



NETEX online NIEUWS UPDATE

17 juni 2020



Agenda online nieuws update 17 juni 2020

1. Welkom (18.00 uur)
2. Mededelingen
3. Nieuwe klanten in tijden van corona? – Duurzaamheid en circulariteit toepassen als motor voor groei!
4. Rondvraag
5. Sluiting (± 19.15 uur)



2. Mededelingen

1. Programma webinar 24 juni 2020:
Hoe hygiëne te gebruiken voor werving van nieuwe klanten in tijden van corona?
Hoe hygiëne in te zetten om vertrouwen te wekken!



3. Nieuwe klanten in tijden van corona? – Duurzaamheid en circulariteit toepassen als motor voor groei!

CINET Webinar RTC (Retail Textile Cleaning)

Apply Sustainability & Circularity as a driver for growth



THE GLOBAL GOALS
For Sustainable Development

Global Umbrella Association
(Non-profit organization)

17 June 2020 – 15.00 CET

 **CINET**
Professional Textile Care

Content:

1. **Introduction**
2. **What's happening to the world and why are we heading into crisis?**
3. **Sustainability & circularity as a driver for new customers in corona times**
4. **Implementing best practices RTC: key technical measures**
5. **CINET communication concept: PTC; the better way to do laundry**
6. **International exchange of experiences in PTC**
7. **Global Best Practices Awards 2020**
8. **Questions**
9. **Closure of Webinar**

1. Introduction



Expected trends:

- China started reconstruction – Texcare Asia (oct)
- Europe peak in May
- USA follows (2-3 months later)

1. Introduction

- Worldwide lockdown
- Some 'ignorance'
- Extreme negative forecasts, economic impact
- Everywhere a severe blow to business & wellbeing of people
- High pressure to loosen up measures:
 - Wellbeing
 - Be able to survive
- Uncertainties
- Positive thinking vs. depressed mindset
- After Corona, life will never be the same as before

1. Introduction; situation 9 April



Coronavirus COVID-19 Global Cases by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University (JHU)

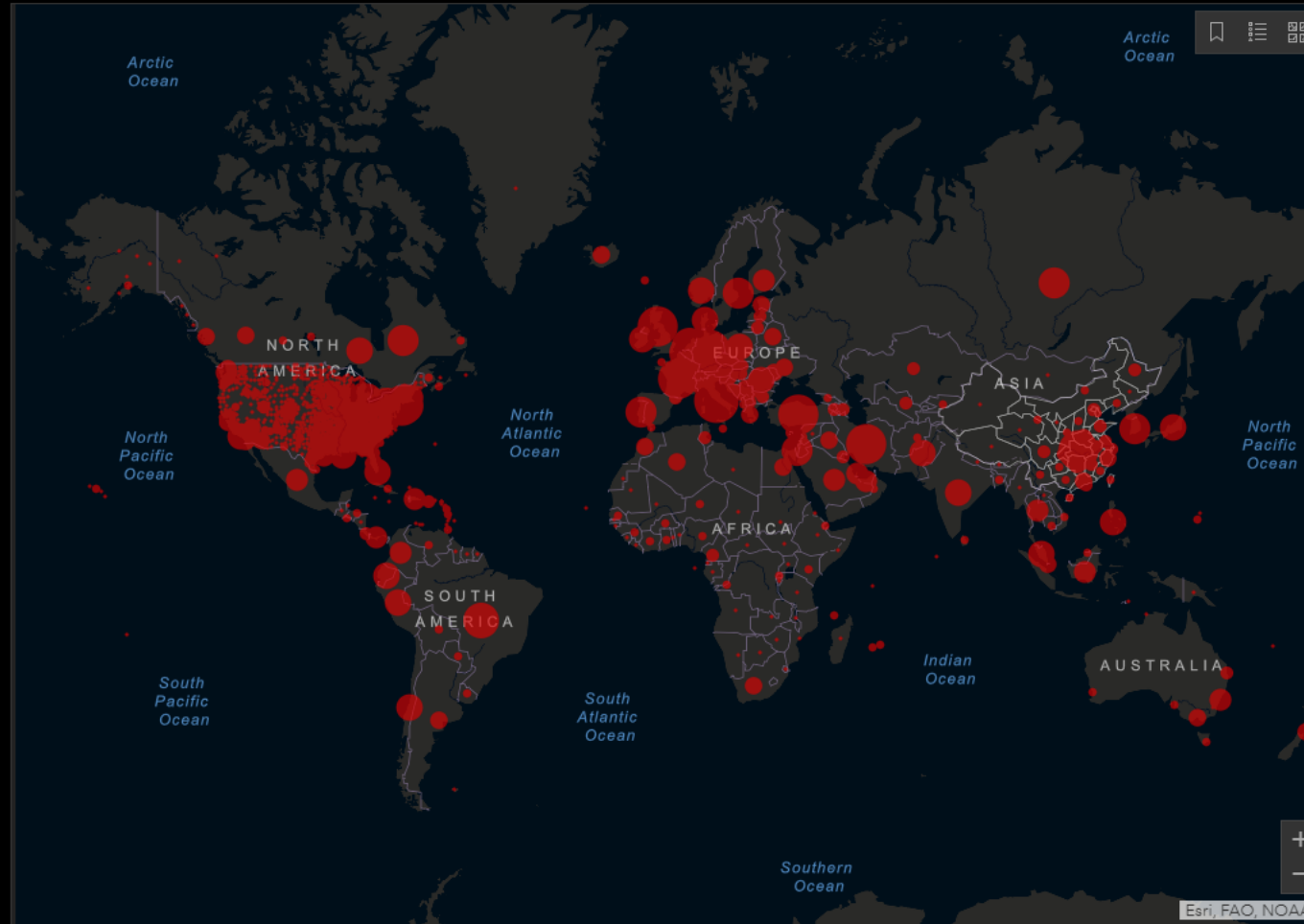


Total Confirmed

1.496.055

Confirmed Cases by
Country/Region/Sovereignty

432.438	US
152.446	Spain
139.422	Italy
113.296	Germany
83.080	France
82.883	China
64.586	Iran
61.487	United Kingdom
38.226	Turkey
24.983	Belgium
23.514	Switzerland
20.682	Netherlands
19.290	Canada
16.238	Brazil
13.141	Portugal
13.074	Austria
10.423	Korea, South
10.131	Russia



Cumulative Confirmed Cases

Active Cases

Esri, FAO, NOAA

Total Deaths

89.435

17.669 deaths
Italy

15.238 deaths
Spain

10.869 deaths
France

7.097 deaths
United Kingdom

4.571 deaths
New York City **New York US**

3.993 deaths
Iran

3.215 deaths
Hubei China

2.523 deaths
Belgium

2.349 deaths
Germany

2.248 deaths

Total Recovered

336.780

77.678 recovered
China

52.165 recovered
Spain

46.300 recovered
Germany

29.812 recovered
Iran

26.491 recovered
Italy

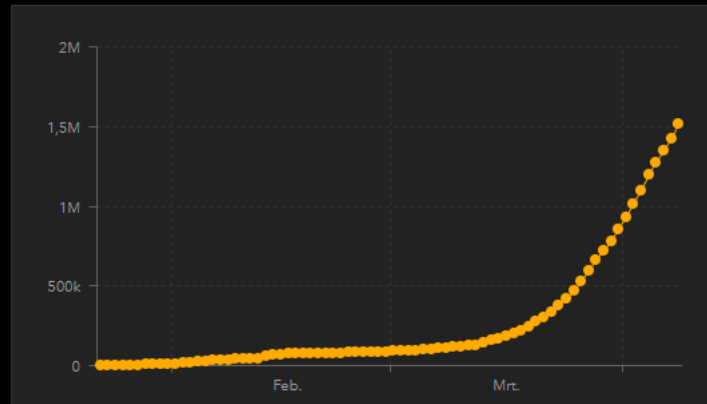
24.125 recovered
US

21.461 recovered
France

9.800 recovered
Switzerland

6.973 recovered
Korea, South

5.240 recovered



Confirmed

Logarithmic

Daily Increase

184

countries/regions

Lancet Inf Dis Article: [Here](#). Mobile Version: [Here](#). Visualization: [JHU CSSE](#). Automation Support: [Esri Living Atlas team](#) and [JHU APL](#). [Contact US](#). [FAQ](#).

Data sources: [WHO](#), [CDC](#), [ECDC](#), [NHC](#), [DXY](#), [1point3acres](#), [Worldometers.info](#), [BNO](#), state and national government health departments, and local media reports. Read more in [this blog](#).

Downloadable database: [GitHub](#): [Here](#). Feature layer: [Here](#).

Last Updated at (M/D/YYYY)

4/9/2020 1:14:57 p.m.

1. Introduction; situation today

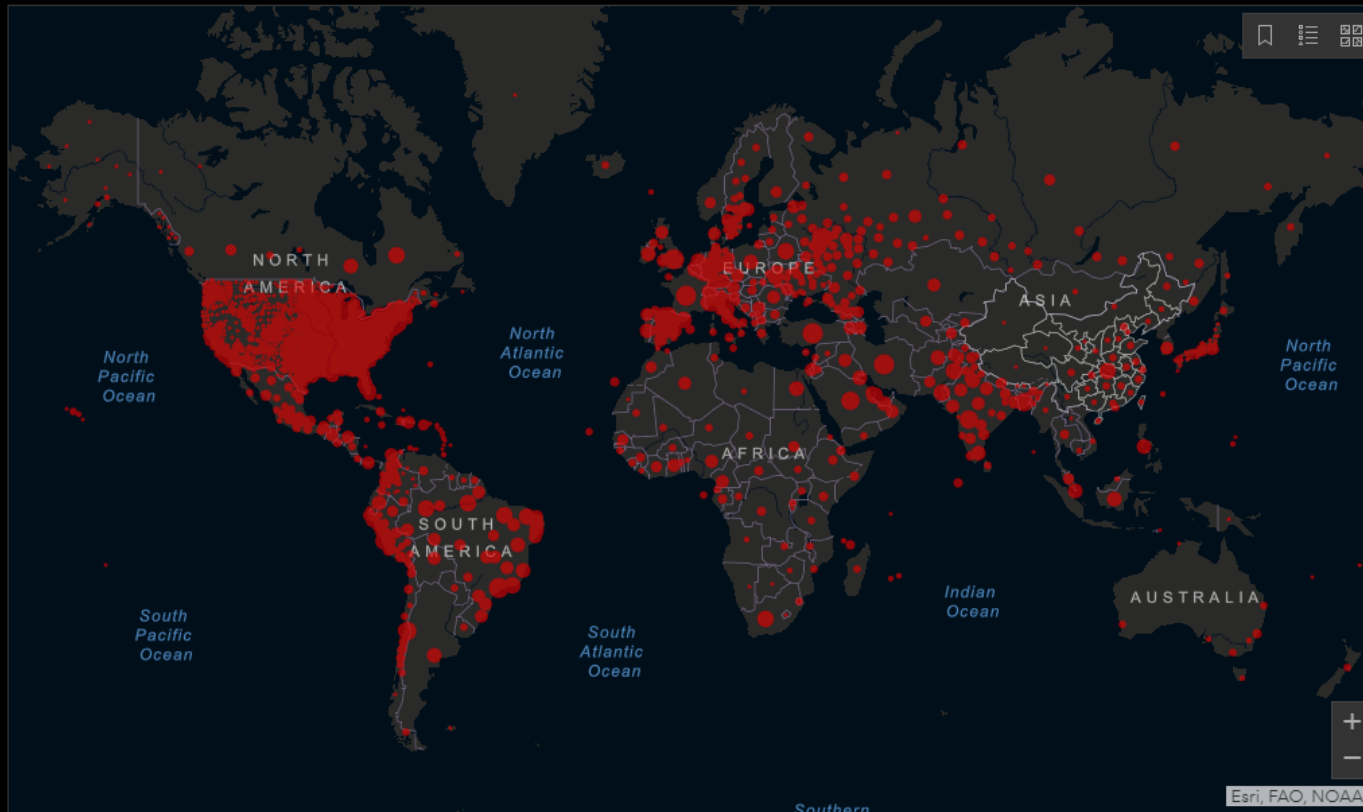
COVID-19 Dashboard by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University (JHU)

Total Confirmed

8.035.364

Confirmed Cases by Country/Region/Sovereignty

- 5,097 Tajikistan
- 4,837 Congo (Kinshasa)
- 4,572 Guinea
- 4,501 Djibouti
- 4,441 Haiti
- 4,157 North Macedonia
- 4,076 Hungary
- 4,072 Luxembourg
- 4,033 Gabon
- 3,826 El Salvador
- 3,727 Kenya
- 3,521 Ethiopia
- 3,341 Bulgaria
- 3,135 Thailand



Cumulative Confirmed Cases Active Cases Incidence Rate Case-Fatality Ratio Testing Rate Hospitalization Rate

188

countries/regions

Lancet Inf Dis Article: [Here](#). Mobile Version: [Here](#).
Lead by [JHU CSSE](#). Technical Support: [Esri Living Atlas team](#) and [JHU APL](#). Financial Support: [JHU](#) and [NSF](#). Click [here](#) to donate to the CSSE dashboard team, and other JHU COVID-19 Research Efforts. [FAQ](#). Read more in this [blog](#). [Contact US](#).

Global Deaths

436.918

- 116,127 deaths US
- 43,959 deaths Brazil
- 41,821 deaths United Kingdom
- 34,371 deaths Italy
- 29,439 deaths France
- 27,136 deaths Spain
- 17,580 deaths Mexico

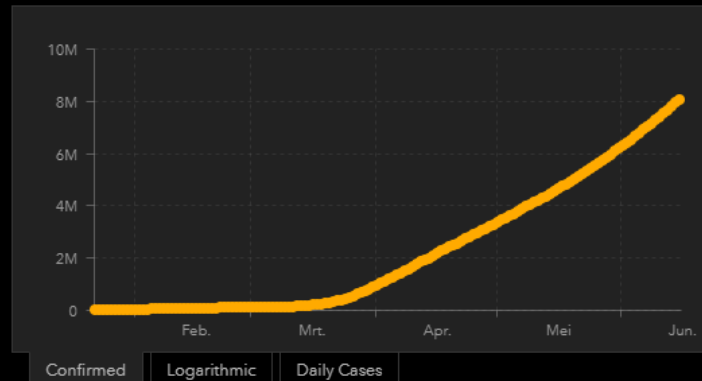
Global Deaths Global Recovered

US State Level

Deaths, Recovered

- 30,856 deaths, 68,851 recovered New York US
- 12,708 deaths, 28,819 recovered New Jersey US
- 7,647 deaths, recovered Massachusetts US
- 6,326 deaths, recovered Illinois US
- 6,243 deaths, 58,549 recovered Pennsylvania US
- 6,018 deaths, 44,964 recovered Michigan US
- 5,114 deaths, recovered California US

US Deaths, Recovered




Confirmed Logarithmic Daily Cases

Last Updated at (M/D/YYYY)
6/16/2020 8:33:13 a.m.

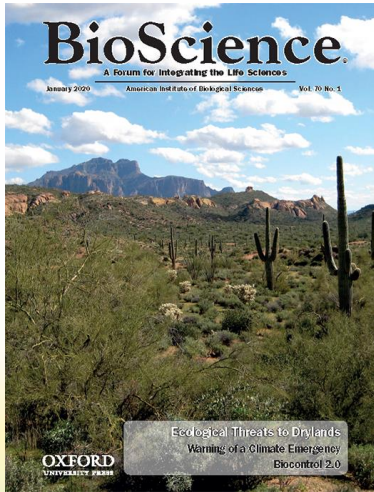
1. Introduction: Time phases & what can a trade association do?

	Dec-Jan	I Feb	II March	IV April/ May	V June/July	And beyond.. August..
Corona crisis	Initiation	Knowledge-buildup	Protocols	Start support measures	1.5 meter economy	(new) business models
Dutch Economy	Denial	Threat	Gained understanding impact	Continuity	(re)build-up	Structural change
PTC	<ul style="list-style-type: none"> FIRST REPORTS CHINA SEEM FAR AWAY RISKS UNBELIEF 		<ul style="list-style-type: none"> NEED FOR MORE INFORMATION CLEAR REPORTS SERIOUS RISKS FEW MEASURES YET (OUTSIDE OF CHINA) WHAT TO DO? 	<ul style="list-style-type: none"> IMPACT ON THE ECONOMY & PTC INDUSTRY? SHORT TERM GOVERNMENT SUPPORT COST SAVINGS/SURVIVAL OPPORTUNITIES/SOLUTIONS? 	<ul style="list-style-type: none"> NEED FOR FINANCIAL SUPPORT & INVESTMENTS FUTURE PTC STRATEGIES FOCUS ON BUSINESS MODELS 	<ul style="list-style-type: none"> FINANCIAL SUPPORT NEEDED STEP BY STEP RECOVERY OF BUSINESS LEAN INNOVATIONS NEW MARKETS/OPPORTUNITIES
CINET Actions	<ul style="list-style-type: none"> GATHERING INFO; LITTERATURE INPUT FROM INTERNATIONAL NETWORK 		<ul style="list-style-type: none"> DATA ANALYSIS PLATFORM OF EXPERTS DRAFT PROTOCOLS LINKS TO GOVERNMENTS COMMUNICATION STRUCTURE INTENSIFY INPUT OF EXPERTS 	<ul style="list-style-type: none"> DIALOG WITH EXPERTS & GOVERNMENTS WEEKLY NEWS MESSAGES CREATE A PLATFORM SHARING EXPERIENCES WEBSITE PROVIDING INFO/DOCUMENTATION ASSISTANCE OF EXPERTS OPPORTUNITIES FOR FINANCIAL INVESTMENTS PR & SOCIAL MEDIA PROTOCOLS READY 	<ul style="list-style-type: none"> DIALOG WITH GOVERNMENTS PROFILE FINANCIAL INVESTMENTS MARKET RESEARCH EXCHANGE RELEVANT INFO ASSISTANCE OF EXPERTS PR & COMMUNICATION 	<ul style="list-style-type: none"> DIALOG WITH GOVERNMENTS PROFILE FINANCIAL INVESTMENTS MARKET RESEARCH EXCHANGE RELEVANT INFO ASSISTANCE OF EXPERTS PR & COMMUNICATION

A high-angle, night-time photograph of the Earth from space, showing the dark blue of the atmosphere and the glowing yellow and white lights of cities and continents.

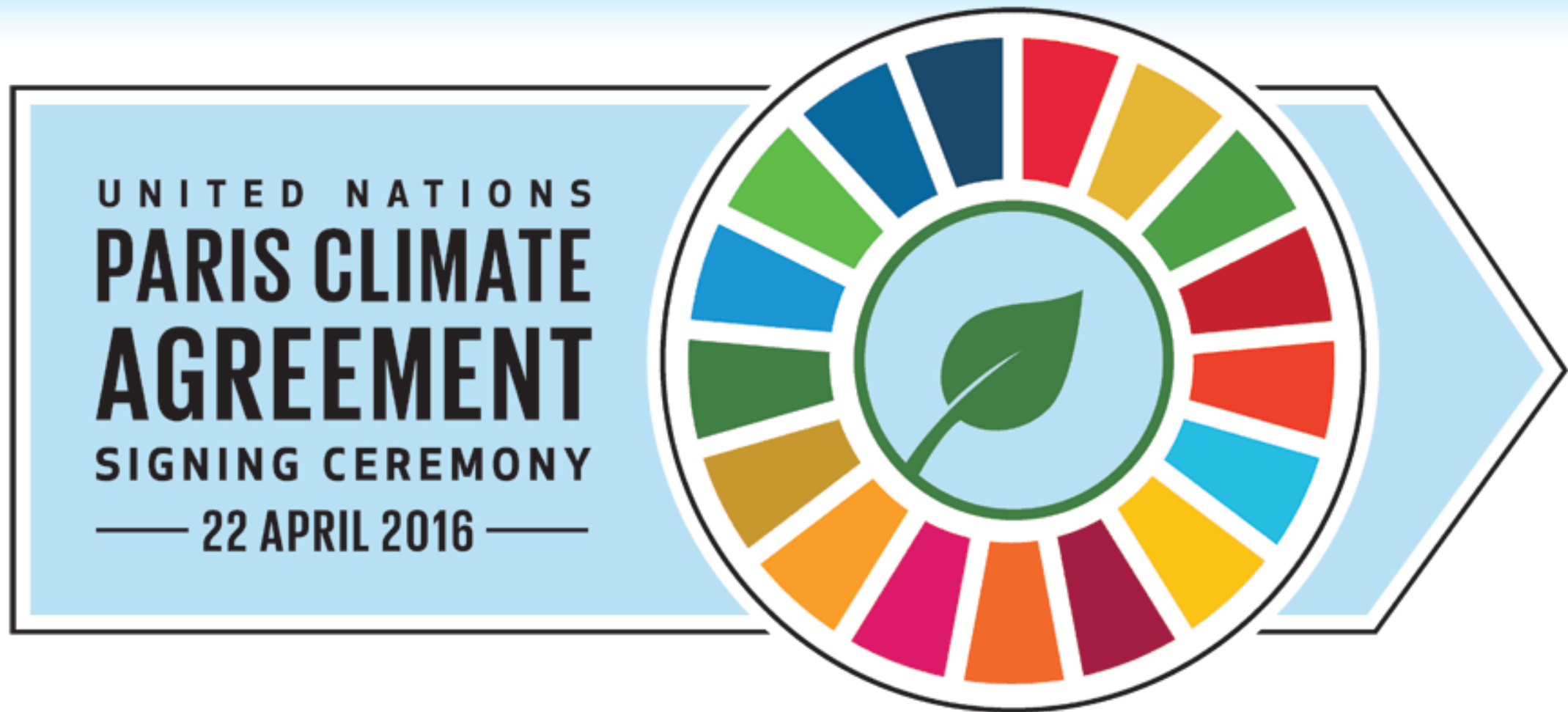
2. Whats happening to the World and Why are we heading into crisis?

Nov 2019: 11,000 scientists warn of 'untold suffering' if we don't act now



1 January 2018: 420 gigatons 'CO2 budget' left to stay below 1.5 degrees temperature rise (annual CO2 emission is 42 gigatons)

LIVE BETTER | HELP MORE | WONDER OFTEN

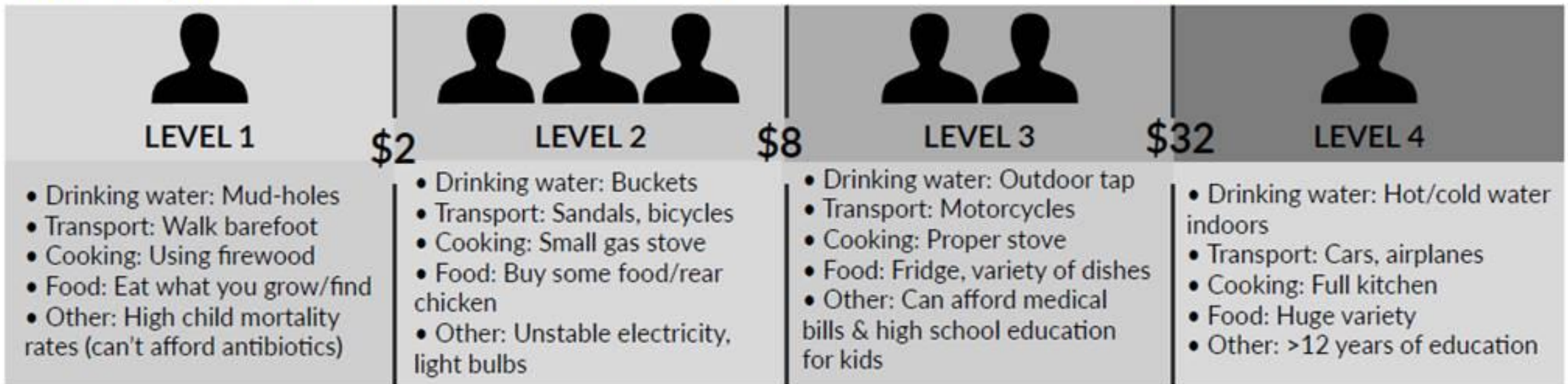


February 2020: 188 states and EU (97% of all CO2 emission) accepted this Agreement though USA has announced to go out by end of 2020

The problem: Focus on economic growth



World Population & Income levels as of 2017



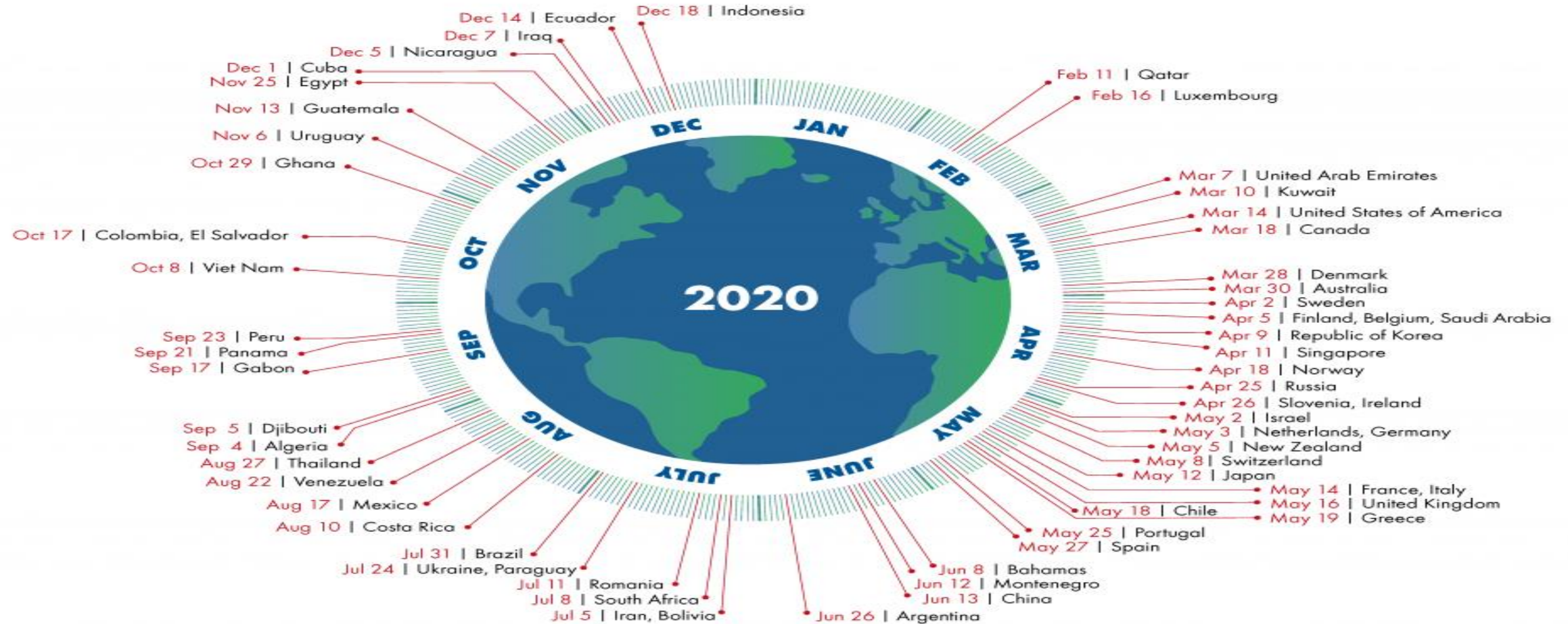
 = 1 bil people

Income: per person per day, adjusted for price differences

Source: Gapminder

Country Overshoot Days 2020

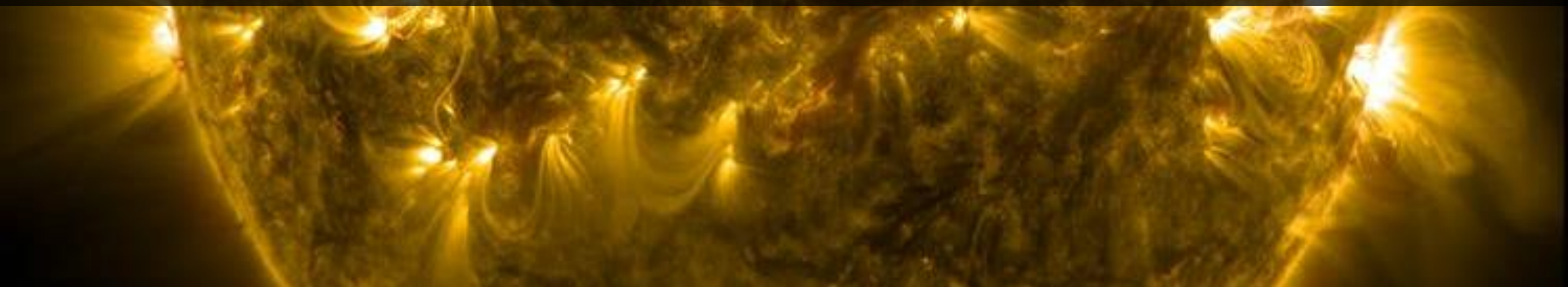
When would Earth Overshoot Day land if the world's population lived like...





LIVE BETTER | HELP MORE | WONDER OFTEN

Why is it important to stay under the limit of 1.5 degrees global temperature rise?



These are the **5 biggest**
global risks in 2020



Source: The Global Risks Report 2020



on average **ONE** natural disaster every week

Picture: Ho Chi Minh water levels rise

Earth is running out of water!

- Especially in ARID regions
- Supply won't be able to cope with demand

DOING THE LAUNDRY MIGHT BE BIGGEST SOURCE OF PLASTIC POLLUTION

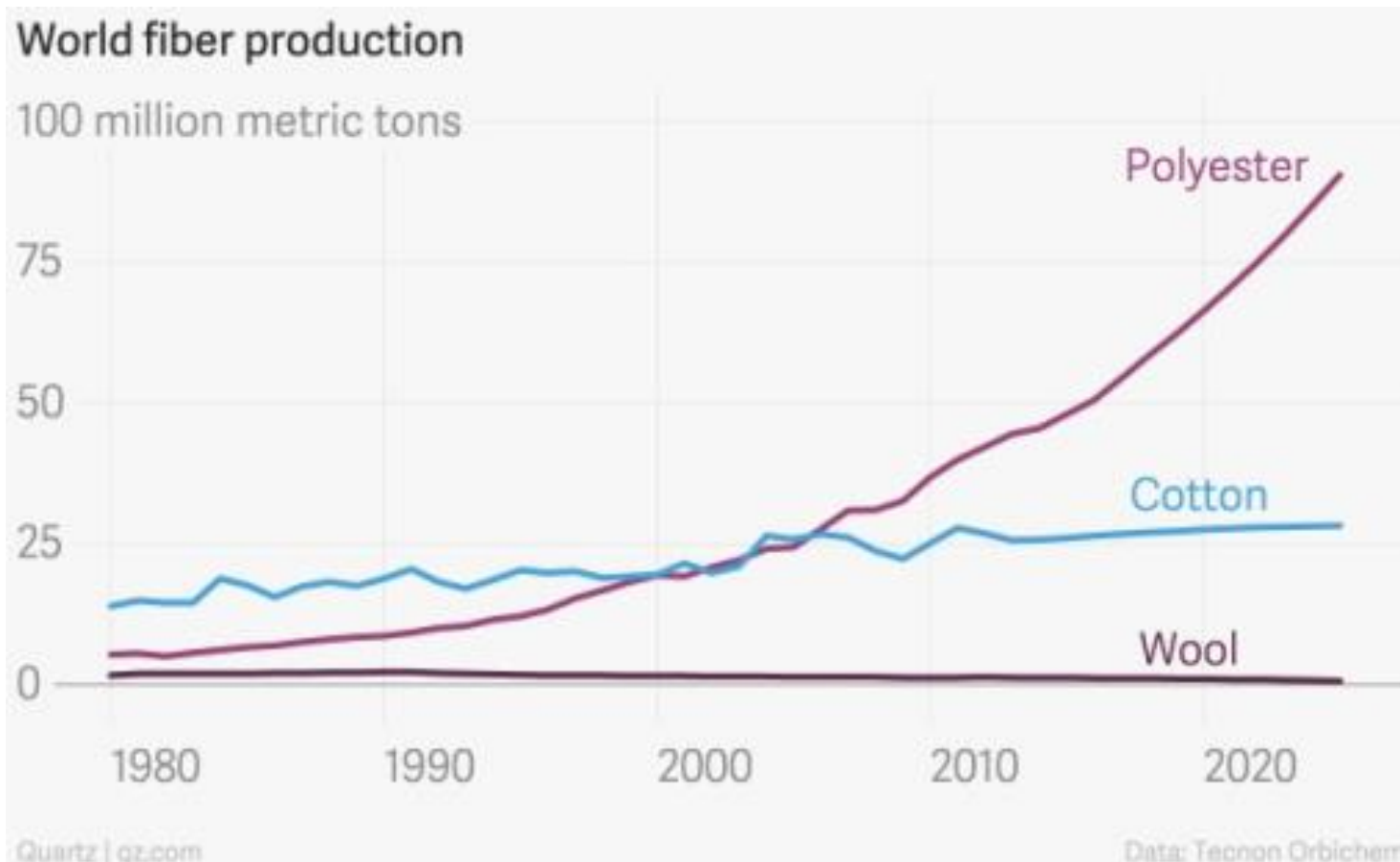
NO PLASTIC WASTE IN OUR WATER

“If we continue with our plastic habits, the oceans will have more plastic than fish by 2050.”
Ellen McArthur Foundation



**>50 BILLION
PLASTIC BOTTLES**

Textile production worldwide



The problem will get bigger and bigger!

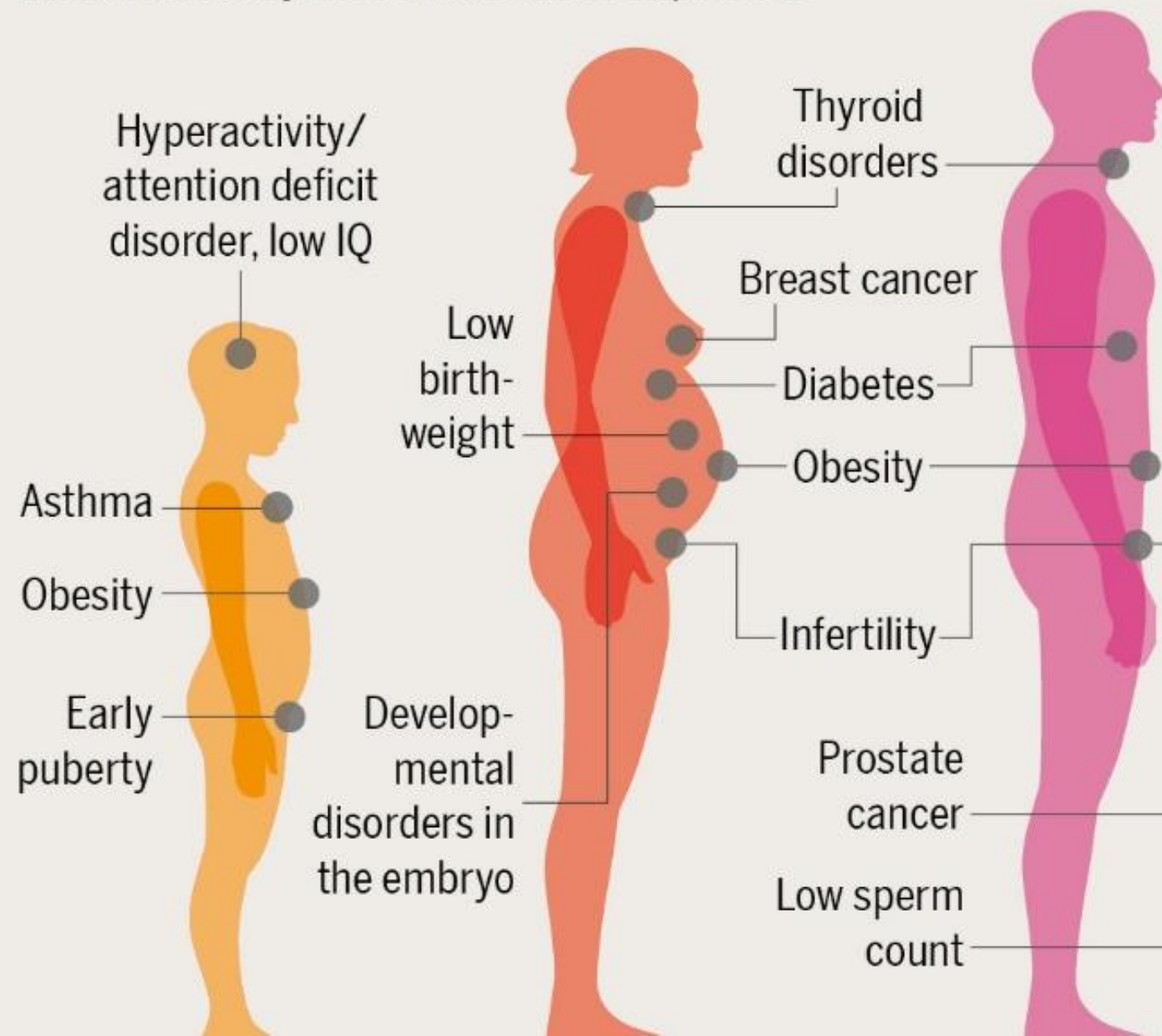
Tecnon Orbichem estimates that **>98%** of future fibers will be **synthetics**

Possible health consequences of day-to-day contact with hormonally active substances in plastic

Source: Plastic Atlas 2019

INVISIBLE DANGER

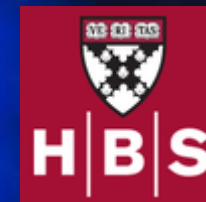
Possible health consequences of day-to-day contact with hormonally active substances in plastics



LIVE BETTER | HELP MORE | WONDER OFTEN

Ruud Veltenaar

TRENDWATCHER



Sustainability FIRST!

Sustainability is the driving factor to grow the PTC industry

Corona is a direct consequence of human activity:

- Deforestation
- expansion of agriculture
- Intensive farming, mining and infra development
- Exploitation of wild species

Dr. Peter Daszak – IPBES
(Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services)



Combined with urbanization & growth of global travel this resulted in a pandemic capable of stopping economies

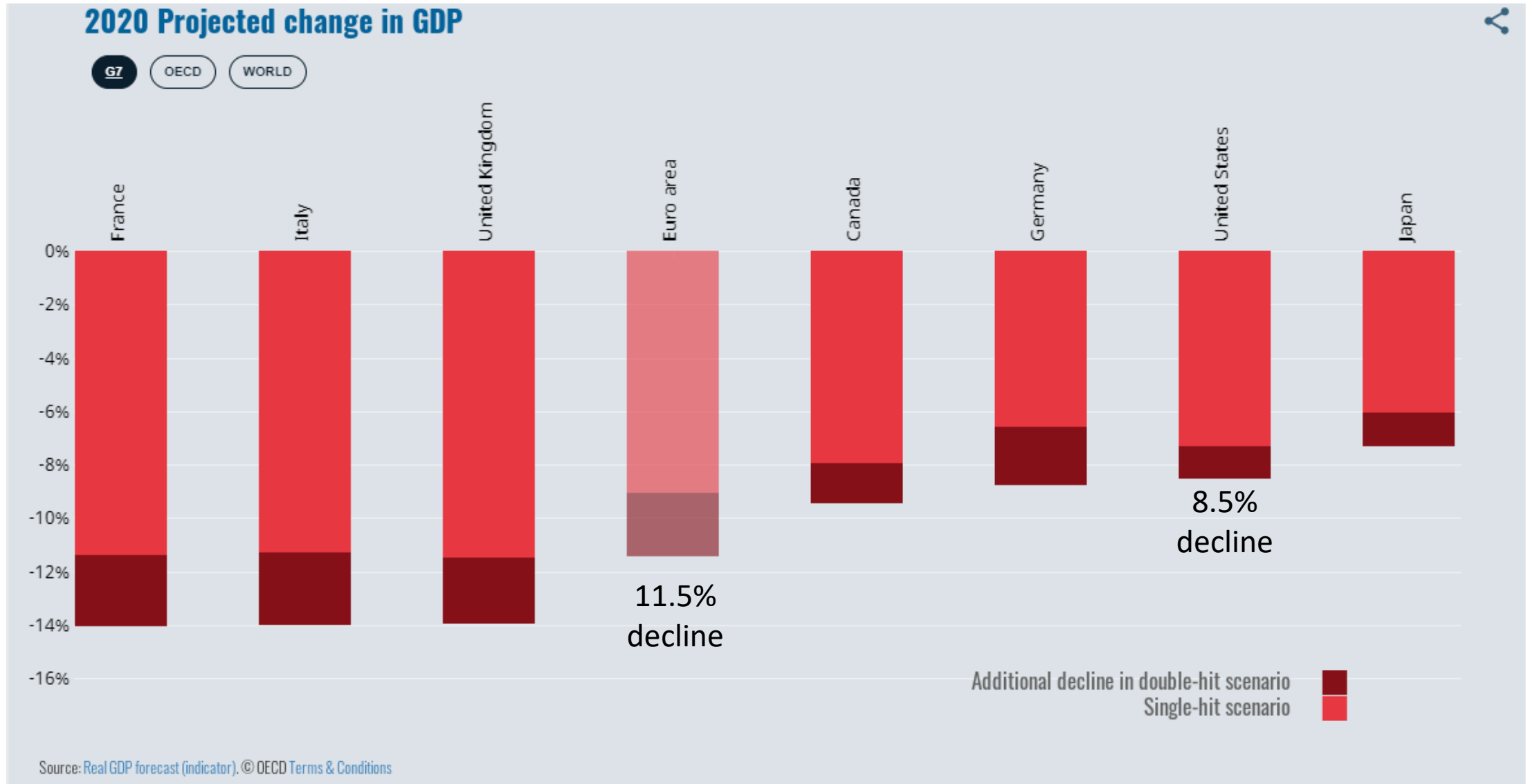
9 March: Banks globally report about Corona impact

GDP is expected to fall by 0.7% globally
(average) in worst case scenario of a pandemic with outbreaks in all major economies



Coronavirus is deeply affecting the global trade

	GROWTH IN 2020 WITHOUT CORONAVIRUS	GROWTH/DECLINE WITH CORONAVIRUS	GROWTH/DECLINE WITH CORONA PANDEMIC
Globally	2,9%	1,6%	0,7%
China	5,7%	2,4%	0,2%
Italy	0,1%	-0,6%	- 1.9%
Eurozone	0,9%	0,2%	- 0,8%
Netherlands	1,4%	0,7%	- 0,2%



Double hit scenario: 7.6% GDP decline (some countries up to some 15% decline)

Corona impact: E-commerce might help!

- Less risk, customer can stay at home
- Buying behavior; people want control
- People spend money on their homes
- Long term: 1.5m economy causes a push to online
- Wash & fold seems to do better than dry cleaning



‘My pick-up and delivery is going through the roof right now with 5x normal turnover. At the same time my commercial business went to zero as they are closed’


Rick Rome – CEO Wash Club NYC



E-commerce can boost your turnover in times of the Corona crisis; check these examples in other countries!


NEW OFFER

ZERO CONTACT

DOOR TO DOOR 

FREE

PICK UP AND DELIVERY



Measures to take:

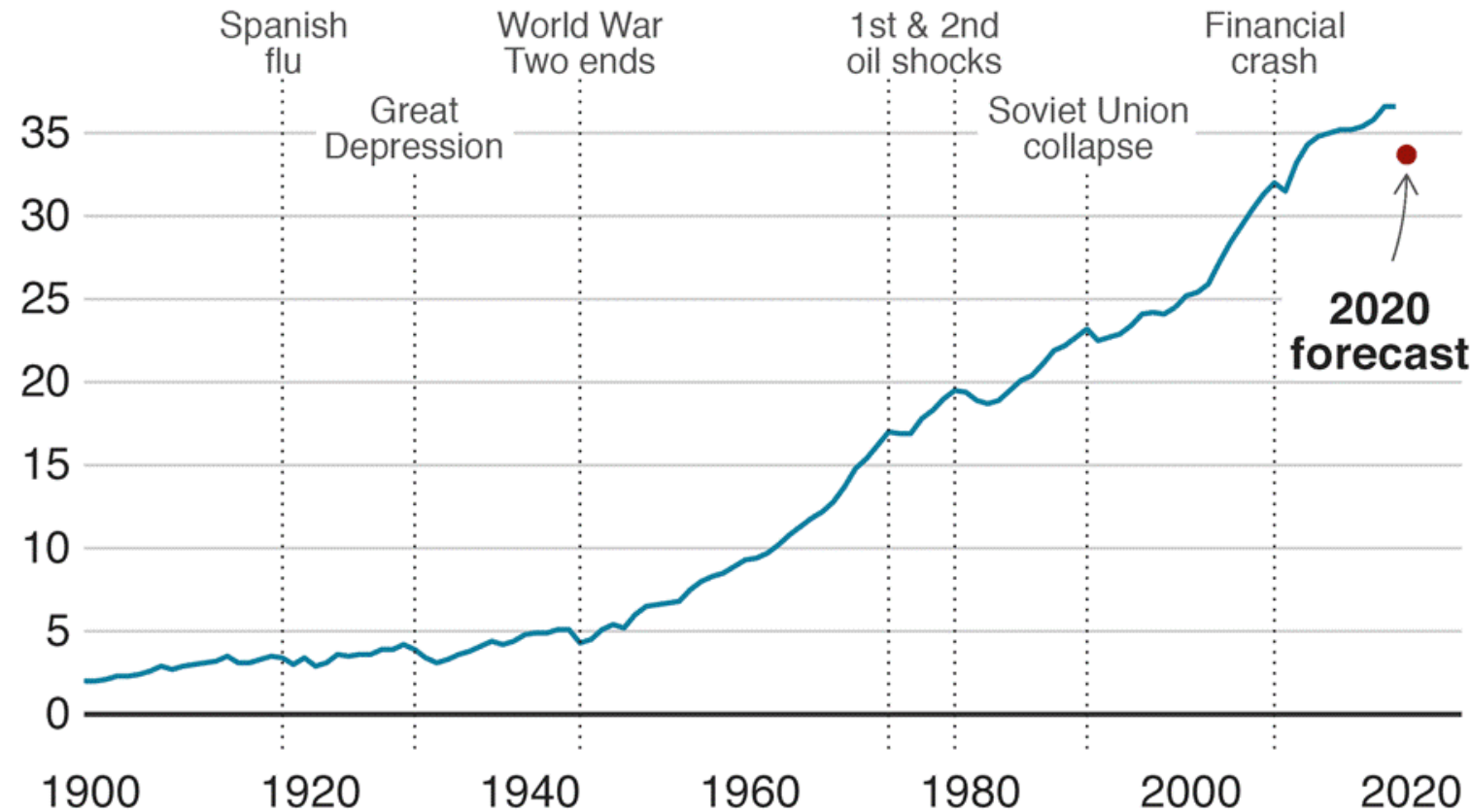
1. Enforce environmental regulations
2. Adopt a 'One Health' policy globally
3. Fund health systems and incentivise behaviour change on the frontline of pandemic risk

“These cost (tens of billion \$) are significantly lower than the cost of responsive measures of one pandemic (trillions of \$)”

Corona & Climate Change

Global CO2 emissions, 1900-present

Billion tonnes of CO2 per year



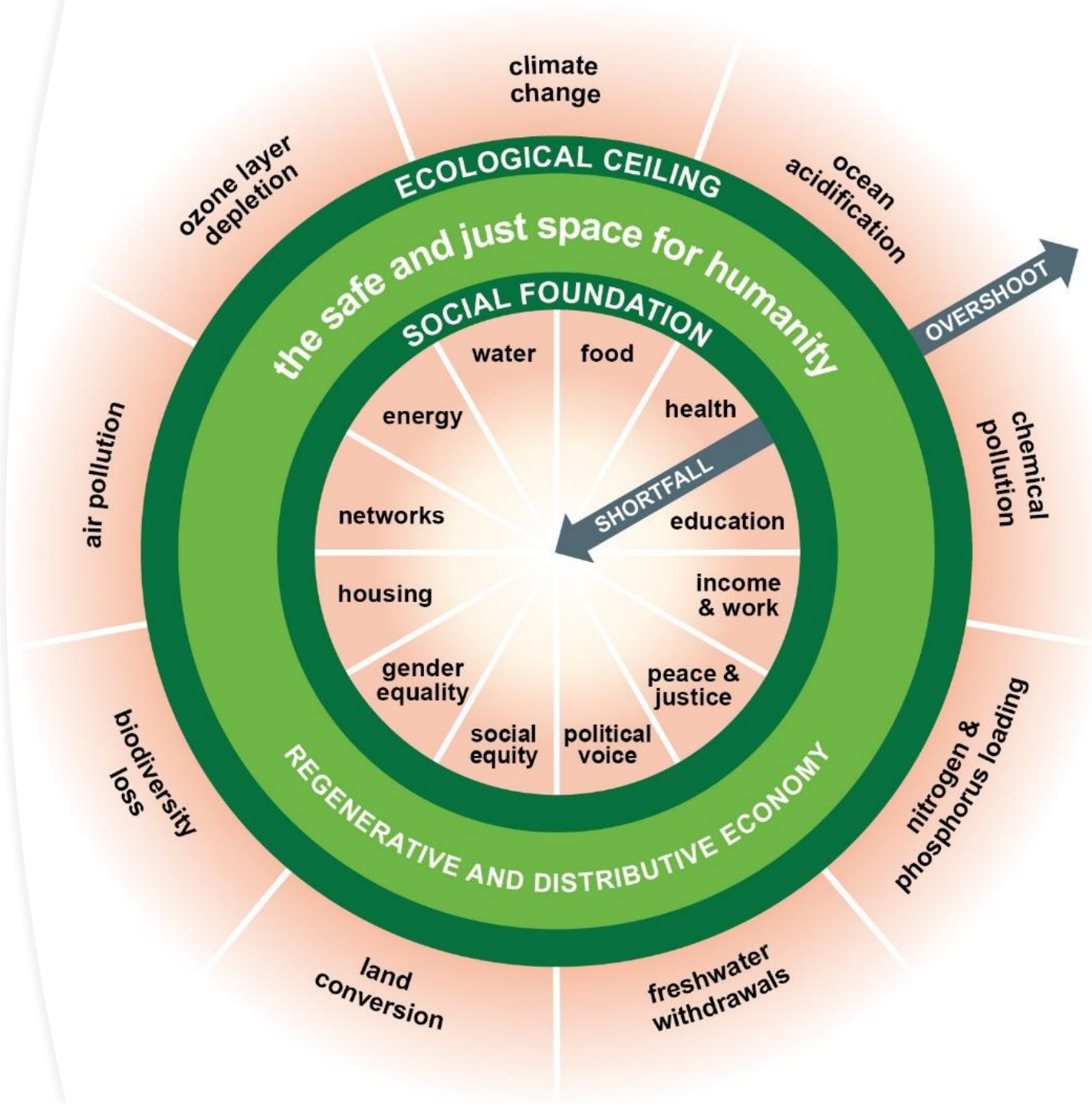
Corona will bring down CO2 emissions but it will be a temporary improvement, the root cause is not solved

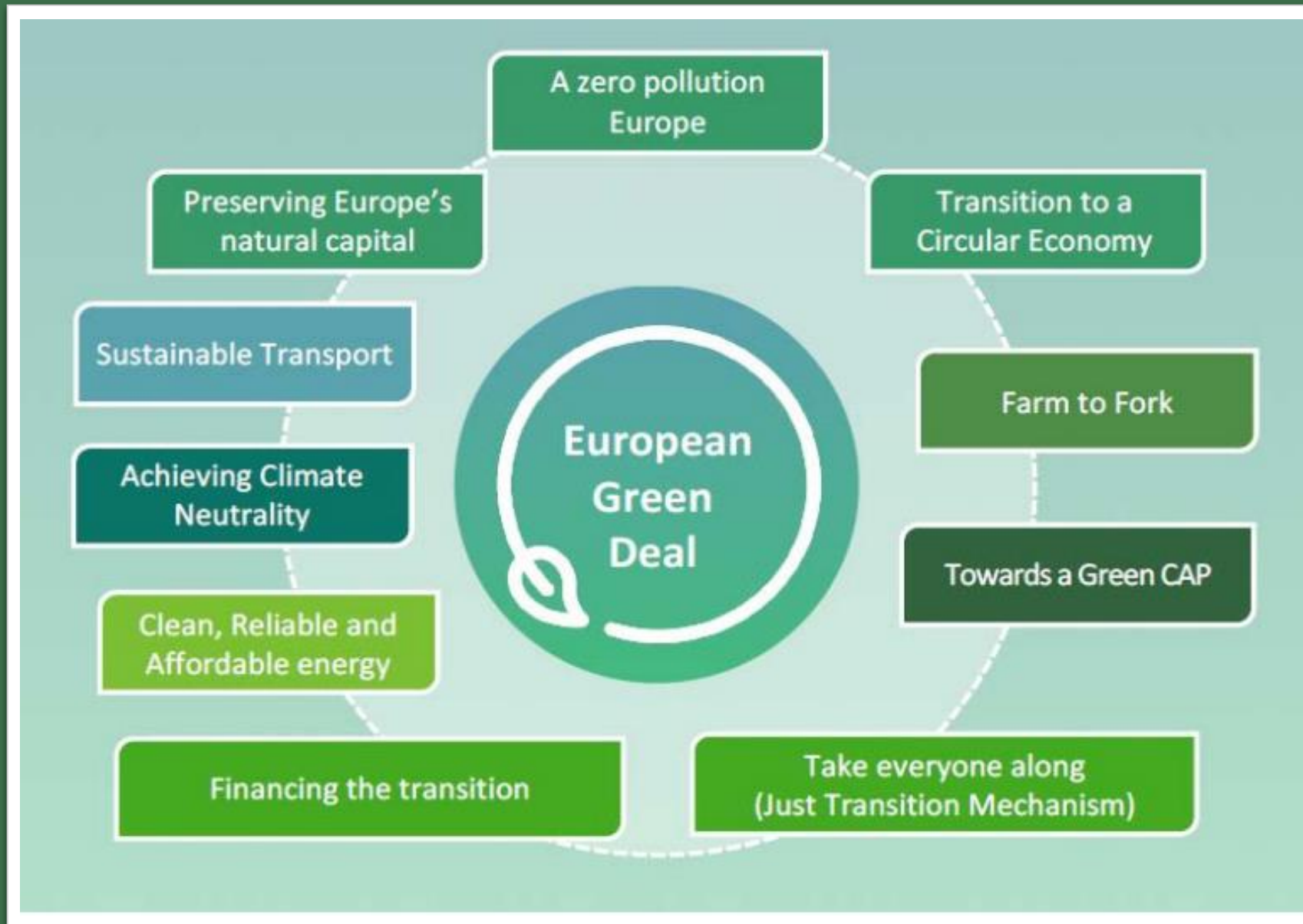
Opportunity for a global reset?!

“Post-Growth Economy” & Donut model

Focus on quality of life
instead of GDP growth

Organizations and
societies need to balance
their activities and stay
within the ‘Green Donut’





The European Green Deal; a framework of legislation aimed at achieving the EU's targets in Paris Agreement

2021: The Green EU Taxonomy



European Commission

“€1 trillion of public and private ‘green’ investment needed in next decade”

**Opportunity for
PTC?!**





3. How to use sustainability & circularity as a driver for new customers in Corona times

**PTC Sustainability profile:
the facts and figures on
CO₂ reduction, water
savings and microplastics**



Introduction

What is the sustainability profile of our industry?
How do we perform compared to domestic laundry?

At TKT some research projects have been executed to make an inventory of the sustainability of professional textile cleaning and domestic cleaning to answer these questions

CO₂

PTC superior sustainability:

- **24% less CO-2 emission**
- **35-80% less water usage**
- **No plastic soup**

PTC is the best available solution



4. Implementing best practices RTC: key technical measures

Implementing best practices RTC, key technical measures to ensure your business is working according modern PTC standards

Content

1. Sustainability
2. Energy consumption
3. Energy efficiency
 - 3.1 Good housekeeping
 - 3.2 Drying efficiency
 - 3.3 Laundry efficiency
4. Water
 - 4.1 Water recycling

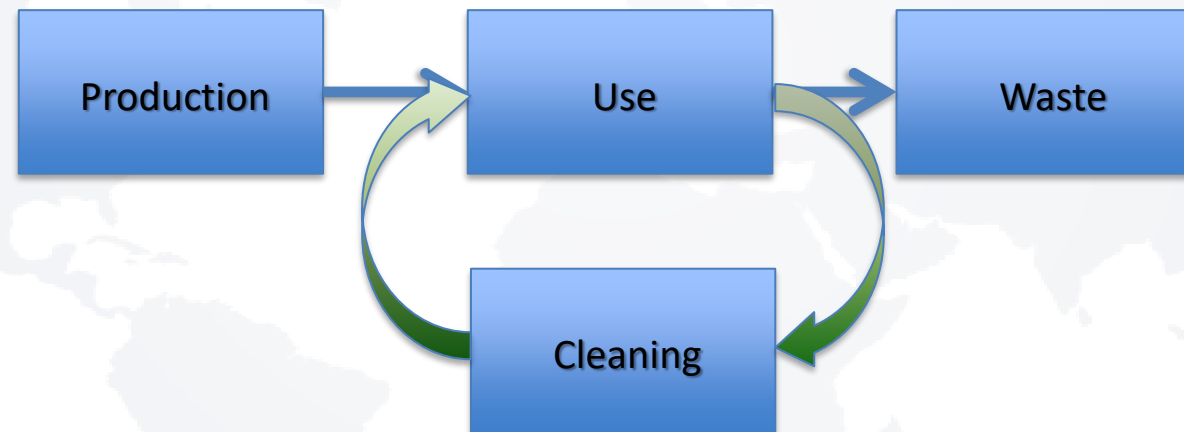
1. Sustainability

Sustainability

- Sustainability is the capacity to endure.
- The three pillars of sustainability: environment, social equity and economic development will be used as guideline for sustainable developments.
- Safe & sustainable processing will ensure that the textile care industry will endure, based on balanced environmental, social and economic developments.

1. Sustainability

Textile care or **textile maintenance** itself is already an excellent example of sustainability:



Used textile articles prepared for **re-use** again by textile care or textile maintenance instead of discharged to **waste**

1. Sustainability

Textile re-use

Textile articles can go through this life cycle up to a hundred times or more before they must be discharged as a result of wear

Re-using textiles by textile care saves:

- Raw materials for textile manufacturing
- Energy for textile manufacturing
- Water for textile manufacturing

But the textile cleaning process **itself** should be sustainable as well and that is the focus of today.

1. Sustainability

Cleaning technology

Main sustainability parameters

- Energy consumption (heating)
- Water consumption (use of washing and rinsing water)
- Solvent consumption
- Consumption of chemicals and/or detergents



1. Sustainability

Drying/finishing technology

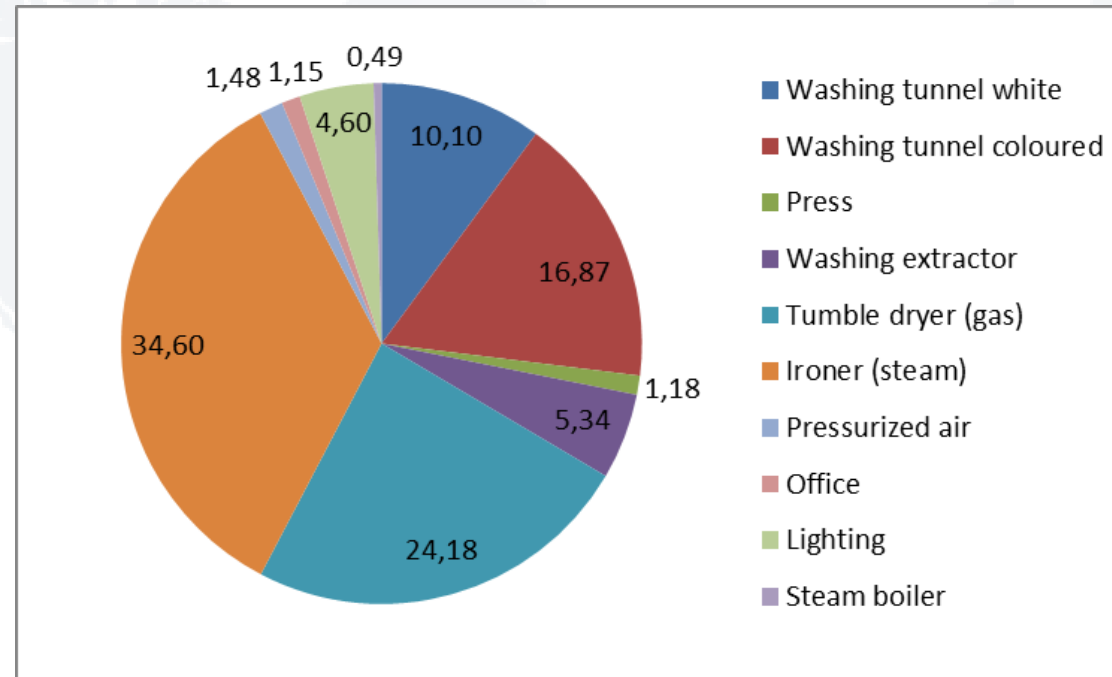
Main sustainability parameters

- Energy consumption (heating up the air for evaporation of water)



2. Energy consumption

Total energy consumption of the model laundry



Energy consumption: drying 59%, washing 33%

2. Energy consumption

Energy consumption of the model laundry

- Gas/heat consumption is much higher than electricity consumption.
- The drying process (tumble dryer and ironer) accounts for more than half of the total energy consumption.

Be aware however, it is an example. Do not to transfer these data directly to your own situation.

3. Energy efficiency

Energy efficiency

- Knowing the energy consumption of a laundry process, the possibilities for energy savings or energy efficiency were identified:
 - Good housekeeping
 - Savings in the drying processes
 - Savings in the washing/cleaning processes

3.1 Good Housekeeping

Good housekeeping

Good housekeeping is an important step to improve the energy efficiency of the industrial laundry process.

Examples of good housekeeping are:

- Optimal machine loading
- Prevention of re-wash
- Proper maintenance



3.1 Good Housekeeping

Optimal machine loading

- Optimal machine loading is a very effective way to optimize water, solvent and energy efficiency.
- Advantage: Only attention is required, no or only small investments are required!
- Limitations are client separation and variations in washing process.

3.1 Good Housekeeping

Optimal machine loading

- Underloading leads to higher water, solvent and energy consumption, because in most machines the water consumption and therefore also the energy consumption is independent of load.
- Overloading results in less efficient cleaning. Rewash frequency will go up, resulting in higher energy and water consumption.

3.1 Good Housekeeping

Optimal machine loading

- Example: Effect underloading on water consumption

Load in kg	Water in liters	Water in l/kg
50	800	16
40	800	20

Underloading of 20 % results in 25 % higher water consumption!

3.1 Good Housekeeping

Prevention rewash

Overload has a negative influence on soil and stain removal leading to extra rewash

Apart from extra costs for handling and chemicals, and extended delivery times, rewash at least doubles the energy and water consumption of the laundry to be rewash.

3.1 Good Housekeeping

Proper maintenance

Significant energy savings potential :

- Ensuring proper machine functioning, e.g. by regularly cleaning of filters (dry cleaning machines, dryers)
- Prevention of leaks
 - (Hot) water
 - Pressurized air
- Isolation of pipes for hot water and steam

3.2 Drying efficiency

Energy savings in drying process

Energy consumption in drying processes is mostly related to the heating of air to evaporate the water. So, in principle two options are available:

- Limiting the drying time
- Efficient heating

Limiting drying time is most important for you!

3.2 Drying efficiency

Energy savings in drying process

Energy consumption of the drying process is the major part of the total energy consumption of the laundry process.

Drying is a 2-stage process:

- Stage 1, Mechanical dewatering (spinning, extraction)
- Stage 2, Thermal drying (dryer, ironing) to remove remaining excess water

3.2 Drying efficiency

Mechanical dewatering

Fast, low level of energy consumption

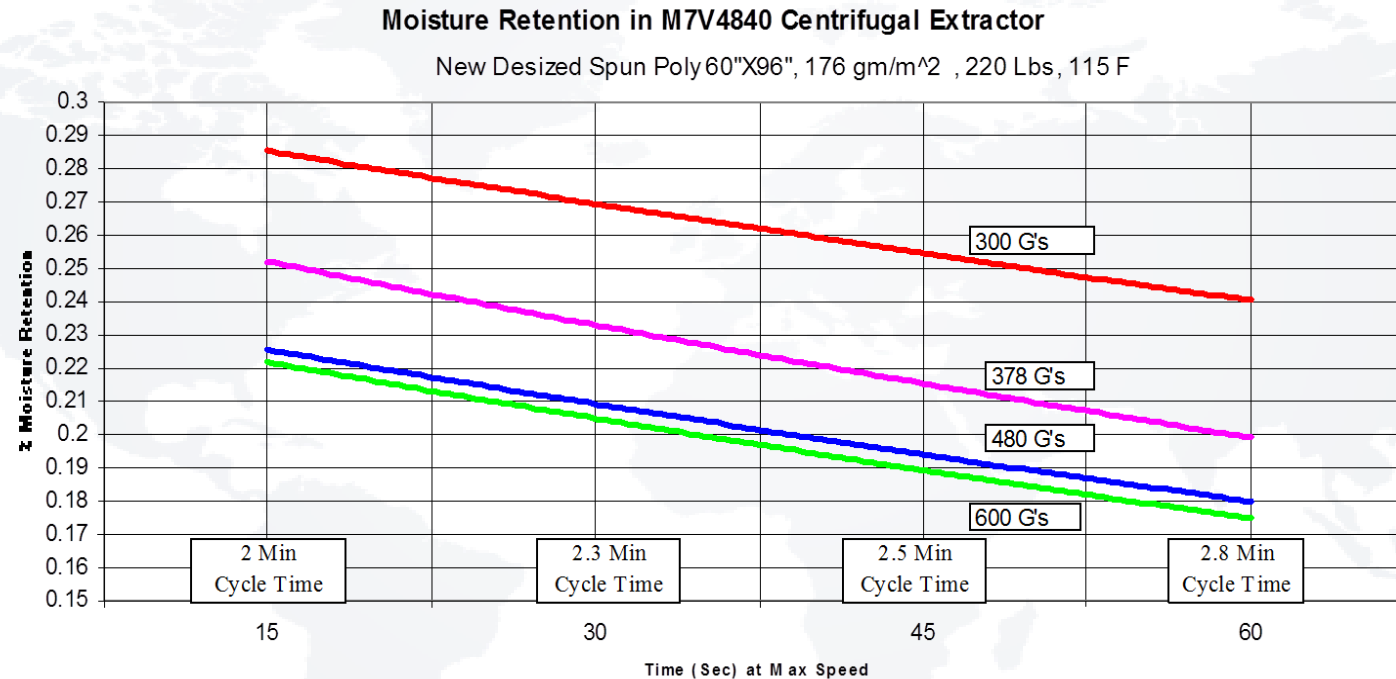
Thermal drying

Slow, high level of energy consumption

Conclusion:

It is energy efficient to remove most of the water by spinning (centrifuge)

3.2 Drying efficiency



Higher **centrifugal force** and longer extraction **time** results in a lower residual humidity, so a more efficient drying process

3.2 Drying efficiency

Optimized dewatering process results in:

Lower residual moisture entering the thermal drying process:

- Shorter drying times → Lower energy consumption
- This will also enlarge the productivity of the dryers and lower the production cost

3.2 Drying efficiency

Drying times

- *Higher energy consumption:*

A recent research study showed that mean drying times in the Netherlands were about 20% too long, resulting in about 10% unnecessary energy consumption.

3.3 Washing efficiency

Energy savings in washing process

Energy consumption in washing processes is mostly related to the heating of the washing water. So, in principle two options are available:

- Limiting the water consumption
- Washing at lower temperatures

In general it can be assumed that the energy consumption is directly proportional to the water consumption

3. Energy efficiency

Re-using energy from water

Heat Exchanger

The use of heat exchangers can improve the energy efficiency significant.

Re-use of warm water in laundry process

Re-use of rinsing water

Very attractive: re-use of cooling water from dry cleaning machines

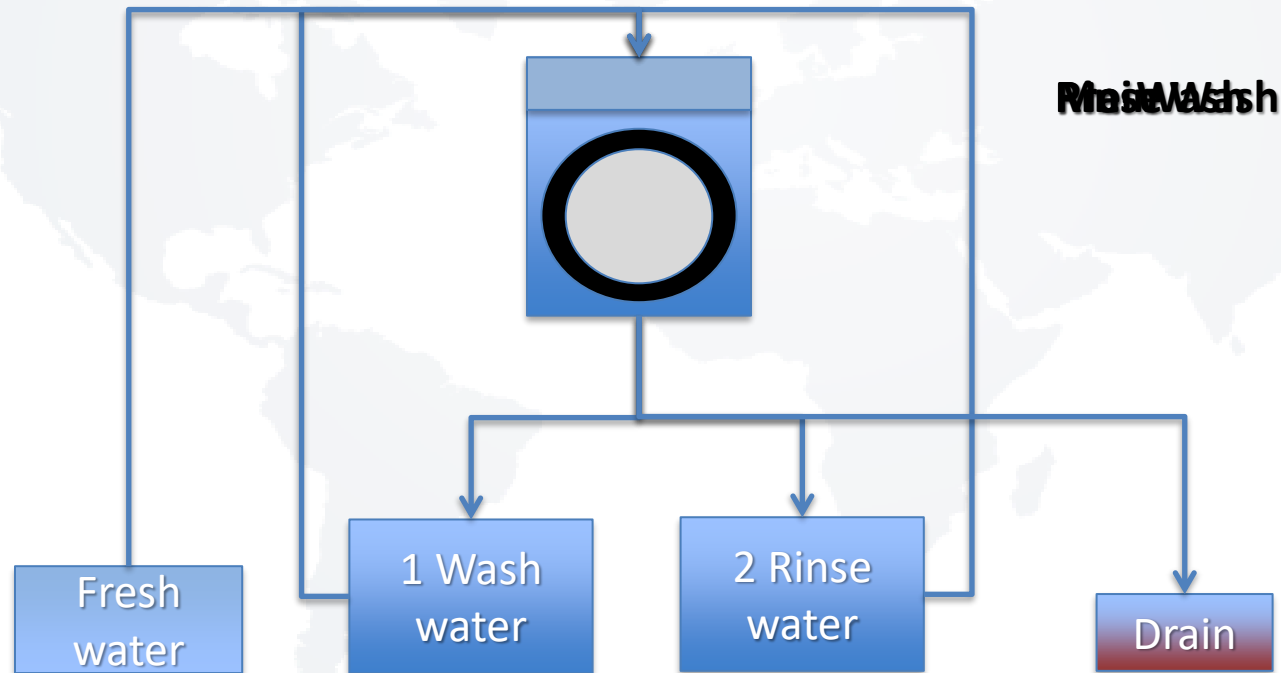
4.2 Water recycling

Reduce water consumption

- Re-use of water in other, less demanding, processes
 - Re-use of rinsing water in pre-wash or main wash cycles
- Re-use of cooling water of dry-cleaning machine in laundry machines / wash extractors
- Use of cleaning technology to make waste water fit for re-use as fresh water

4.2 Water recycling

Water recirculation system for wash extractors





Questions?

5. CINET Communication concept:

“PTC; the better way to do laundry”

 **LUKKIEN**

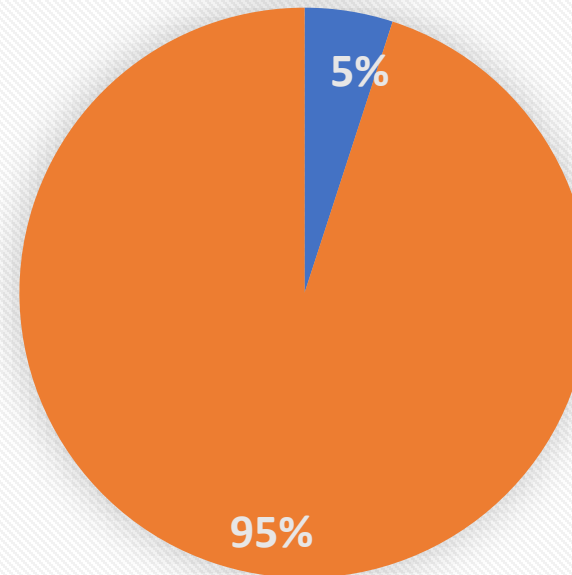
 **CINET**
Professional Textile Care

Starting point & mission of PTC sector:

Take (back) marketshare from the domestic & OPL washing machine!



Professional vs. domestic laundry in Europe



■ Professional textile care ■ Domestic laundering



Most promising new market areas to develop:

→ (Re)capturing just some % of these markets can double current market size

1. Elderly care



2. SME sector



3. Construction



4. Modern consumers



New markets require 'small order sizes' and 'flexible services' through automated processing

You aim to connect to the end-user / consumer of the textile, even in b2b

PTC companies should connect with environmental-conscious people



CINET
Professional Textile Care

Increasingly, people want to do something about climate change



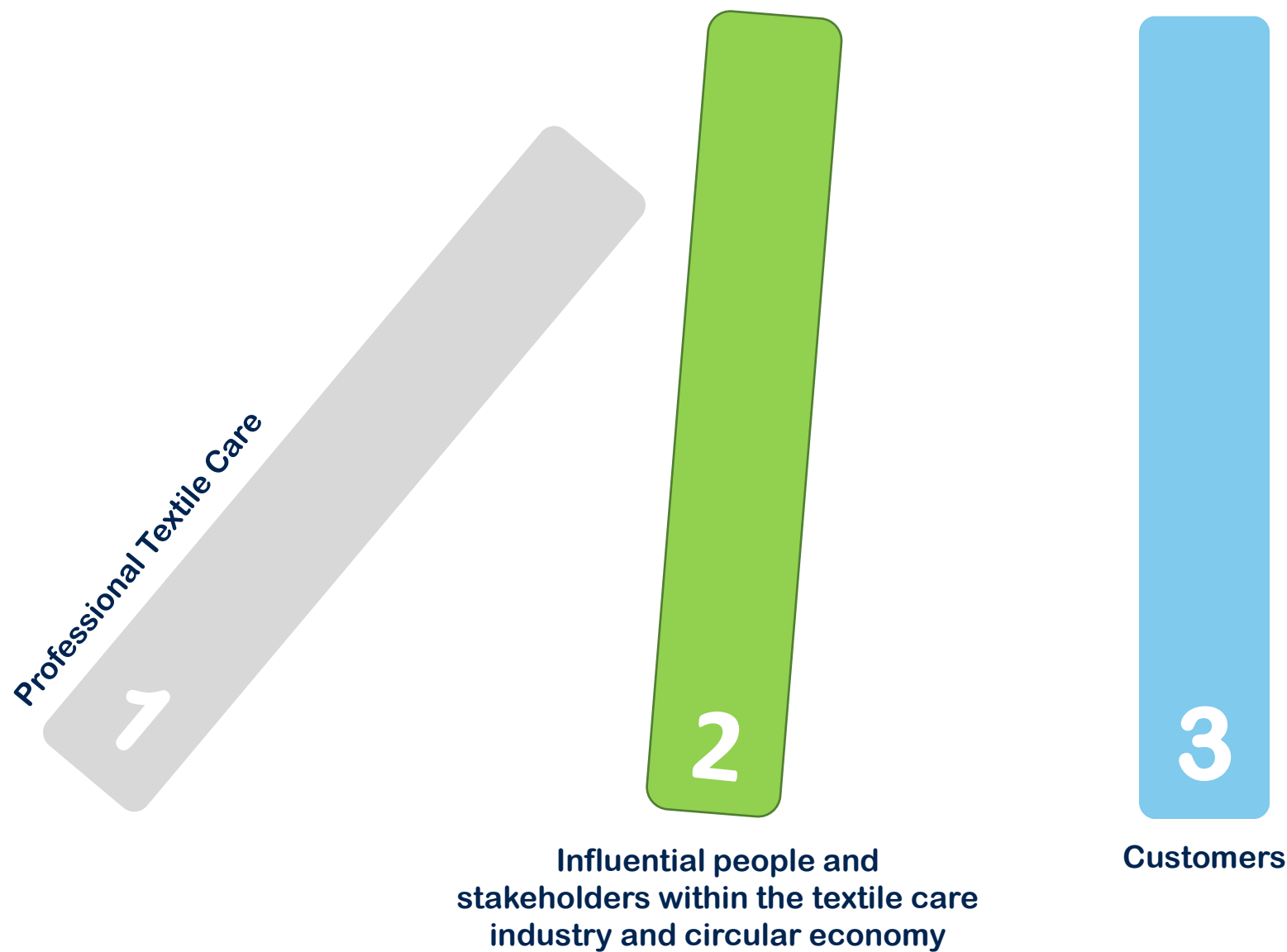
And connect with institutions &
social groups to create awareness
on sustainability of PTC



UNITED NATIONS
**PARIS CLIMATE
AGREEMENT**
SIGNING CEREMONY
— 22 APRIL 2016 —



Sender & Recipients



We're in this together

Start small and simple

Act now!

Snowball-effect

Sacrifice for your loved ones

'Our little changes today form a big impact for their future'

Professional Textile Care... The better way to do laundry.

LIVE BETTER | HELP MORE | WONDER OFTEN

1 NO POVERTY



2 NO HUNGER



3 GOOD HEALTH



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 RENEWABLE ENERGY



8 GOOD JOBS AND ECONOMIC GROWTH



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE



17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development



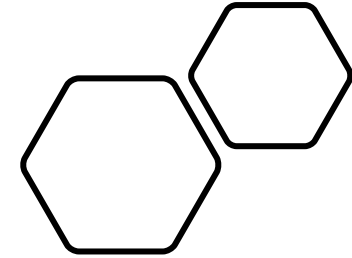
This machine doesn't fit in the circular economy anno 2020



**Become a
vegetarian**

OR

**Let us take care
of your lovely
garments**



130 liter water
savings



TU/e: Professional laundries should be reintroduced in society

“Professional laundries wash with softened water. The phosphate content in detergents for professional laundry is therefore much lower than detergents for domestic appliances”



**Stop using
plastic bags**

OR

**Start outsourcing
your laundry for the
whole family**



23 kilo CO2
savings



Plastic & packaging



“It’s only one straw,” said 8 billion people



*Plastic is about 1/3 of the cost
compared to alternative packaging*

Guild of Cleaners & Sustainability in Textile Care Committee (STCC)

[Learn More](#)

1.4 billion items per year in USA, creating 300 million pounds of single use plastics

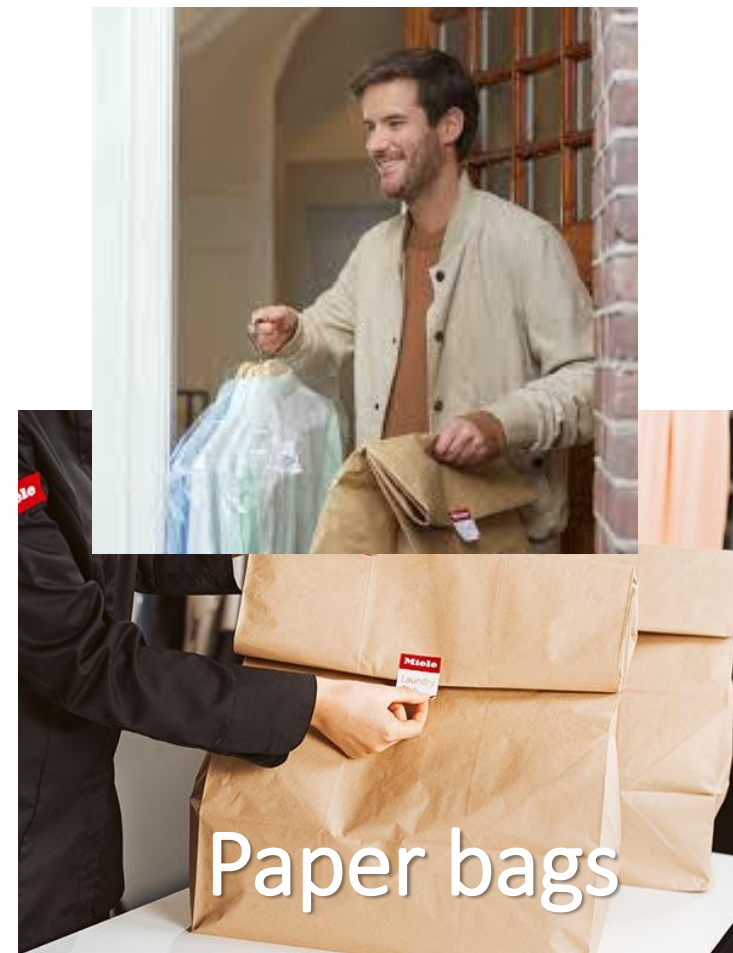
Alternative packaging



(tissue) paper



Cotton bags



Paper bags

SOME FACTS

The total amount of plastics ever made - 8.3 billion tons! Microplastics released into the ocean - 1.5 million tons per year. Or one grocery bag per person per week, dumped into our waters. Microfibres released per wash:

140.000
fibres

from
polyester-
cotton blend

500.000
fibres

from
polyester
blend

700.000
fibres

from acrylic

PLASTIC
SOUP FOUNDATION



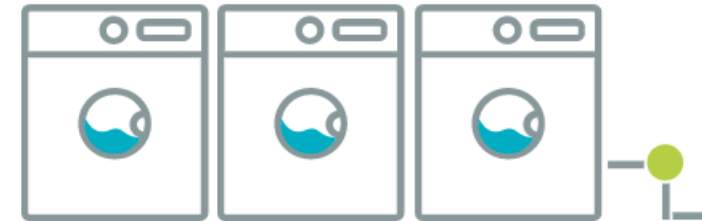
Apply proper filters



*“Keeping Plastic Out
Of Our Oceans”
(25 million shirts in USA annually)*



PlanetCare INDUSTRIAL FILTERS



Separate external unit for facilities
which are a large and constant source
of fibers. It covers up to 10 washing
machines.
(87% less microfibers)

Mobike Case: Communicate sustainable performance



Mobike shows the customer:

- Gram co2 saved
- Calories burned



PTC could show the customer saving on:

- Co2
- Fresh Water
- Number of plastic particles



Blanc Case (UK)

Genuinely communicate sustainability!

Support the circular economy:



Donate or recycle customers clothing and hangers





Show customers your business is 'woke'

Oxxo Care Cleaners
(USA)

#BLM campaign





Show customers your business is 'woke'

Oxxo Care Cleaners
(USA)

#BLM campaign



12 RESPONSIBLE CONSUMPTION



Tap into the vast potential of sneaker cleaning **GIVE YOUR SNEAKERS A 2nd LIFE!**

Before



After



PUMA
PUMA SUEDE WOVEN
GREY SILVER

VANS
VANS HALF CAB RETRO
BLOCK WHITE RED BLUE

PUMA
PUMA RS 9.8 SPACE BLUE



New industrial cleaning machine for footwear (synthetic shoe soles)



RH700





Greene's Cleaners

46 followers

2d • 

Working from home is hard, Pick-up and Delivery is easy.
Text "Pick-up" (707) 368-5326

3 GOOD HEALTH





Johnsons gain Fair Tax Mark

James Timpson, Chief Executive, Timpson Group said:

“... it makes business sense too; as the polling reveals, **more people want to shop with and work for Fair Tax organisations**, so accreditation makes perfect sense.”

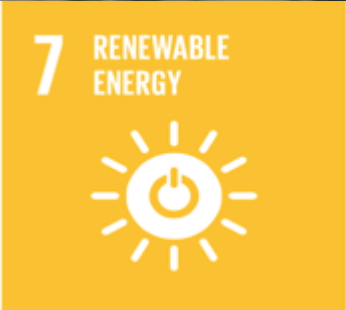


Fair Tax

Oxwash Case: Communicate sustainability & green transport



OXWASH
ECO LAUNDRY | DRY CLEANING





OXWASH
ECO LAUNDRY | DRY CLEANING



Sustainable (outsourced) logistics

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION



H&M

17 PARTNERSHIPS
FOR THE GOALS



The image is a composite. On the left, an H&M store window is visible with several mannequins dressed in casual clothing. A man in a dark suit is walking past the window. On the right, a fashion show is taking place in a grand, ornate hall with a high, vaulted ceiling and chandeliers. Two models are walking on a red carpet, wearing large, voluminous, bright red dresses with ruffled details. A white diagonal line separates the two scenes.

H&M Tests Renting Clothes to Boost Environmental Credentials



Case: sustainable fashion needs PTC

Keeping clothing in use just nine extra months can reduce the related carbon, water and waste footprints by 20-30%. (WRAP, 2012)

WORN



WEAR

patagonia.com



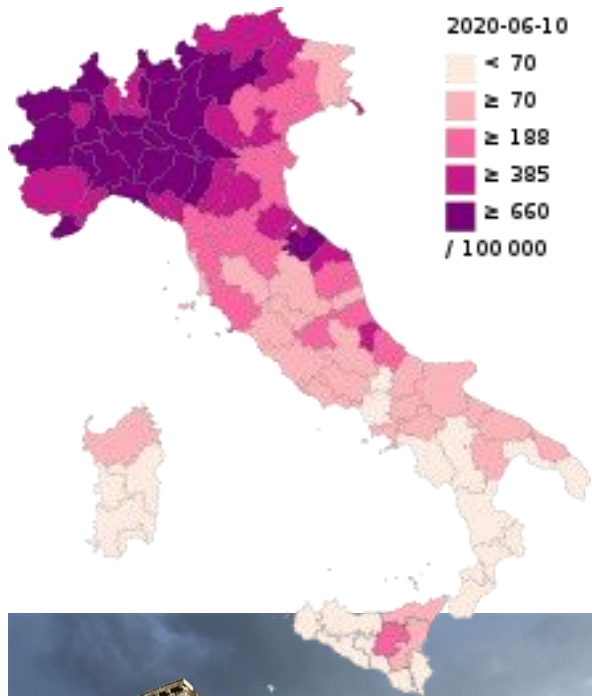
6. International exchange of experiences in PTC

What are your experiences so far?

Can sustainability & circularity help
business to grow?



Reports from CINET network



Italy



Italy, among the hardest-hit European countries

- Cases: 237.000 (June 14)
- Casualties: 34,345 people
- National GDP loss - 20%.

Corona Updates and Experiences

Italy

Mirco Mongillo,
General Manager
FIRBIMATIC

Alberto Dalceggio,
Centro Lavasecco
Lomazzo



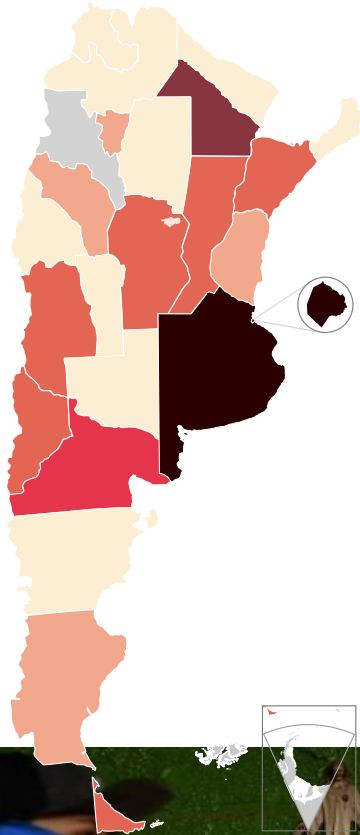
- Work has fallen. The sanitizing factor is crucial
- Only together we can work on possible directions



- Estimate: 50% decrease in 2020 revenues

- Focus on sanitizing and hygiene (where drycleaners are not used to operate), despite a projected loss in turnover of 50% deliver
- Challenge: to prevent losses

Corona Updates and Experiences



Argentina



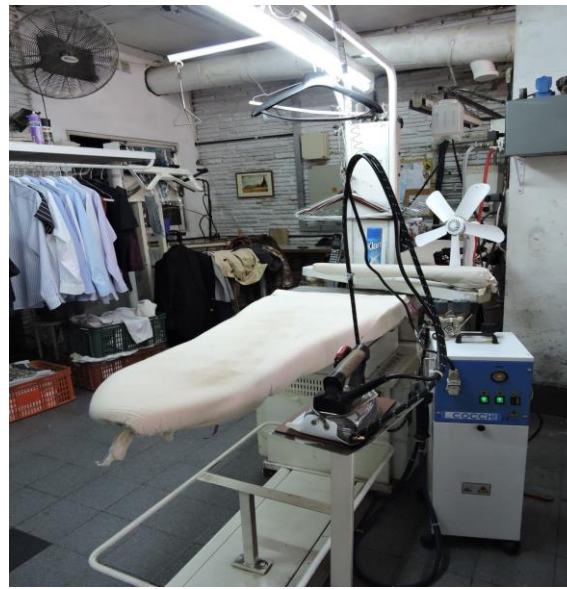
Argentina didn't reach the peak yet

- Cases: 31.564 (June 14)
- Casualties: 833 people

Corona Updates and Experiences

Argentina

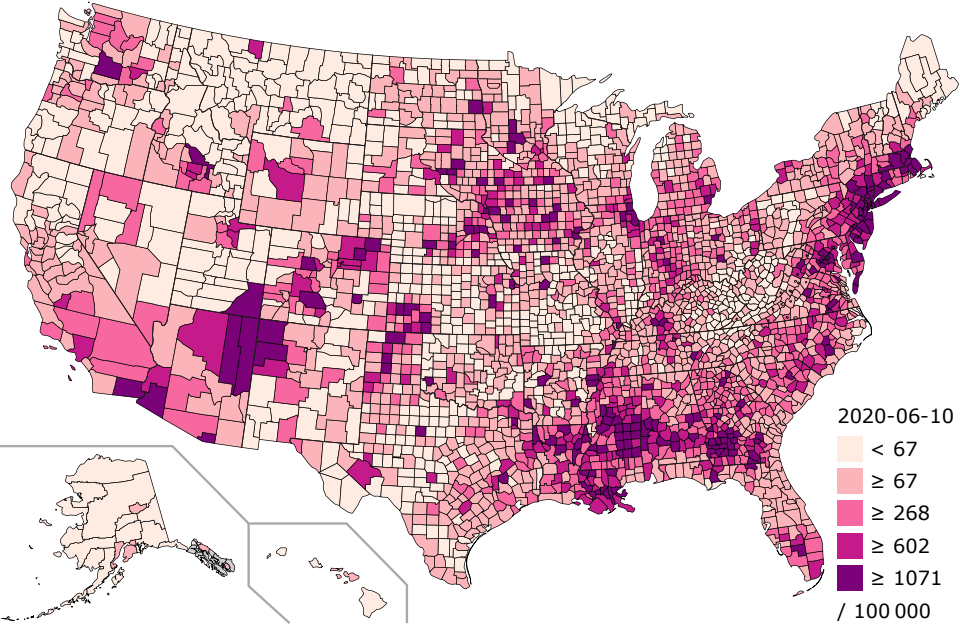
- The PTC companies are out of work
- Same situation in Chile and Paraguay



*Jorge Cristina,
MULTISERVICIOS
Magazine*

- Focus on adapting the companies to the social-distance policies, with a volume which is in the same direction as Italy
- Same direction as in Italy and same kind of challenge. The same status is present in other South American countries (ex. Chile)

Corona Updates and Experiences



USA



USA is the hardest-hit country worldwide

- Cases: 2.057.000 (June 15)
- Casualties: 115.000 people

Corona Updates and Experiences

USA

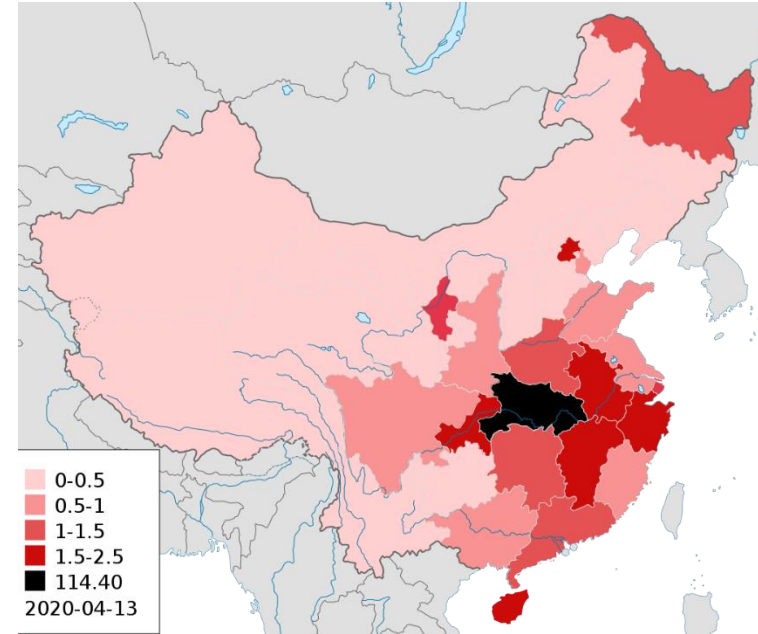
*Tim Maxwell,
President
GreenEarth*

- Work from home for 90 % of staff. Travel restrictions.
- New protocols surrounding hygiene and social distancing

50% revenue loss in the past 3 months

Corona Updates and Experiences

China



China is on a fast-paced recovery

- Cases: 83.181 (June 15)
- Casualties: 4.634

Corona Updates and Experiences

China

China Laundry Association



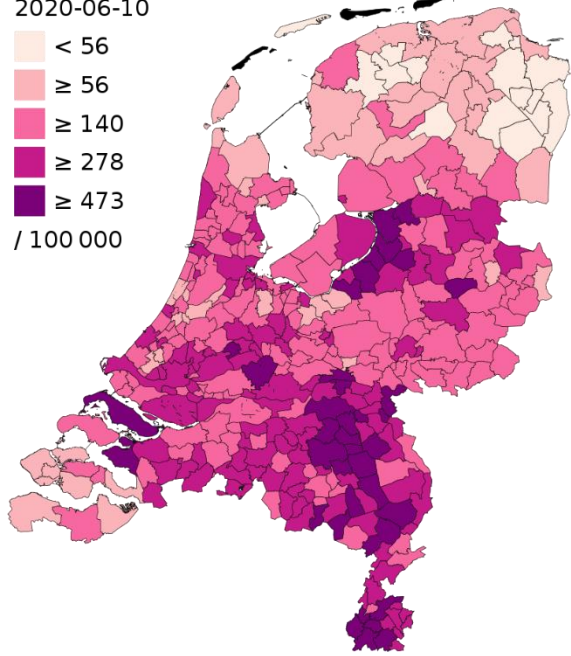
- The Retail segment has a faster recovery than the hospitality sector.

- A lot of precaution measures are still applicable
- A lot of effort in getting good communication with clients
- Boost of online service and services without touch
- As a result, the Retail segment has a faster recovery than hospitality

Corona Updates and Experiences

2020-06-10

< 56
≥ 56
≥ 140
≥ 278
≥ 473
/ 100 000



The Netherlands



New normal after “intelligent lockdown”

- Cases: 48.948 (June 15)
- Casualties: 6.065

Corona Updates and Experiences

The Netherlands

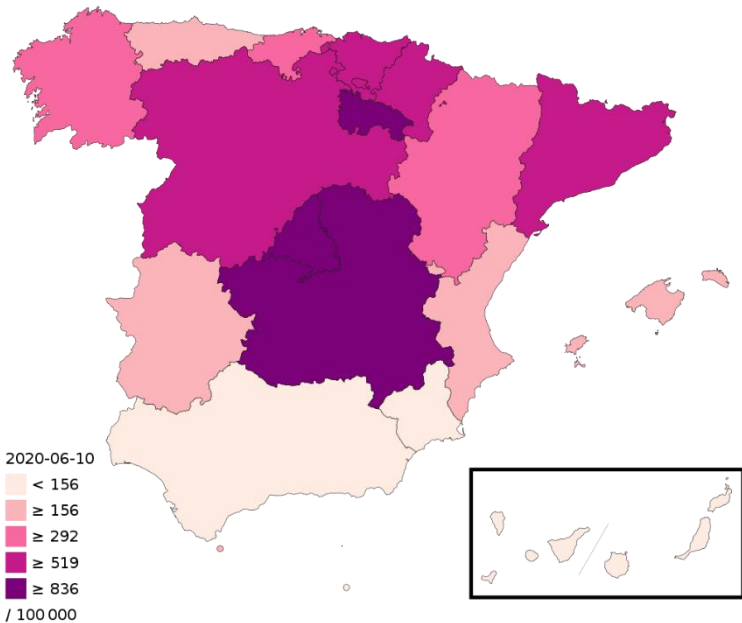


Turnover loss because of Corona in
2020: 45-50%

NETEX (NL)

- During the “intelligent lock-down” (Mid March – Early June), Drycleaners saw a significant drop in turnover: 60 – 70%
 - Consumers did not (dear) to go out
 - Drycleaners also work for hospitality and care-/elderly homes
- Since early June: Easing of measures
 - Public transport available again Hospitality sector is in business again (with restrictions)

Corona Updates and Experiences



Spain



The 3rd most affected European country

- Cases: 243.928 (June 15)
- Casualties: 27.136

Corona Updates and Experiences

Spain

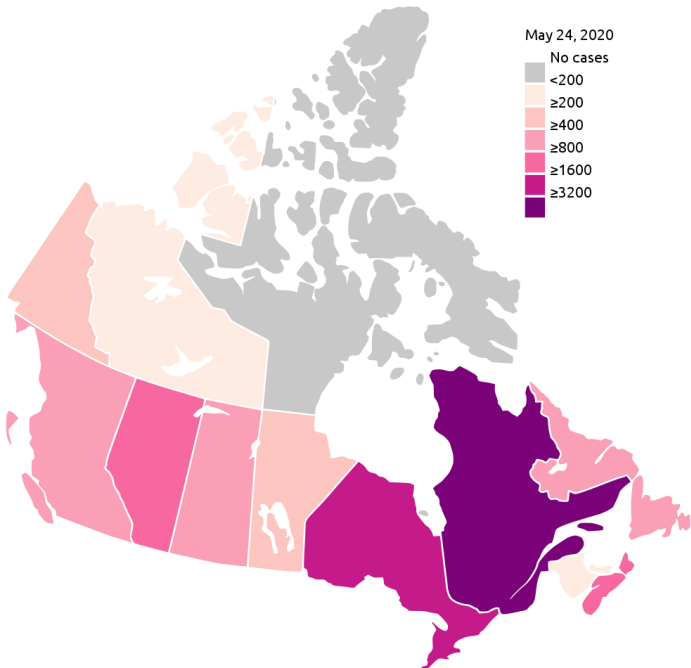
- 40% drop in the equipment sales department.
- 10-20% drop for laundry supplies and technical service.

*Jose Antonio Martin
Director
Macrun*

Image: Tintoreria Torres, Barcelona

- Focus on e-commerce to create a safe social-distance approach.
- Nevertheless, a drop of 10-20% of laundry supply will occur.

Corona Updates and Experiences



Canada



Ready to reopening

- Cases: 99.467 (June 16)
- Casualties: 8.213

Corona Updates and Experiences

Canada

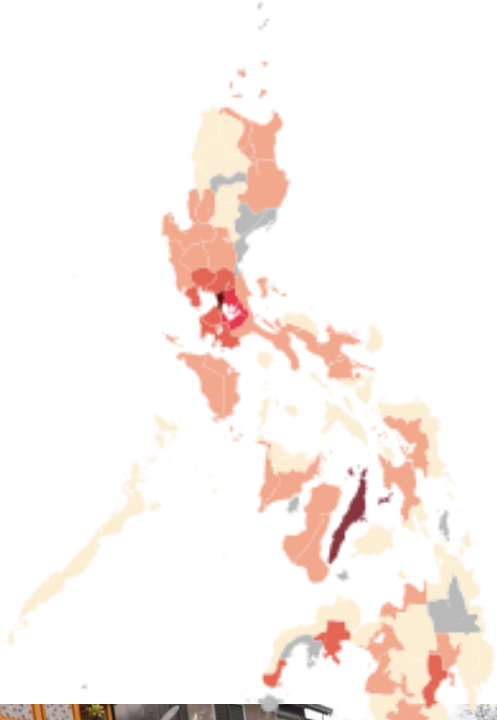
- PTC - classified an essential service.



*Ali Merani
President
Our Cleaners*

- A lot of effort in getting the “essential service” status
- To be open very shortly (at the end of this week)
- The forecast – 50% of the revenues by the end of 2020 (compared with 2019)

Corona Updates and Experiences



Philippines



One of the most affected Asian countries

- Cases: 26.240 (June 15)
- Casualties: 1.098
- Lockdown easing since May

Corona Updates and Experiences

Philippines



- Very limited opening with limited staff
- The results are difficult so far
- Full focus on new services and business models – the challenge for the period to come

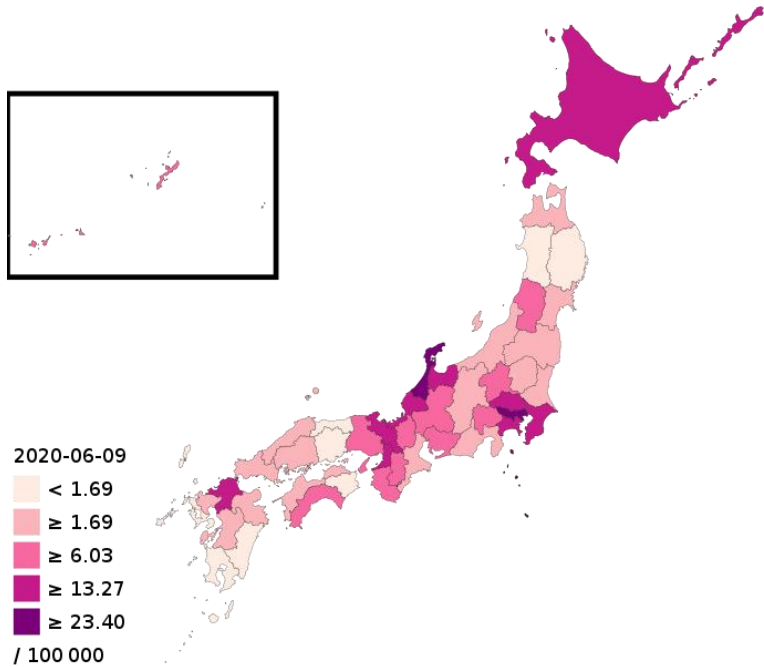
Life comes ahead of revenue

Dominador Asis III
President
**METROPOLE Laundry &
Dry-Cleaners, Inc**

No revenue since we opened

Christine San Diego
Owner
Sissys Laundry Shop

Corona Updates and Experiences



Japan



Cautious recovery

- Cases: 17.587 (June 15)
- Casualties: 927

Corona Updates and Experiences

Japan



Business is down by 30% or more

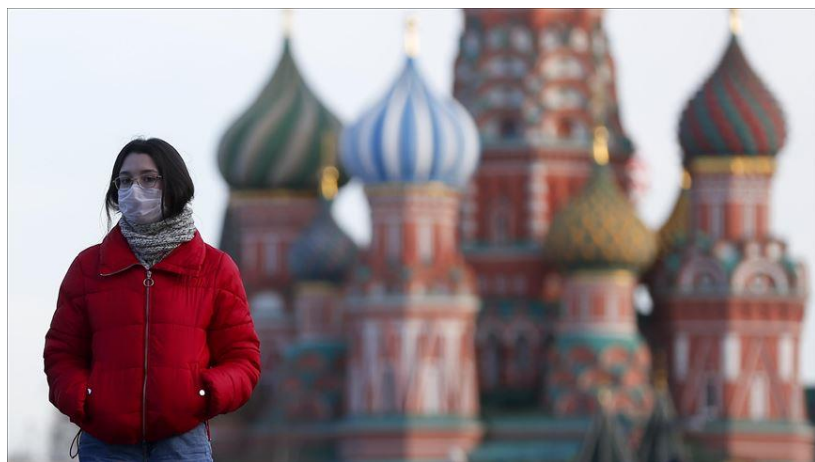
*Nigel Asai, Managing Director (North Asia)
HACCP International*

- Relatively less impact on the business, compared to other regions
- Retail is down by 50%, in a context in which April-May is usually the busiest period

Corona Updates and Experiences



Russia



Russia is leaving the peak phase

- Cases: 550,000 (June 15)
- Casualties: 7.284

Corona Updates and Experiences

Russia



*Leonid Bertsev,
President
The Russian Association of
Dry-cleaners and Launderers*

- Business is recovering, but no hopes to reach the 2019 level
- The RTC companies lost 90% of turnover during lockdown, with a risk of bankruptcy for 7-10% of RTC companies
- Long term problem – losing staff

- *Estimated turnover loss
2020: 20-25%.*

Corona Updates and Experiences

The World of PTC Business School

“Creating Masters in PTC”

Receive a unique Master certificate & PR toolkit



>25 year Building up a knowledge database	Some 35 Support of international suppliers	1000+ Satisfied trainees since 2010
--	--	---

2019 training week in NL with CLA



Master class education & training in NL



CERTEX[®]

CERCLEAN[®]

CINET
Professional Textile Care



International Certification Program

Implement Quality (ISO 9001) & RABC Hygiene
management (EN 14065) for Guaranteed First
Class Laundry services

CERCLEAN Certification (EN 14065 / RABC)



First batch of China Laundries certified in September 2019



7. Global Best Practices Awards 2020

***BEST PRACTICES =
PROFITABLE & SUSTAINABLE BUSINESS***

Amsterdam 4-5 Nov 2020
Live online

CINET
Professional Textile Care

Amsterdam (NL)

4-5 November 2020

LIVE ONLINE



I amsterdam





GBPAP18 – ExpoDetergo Milan (IT), Oct 18-19 2018

Objectives 2020

1. Nominees from 45 countries
2. 50 online pitches of 3 min (3 sessions)
3. Some 20 international jury members
4. Ceremony with 500 ONLINE attendants
5. Intensive PR in participating countries

LIVE ONLINE

Compared to 2018 the goal is to promote even more the more specific key issues of new technology and business models (such as digitization, new textiles, new customer segments, etc.) instead of standard company profiles

3 MAIN TOPICS

Sustainability

Hygiene

Digitization &
Innovation



LIVE ONLINE



The ROAD TO AMSTERDAM ***(Nov 4-5, 2020)***

Winners Overall Awards – qualified for the GBPA2020 Final in Amsterdam. All nominees are automatically registered for The GBPA2020 World Contest

The GBPA2020 Trophies

1. RETAIL TEXTILE CLEANING (RTC)

Sustainability

Innovation

Overall Best Practices

3. BIG RETAIL (FRANCHISE)

Sustainability

Innovation

Overall Best Practices

2. INDUSTRIAL TEXTILE SERVICES (ITS)

Sustainability

Innovation

Overall Best Practices



Winners Overall Awards – qualified for
The GBPA2020 Final in Amsterdam.
All nominees are automatically registered
for The GBPA2020 World Contest

Optionally, awards on: Young Entrepreneur, Corporate Social Responsibility (CSR), A Lifetime Achievement

Past National Pre-selections '19-'20



French Best Practices Awards
(JET EXPO Paris, May 19-21 2019)



Dutch Best Practices Awards
(LEE Antwerpen, Sept 13-14 2019)



Canadian Best Practices Awards
(Toronto, CLA Conference, Oct, 5 2019)



Indonesian Best Practices Awards
(Expo Laundry Jakarta, July, 11, 2019)



SEA Best Practices Awards
(Expo Laundry Jakarta, July, 12, 2019)



Indian Best Practices Awards
(Mumbai, DLAI Convention, Feb 15-16 2020)

Winners Overall Awards – qualified for the GBPA2020 Final in Amsterdam. All nominees are automatically registered for The GBPA2020 World Contest

National Pre-selections in 2020 - rearranged

Italy Best Practices Awards



Greek Awards



USA Best Practices Awards



The Russian Awards



The Australian Awards

More info, on:
www.cinet-online.com/awards2020

Winners Overall Awards – qualified for the GBPA2020 Final in Amsterdam. All nominees are automatically registered for The GBPA2020 World Contest

APPLY NOW! JOIN THE AWARDS!



Application Deadline – Sept 15th

www.cinet-online.com/awards2020

or



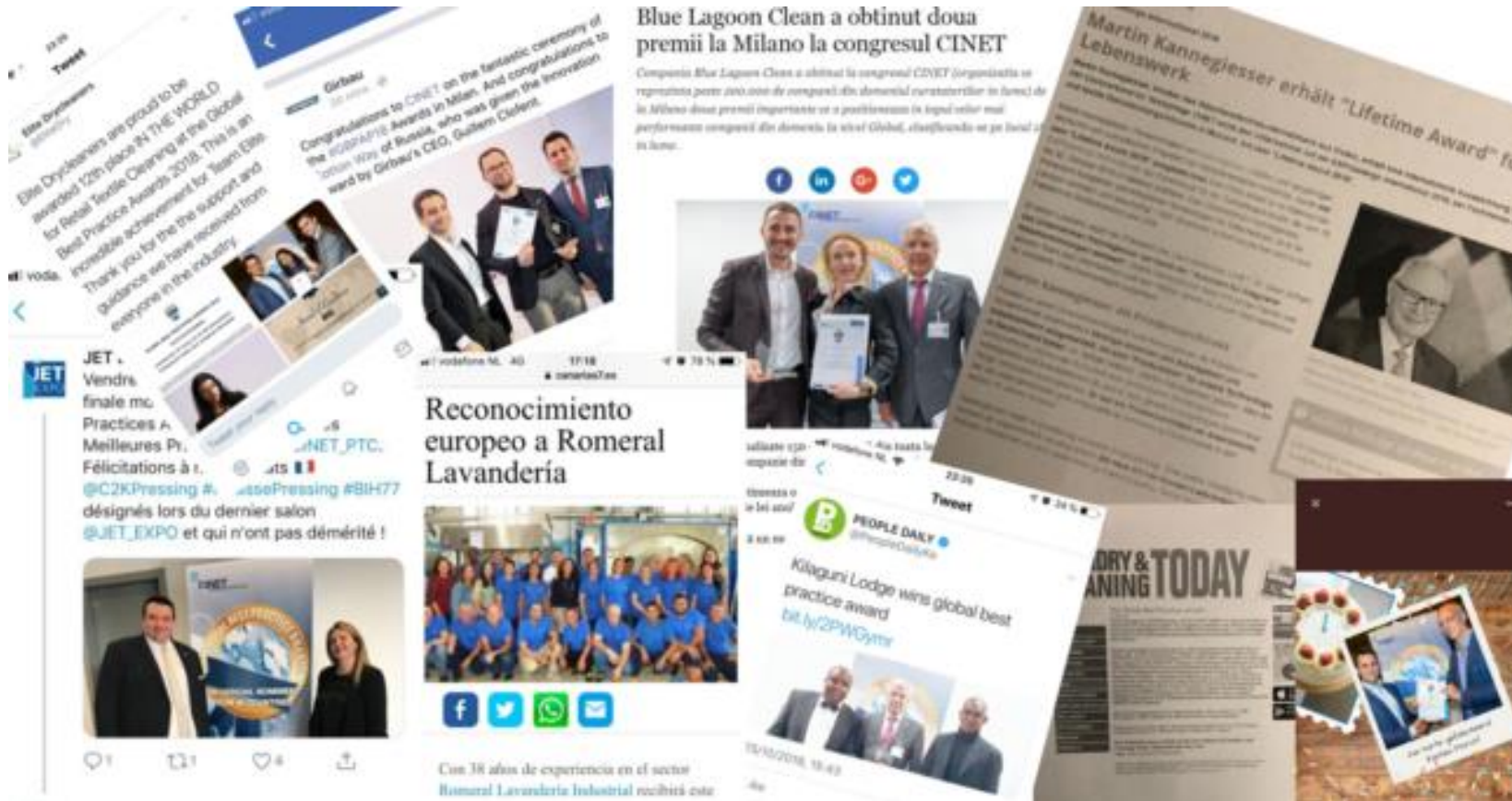
[REPLY FORM RTC – Retail Textile Cleaning](#)

Ask for a reply form at: cinet@cinet-online.com

Winners Overall Awards – qualified for the GBPA2020 Final in Amsterdam. All nominees are automatically registered for The GBPA2020 World Contest

APPLY NOW! JOIN THE AWARDS!

Massive free PR



Winners Overall Awards – qualified for the GBPA2020 Final in Amsterdam. All nominees are automatically registered for The GBPA2020 World Contest

Special thanks to the Sponsors!





BEST PRACTICES =
PROFITABLE & SUSTAINABLE BUSINESS!

8. Questions?

Thanks for your attention & to all speakers

www.cinet-online.com

cinet@cinet-online.com





4. Rondvraag





5. Sluiting

