



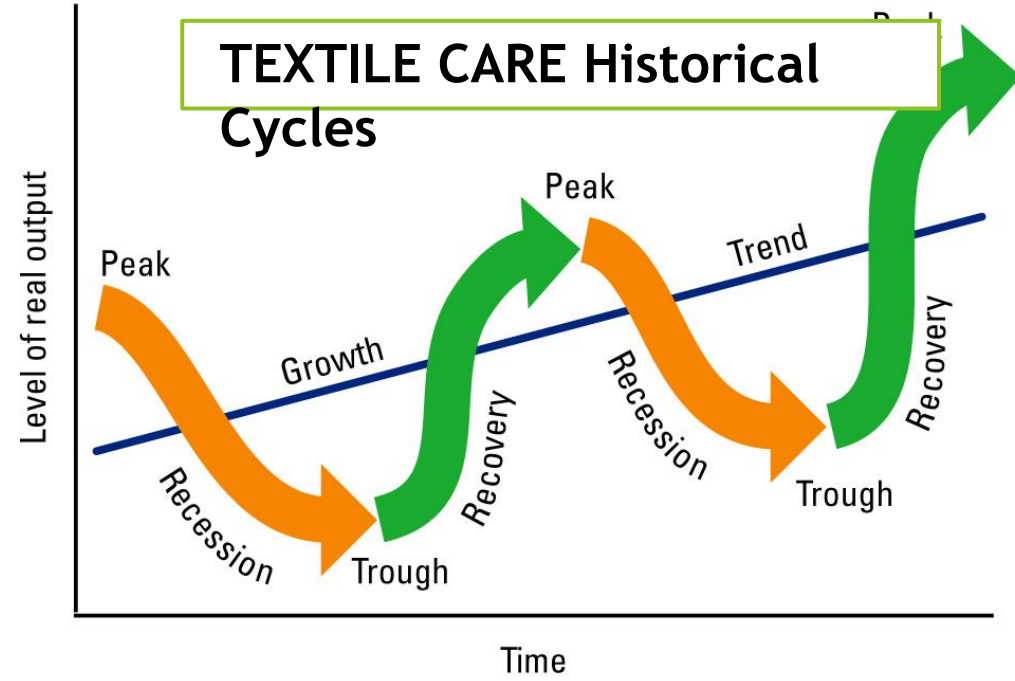
Status Update

Good News

- Historically Survivors Thrive After Each Crisis
- High % Vaccines (but stalled)
- TEXTILE CARE Best Customers are OK
- Consumers Have Adopted Remote Services
- Customers Embracing Expanded Services (Routes, 24/7, Self-Service)
- Customers Embracing Virtual/Remote Models
- Customers Embracing Technology

The Economic Cycle

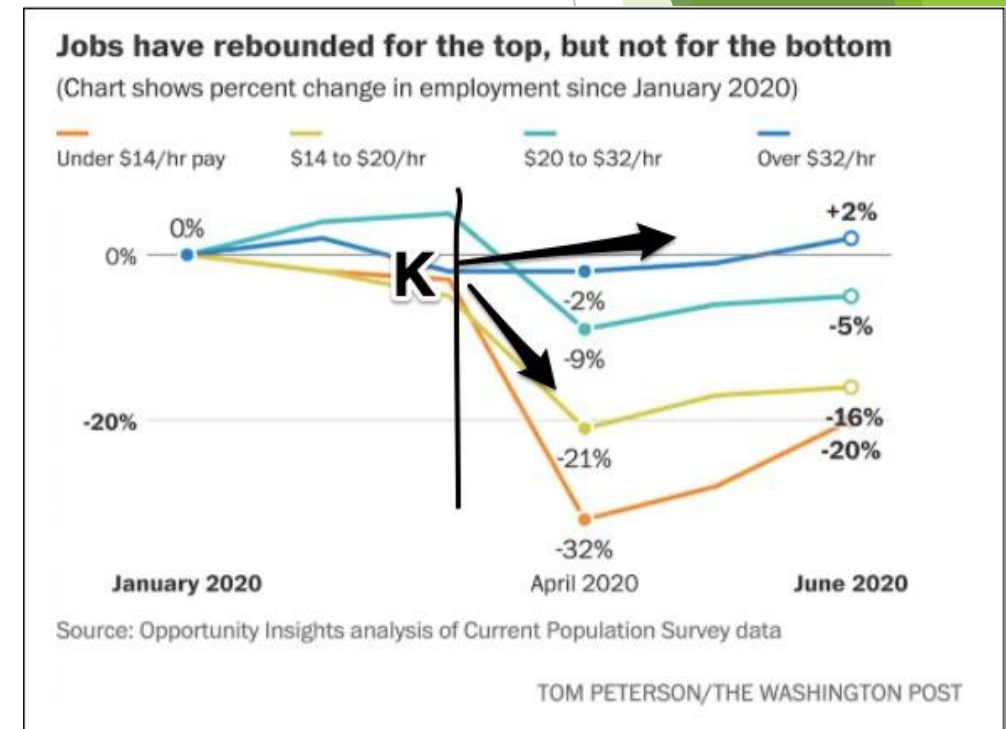
TEXTILE CARE Historical Cycles



TOP 10 INDUSTRY LEADERS' ACTIONS

2) CONCENTRATE (ON BEST CUSTOMERS) SELL Them More

- Best Customers Are OK
- They Can Afford Textile Care - Saved Money Couldn't Spend Buying big ticket items (homes, cars, Pelotons)
- They Need Services More Than Ever
24/7 Wear on Homes, Patios, Second Homes
- They Love Expanded Services, i.e. Cushion Cleaning
- They Need to Know What You Can Do



TOP 10 INDUSTRY LEADERS' ACTIONS

Have Actively Asked For:

- Route Conversions of All Best Customers

(The same customer spends more on route)

- Whole House Textiles (Interior & Exterior)
- Business Cleaning
- Family Laundry (**At a profitable price**)
- Stuffed Animals
- Family Sweater Stockpile
- Remote Site Service (i.e. Friends & Family They Are Helping Through COVID)



TOP 10 INDUSTRY LEADERS' ACTIONS

3) FOCUS (ON HIGH REVENUE ITEMS)

Industry LEADERS' Actively Asked For:

- Cushions (Interior & Out)
- Rugs (Small & Large)
- RV/Caravan Textile Cleaning
- Boat Textile Cleaning

Consumers Need to Know What Pros Can Do



TOP 10 INDUSTRY LEADERS' ACTIONS

4) SHARE THEIR UNIQUENESS

A) Profile Best Customers

B) Pro-Actively Reach Out To:

➤ Clones of Your Best Customers

(Many resources for profiling & target prospects)



**#1 MOST SUCCESSFUL
CUSTOMER ACQUISITION STRATEGY!**
(Many Tactics to Reach Them)



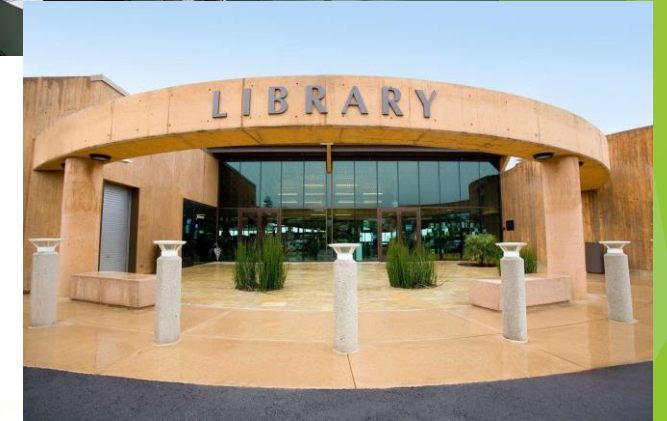
TOP 10 INDUSTRY LEADERS' ACTIONS

C) Pro-Actively Reached Out To:

➤ Business-to-Business Targets



- Clothing Rental Providers
- Private Airport Managers
- RV Rentals
- Marinas
- Hotels
- Closed Institutions (Good time to clean textiles when not in use)
- Dental Offices & Labs
- Medical Offices, Clinics & Labs
- Cosmetic Surgeries
(Lots of Face Lifts During COVID)



TOP 10 INDUSTRY LEADERS' ACTIONS

5) REWARD BEST EMPLOYEES

“Most U.S. employers planning raises, bonuses for 2021, Willis Towers Watson survey finds Largest raises going to top performers”

August 17, 2020 [Most U.S. employers planning raises, bonuses for 2021, Willis Towers Watson survey finds](#)

“highest...rating ...average increase of **4.7%**,
68% higher than ...**2.8%** ...[to] average
(**76%**) planning ...annual performance **bonuses**...
projected to **average 11%** of salary for exempt employees, ...for
nonexempt salaried and hourly employees will average around
6.8% and 5.6%...”



5) REWARD BEST EMPLOYEES

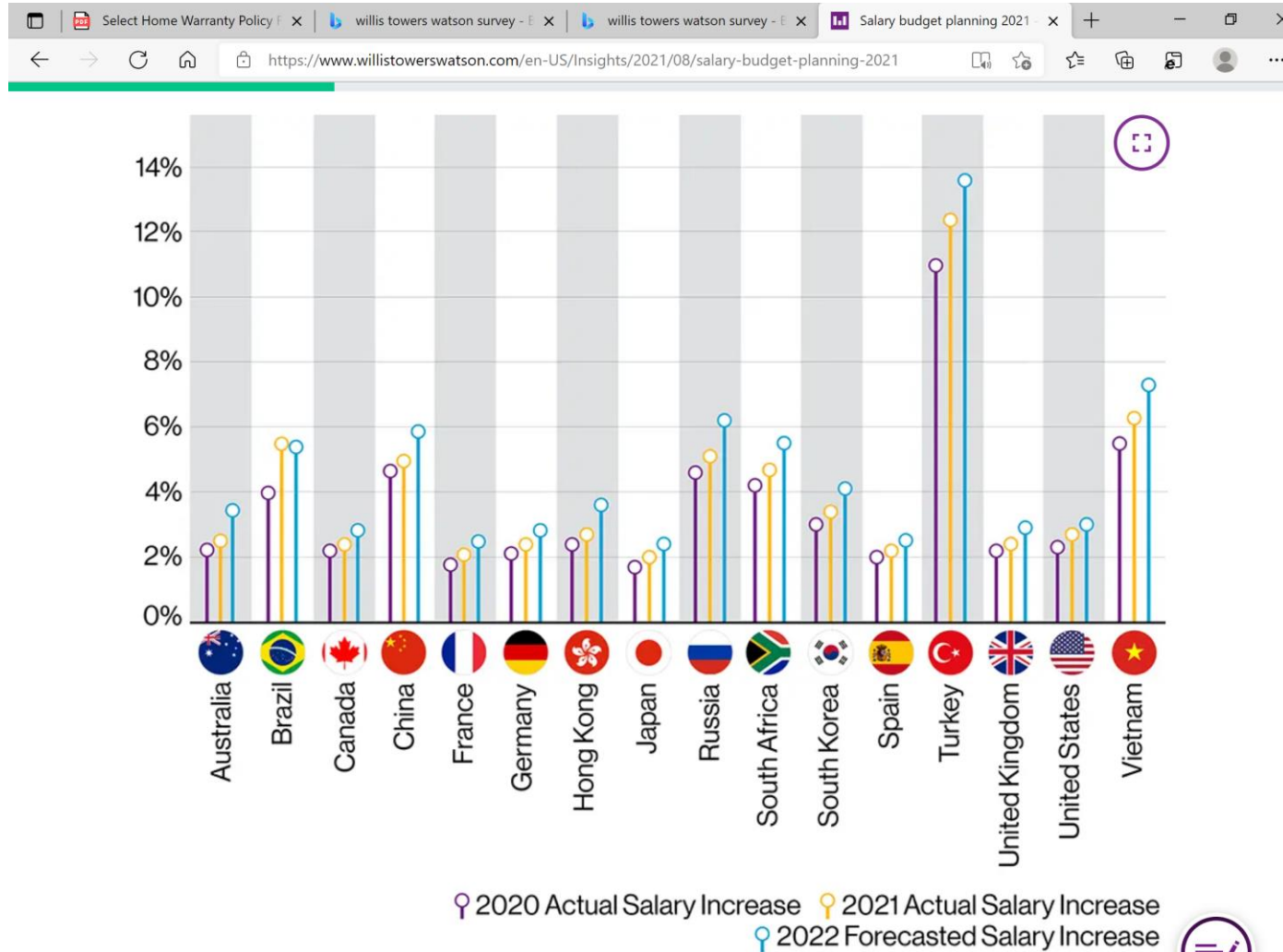


Figure 1. Forecasted salary increases in 2022 (avg) are projected to be higher than 2021 actual salary increase (avg)

All Wages
Increasing
Globally

Competition
for Talent



Team Members Being Offered More

<https://www.higherincomejobs.com/hiringnow/amazon>

Ad **Amazon** Jobs **Hiring** Now.

No Experience needed.

(Apply Here) \$29/hr

Hiring Immediately

No Experience Required · Apply Now

Minimum Wages Going Up

Competitive Wages Going Up



Team Members Want More Millennials and Generation Xs

- Want to manage themselves
- Demand
 - More Autonomy
 - Sleeker tools



TOP 10 INDUSTRY LEADERS' ACTIONS

6) **TRAIN EVERYONE**

Employee Training:

- 1) Increases Revenue
- 2) Decreases Cost
- 3) Increases Profit
- 4) Improves Morale & Confidence
- 5) Clarifies Company Expectations
- 6) Reduces Mistakes
- 7) Identifies Promotability
- 8) Identifies Weaknesses to Overcome
- 9) Increases Productivity
- 10) Reduces Liability
- 11) Increases Customer Acquisition and Retention

AND

12) Empowers Staff - AKA Subject Matter Experts



TOP 10 INDUSTRY LEADERS' ACTIONS

7) **STABILIZE EXPENSES**

(NOW AND FOR THE LONG TERM)

A) Reduce Labor

- 1) Set productivity goals
- 2) Operate on efficiency standards as if no PPP subsidy
- 3) Utilize efficiency tools, hardware and software
- 4) Replace inefficient and high maintenance/low productivity equipment



Average Productivity Performance Is DOWN

Most Couldn't Make Payroll Without PPP?

TOP 10 INDUSTRY LEADERS' ACTIONS

7) STABILIZE EXPENSES

(**NOW AND FOR THE LONG TERM**)

B) Attack Facility Expense

- 1) Act on **unused/unproductive facilities** (temporarily or long-term)
 - a) **Close stores that were not profitable** before COVID (sublease if cancelling lease not possible)
 - b) **Combine routes** that are not growing
 - c) Clean out and **cancel/sublease non-productive storage**
 - d) **Turn off unnecessary utilities** everywhere
- 2) **Renegotiate facilities payments** both loans and leases
 - a) Short-term (again if already done)
 - b) Long-term (uncertainty is going to last awhile)
- 3) **Utilize CUBIC FEET**, not just floor space



Average Facilities Expenses Look Like This?

TOP 10 INDUSTRY LEADERS' ACTIONS

8) **MARKET THEMSELVES**

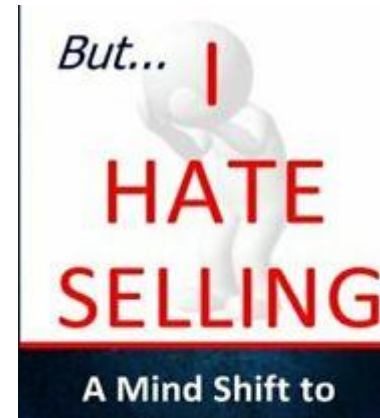
Be There for Customers:

- **Where**
- **When**
- **How**
- **Why**

They want help

(Even if They Don't Know It)

**The entire team needs to spread the word,
STARTING AT THE TOP!**



**Solve Problems
Instead**



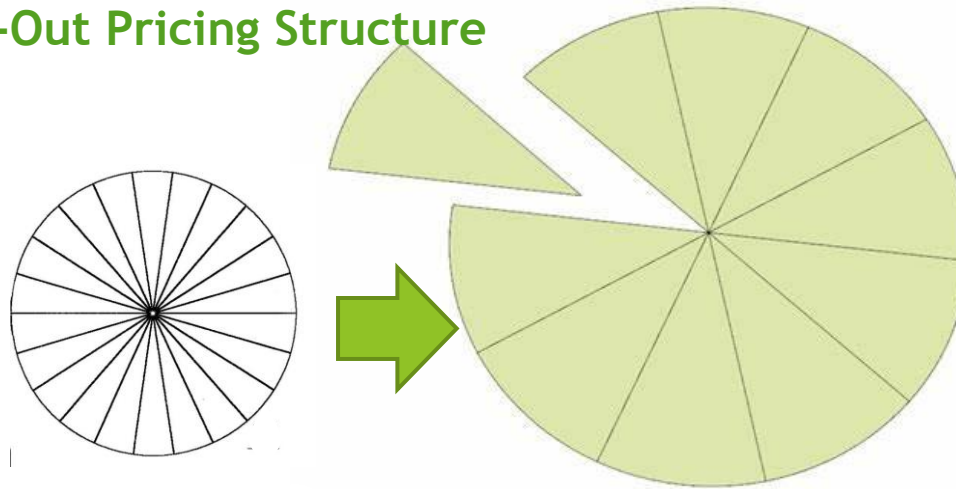
TOP 10 INDUSTRY LEADERS' ACTIONS

9) CAPITALIZE ON MARKET CONSOLIDATION

- Visionary survivors thrive
- Fewer companies share business

- Crisis fatigue & age demographics = eager sellers
- Desire for Retirement cash flow provides financing flexibility
- Flexible financing allows Earn-Out Pricing Structure

Survivor Trend

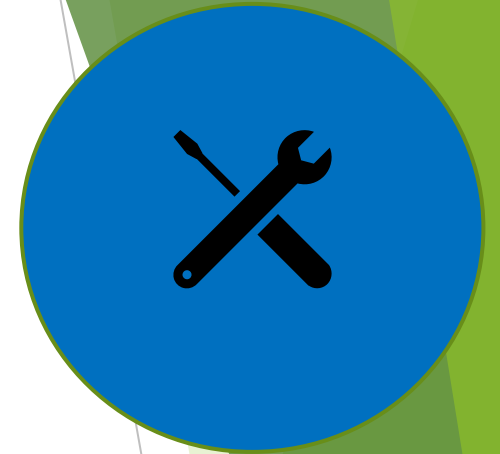


Remember the Pie

TOP 10 INDUSTRY LEADERS' ACTIONS

10) **EXPLOIT TOOLS**

- Operational efficiency
- Customer experience, retention and acquisition
- Employee training, retention and recruitment

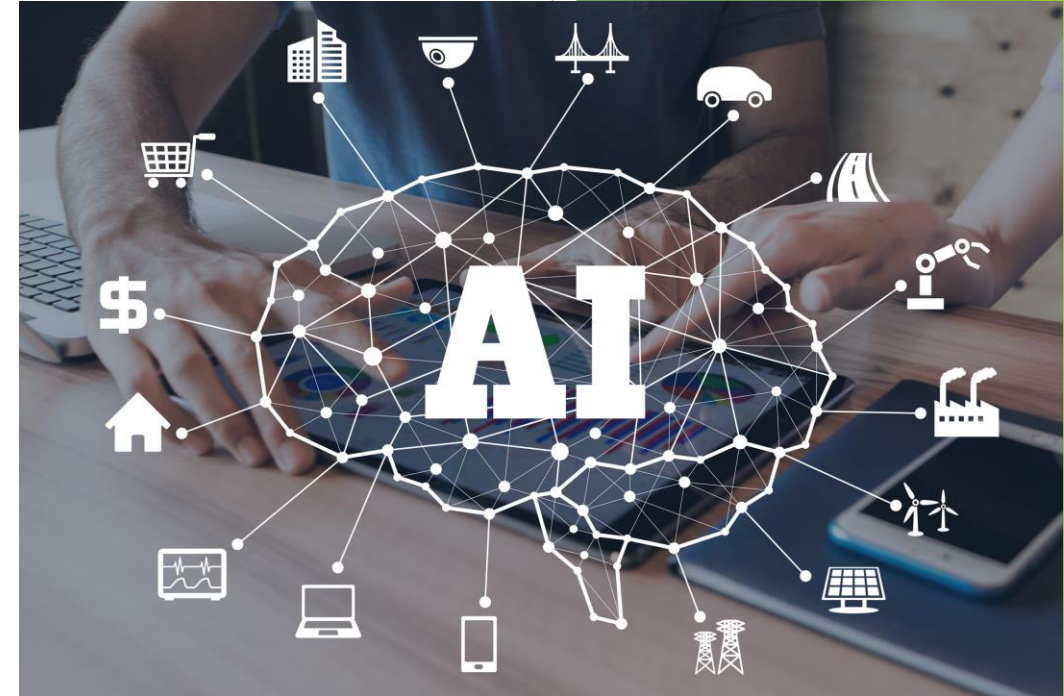


TOP 10 INDUSTRY LEADERS' ACTIONS

10) **EXPLOIT TOOLS**

AI Artificial Intelligence:

- Increases Automation
- Brings Systems Accountability
- Expands Creativity
- Enhances Efficiency & Throughput
- Frees Humans To Do What They Do Best
- Provides Psychographic Profiling
- Allows 1-on-1 Customized Experience
- Enhances Personalized Engagement
- Offers Self-service Capabilities
- Creates Exception Based Management Reporting
- History Accessible for Tailored Suggestions



TOP 10 INDUSTRY LEADERS' ACTIONS

10) EXPLOIT TOOLS

AI Artificial Intelligence Examples:



Heavy on Self-Service



Inside Industry & Out



TOP 10 INDUSTRY LEADERS' ACTIONS

10) EXPLOIT TOOLS

➤ Customer:

- Engagement
- Experience
- Retention
- Loyalty
- Acquisition



Rethinking
how to
engage
customers



Customer centricity integrated across the business: Get everyone in the organization to be customer obsessed, focus on satisfaction, align customer experience and strategy, create seamless service experiences, and act based on customer insight.



Creating fans and segment of one: Go where your customers are, personalize based on customer insight, and turn customers into engaged advocates who love our products.



Data-driven customer insights: Take advantage of high-quality, data-driven insights and create experiences that customers really want.



Marketing leaders as technology decision makers: Partner with IT on technology decisions and tools needed to get ahead of competition.

1 Five Truths for Future Marketers. SDL research. March 19, 2014



SUSTAINABILITY:

North American Awareness Status:

Primary focus on:

- Energy savings
- Water conservation

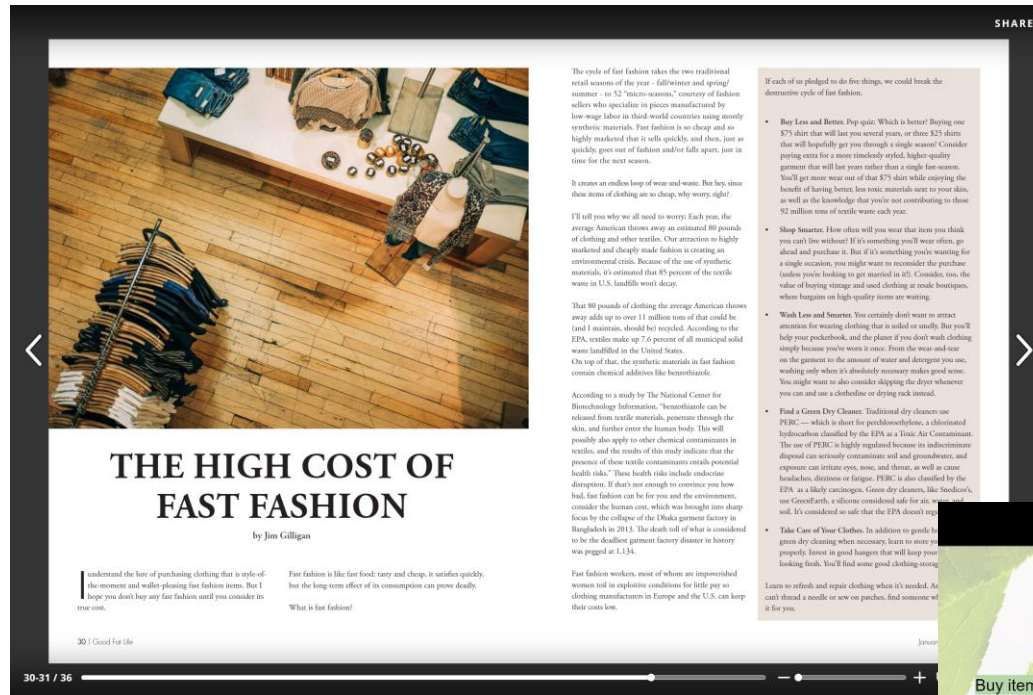
Early stages of awareness of impact of:

- Fast fashion
- Microfibers

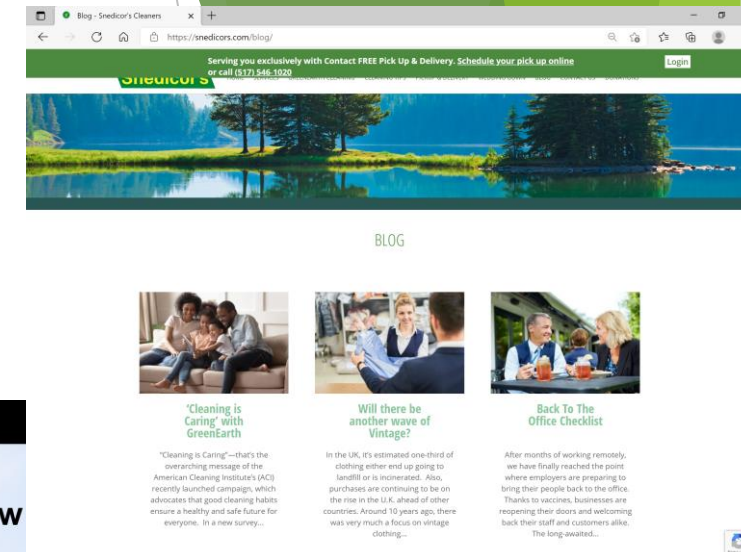
Younger generations more aware
Some champion crusaders (samples)



fa9704429 FreeArt



https://goodfatlife.com/January_2020/



Positive Actions You Can Take Now

- Buy items made in countries with higher environmental/humanitarian standards (U.S., Canada, EU...)
- Choose sustainably produced fibers such as organic cotton, bamboo, recycled, etc.
- Buy less, buy better quality, clean and mend clothes, and recycle.
- Install a microfiber filter on your washing machine by PlanetCare or another manufacturer.
- Use a filter bag such as GuppyFriend in your washer.
- Take a breath.

https://docs.google.com/presentation/d/1ksByz22gv0d-sVxPZ8FBwISHrZKCKn4gSSVZtXePIFE/edit#slide=id.g63afb8af2_0_55



Jim.Gilligan@Snediors.com

**Sustainability:
Lives It Personally
Works It Professionally
Promotes It
(Articles, Presentations, Blog, Website)
Even drank GreenEarth to prove point!**

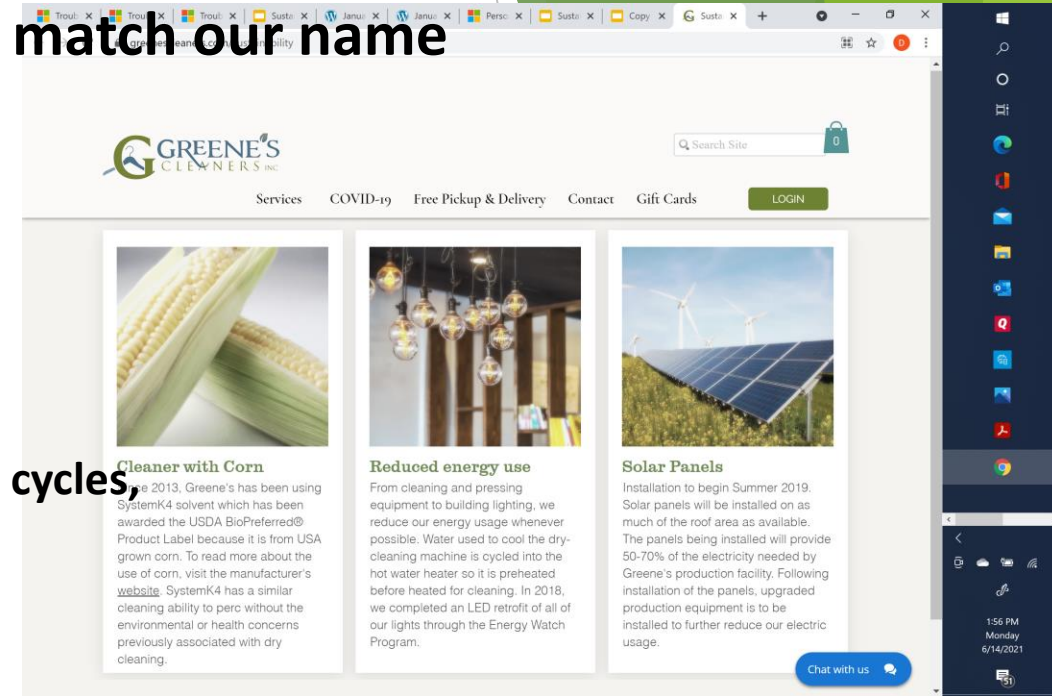
Greene's Cleaners:

Past 5 years on mission to make business truly green to match our name

Initial plan “Do the Right Thing” despite cost

Found made Economic Sense: The #s worked!

- Re-using excess steam (return tank) and heating our wash water,
- Eliminated cooling tower
(city water to cool, then collect in holding tank for warm water wash cycles,
- All lights LED bulbs and fixtures,
- Installed solar,
- Replaced boilers with more energy efficient gas. Other equipment (mainly dryers) with more energy efficient models
- Researching water recycling units that produce the savings required to offset the current usage.
- Monetary savings (all efforts) offset payments of replaced equipment.



EXPECTED EXPENSE - ACTUALLY ATTAINED SAVINGS
FEEL GOOD AND INCREASED BOTTOM LINE

Other Cleaners Duplicating Efforts PLUS

➤ Biofuel and/or Electric Vans



➤ People Power Delivery



➤ Partnering and Promoting Vintage Clothing



Changing Awareness; Becoming Part of the Solution

Other Cleaners Duplicating Efforts PLUS

➤ Educating Consumers About:

- ✓ **Luxury Fabrics, Their Care, and Life Span**
- ✓ **Sustainable Fibers**
- ✓ **Microfiber Recapture**



Changing Awareness; Becoming Part of the Solution

Thank You



Ascend Consulting Group - *Improving Your Profit*



Welkom!

NETEX

Visie & Beleid

22-09-2021

New RTC Business Models

Chris White





Technologies to Support Retail Sales & Service

by

Christopher White

Executive Director

America's Best Cleaners

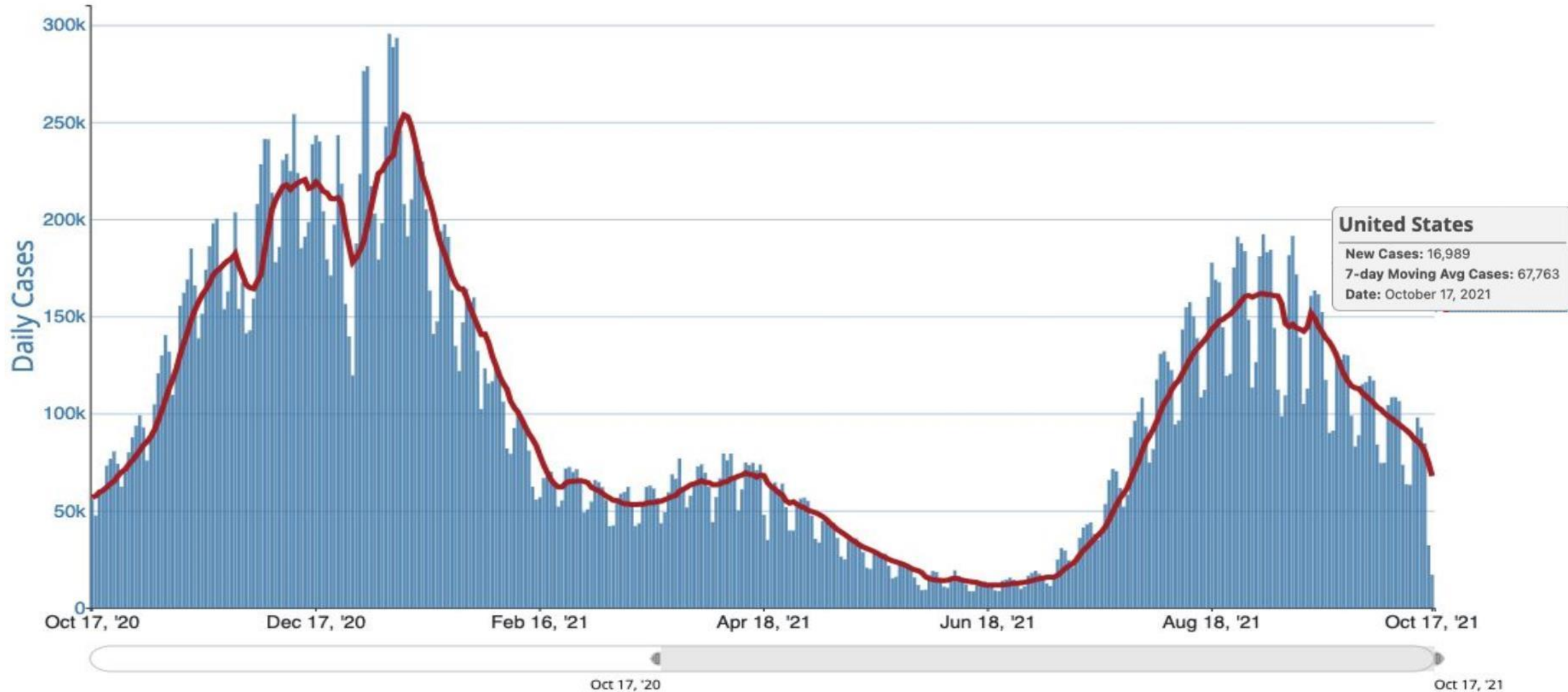
October 20th, 2021

Retail Dry Cleaning Landscape in the U.S.A

- Dry Cleaners suffered a loss of more than 80% total revenue during March to July 2020.
- Retail stores where closed depending on the city and state for more than 6 month forcing massive layoffs of retail staff.
- Without significant gains in retail sales in 2020 many retail stores where permanently closed Q4 2020 to Q1 & Q2 2021.
- For end of Q3 2021 most retail stores are still running at limited hours and very limited staffing
- Currently in the U.S. Labor market dry cleaners cannot find new employees. This is even with wages being offered at an 80% to 100% increase in Pre-Covid wage rates. (CSR -Pre Covid Avg wage \$11/hour)

COVID-19 Cases in the U.S.A.

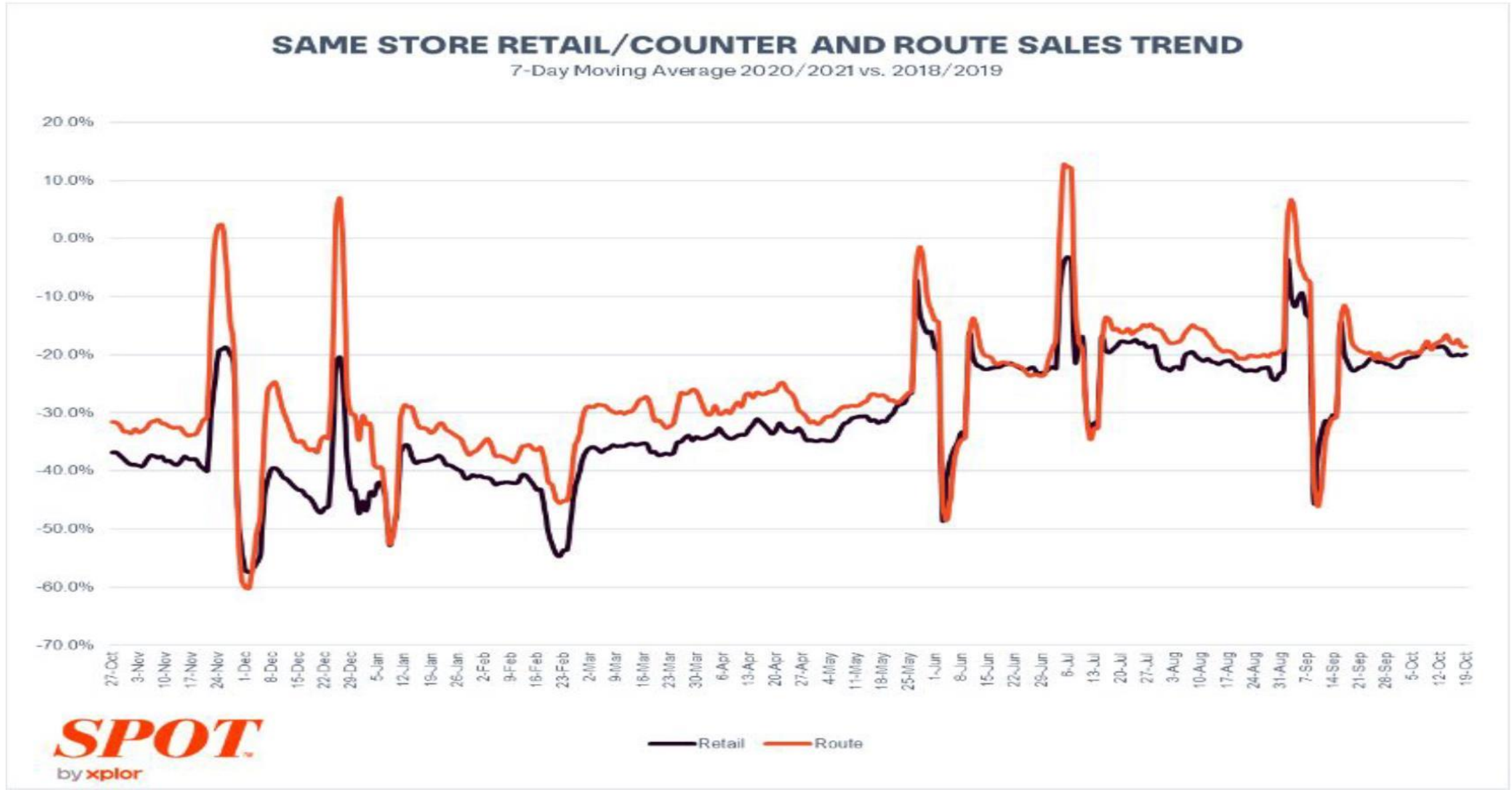
Daily Trends in Number of COVID-19 Cases in The United States Reported to CDC



Total Company Sales 2019 compared with 2020 & 2021



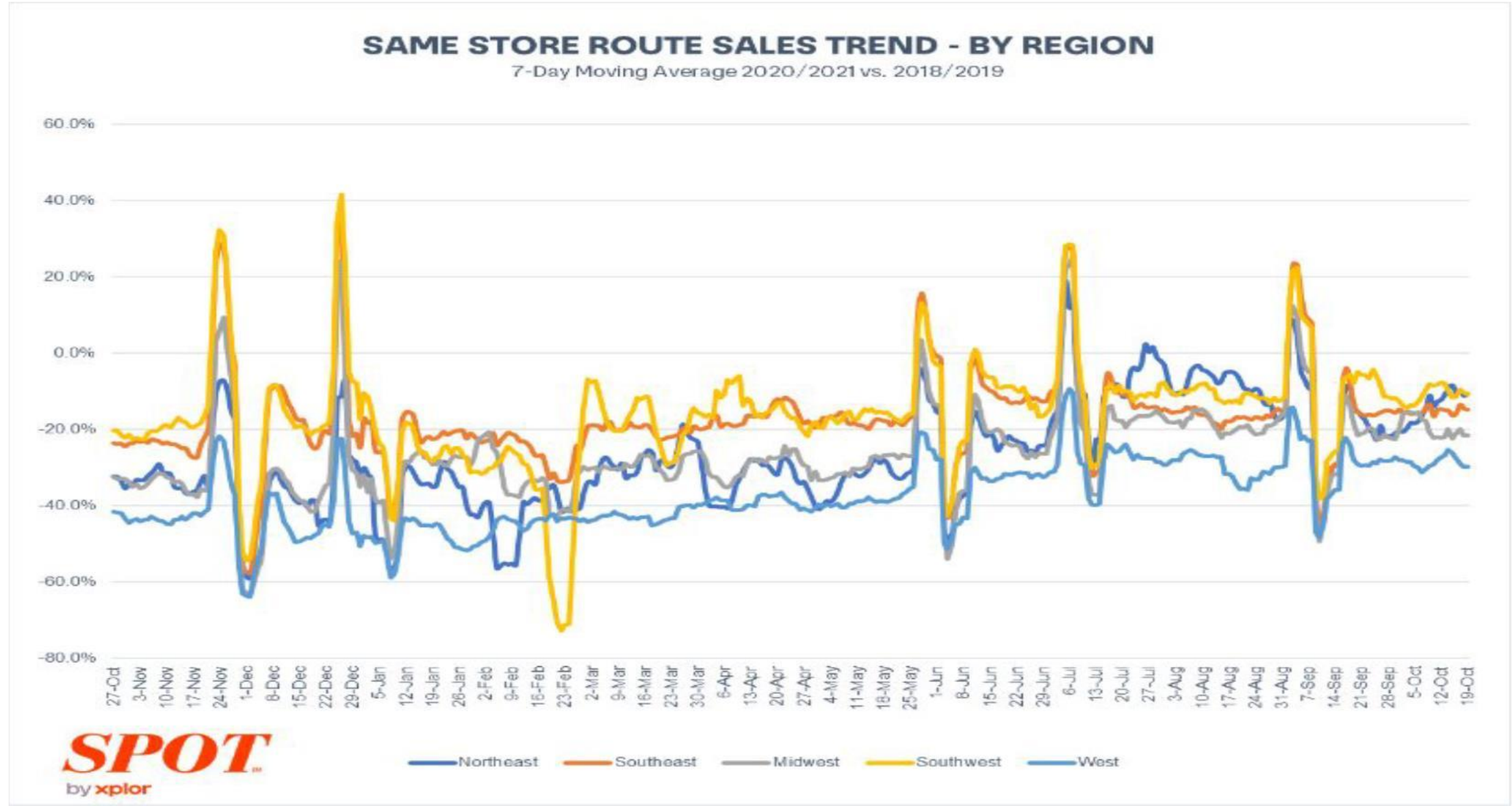
Average U.S. Weekly Sales 2020 vs. 2021 Weekly Sales Retail/Counter & Route



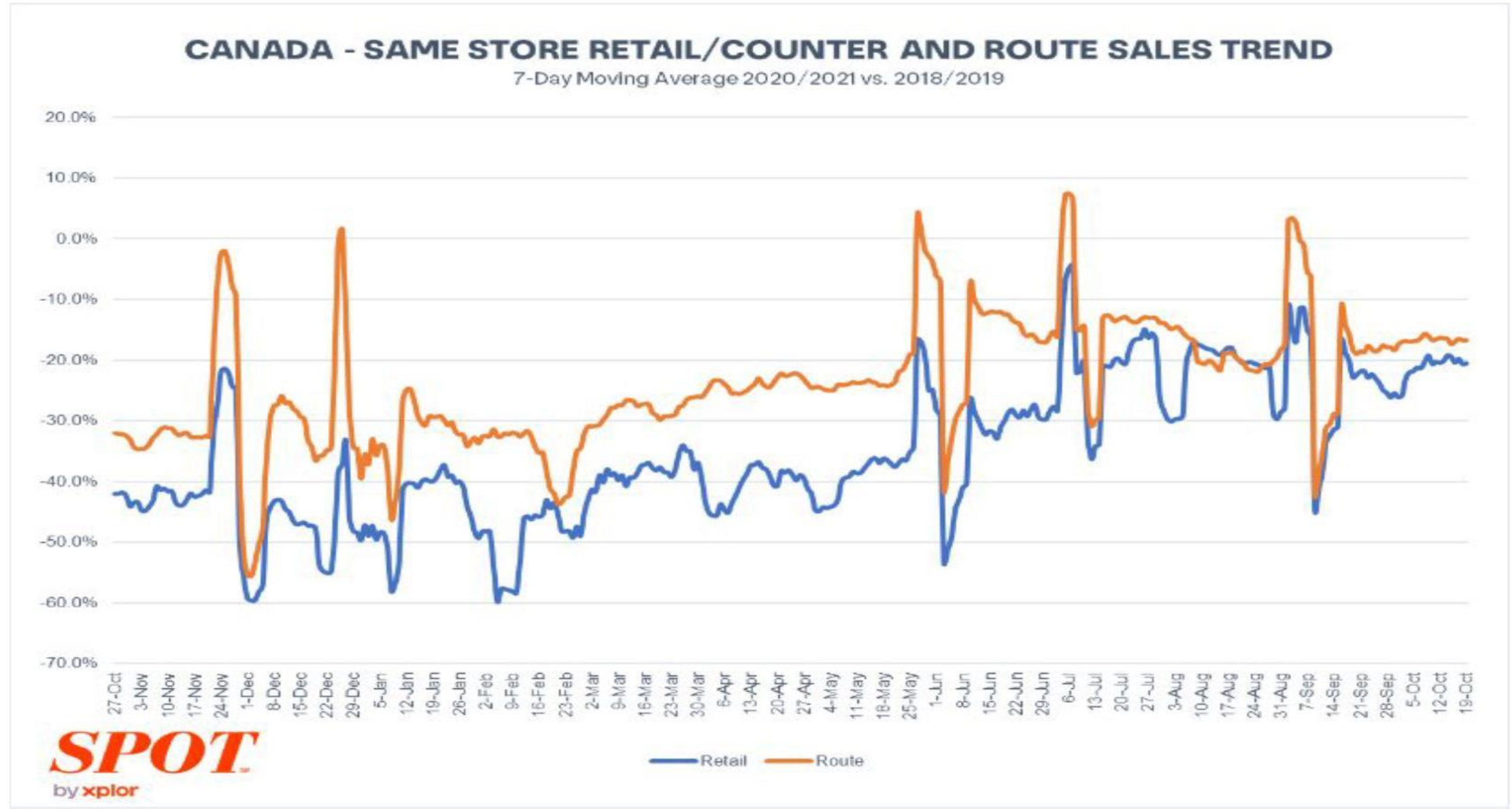
Average U.S. Weekly Retail Sales 2020 vs. 2021 Weekly Retail Sales by Region



Average U.S. Weekly Route Sales 2020 vs. 2021 Weekly Route Sales by Region



Average Canada Weekly Sales 2020 vs. 2021 Weekly Sales Retail/Counter



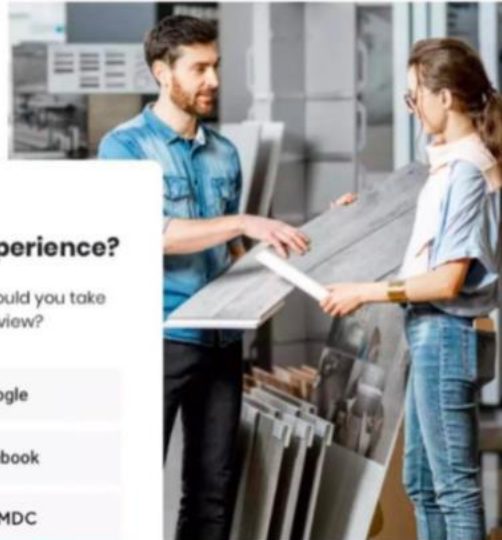
Why is Technology Critical Now?

- Support the market desire for new services now.
- Ease of doing business with a client centric service approach 24/7.
- The markets willingness to adjust & adopt new technologies.
- Lack of available labor to support retail sales and service needs.
- High cost of onboarded available labor driving cost up.
- High turnover of labor
 - New hires are constantly seeking better opportunities
 - The Great Reassessment)
- The need to provide flexible scheduling for new hires.
- Maintain some degree of COVID-19 safety mandates (local, state).



- Automatic review request & feedback
- Web & Mobile Chat AI

Automated Review Request & Feedback



How was your experience?

Thanks for choosing us! Would you take a moment to leave us a review?



Review us on Google



Review us on Facebook



Review us on RMDC

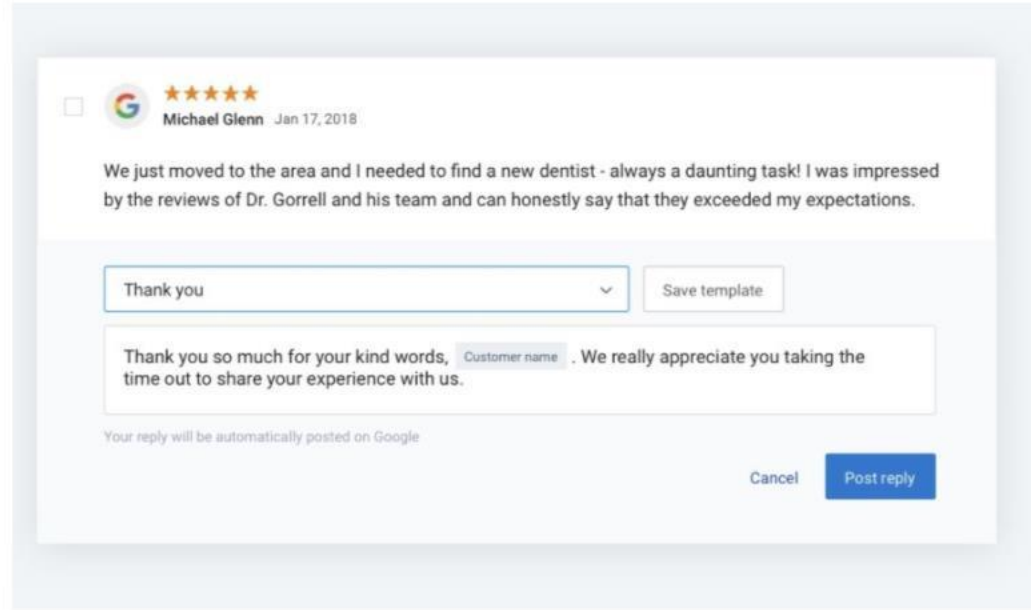
Contact us directly

— REVIEW GENERATION

Get more customer reviews automatically

Collecting new reviews has never been easier. RMDC sends customers to top review sites to share their feedback.

MORE ON REVIEW GENERATION →



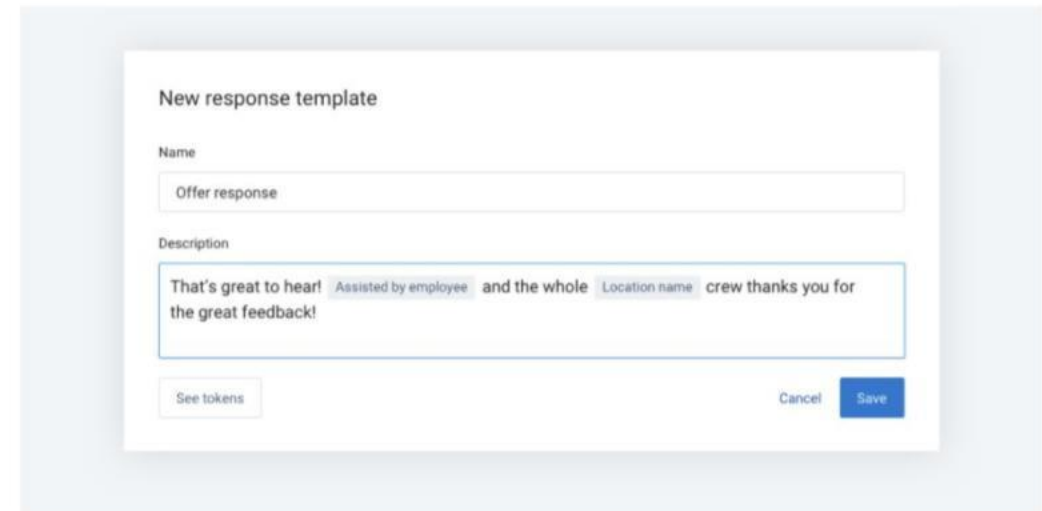
A screenshot of a Google review response interface. At the top, there's a checkbox, a Google logo, a 5-star rating, the name "Michael Glenn", and the date "Jan 17, 2018". Below this is the review text: "We just moved to the area and I needed to find a new dentist - always a daunting task! I was impressed by the reviews of Dr. Gorrell and his team and can honestly say that they exceeded my expectations." Under the review, there's a dropdown menu with "Thank you" selected and a "Save template" button. Below that is a text box containing a template: "Thank you so much for your kind words, [Customer name]. We really appreciate you taking the time out to share your experience with us." At the bottom, it says "Your reply will be automatically posted on Google" and has "Cancel" and "Post reply" buttons.

Responding to positive reviews

Responding to positive reviews shows happy customers that you appreciate them and encourages them to return — in fact, a great review response invites them back and might even include a promo deal. Your grateful response also demonstrates to potential customers reading your reviews that you listen and care. Here's an example of a "Thank You" template in BeCreative360.

Responding to negative reviews

Studies have shown that 53% of customers expect a business to reply to them on review sites, and 30% judge a business primarily on whether it responds to reviews. Think of that 30% as 3 people at the dinner table who watched you spill wine and walk away. They weren't just watching, they were judging.



A screenshot of a "New response template" form. It has a "Name" field with "Offer response" entered. Below that is a "Description" field with the text: "That's great to hear! [Assisted by employee] and the whole [Location name] crew thanks you for the great feedback!". At the bottom, there are "See tokens", "Cancel", and "Save" buttons.



- Businesses
- Reviews
- Reports
- Branding
- Account



Mike Morrow

Oct 17, 2021

1 custom field

Puritan Cleaner...

Always amazing, professional and fast service!

Response auto-posted on [Google](#) Oct 17, 2021 10:04 AM (PST)

Our team strives to provide the best experience we can every time you use our garment care services. Reviews like this make it all worth it. We look forward to serving you again soon Mike!

Actions

Edit reply



Daria Gound

Oct 17, 2021

Puritan Cleaner...

Had a great experience at Puritan Cleaners! Everyone was very friendly, kind and professional.

Response auto-posted on [Google](#) Oct 17, 2021 09:56 AM (PST)

Daria, thank you so much for the fabulous review! Even more than that – thank you for your trust and support. We're so grateful to be part of this community and we hope to be your cleaner of choice for many years to come. Please, let us know if there is ever anything we can do to serve you better!

Actions

Edit reply

Filter by

State



City



Business



Review source



Past 3 months

[See all filters](#)

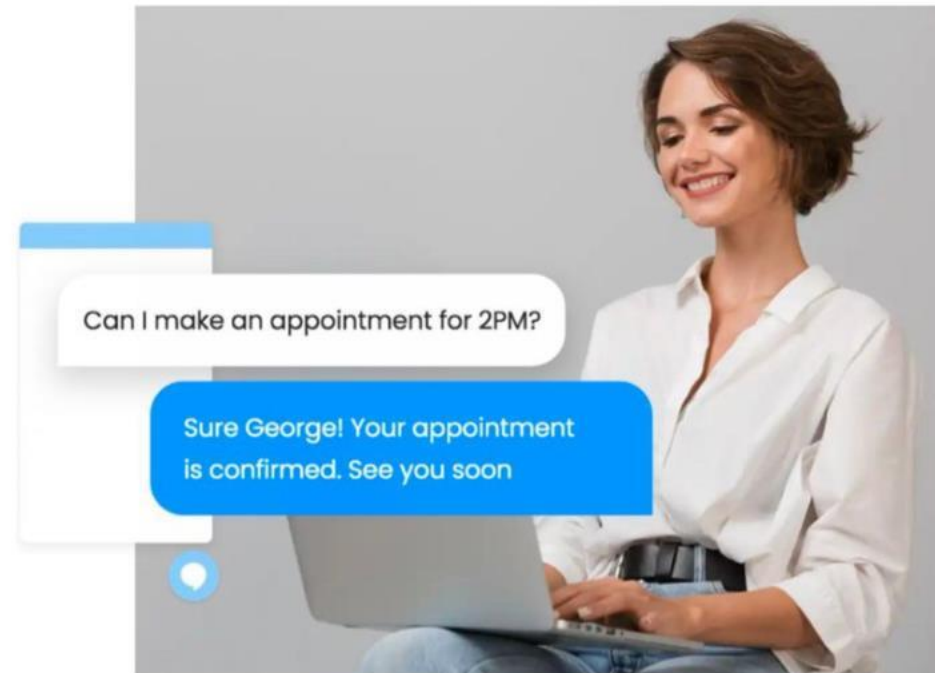
Web Chat & Interactions

Seamless engagement across multiple customer channels

The single customer interactions software for your team to connect with leads and customers through texting, live chat and bulk messaging.

[WATCH DEMO](#)

[SEE PRICING](#)



Chrome File Edit View History Bookmarks People Tab Window Help

Dry cleaner in Orange County x +

konacleaners.com

COVID-19 actions notice at Kona Cleaners

Home CRDN About Us Contact Us Dry Cleaners mobile app Million Dollar Collar FAQ Blogs Privacy Policy Terms of

 **KONA CLEANERS**
Family owned and operated since 1958

FREE PICKUP & DELIVERY SERVICES SPECIALS LOCATIONS REVIEWS 

Available on the App Store

Get it on Google play



Wellcome to Kona Cleaners X

Dear Yash, thank you for visiting US.

Are you open today?

We are open right now

Mon - Fri	7 am - 7 pm
Sat	9 am - 4 pm
Sun	10 am - 3 pm

Robin

Awesome! What services do you offer?

Here are our services options

Laundry Club, Dry Cleaning, Wet Cleaning, Shirt Laundry, GreenEarth Cleaning, Alterations ...

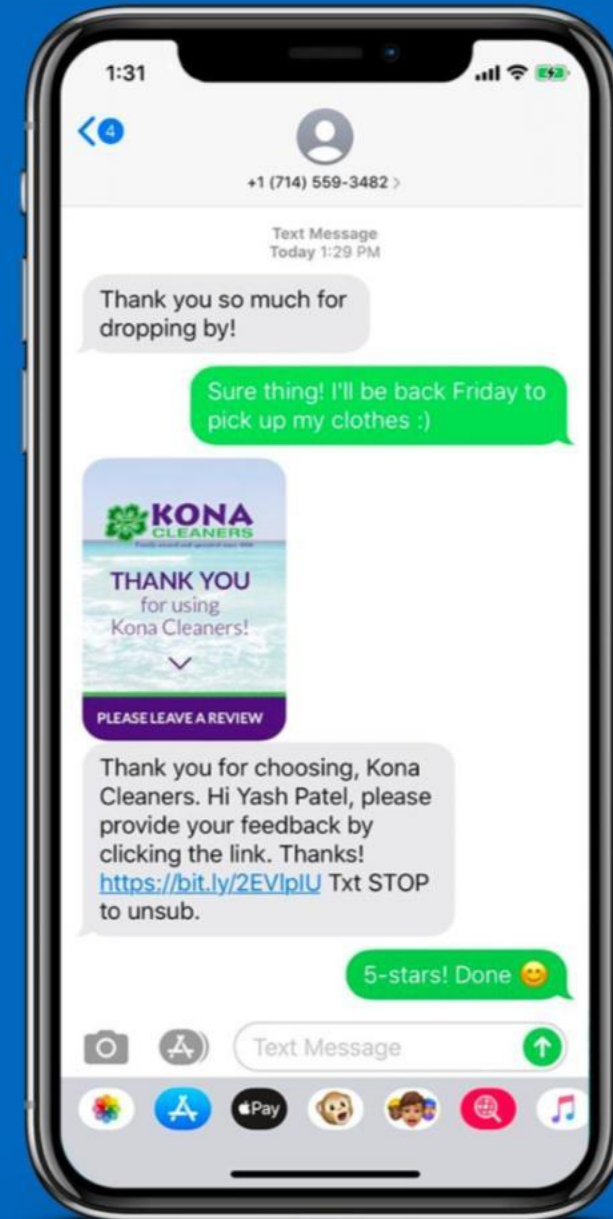
[See all](#)

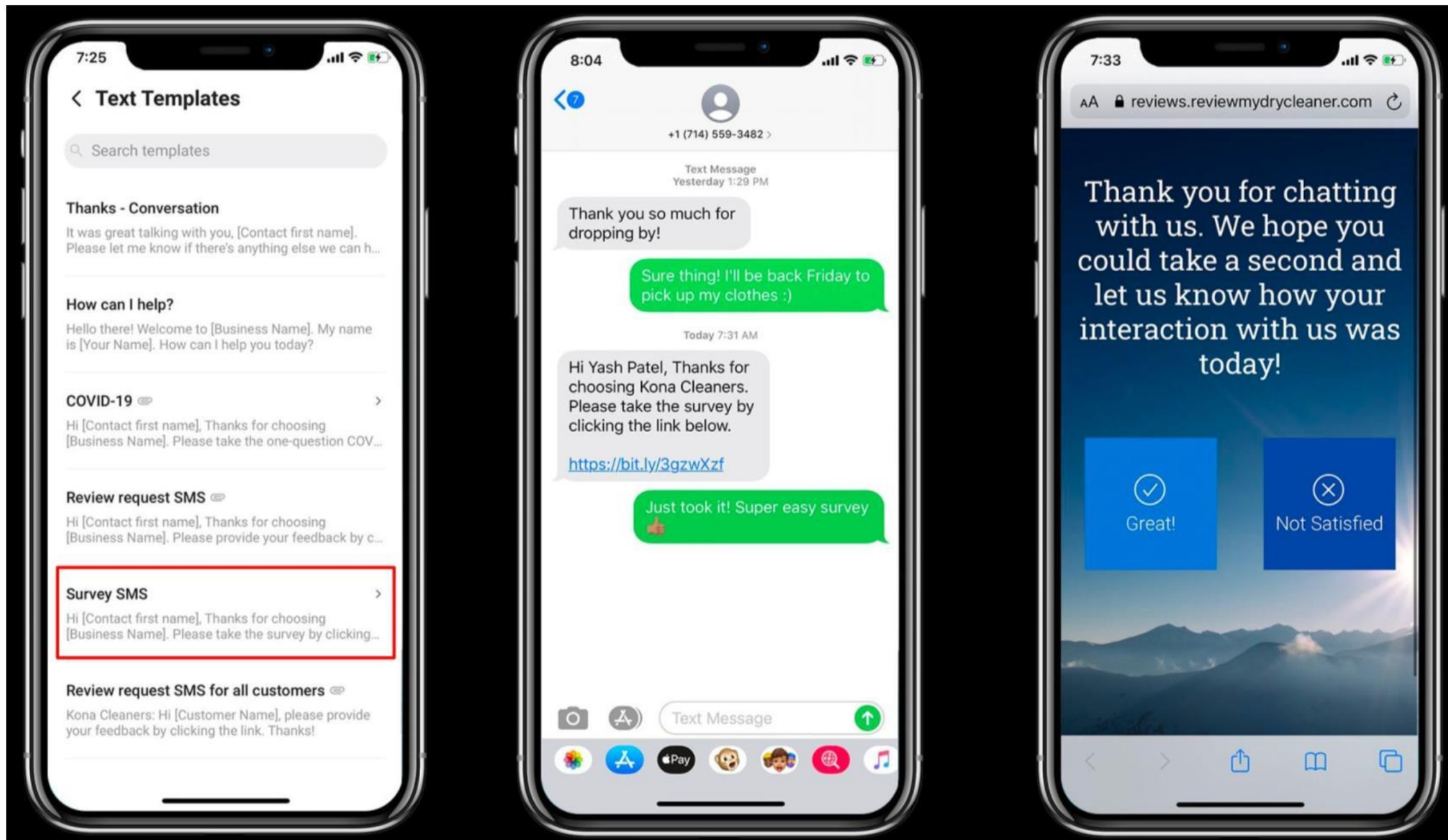
Robin

Write a reply...

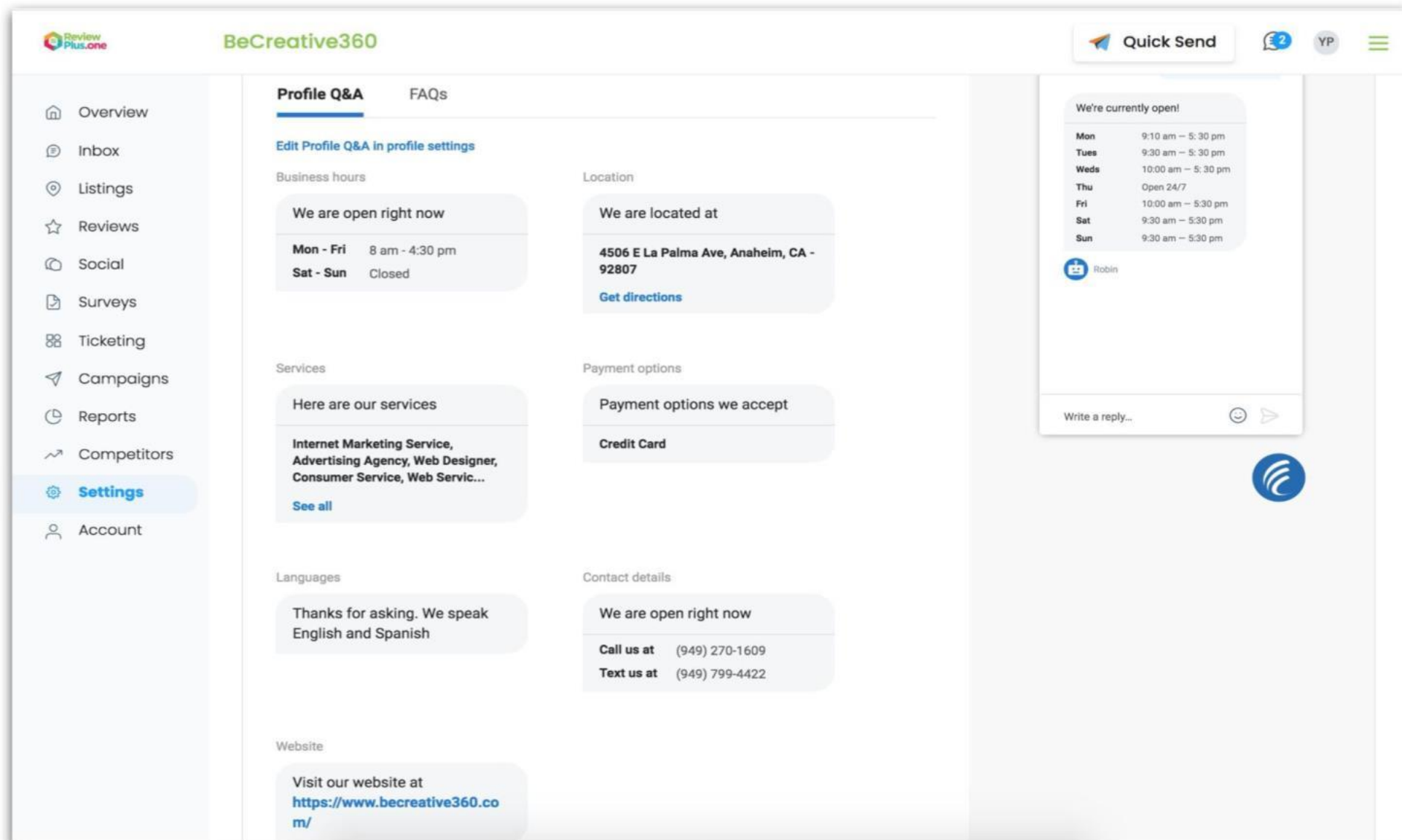
Customer Communication:

Let customers save your RMDC number
and text you for quick help!





Interactions: Chatbot



Review Plus.one **BeCreative360**

Quick Send **YP**

Profile Q&A **FAQs**

[Edit Profile Q&A in profile settings](#)

Business hours

We are open right now

Mon - Fri	8 am - 4:30 pm
Sat - Sun	Closed

Location

We are located at

4506 E La Palma Ave, Anaheim, CA - 92807

[Get directions](#)

Services

Here are our services

Internet Marketing Service, Advertising Agency, Web Designer, Consumer Service, Web Servic...

[See all](#)

Payment options

Payment options we accept

Credit Card

Languages

Thanks for asking. We speak English and Spanish

Contact details

We are open right now

Call us at	(949) 270-1609
Text us at	(949) 799-4422

Website

Visit our website at <https://www.becreative360.com/>

We're currently open!

Mon	9:10 am - 5:30 pm
Tues	9:30 am - 5:30 pm
Weds	10:00 am - 5:30 pm
Thu	Open 24/7
Fri	10:00 am - 5:30 pm
Sat	9:30 am - 5:30 pm
Sun	9:30 am - 5:30 pm

Robin

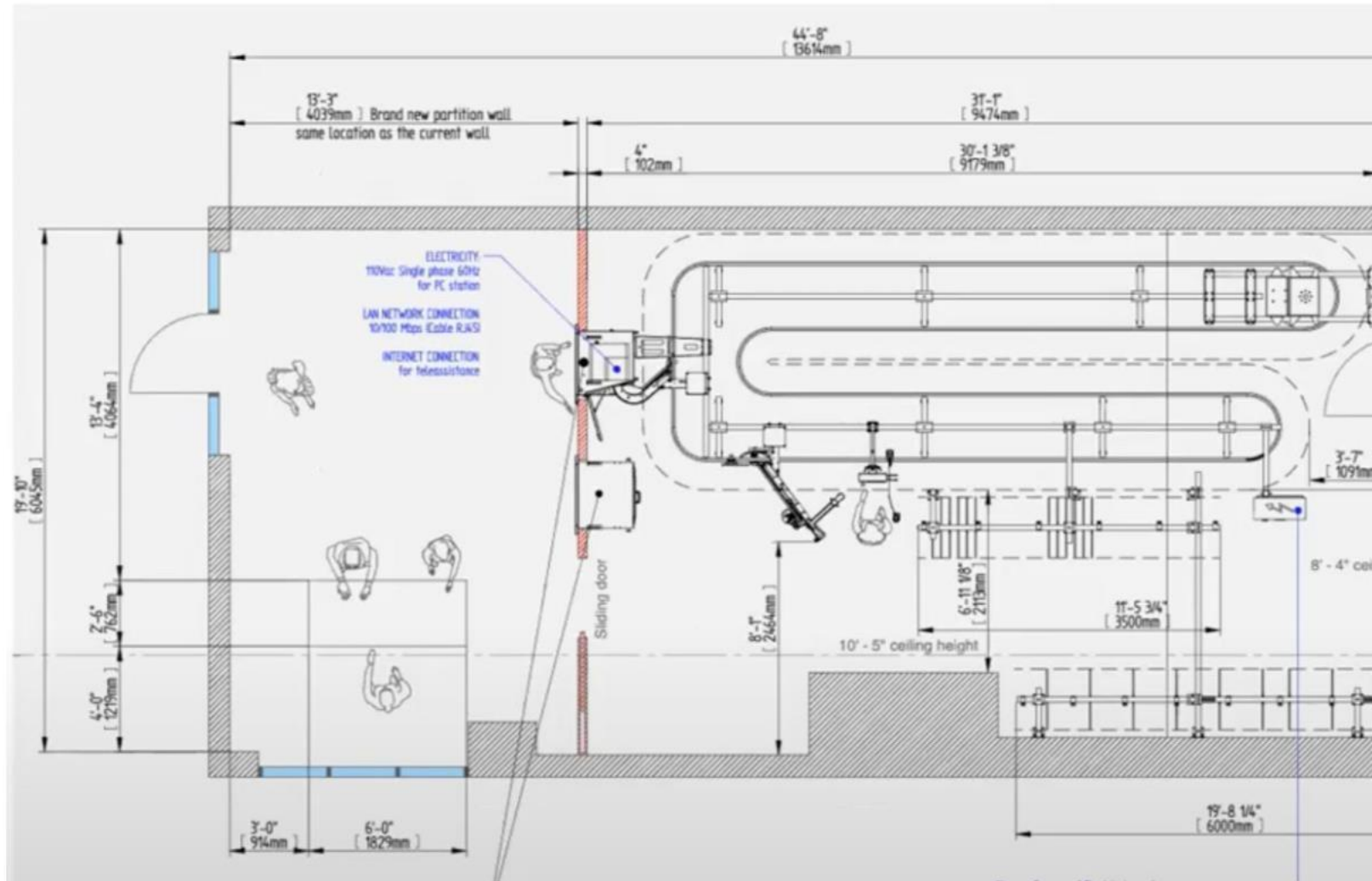
Write a reply...





- Automatic Kiosk
- Test Facility of Hybrid Retail Service
Burke Cleaners - Fort Collins CO

Hybrid Model



ALWAYS OPEN

For Your Convenience

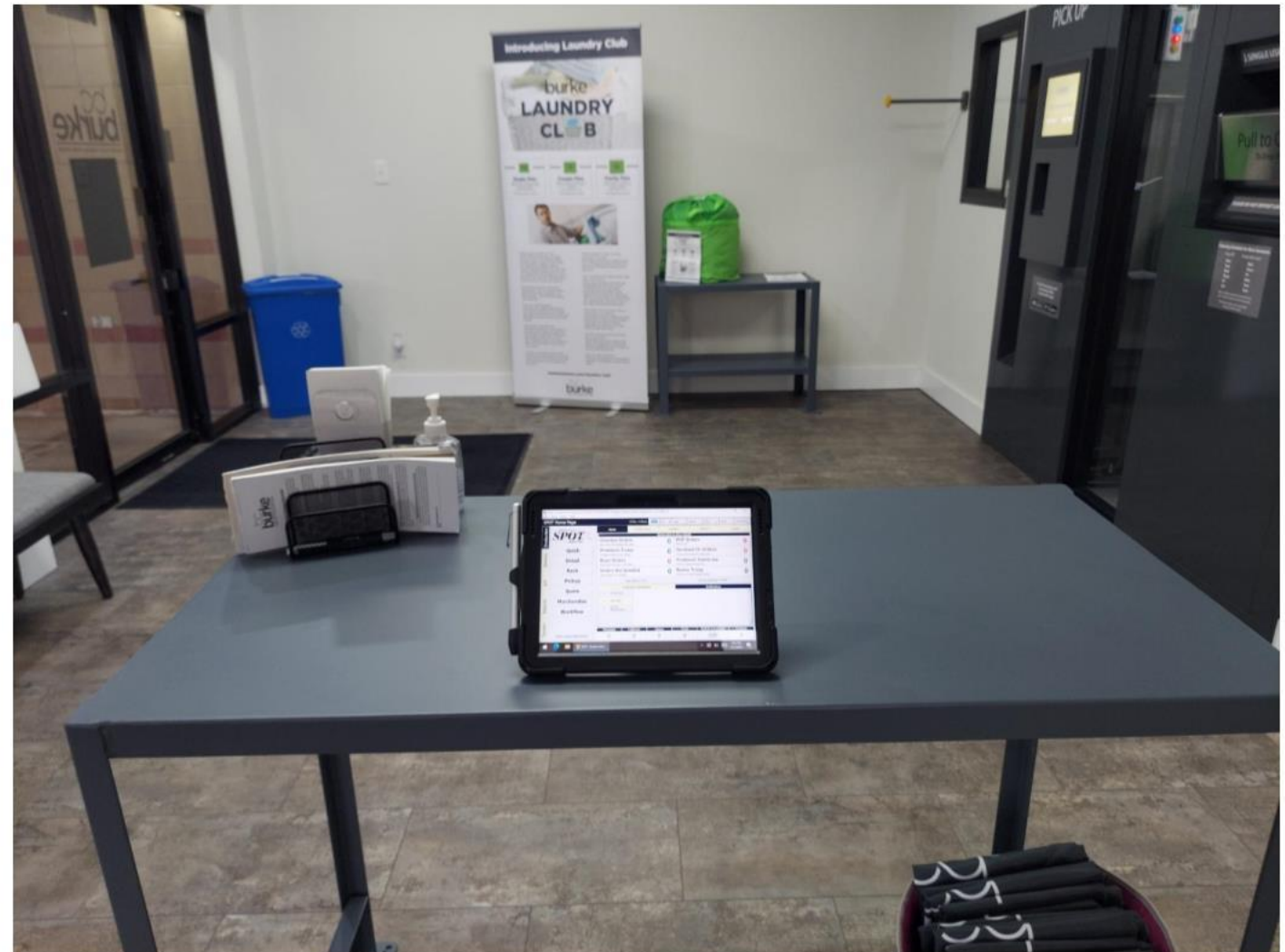
Express Kiosk Pick-Up and Drop-Off



Attendant Hours

Mon-Fri: 9am-5pm

Sat: 10am-2pm



Traditional Drop Store with Kiosk



Observations

- 25-28% of revenue usage through the kiosk.
- Once a customer has used the kiosk, they were consistent patrons of it.
- Customers were reluctant to put a credit card on file.
- Customers were reluctant to try the kiosk for the first time.
- Clerks were reluctant to show the kiosk.

Traditional Drop Store with Kiosk



New Observations

- 100% usage through the kiosk.
- Customers can pay at the kiosk with a credit card
- All transactions go through the kiosk
- Clerks guide customers through the kiosk experience
- Ease of staffing
- Every transaction reinforces market difference

Operating Savings



Labor Comparison		
	Traditional	Hybrid
Hours per Week	\$66.00	\$44.00
Hourly Rate	\$15.00	\$15.00
Weekly Payroll w/ Fringes	\$1,108.80	\$739.20
Monthly Payroll	\$4,804.80	\$3,203.20
Monthly Savings		\$1,601.60

Google Workspace

- Centralized Company Communications
 - Documents, Pictures, Videos, Chat
- Online Learning Platform
 - Procedures, Training Videos, Reference Material

Home

Welcome to the Blue Sky Team Page

Teampage is our intranet site with access to training and learning materials, the company calendar, productivity tools, and more!

Blue Sky Apps contains a number of forms used for reporting issues or getting help, including supply requests, tech/maintenance issues, quality ratings for garments, etc.

Blue Sky University is a resource that contains guides on many aspects of most positions withing Blue Sky Cleaners.

Phone Roster is our company directory, with phone numbers for each of the stores, managers, drivers, and other important contacts. Please be mindful of whether a phone number being given out to non-employees is a personal or business line.

TeamPage has many other useful pages, so make sure you have it bookmarked or saved to your desktop for quick reference, and ask your supervisor or manager if you need an explanation of any sections of this site, or help navigating it.

Blue Sky University

CLICK HERE FOR TOP TEN!

TITLE	LAST MODIFIED
 BSU Top Ten	11/25/19 Unknown user
 Card Reader Guides	11/30/17 Unknown user
 CCL Conference Call Notes	8/1/17 Unknown user
 Customer Service	11/25/19 Unknown user
 Damage	11/25/19 Unknown user
 EOS (Entrepreneurial Operating System)	1/8/19 Unknown user
 Fabrics & Textiles	11/25/19 Unknown user
 Industry Focus	11/25/19 Unknown user
 Safety	3/28/17 Unknown user



Welcome

Best Cleaners is a family-owned garment care business with a commitment to provide the best client service in New York Capital Region. We are happy to have on our team and hope you find this site helpful along your road to success with us

Quick Access



Tools

All the tools, procedures, guidelines and manuals that you need to properly accomplish your daily tasks.



Culture

We believe the way people feel about the work they do, the values they believe in, and working towards a shared vision is the key to our success



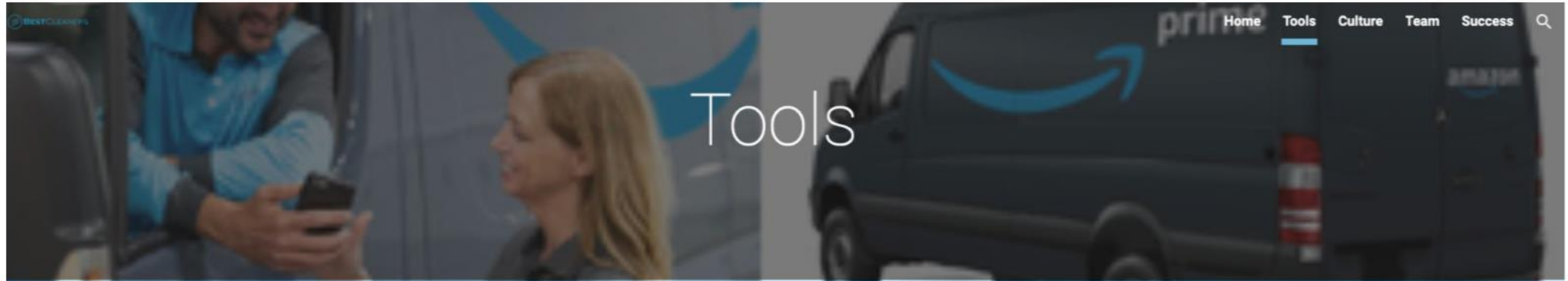
Team

At Best Cleaners the people working together as a team are what make us the best in the capitol region year after year



Success

Your success is our success! Learn of the benefits, personal & professional development pathways & services you have access to as part of our company.



Tools

Safety & Emergency

Emergency ▾

Safety ▾

Security ▾

Team Quick Links

- | | | |
|------------------|--------------------|----------------|
| Store General | Store Open/Close | Production |
| Delivery General | Delivery Start/End | Administration |

Process & Procedures

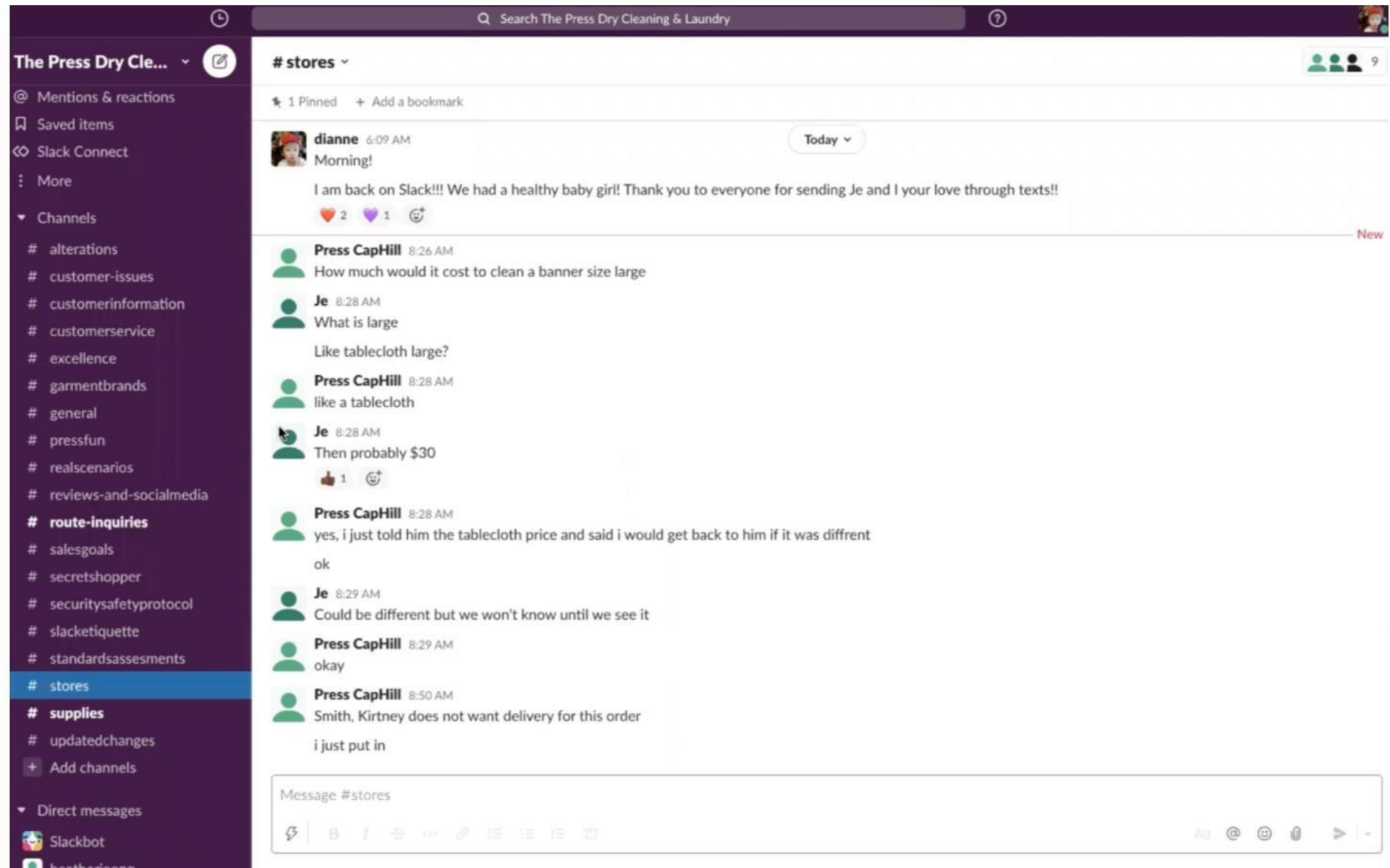
- | | | | |
|------------------|------------------|---------------|-------------|
| Client Relations | Markin-Tagging | Stain Removal | Drycleaning |
| Wetcleaning | Shirts & Laundry | QC-Assembly | Bridal |



- Realtime Support & Resolution
- Centralized Company Communications
 - Documents, Pictures, Videos, Chat
- Online Learning Platform
 - Procedures, Training Videos, Reference Material



Real-time Client Issue Support



The Press Dry Cle... 

@ Mentions & reactions
Saved items
Slack Connect
More

Channels

- # alterations
- # customer-issues
- # customerinformation
- # customerservice
- # excellence
- # garmentbrands
- # general
- # pressfun
- # realscenarios
- # reviews-and-socialmedia
- # route-inquiries
- # salesgoals
- # secretshopper
- # securitysafetyprotocol
- # slacketiquette
- # standardsassessments
- # stores
- # supplies
- # updatedchanges

+ Add channels

Direct messages

- Slackbot
- heatherc...

Search The Press Dry Cleaning & Laundry

stores 

1 Pinned + Add a bookmark

Today

dianne 6:09 AM
Morning!
I am back on Slack!!! We had a healthy baby girl! Thank you to everyone for sending Je and I your love through texts!!
2 1

Press CapHill 8:26 AM
How much would it cost to clean a banner size large

Je 8:28 AM
What is large
Like tablecloth large?

Press CapHill 8:28 AM
like a tablecloth

Je 8:28 AM
Then probably \$30
1

Press CapHill 8:28 AM
yes, i just told him the tablecloth price and said i would get back to him if it was different
ok

Je 8:29 AM
Could be different but we won't know until we see it

Press CapHill 8:29 AM
okay

Press CapHill 8:50 AM
Smith, Kirtney does not want delivery for this order
i just put in

Message #stores

Training Built with a Social Aspect

The Press Dry Cle... ▾

Mentions & reactions
Saved items
Slack Connect
More
Channels
alterations
customer-issues
customerinformation
customerservice
excellence
garmentbrands
general
pressfun
realscenarios
reviews-and-socialmedia
route-inquiries
salesgoals
secretshopper
securitysafetyprotocol
slacketiquette
standardsassessments
stores
supplies
updatedchanges
Add channels
Direct messages
Slackbot
leatherjones

Search The Press Dry Cleaning & Laundry ?

#garmentbrands ▾

Monday, May 17th ▾

PAIR OF TROUSERS ZENGA
Men's x Zegna Wool Single-Bottom
Trousers \$800

PAIR OF TROUSERS ZENGA
Men's x Zegna Covered-Pocket D-
Pantsuit Sport Shirt \$800

They make amazing suits that are thousands of dollars and dress shirts that are a few hundred dollars. But also sweaters and casual wear for \$800-\$900. Terry Lin, a regular of ours loves Zegna.

Last one for today

2 files ▾

Brioni

Super stars like Brad Pitt and Anthony Hopkins are their spokesmodels.

Image from iOS ▾

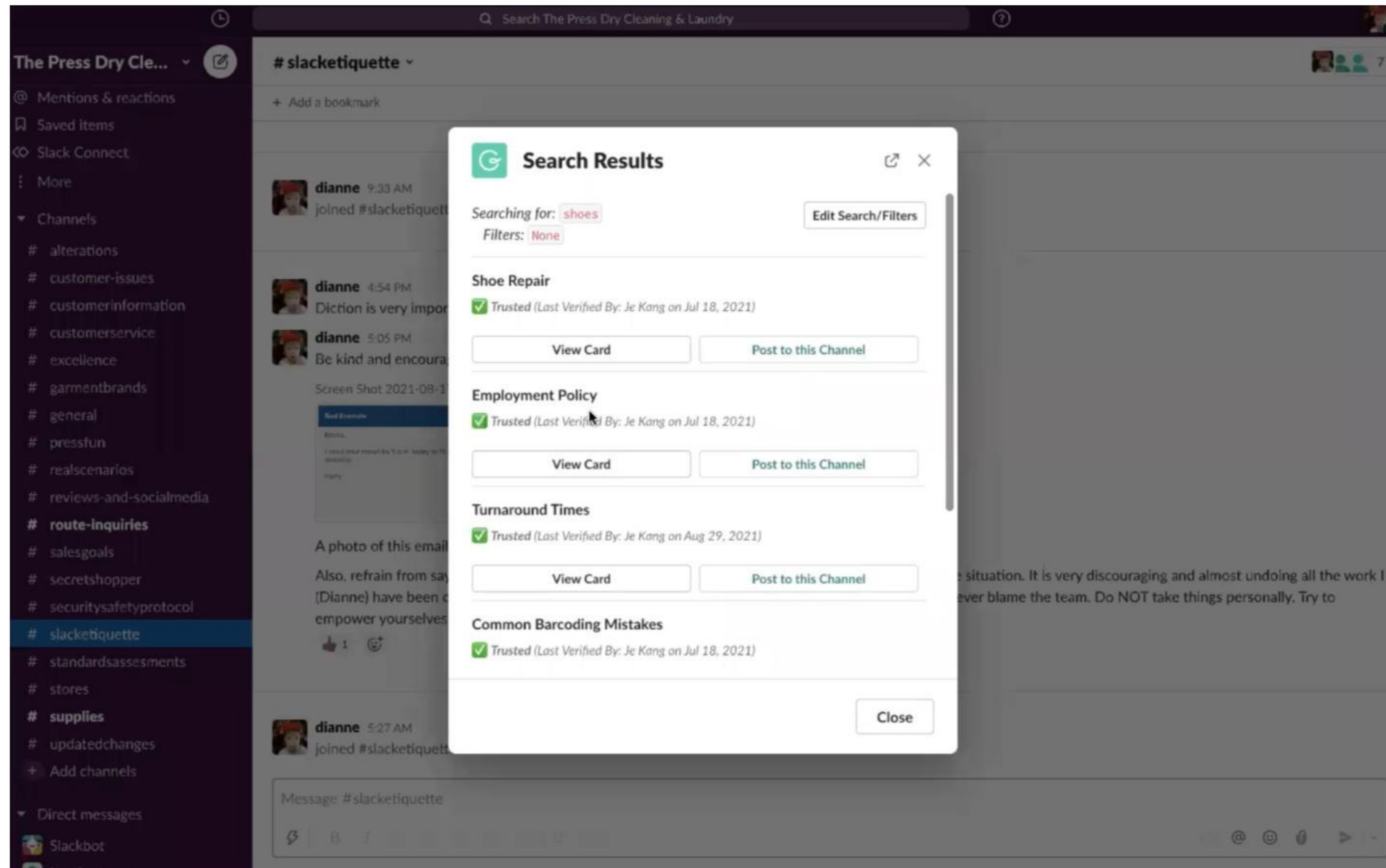
Message #garmentbrands

🔍 B I 📎 🗑️ 🔄 📧 📁 📌 📅

App @ 😊 👤 ➡ ⌨



Keyword Search for Training Cards & Chats

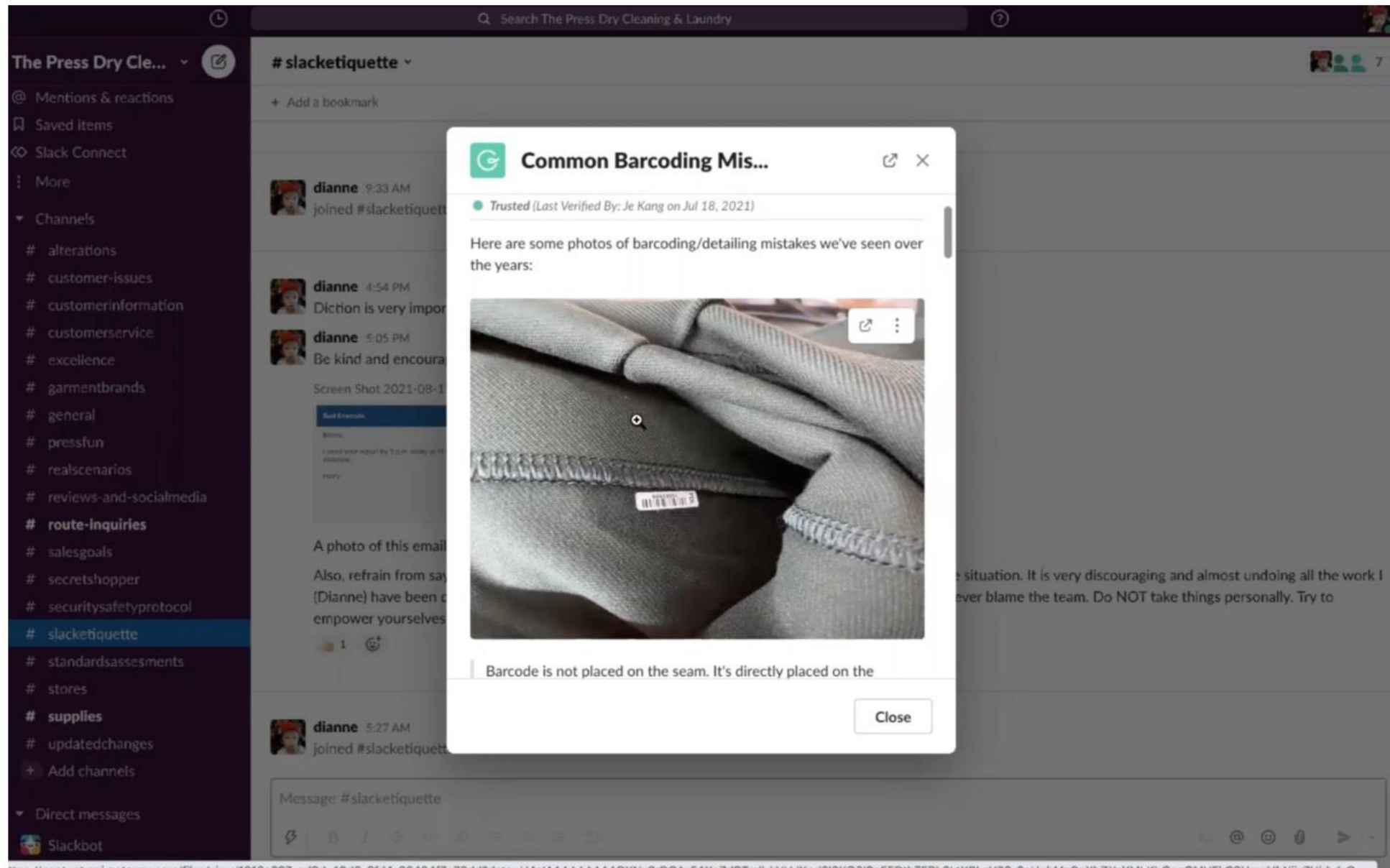


The screenshot shows a Slack workspace for "The Press Dry Cle...". The left sidebar lists various channels, with "# slacketiquette" selected. The main view shows the "# slacketiquette" channel with a search bar at the top. A "Search Results" modal is open, displaying the following information:

- Search Results** (Modal Title)
- Searching for: **shoes**
- Filters: **None**
- Shoe Repair**
 - ✓ Trusted (Last Verified By: Je Kang on Jul 18, 2021)
 - Buttons: View Card, Post to this Channel
- Employment Policy**
 - ✓ Trusted (Last Verified By: Je Kang on Jul 18, 2021)
 - Buttons: View Card, Post to this Channel
- Turnaround Times**
 - ✓ Trusted (Last Verified By: Je Kang on Aug 29, 2021)
 - Buttons: View Card, Post to this Channel
- Common Barcoding Mistakes**
 - ✓ Trusted (Last Verified By: Je Kang on Jul 18, 2021)
 - Buttons: View Card, Post to this Channel
- Buttons: Close



Keyword Search for Training Cards & Chats



The screenshot shows a Slack interface for 'The Press Dry Cle...'. The left sidebar lists various channels, with '# slacketiquette' selected. The main view shows a search results overlay for the keyword 'Common Barcoding Mis...'. The search results include a message from 'dianne' at 9:33 AM, which is a 'Trusted' post (last verified by Je Kang on Jul 18, 2021). The message text reads: 'Here are some photos of barcoding/detailing mistakes we've seen over the years:'. Below the text is a photo of a grey garment with a white barcode label placed directly on the seam. The photo is titled 'Screen Shot 2021-08-11' and has a caption that reads: 'Barcode is not placed on the seam. It's directly placed on the'. The photo also has a 'Close' button in the bottom right corner. The background shows a list of messages in the #slacketiquette channel, including messages from 'dianne' at 4:54 PM and 5:05 PM, and a message from 'dianne' at 5:27 AM.

Q&A

When? Why? How? WHAT? WHERE? WHEN? How? What? Why? When? WHAT? WHEN? Why? When? WHO? WHERE? WHEN? Why? When? WHAT? WHEN? What? HOW? WHEN? WHERE? What? When? WHERE? Why? When? WHAT? WHEN? What? HOW? WHEN? What? WHERE? When? When? WHAT? Why?

Thank you!



Christopher White
Executive Director
America's Best Cleaners

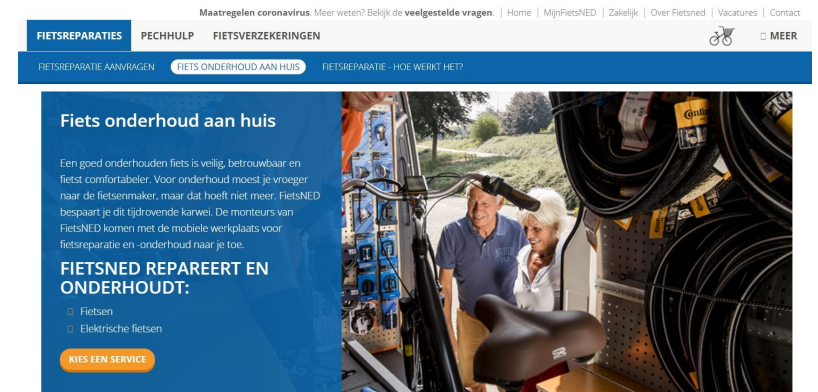
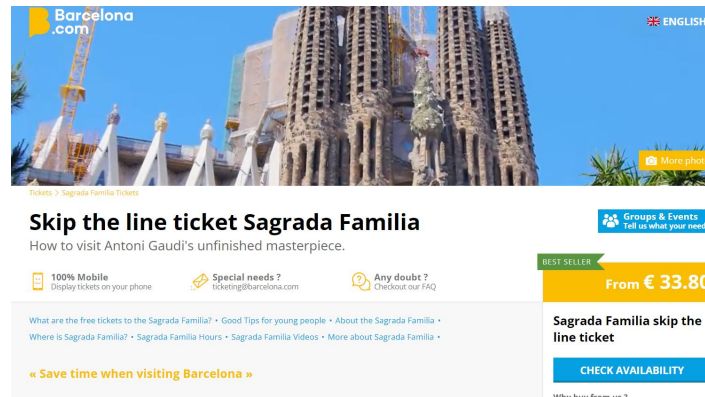
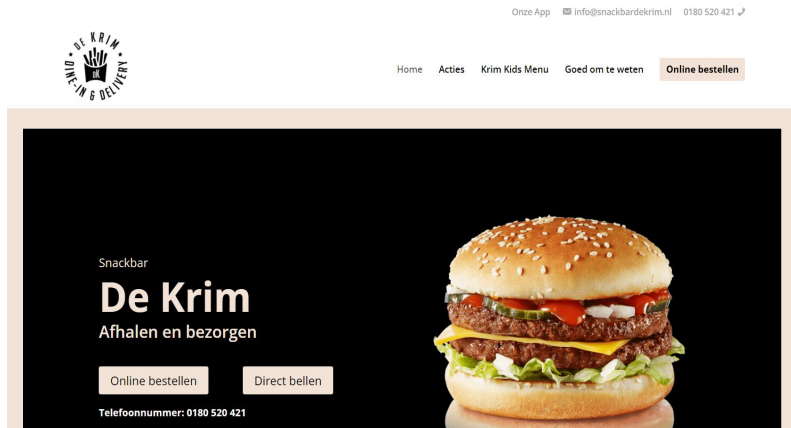


**Succesvolle nieuwe concepten online bestellingen;
Nu en morgen**

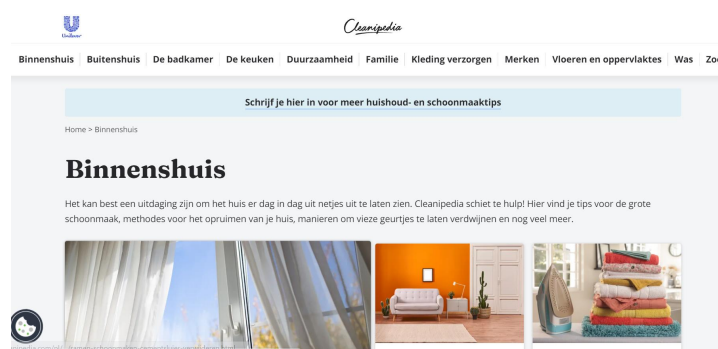
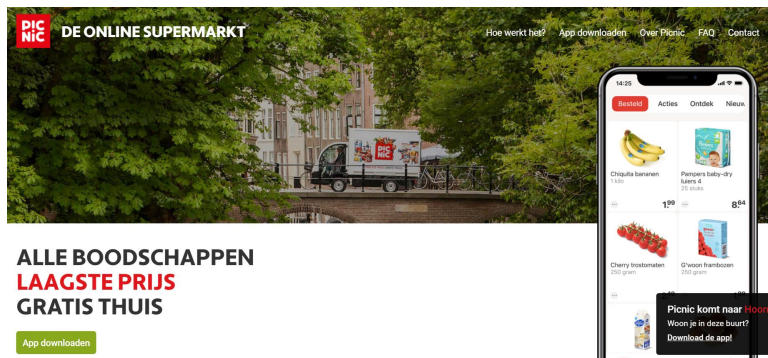
Arthur Linssen



Waarom eigenlijk online bestellen?

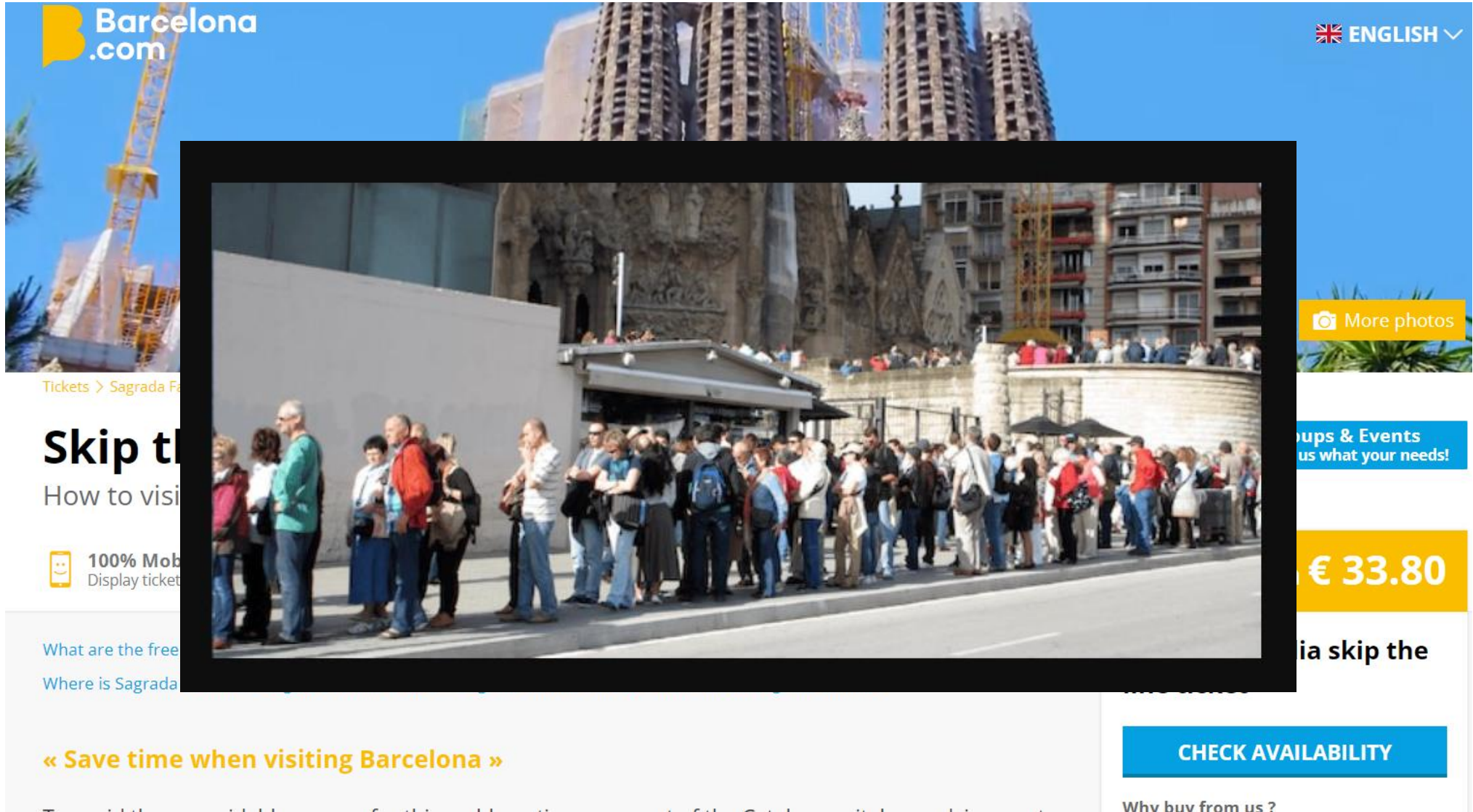


Een paar voorbeelden ...



Online bestellen

- in plaats van in de rij staan -



The screenshot displays the Barcelona.com website interface. At the top left is the 'Barcelona.com' logo. At the top right, there is a language selector showing 'ENGLISH' with a dropdown arrow. The main visual is a large photograph of a long queue of people waiting outside the Sagrada Família in Barcelona. To the left of the queue, the text 'Tickets > Sagrada Família' is visible. Below this, the heading 'Skip the line' is partially shown, followed by 'How to visit'. Further down, there is a '100% Mobile' icon and the text 'Display ticket'. To the right of the queue, there is a 'More photos' button with a camera icon. Below that, a blue button reads 'Groups & Events' with the text 'Discover what your needs!'. A yellow price tag shows '€ 33.80'. Below the price, the text 'via skip the' is visible. At the bottom left, a yellow banner says '« Save time when visiting Barcelona »'. At the bottom right, there is a blue button labeled 'CHECK AVAILABILITY' and a link 'Why buy from us?'.

Barcelona.com

ENGLISH

Tickets > Sagrada Família

Skip the line

How to visit

100% Mobile

Display ticket

More photos

Groups & Events

Discover what your needs!

€ 33.80

via skip the

« Save time when visiting Barcelona »

CHECK AVAILABILITY

Why buy from us?

Online bestellen

- in plaats van in de rij staan -



Producten

Ruimte

Nieuw



Waar ben je naar op zoek?

Klantenservice > Services > Bestellen en Ophalen

Bestellen & Ophalen

Bestel online, kies het gewenste tijdstip waarop jij je bestelling wilt komen ophalen en vanaf €4.99 zorgen wij ervoor dat het voor je klaarligt in de winkel bij jou in de buurt. Zorg je voor dat je je bestelling precies op het door jouw gekozen tijdstip ophaalt?

Prijs Bestellen & Ophalen:

- Bestelling 0 - 100 kg: € 4.99
- Bestelling zwaarder dan 100 kg: € 9.99

Informatie over:

- [Hoe werkt het?](#)





Onze App [✉ info@snackbardekrim.nl](mailto:info@snackbardekrim.nl) 0180 520 421 [📞](#)

[Home](#)[Acties](#)[Krim Kids Menu](#)[Goed om te weten](#)[Online bestellen](#)

Snackbar

De Krim

Afhalen en bezorgen

[Online bestellen](#)[Direct bellen](#)

Telefoonnummer: 0180 520 421

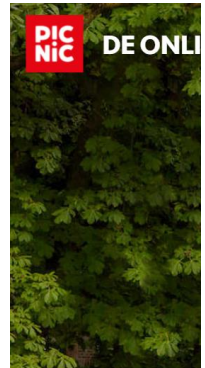
Afhalen

Uiteraard is het mogelijk om je bestelling bij ons af te halen in Krimpen aan den IJssel. Wil je snel geholpen worden? Bestel eenvoudig en snel op onze eigen website en wij zorgen dat je eten klaar staat op het door jou gekozen tijdstip. Betaal direct online snel en veilig met iDEAL, zo hoef je in de winkel niets meer af te rekenen.

[Bekijk menukaart](#) →

Online bestellen

- in plaats van er zelf op uit moeten -



ALLE BOO
LAAGSTE
GRATIS TH

App downloaden



Online bestellen

- in plaats van er zelf op uit moeten -

Maatregelen coronavirus. Meer weten? Bekijk de **veelgestelde vragen**. | [Home](#) | [MijnFietsNED](#) | [Zakelijk](#) | [Over Fietsned](#) | [Vacatures](#) | [Contact](#)

FIETSREPARATIES

PECHHULP

FIETSVERZEKERINGEN



[MEER](#)

FIETSREPARATIE AANVRAGEN

FIETS ONDERHOUD AAN HUIS

FIETSREPARATIE - HOE WERKT HET?

Fiets onderhoud aan huis

Een goed onderhouden fiets is veilig, betrouwbaar en fietst comfortabeler. Voor onderhoud moest je vroeger naar de fietsenmaker, maar dat hoeft niet meer. FietsNED bespaart je dit tijdrovende karwei. De monteurs van FietsNED komen met de mobiele werkplaats voor fietsreparatie en -onderhoud naar je toe.

FIETSNED REPAREERT EN ONDERHOUDT:

- ☐ Fietsen
- ☐ Elektrische fietsen

KIES EEN SERVICE



Maar het begint vaak met een hulpvraag

met een goed wasmiddel als Omo Klein & Krachtig.

Hoe krijg ik inkt uit kleding?

Balpenvlekken verwijderen uit kleding of stift uit kleding halen? Je doet het met onderstaande tips:

- Dep de vlek (zonder heftig schrobben) met een microvezeldoekje tot de vlek niet meer afgeeft.
- Gebruik voor grote vlekken een inktverwijderaar op waterbasis en volg de instructies op de verpakking.
- Dep de vlek opnieuw met een microvezeldoekje en verwijder de resterende inkt.
- Stop het kledingstuk (solo) in de wasmachine en was deze normaal met een verzorgend wasmiddel als Omo Klein & Krachtig.
- Is de inkt uit de kleding? Laat het kledingstuk dan drogen. Zo niet, herhaal dan vorige stappen.

Doe mee met onze poll



Algemene wastips

Was



Altijd donzige en frisse handdoeken

anipedia.com/nl/was/een-spijkerbroek-wassen-doe-je-zo.html



Was

Zoek



Hoe kun je zweetgeur uit

En dan kijken én kopen



De hoogste kwaliteit voor de laagste prijs!

Doorzoek onze recepten



Folders



Nieuwsbrief



Contact



Boodschappenlijst 0

Nu in de folder

Herfst

Glazenactie

Assortiment

Recepten

Lidl Plus

Lidl-Shop

Alle recepten

Herfst

Menugang

Keuken

Thema

> Boodschappenlijst

☐ Alles gekocht



900-g pompoen



zout



peper



Kijken en kopen, ook als het ingewikkeld lijkt

Zoofy zo gefikst. Klussen ▼ Top klussen ▼ [Aanmelden als vakman](#) NL ▼

Regel je klusje zonder

Net als een taxi bestel je nu ook een vakman. Zoofy heeft 6.000 elektriciens, loodgieters, klusjesmannen en meer. Zoofy regelt jouw kleine klussen in en om het huis!

 Zoek hier je klusje

bijv. 'gootsteen ontstoppen' of 'cv onderhouden'

Omschrijf je klus

Wat moet er gebeuren? Is er iets stuk? Moeten we iets aanleggen? Geef zoveel mogelijk informatie over je klus. Zodat de vakman meteen aan de slag kan.

Upload hier jouw foto's:



[Volgende](#)

Ruim 300.000 consumenten zijn je voorgedaan

Waarom Zoofy?

-  Je klus verzekerd tot 2.5 miljoen euro
-  Partners met: Gamma, Praxis, IKEA & Bol
-  Ruim 200.000 mensen gingen je voor.
-  De laatste aanvraag was 3 minuten geleden.
-  Onze vakmannen scoren gemiddeld een 9.2
-  Geen voorrijkosten.

Textielafval Big Bussiness





01

RESALE INDUSTRY

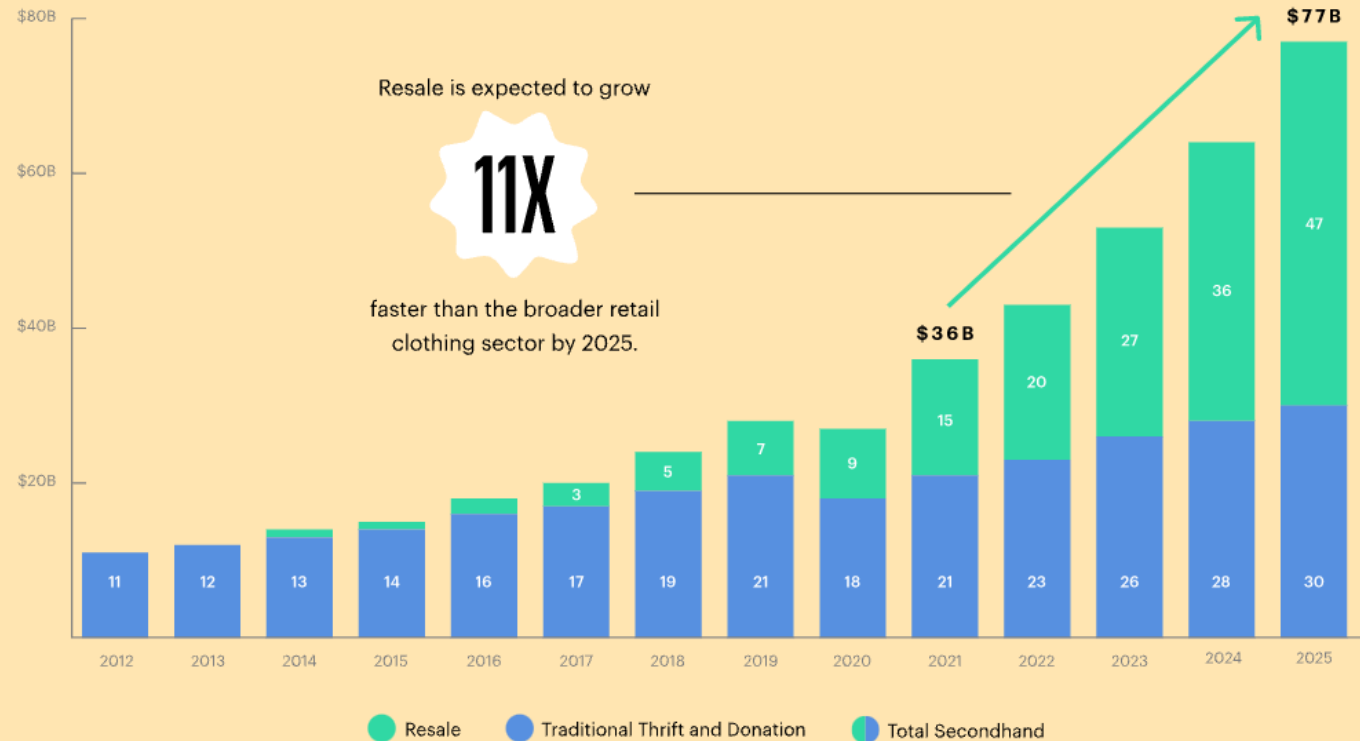
SIZE & IMPACT OF RESALE

Marktcijfers over groei van de
tweedehandskledingmarkt

ThredUP is een US
beursgenoteerde online
winkel in
tweedehandskleding

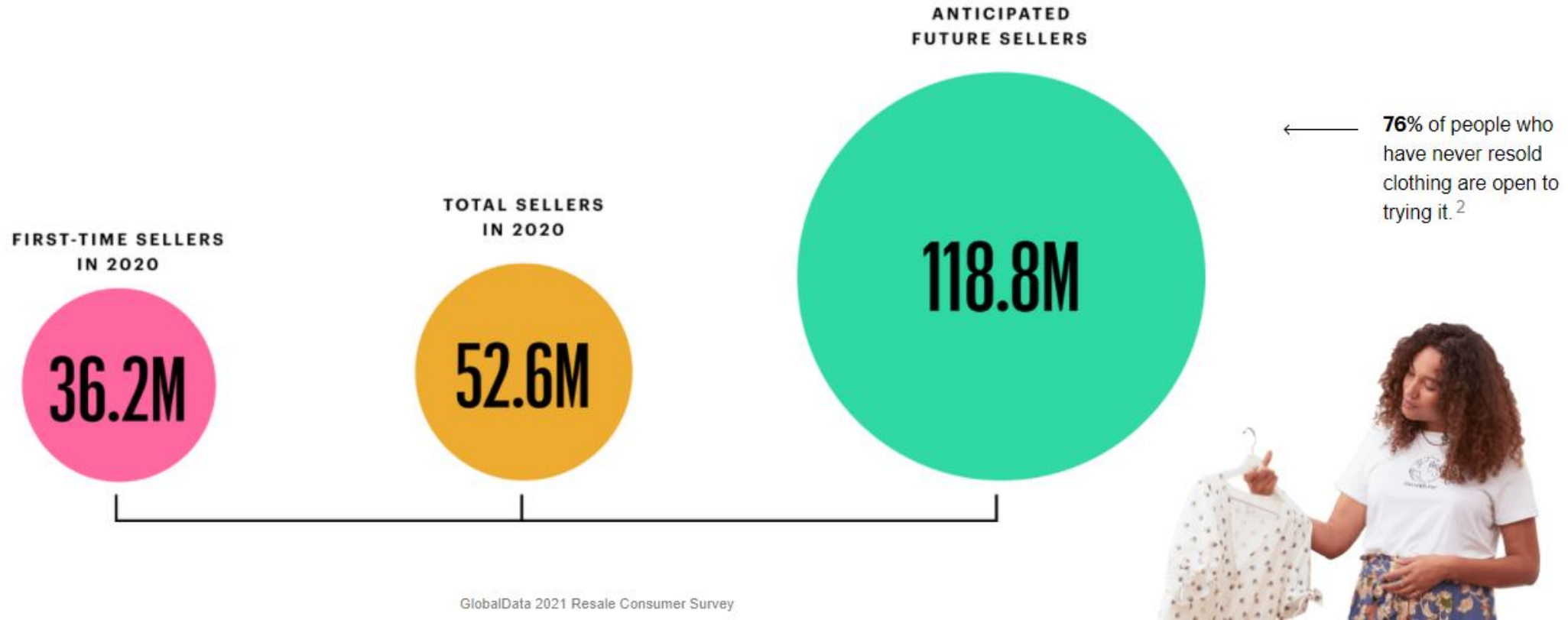
Secondhand Market is Projected to Double in the Next 5 Years, Reaching \$77B

Resale, the sector of secondhand that includes more curated assortments, is driving the growth.



Resale's Projected Growth Is Driven by More Sellers Putting Great Product Into the Market

As it becomes easier to sell clothes online, more consumers are purging their closets.



Fast Fashion Shoppers Switch to Thrift

Nearly

2 IN 5

thrifters say they are replacing fast fashion purchases with secondhand clothing.²

45%

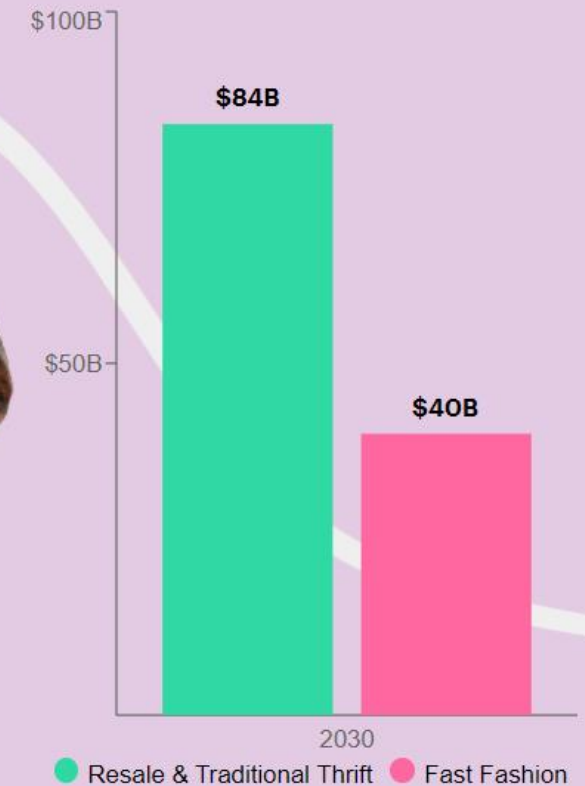
of millennials and Gen Z say they refuse to buy from non-sustainable brands and retailers.²

1 IN 4

consumers say they care less about wearing the latest trends than before the pandemic.²



Secondhand expected to be **2X bigger** than fast fashion by 2030.¹



2020 GlobalData Market Sizing Estimates

Gen Z Has a Totally New Mindset Around Clothing Consumption

The next generation of shoppers have more circular fashion habits.

Disposable → **Reusable**

Gen Z is **165%** more likely than Boomers to consider the resale value of clothing before buying it.²

Single Owner → **Multiple Owners**

Gen Z is **83%** more likely than Boomers to strongly agree that apparel ownership is temporary.²

Throwaway → **Sell**

Gen Z is **33%** more likely than Boomers to have resold clothing.²



En hoe zit dat in Nederland?

- Textielinzameling per hoofd van de bevolking stijgt
- 40% van het textiel wordt gescheiden ingezameld (rest bij restafval)

Figuur 2.2 Textielinzameling per hoofd van de bevolking



Bron: CBS, 2018.

- Het aantal tweedehands-kledingwinkels stijgt alleen al in 2020 met 7%



Welkom!

NETEX

Visie & Beleid

22-09-2021

Pilot Wash & Fold Amsterdam

Leon Wennekes



**TextileCare
Research**

DOOR MSC. LEON WENNEKES

Doe de was de deur uit

Rapportage pilot project mei 2021

"Marktverdubbeling textielverzorging mogelijk"

EY, APRIL 2019

1. Elderly care



2. SME sector



3. Construction



4. Modern consumer



"LAAGHANGEND FRUIT" DOELGROEPEN





Doelstelling

Test nieuwe markt

20-30 AMS huishoudens

1 maand was-abonnement

Product-market fit vinden



MARKETING & CUSTOMER SERVICE

Test verkoopargumenten en
klantwensen in de praktijk



LOGISTIEK

Sluit de e-cargo bike goed aan bij
moderne textielverzorging?



LAUNDRY & DRY CLEANING

Wat is nodig voordat een consument de
was gaat uitbesteden?

PILOT OPZET



A top-down view of a workspace. At the top is a black keyboard. Below it, on a white surface, is a smartphone displaying a bar chart and the text 'online MARKETING'. To the right of the phone is a white cup of coffee. Below the coffee is a pair of tortoiseshell glasses. A green plant is visible on the left side.

Resultaten, analyse & aanbevelingen

Marketing

Doelgroep selectie

Amsterdam straal van 2km binnen ring
Leeftijd per adv anders
Zowel mannen als vrouwen
Bij 'duurzaamheid' filter 'hoger opgeleid'

Potentie: 35.000 - 91.000 personen per adv

Landingspagina

www.doedewasdedeuruit.com

DOE DE WAS DE DEUR UIT

Al vanaf 14,95 EU per week nooit meer zelf wassen & strijken? Jij meer vrije tijd en samen maken we de wereld een beetje schoner.

[Nu aanmelden](#)

Service

Wat we bieden



Learnings

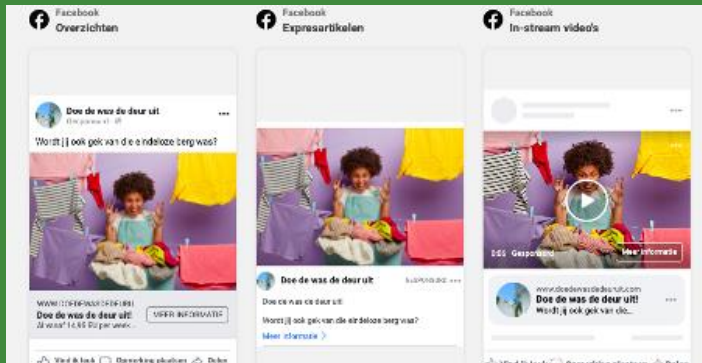
Meer visuele uitleg (waszakken)

FAQ voorkomen customer service

faciliteer lage drempel door 'uitproberen'

Argument 1: Gemak

Tot wel 3 uur vrije tijdsbesparing



Voorbeeld Fb/Insta/LinkedIn ad:

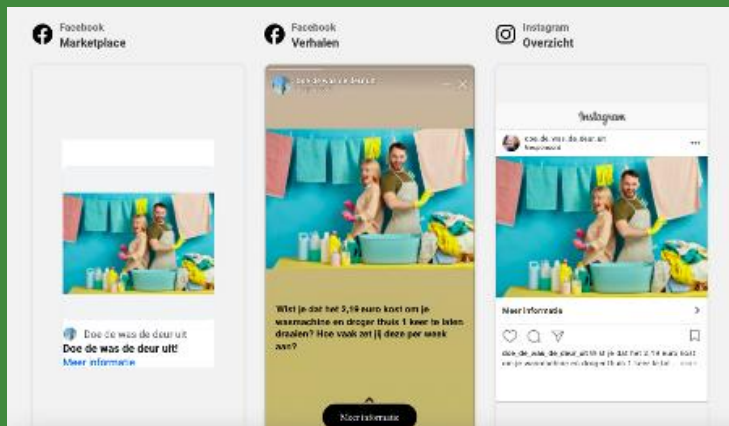


Word jij ook gek van die
eindeloze berg was?

Doe de was de deur uit!

Argument 2: Duurzaamheid

3x duurzamer dan thuiswassen



Voorbeeld Fb/Insta/LinkedIn ad:

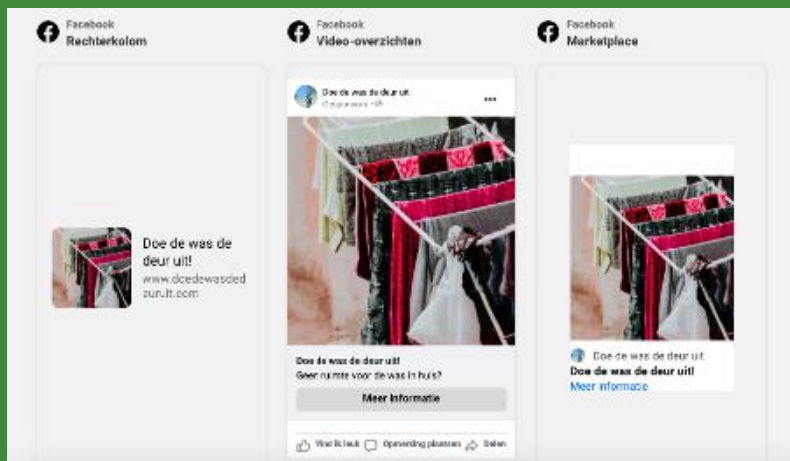


Wist je dat het 2,19 euro per keer kost
om thuis te wassen en drogen?

Doe de was de deur uit!

Argument 3: Ruimtegebrek

Geen natte lappen & rekjes meer



Voorbeeld Fb/Insta/LinkedIn ad:



Geen ruimte voor de was in huis?

Doe de was de deur uit!

Results Facebook / Insta

	Bereik	Weergaven	Frequentie	Besteed bedrag	Klikken op links	CPC (kosten per click)	CTR (doorklikratio)
Gemak	5.504	12.276	2,23	€133,51	112	€1,19	0,91%
Duurzaamheid	3.508	6.405	1,83	€65,43	70	€0,93	1,09%
Ruimtegebrek	7.140	11.121	1,56	€100,92	329	€0,31	2,96%
<u>Facebook pagina</u> <u>'Laundry Land'</u>	4.561	10.670	2,34	€60,00	64	€0,94	0,6%
Totaal	17.045	40.472	2,37	€359,86	575	€0,63	1,42%



Results LinkedIn

	Bereik	Weergaven	Frequentie	Besteed bedrag	Klikken op links	CPC (kosten per click)	CTR (doorklikratio)
Gemak	295	579	1,96	€28,95	4	€7,24	0,69%
Duurzaamheid	606	2.208	3,64	€125,46	49	€2,56	2,22%
Ruimtegebrek	355	960	2,70	€45,59	15	€3,04	1,56%
Totaal	672	3.747	5,58	€200	68	€2,94	1,81%



Duurzaamheid is hot

Direct enkele aanmeldingen

Free publicity voorkomt 'Wij-van-WC-eend-effect'

Via free publicity & bron TNO
vergroot je engagement (90 vs. 28
sec) en geloofwaardigheid



FREE
PUBLICITY



Direct sales

~100 mensen benaderd
6 deelnemers geworven



Tijdrovend maar
zonder meer de
moeite waard om
kwalitatieve
feedback te
verzamelen

Mensen zullen
niet obv 1 simpele
online campagne
de was de deur
uit doen

MAAR INTERESSE OM UIT TE
BESTEDEN IS GEVALIDEERD...



Op welk moment tref jij jouw klant?

1. Bevestiging

2. Info zoeken

3. Alternatieven?

4. koopbeslissing



Breng de klantreis in kaart en optimaliseer het funnel

Redenen om niet deel te nemen



Te intiem (vrouwen)

Waswissel past niet in schema

30-min tijdslot nog steeds te lang

Voorkeur voor ad hoc (stoomgoed)

Net nieuwe wasmachine gekocht

1 pers: Was = kleine moeite (tov kosten)

Gezin: te veel was (te hoge kosten)

'mijn vriendin doet altijd de was

'Het is een mindfulness activiteit voor mij'

'ik kijk TV tijdens het vouwen'

Tijdens Corona minder (nette) kleding

kleding blijft te lang weg

Met baby is zelfs 2 was-wissels onvoldoende

'Ik ben bang dat kleding beschadigd'

[te hoge logistieke kosten in A'dam Noord]

Commitment vergt vertrouwen



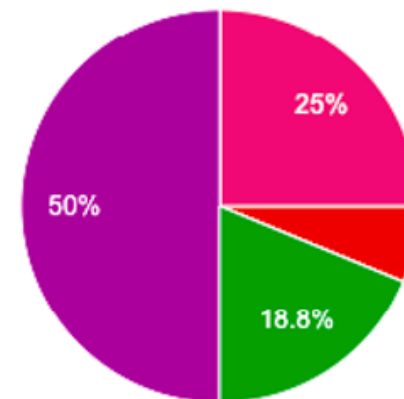
Uitbesteden = enorme stap | 59% was-gewoontes van thuis | leeftijd psychologisch effect

Mix van huishoud types, locatie en
gewenste was-wissel-dagen

Samenstelling pilot groep:

29 aanmeldingen

19 deelnemers



- <30.000 euro
- 30.000 - 50.000 euro
- 50.000 - 75.000 euro
- 75.000 - 100.000 euro
- 100.000 - 200.000 euro
- > 200.000 euro
- Wil ik liever niets over zeggen



Jonge, single professional (m)



Tweeverdieners met 2+ kids

Ideale klantprofiel



Aanbeveling: was netjes



Customer
service

VITAL TO WIN TRUST

Klanten overtuigen is een kunst

WHATSSAPP BUSINESS

Altijd dichtbij via simpel app contact

VISUELE UITLEG PAKKETTEN

Herhaal, herhaal en nog eens herhalen. Bijv.
hoe komt kledingstuk terug?

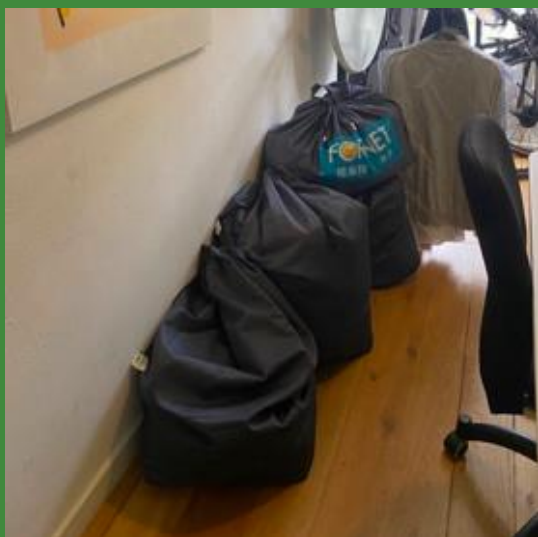


Resultaten, analyse & aanbevelingen

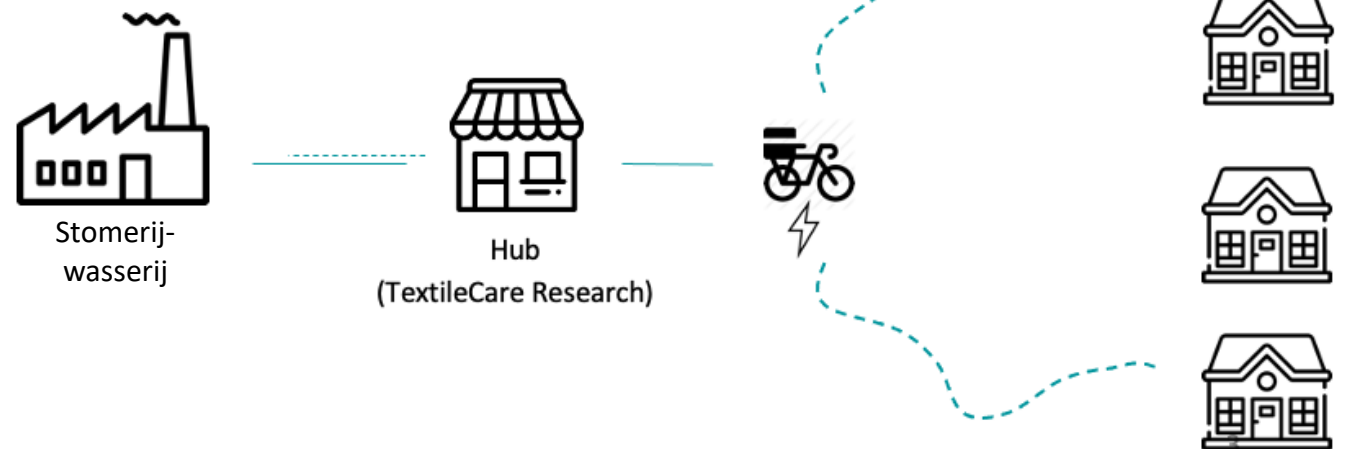
Logistiek

Logistieke setup

Efficiente verwerking & levering



2e slaapkamer als hub functie



Wekelijkse-was-wisseldagen, zoveel mogelijk op vaste momenten



2 standaard type waszakken om het stoom- & wasgoed op te transporteren. Links was voor het 'wash & fold' pakket, rechts voor het 'Clean & Press' pakket.

Volume & kwaliteit borging



4-6 stops per route
Max 40 hangende stuks

NOTE! Slim inplannen van
1) huishoudgrootte 2) # wissels per
week 3) type abonnement

Volume & kwaliteitsborging



Veel meer volume

MAAR...

Wel 6 meter lang

e-Cargo bike + trailer

ACTIERADIUS

Met 4-6 stops in een route nooit een probleem

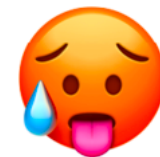
In combinatie met de trailer 2x zo snel leeg

Resultierend in onnodige communicatie en kosten

2e accu makkelijk mee te nemen



Route van 10 mei met e-bike + trailer



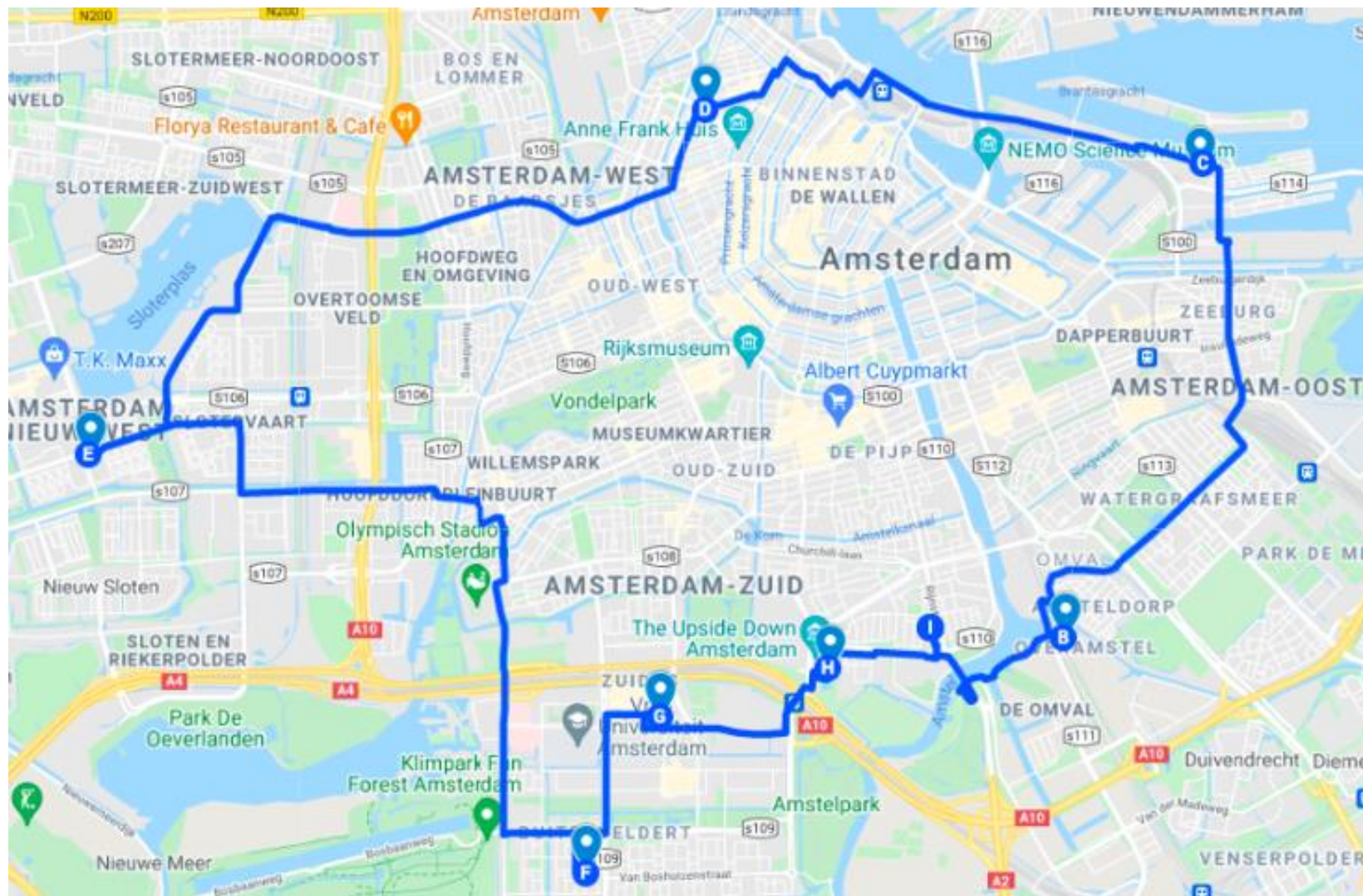
Heerlijk in het zonnetje...

... maar challenging in de regen

SLECHT WEER BESTAAT NIET;
SLECHTE KLEDING WEL...



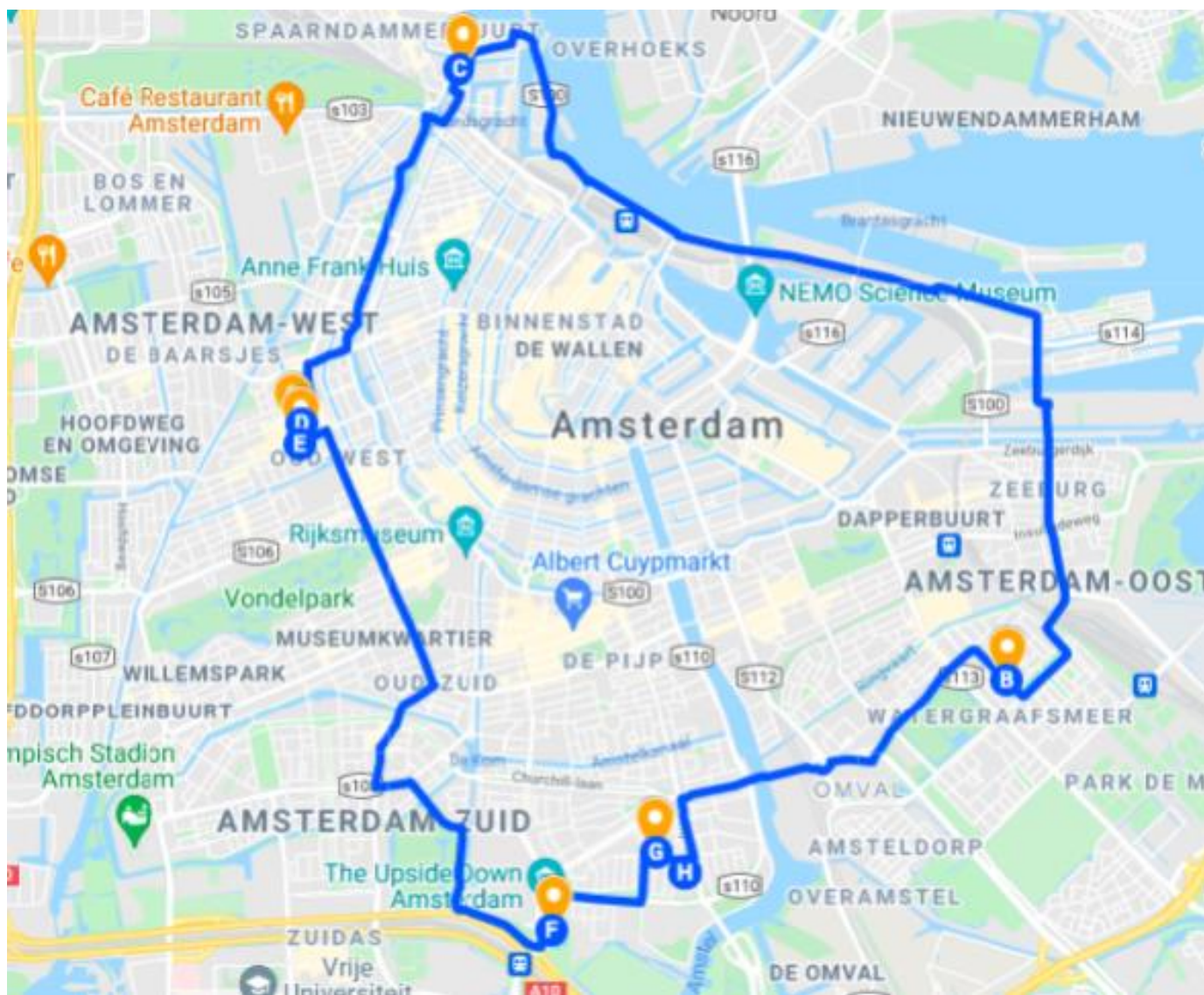
Route efficiëntie



MAANDAG ROUTE

31 km met 1 bewuste stop in Amsterdam Nieuw-West die redelijk ver buiten de ring ligt.

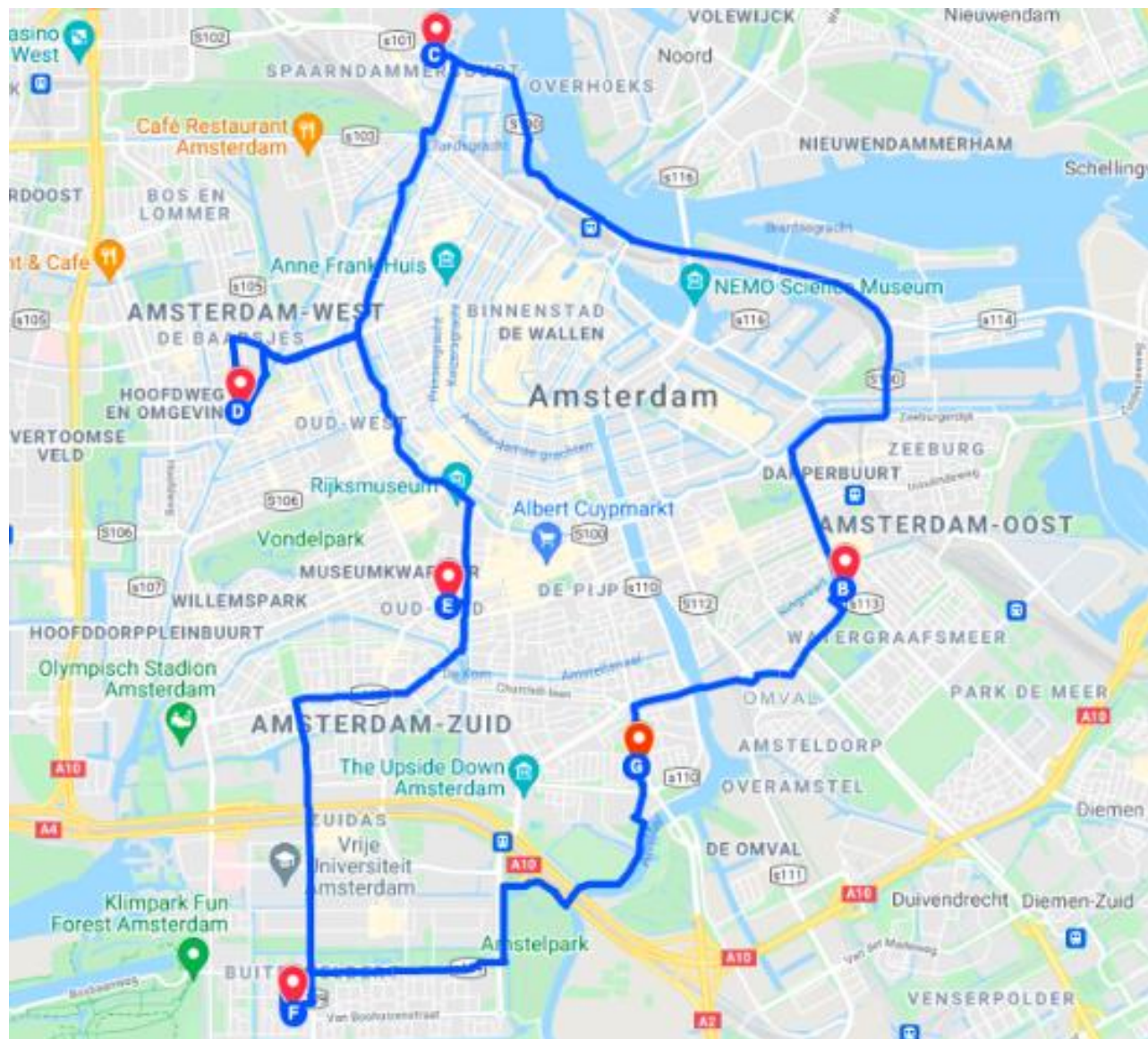
Route efficiëntie



WOENSDAG ROUTE

20 km

Route efficiëntie



DONDERDAG ROUTE

27 km

Route efficiëntie

Week nr.	Datum	Tijd	Totale tijdsduur	Actieve tijdsduur (excl. Pauze*)	Aantal stops	# stops per uur	# stops per uur excl. pauze
1	Maandag 3 mei	14.15-17.45	210 minuten	180 minuten	9	2,57	3
	Woensdag 5 mei	14.30-16.15	105 minuten	105 minuten	6	3,43	3,43
	Donderdag 6 mei	13.15-18.00	285 minuten	150 minuten	7	1,47	2,8
2	Maandag 10 mei	13.40-18.00	260 minuten	260 minuten	11	2,56	2,56
	Woensdag 12 mei	10.15-10.45 17.00-17.30 18.50-19.15	85 minuten	85 minuten	4	2,82	2,82
	Donderdag 13 mei	8.00-9.00 12.05-14.45	220 minuten	160 minuten	8	2,18	3
3	Maandag 17 mei	11.00-11.45 14.25-18.00	260 minuten	245 minuten	10	2,31	2,44
	Woensdag 19 mei	14.30-15.00 17.00-18.00	90 minuten	90 minuten	6	4	4
	Donderdag 20 mei	13.40-14.45 16.55-17.35	105 minuten	105 minuten	6	3,43	3,43

A person's hand holding a yellow pencil, pointing at a line graph on a document titled 'Capacity planning'. The graph shows a line with data points and a shaded area. The document is part of a 'Financial plan of company development' and includes a 'Table N° 15'.

Route
efficiëntie

Conclusies

Zelfs met deze routes al 3-4 stops per uur haalbaar

Met 1-2 stadsdelen per route is 5-6 stops haalbaar

5-8 min uitlaadtijd afhankelijk van woonvorm

Gebruik marketing om routes te verdichten

Toekomstperspectief:

- 7 stops haalbaar
- Onderzoek (aug 2021) van 'Possible': 10 stops



Verbeterpunten logistiek

(OVER)DUIDELIJKE COMMUNICATIE

Missers zijn vervelend en duur

NON-PERSOONLIJKE WAS-WISSEL

Via concierge, shop-in-shop, lockers, etc.

APP = FLEXIBILITEIT

Klanten willen graag zelf, snel en eenvoudig de was-wissel kunnen aanpassen

A man with dark hair, wearing a blue jacket over a maroon sweater, is smiling and giving a thumbs up. He is standing next to a black cargo bike. A silver delivery box is mounted on the bike, and its top is open, revealing blue and yellow patterned items inside. The box has the word 'KORNET.' printed on it. The bike has a pink 'DOCKR' sticker on the frame and 'URBAN ARROW' written on the rear fender. The background is a paved area with a manhole cover.

Conclusie:
perfecte fit!



Resultaten, analyse & aanbevelingen

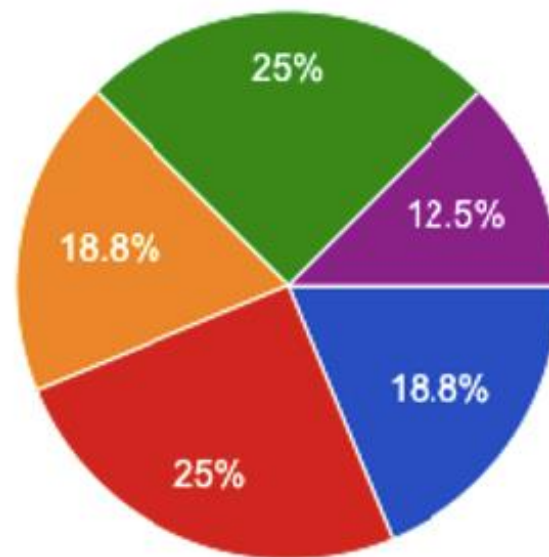
Laundry & dry cleaning



Was gewoontes

Gewoontes mbt de wekelijkse stapel wasgoed

Hoe vaak draait de wasmachine normaal gesproken in jouw/jullie huishouden?



- 1x per week
- 2x per week
- 3x per week
- 4x per week
- 5x per week
- Meer dan 5x per week

BABY'S = VEEL WASJES

Resultaten komen overeen met NIBUD behalve bij baby's



Was gewoontes

Gewoontes mbt de wekelijkse stapel wasgoed

Wie doet de was bij jou/jullie in het huishouden?

- Bij slechts 2/19 huishoudens is de vrouw 100% verantwoordelijk voor de was
- Zeker bij jongere stellen is de mening 'gezamenlijke verantwoordelijkheid' sterk
- Veelal wordt aangegeven dat de vrouw wel vaker met de was bezig is

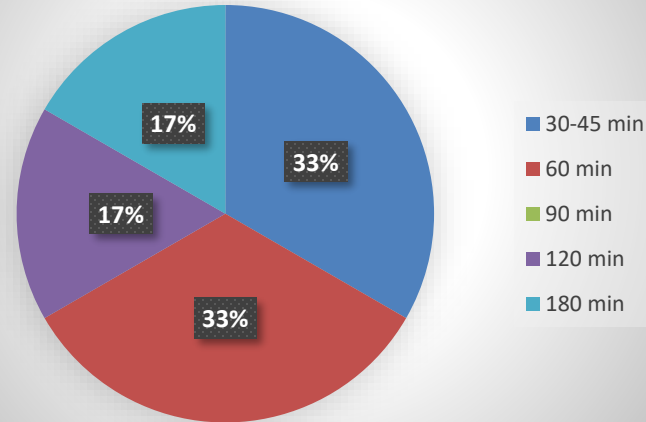


Was gewoontes

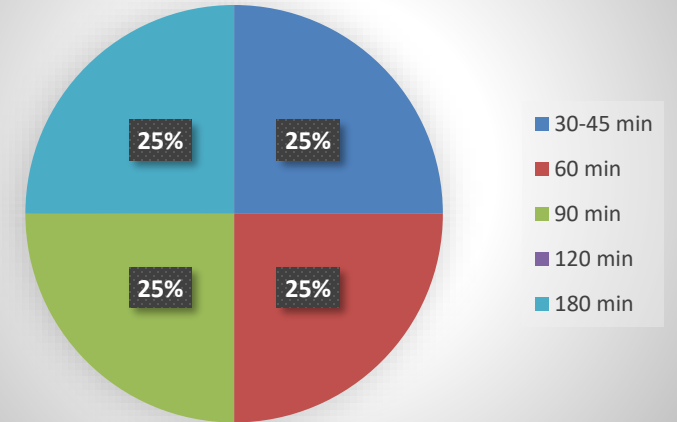
Gewoontes mbt de wekelijkse stapel wasgoed

Hoeveel tijd wordt er wekelijks aan de was besteed in jouw/jullie huishouden?

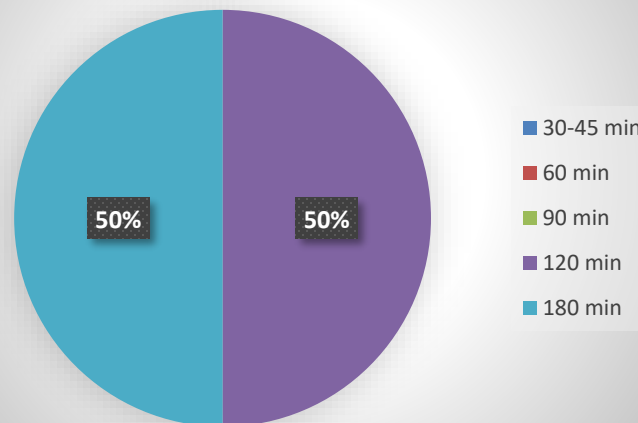
1-persoonshuishouden



2-persoonshuishouden



3+ persoonshuishouden



1 pers: weinig pijn m.u.v. strijkgoed

2 pers: te veel spreiding, geen idee

3 pers: overeenkomst met NIBUD; meer bewust

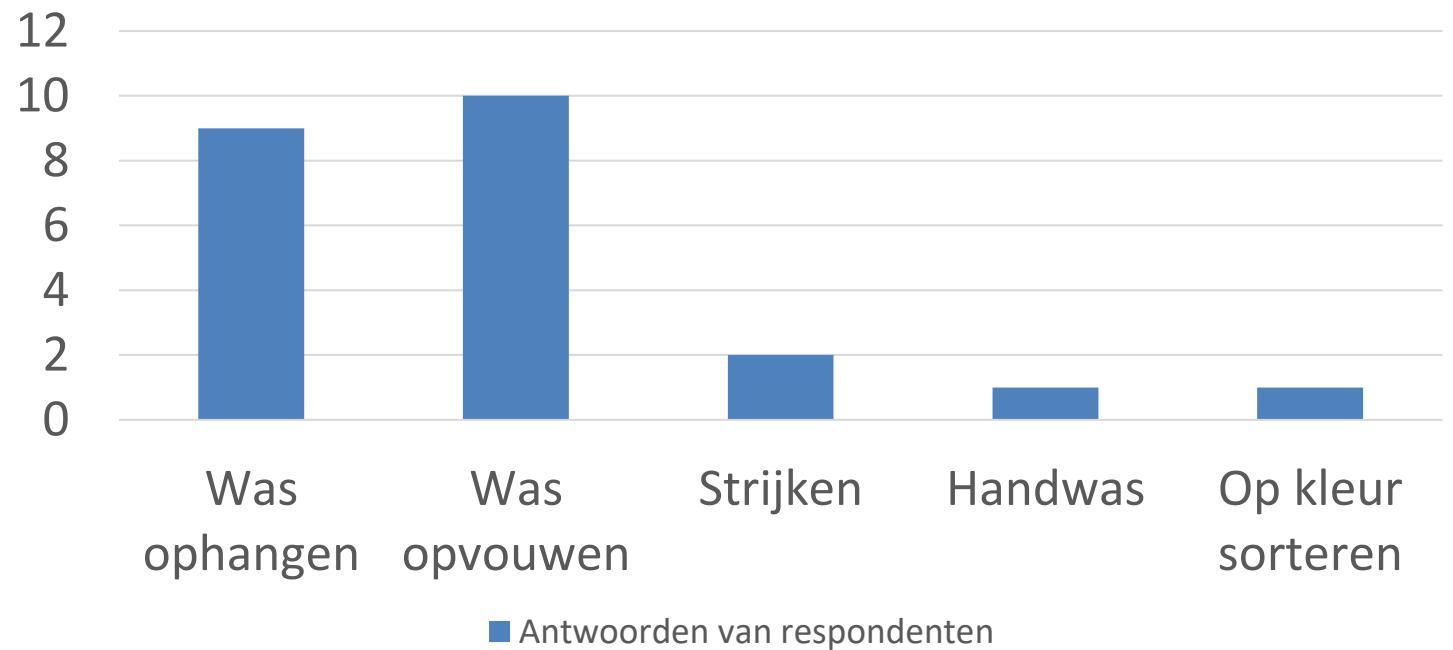


Was gewoontes

Gewoontes mbt de wekelijkse stapel wasgoed

Welke specifieke aspecten van 'de was doen' nemen voor jou het meeste (vrije) tijd in beslag?

Antwoorden van respondenten



Twee duidelijke winnaars mbt pijnpunten

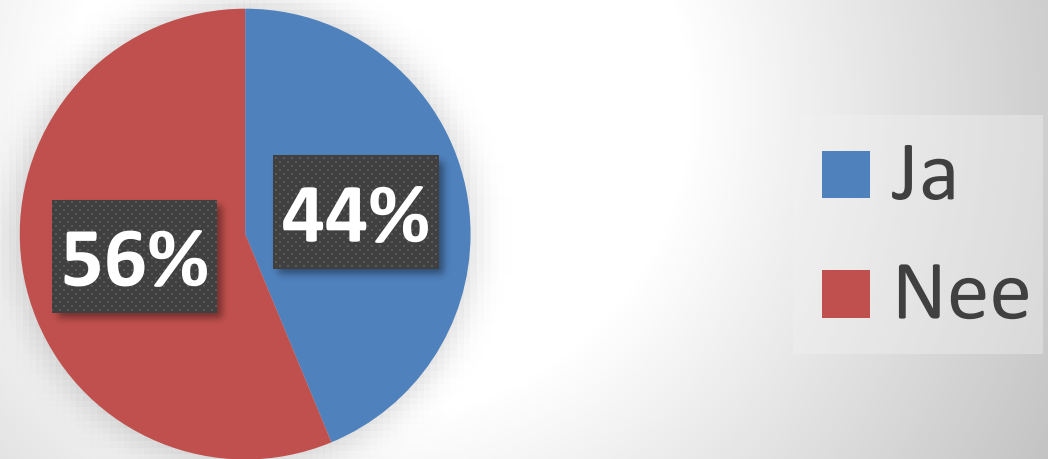


Was gewoontes

Gewoontes mbt de wekelijkse stapel wasgoed

Vind je het vervelend om de wekelijkse stapel was te moeten doen?

Antwoorden van respondenten



- 1) Denk aan de context waarbinnen deze vraag wordt gesteld!
- 2) Resultaat komt overeen met ABN onderzoek PAAS (40,9%)



Was gewoontes

Gewoontes mbt de wekelijkse stapel wasgoed

Wat zijn je grootste ergernissen met betrekking tot de was?

RUIMTEGEBREK

Verreweg het meest genoemd → gericht targeten.

GEZINNEN

huishoudens met 2+ kinderen hebben bodemloze put aan de was dus meeste tijdswinst is hier te behalen

STRIJKEN

9/19 strijkt wel eens; de helft heeft er een hekel aan

OVERIG

‘Vergeten uit machine te halen’, ‘vlekken blijven achter’, ‘ophangen beddengoed’ en ‘moet de deur uit om bij wasserette te wassen’



Was gewoontes

Gewoontes mbt de wekelijkse stapel wasgoed

Ga je wel eens naar de stomerij en zo ja hoe vaak?

- Slechts 1/19 huishoudens nooit
- 47% gaat 2-4x per jaar voor bulky items
- 47% is maandelijks (of meer) klant

Frustraties

- Beperkte openingstijden
- Inconsistente kwaliteit
- Zelf halen & brengen
- Veel plastic & hangers
- (Relatief) hoge prijs



Wash & fold
kilo's

Nr.	Grootte huishouden	Beroep	Pakketkeuze	AVG KG per week	Wat werd thuis gewassen
1	1	Financieel professional (zzp)	<u>Wash & fold</u>	5,1	-
2	1	Accountmanager	<u>Wash & fold</u>	4,6	-
3	1	Advocaat	Combinatie	4,8	(deel van) ondergoed
4	1	Ondernemer	Clean & press	-	-
5	1	In between jobs	<u>Wash & fold</u>	5,0	Ondergoed + dagelijkse kleding
6	1	Manager data analytics	<u>Wash & fold</u>	9,6	Soms sportkleding
7	1	<u>Project manager</u>	<u>Wash & fold</u>	5,2	-
8	2	Jurist + ondernemer	Combinatie	7,4	Ondergoed
9	2	Dokter + salesmanager	Combinatie	6,5	Dagelijkse kleding (incl. ondergoed)
10	2	CX lead + projectmanager	<u>Wash & fold</u>	13,1	<u>Soms sportkleding</u>
11	2	Vastgoed consultant + advocaat	Combinatie	11,7	Ondergoed + kleding die tijdig weer nodig was
12	2	Producer (zzp) + ?	Combinatie	8,0	Kostbare kleding (zijde)
13	2	?	Combinatie	2,2	-
14	4 (incl. baby)	<u>TV producer + concert producer</u>	Combinatie	12,2	Ondergoed + handdoeken
15	4	<u>Hotel manager</u>	Combinatie	11,1	Ondergoed + beddengoed
16	4 (incl. baby)	Ondernemer + zzp'er	Combinatie	7,1	Dagelijkse kinderkleding
17	3	TV & events producer (zzp) + business controller (zzp)	<u>Wash & fold</u>	9,6	Ondergoed & sokken
18	4	Bewegingswetenschapper	<u>Wash & fold</u>	11,7	Wollen truien, <u>BH's</u> en soms sportkleding
19	6 (incl. baby)	Eigen zaak	Combinatie	14,1	Bepaalde rokken

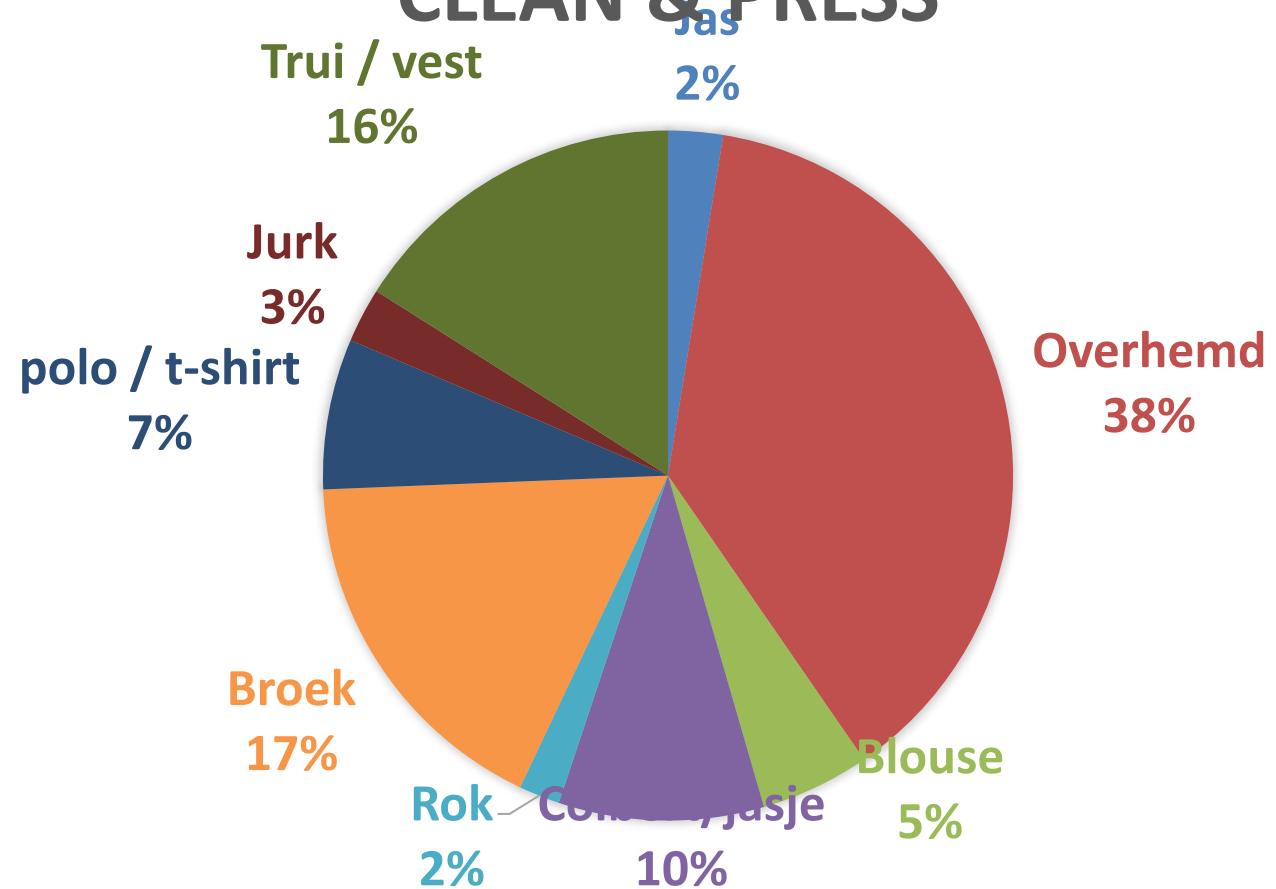
1 pers. Huishouden = 6 kg
2 pers. Huishouden = 10-12 kg
3+ pers. Huishouden – tot 15 kg

Sporters (nr. 6) hebben zichtbaar meer was

Wat werd niet ingeleverd:
Ondergoed & sokken (+ aanvulling)
Zijde kleding (angst op krimp)
Sportkleding die snel nodig is



VERDELING INGELEVERDE ITEMS 'CLEAN & PRESS'



Clean & Press
aantallen

VOLLEDIGE PAKKET VEELAL NIET BENUT (80-90%)

VEEL OVERHEMDEN (VS. TRADITIONELE STOMERIJ)

Belangrijkste learnings



A young woman with long brown hair, wearing a red sweater, stands in front of a window. She is holding up a yellow shirt in her right hand and a pair of blue jeans in her left hand. The background shows a window with white frames and a grey wall. The lighting is soft, coming from the window.

1. Kleding is & blijft emotie

Voor >50% van deelnemers

2. WASZAKKEN

Waszakken zijn essentieel om volume te reguleren

Zodra je wekelijks wisselt is misbruik niet meer voorgekomen

Waszakken iets te groot voor 1-2 pers. huishouden

Waszakken propvol (bij eerste wissel)



A woman with dark hair tied back is sitting on a bed, holding a blue long-sleeved sweater up to her face and inhaling deeply. She is wearing a dark green patterned top. The background is a plain, light-colored wall. The image has a semi-transparent dark overlay.

3. Schone, fris ruikende was die direct de
kast in kan is een feestje!

TEST TEST TEST



4. Tijdens COVID minder
formeel kleding maar ook
uberhaupt minder kleding



6. Enkele gaven aan
eerder P-kleding te kopen
bij een dergelijke service.

Waardering voor
reparatie & alteratie



7. 'Op eigen risico' is dodelijk voor klantbeleving



Verbeterpunten



Klantbeleving: Plastic ≠ duurzaam

Recycling?!

Meer functionele waszak die bijv rechttop blijft staan?!



(Over)duidelijke communicatie welke kledingstuk in welke waszak hoort!



Clean & Press

[See price list](#)

OptiClean, dry clean, wash or hand wash? We know what's best for your fabrics

Shirt	AED 13
Suit jacket	AED 31
Short dress	AED 30
Skirt	AED 14
Pants	AED 14

[Learn more](#)



Homecare®

Only AED 75 per bag

Fill the bag with linens, bedding, towels and more. We will clean and perfectly press your items



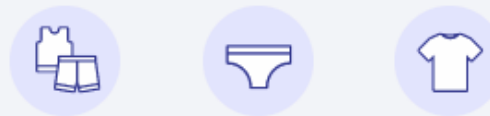
[Learn more](#)



Wash & Fold

Only AED 65 per bag

Fill the bag to the top with your activewear, homewear and clothing that don't need pressing. We will clean and neatly fold your items



[Learn more](#)

Aanbeveling:

Waszak als wasmand?

Instructie bedrukken

Stijlvol bevordert gebruik?!

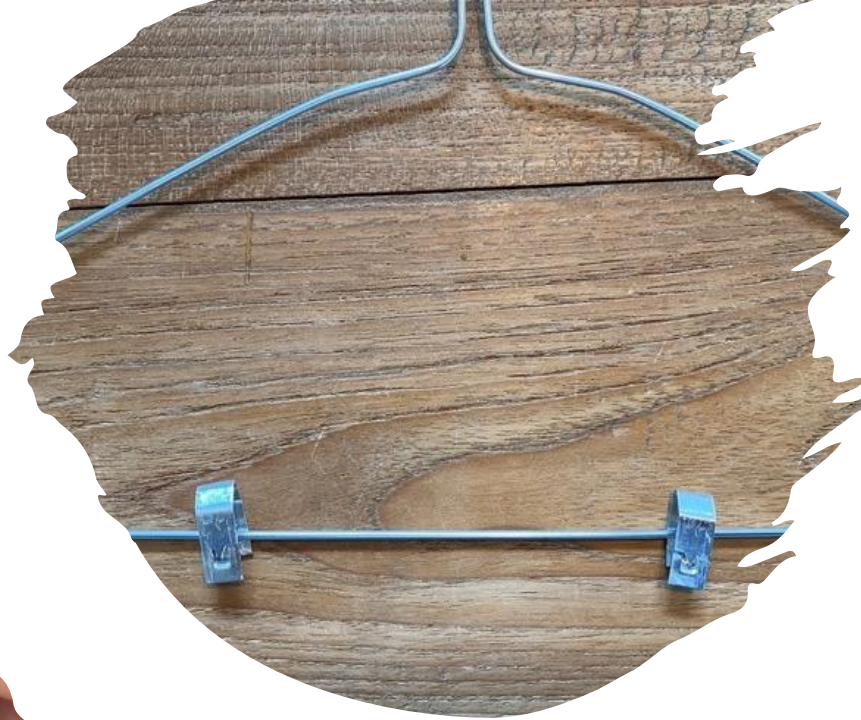
Functioneel bevordert gebruik?

Waszak = identificatie middel

Voorbeeld “Washmen – UAE”



Zorg ervoor dat kleding consistent bij elkaar wordt opgestapeld zodat het zo de kast in kan



Geen gebruik van scherpe
klemmetjes zoals bij deze rok



Wisselende kwaliteit hoe
wash & fold uit de zak
komt; proces strakker
standaardiseren?!



Vb. Baby vestje; Clean & press of wash & fold??

Laat klant keuze maken
Verkeerd gesorteerd? Kans voor upselling
'IKEA effect'



Specialistisch herstel
benadrukt autoriteit



Klant sorteert verkeerd? Kans voor upselling ipv 'schade'

Uitdaging: laat zien dat kleding juist langer mee gaat



Specifieke vraag naar 'linnenpakketjes'

- 1) hangt meer in de weg
- 2) minder emotie
- 3) eens per week is prima

Vetvlekken

Vlekken werden pas zichtbaar
na het wassen

Niet uit te leggen, zeker niet
aan wildvreemde klant

Erg kostbaar (logistiek, extra
bewerking, reputatieschade)

Was proces herevalueren

- 1) tijdig vlek te spotten
- 2) klant te informeren

Vlekken die er nog op zitten na reiniging is
dodelijk voor klantbeleving



Gebruik van spelden = risico



Aanbeveling:
(tijdelijk) heatsealen?
2-paar ogen check
Spelden eraf halen

Na behandeling 'weer als nieuw'

Gebruik van spelden = risico



Niets mis mee toch?!

Voor de klant wel!

- Deelnemer haakt af
- Product niet meer geschikt voor recommerce

Verloren items

Een sok raak je snel uit het zicht!



→ Tijdige communicatie met klant

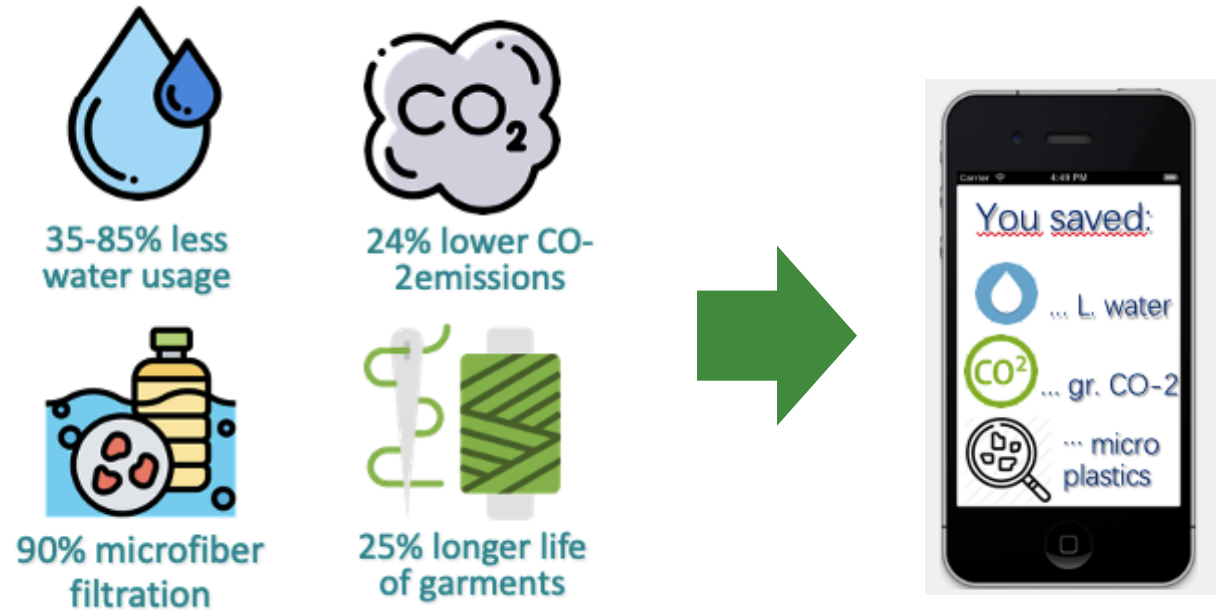
Duurzaamheid inzichtelijk maken

Visuele uitleg

Vergelijk praktijk (eigen
wasmachine + droger)

Onderzoek 5km diesel
transport → E-bikes only
potentie?

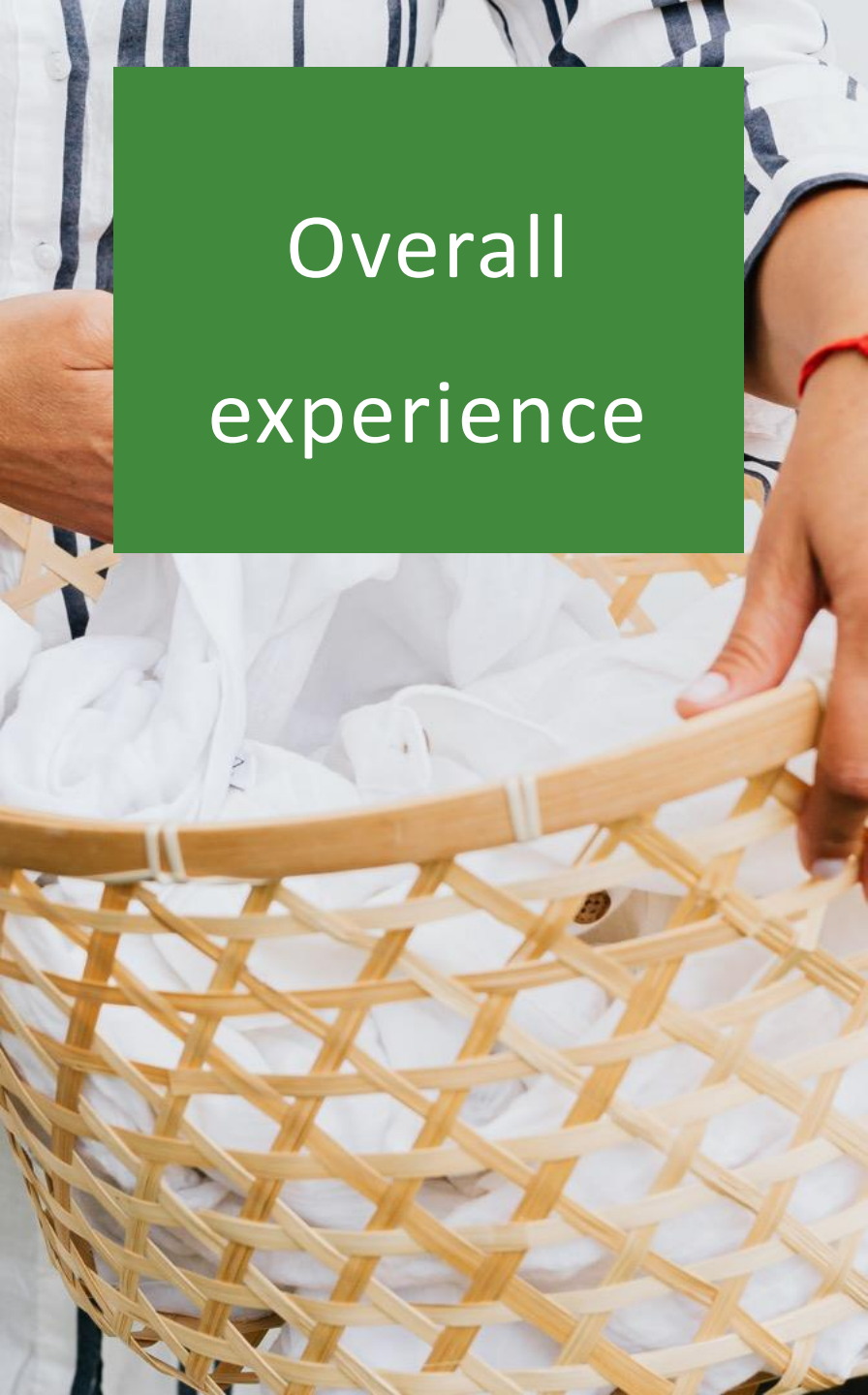
Gemiddelden uit rapporten zijn niet tastbaar
voor een klant



A person wearing a white shirt with dark vertical stripes is holding a light-colored wicker basket. The basket is filled with white laundry, including a shirt that is being pulled out. The background is a plain, light color.

Resultaten, analyse & aanbevelingen

Overall experience



Overall experience

	Average rating na 1 week	Average rating na 4 weken
Kwaliteit van wassen	4,4	4,4
Kwaliteit van strijken	4,6	4,7
Service level (customer contact experience)	4,8	4,8
Professionaliteit (expertise mbt laundry & dry cleaning in de communicatie)	4,3	4,3
Gemak	3,7	3,8
Overall Google rating	4,3	4,4

A smiling woman with her arms raised, surrounded by hanging denim jackets on a rack. The image has a green semi-transparent overlay with white text.

72% ervaart (enig) gemak
Mond-tot-mond reclame → CHECK
~25% gelooft eco-profiel

Hindernissen naar gemak

“Het is geweldig is om vieze was ineens schoon retour te krijgen maar alle organisatie en communicatie eromheen neemt het gemak binnen no time weg als je niet oppast.”

Zelf was-wissel kiezen

Flexibel wijzigen/pauzeren

2x was-wissel per week

Was-wissel zonder persoonlijk contact (online + offline kanalen)

VALUE COST



Per stuk / kg
betalen testen?!

Kosten (beleving)

Begrip voor kosten, maar vragen bij
verhouding tot baten

Wasmachine gaat niet echt deur uit

→ Luxe product

Geen idee van wasmachine kosten thuis
(2,12 – 2,56 euro)

Mik op mensen die 'eigen tijd' berekenen



Product-market fit

1 maand is te kort om
gewoontes aan te passen

Toch 5 deelnemers die meer
irritatie ervaren

Slechts 2 willen niet door in
vervolg pilot

Hoe van 'nice-to-have' naar
'must-have'?!

Aanbevelingen vervolg onderzoek

Nieuwe, grotere doelgroep
(meer) gerichte marketing campagnes

3 maanden looptijd

Test abonnement vs. per stuk /kilo

App en/of webportal

Opschaling process om kostprijs per stuk/kg omlaag te krijgen

Impact verduurzaming meten in praktijk

Verlenging levensduur kleding meten in praktijk

Korting ipv gratis

Dank voor de aandacht & medewerking

Doe de was de deur uit pilot
rapportage

Kopie van presentatie? Stuur een berichtje aan
leon@textilecareresearch.com



19.45 – 20.15 uur

2.





Welkom!

NETEX

Visie & Beleid

22-09-2021

Visie Professionele Textielreinigers

Pitches



Visie Professionele Textielreinigers Pitches

- Brede dienstverlening
- Logistiek

Niels Pols



Welkom!

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Visie Professionele Textielreinigers Pitches

- Duurzaamheid
- Logistiek

Alex van Hal





Visie Professionele Textielreinigers Pitches

- Schaalvergroting
- Productiviteit

Michael Hetem





Visie Professionele Textielreinigers Pitches

- Brede dienstverlening
- Klantenwensen

Miranda Peters





Visie Professionele Textielreinigers Pitches

- Speciale behandelingen
- Specialisaties

Chantal Drent





Visie Professionele Textielreinigers Pitches

- Brede dienstverlening
- Specialisatie

Joost van Leeuwen





Visie Professionele Textielreinigers Pitches

- Online/offline
- Duurzaamheid

Peggy Peters





Visie Professionele Textielreinigers Pitches

- Marketing
- Klantenwensen

Maurits Tiethoff





Visie Professionele Textielreinigers Pitches

- Specialiteit
- Vakmanschap

Ab Alblas





Visie Toeleveranciers Pitches

Thijs Koelewijn (Christeyns)
Ronald van Vliet (Polymark)



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Visie Professionele Textielreinigers

Vragen & Discussie



Afsluiting



Welkom!

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Bedankt voor uw aanwezigheid en inbreng!

Graag tot zaterdag 13 november a.s.!