

CINET

Professional Textile Care



ASSOSEC
Associazione Italiana
Puliture a Secco
e Tintorie

PROGRAM THE ITALIAN PTC BEST PRACTICES AWARDS

February, 18th, Milan



FIRBIMATIC



Electrolux

CHRISTEYNS

BÖWE

GIABAU

Alliance
Laundry Systems

REALSTAR

Surf
CHIMICA

kreussler
TEXTILE CARE

SEITZ

The fresher company



Info websites:

www.cinet-online.ro

www.assosecco.it

THE ITALIAN PTC BEST PRACTICES AWARDS

1. Objectives

The Global Best Practice Award Program stimulates the implementation of best practice measures, service aspects, marketing and quality of the professional textile care industry and will demonstrate its capabilities. It will provide a benchmark and platform for the new state of the art in modern professional textile care. The awards will be presented to the most sustainable and service oriented professional textile cleaning companies and industrial laundry/textile services companies with reference to standards in their own home country. The award emphasizes the focus of our industry towards new business models & services to end-users & clients, as well as for the environment and its people.



To encourage the distribution of these Best Practices in the whole industry, CINET - in partnership with ASSOSECOCO - is inviting the professionals of textile care to participate at the Italian Best Practices Awards 2018.



2. Why should you apply?

- Benchmark your business with others worldwide
- Generate new ideas for success!
- Positively profile your business to (potential) customers
- Win and be invited at the Global Awards at Expo Detergo (Milan) on October, 19th 2018, a starting point for positively profiling the industry and stimulating innovation (travel and subsistence costs reimbursed).

3. The 3 Trophies:

3 topics have been selected for the contest:

- Overall Best Practices Award
- Innovation Award
- Sustainability Award.

In addition special awards can be delivered for CSR and A Lifetime Achievement. When submitting your application, you register under one category and you apply for all the 3 trophies. That is why we ask you to fill in the entire application form.





THE ITALIAN PTC BEST PRACTICES AWARDS

4. Program

- 09.00 Opening Meeting Place with coffee, tea & breakfast
- 10.00 Welcome by organizers
 - Welcome by Assosecco President, Mrs. Gabriella Platè
 - Welcome by CINET President, Mr. Peter Wennekes
 - Moderator: Mrs Donatella Castelli
- 10.15 Outline: Italian National Best Practice Award Program, by CINET President, Mr. Peter Wennekes
- 10.30 'Laundry on Demand Business experience & business mode', by CINET Secretary General, Mr. Leon Wennekes
- 10.55 'State of the Art technology in Italian Professional Textile Care', by CINET President, Mr. Peter Wennekes
- 11.20 'Professional PTC Management', by Mr. Federico Cimini, Quadrato Verde
- 11.45 World of PTC Business School by CINET, by Mr. Nicolae Damu
- 12.10 Break & lunch
- 14.00 Introduction Jury Best Practices Awards
- 14.10 Pitch presentations (5 minutes), by 8 final nominations
- 15.00 Presentation sponsors
- 15.30 Award Ceremony
- 16.30 End of program, celebration drink.

5. Who can participate?

Any (proud) professional laundry or dry cleaning business that is willing to share their story on best practices.



6. Criteria

The nominees are evaluated by an independent Jury and rewarded upon the following criteria:

1. **Quality.** Skills and knowledge are important to maintain professional textile care quality. A continuous quality that meets customers' expectations is of the utmost importance. Training & education and labour policy are the basic of quality. Certification, if available, can enhance the quality approval of a professional textile care company
2. **Sustainability.** Implementation of best practices is the key for safe & sustainable processing in cleaning operations. Using state of the art equipment, modern cleaning concepts, optimal working methodologies, and integrated ICT processing enhances safe and sustainable professional textile care
3. **Business model & service concept.** Meeting customers' demands and expectations in a rapid changing market environment. A clear business model for modern professional textile care is required to excel. The right services, contributing to the ease and convenience of end users/customers and fitting to the business model of the company. Modern business practices, Management & Marketing strengthen the performance of the company in a competitive environment
4. **Innovation.** End users markets and enabling technologies are changing and require innovations in services, implementation of new technologies, creative entrepreneurial efforts to cope with new (online) customer' demands, legislation, and environmental requirements. Underline the innovations implemented by the PTC company to meet today's and tomorrow's demands
5. **Key-note.** Own explanation and substantiation why the company should win the award.





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7. Evaluation

A pre-selection of all applications will be performed by CINET upon the above mentioned criteria. The applicants that pass the criteria will become Registrations. They will be evaluated by the Italian Best Practices Awards Jury to decide whether these will become officially Nominees. The Nominees' profiles will be published in the Italian National Best Practice Awards brochure. The Registrations will be evaluated upon the set criteria by the Jury checking the delivered materials; text, photos, documentation and other testimonials. The official nominees' representatives will be invited to deliver a pitch presentation of max 3 minutes in front of the Italian Best Practices Awards Jury at pre-selection evaluation.

8. How can you apply?

- Filled-in application forms must be sent back to CINET (cinet@cinet-online.com) before January 30th, 2018. Registration is free of charge.
- Pictures and photos from the interior, exterior and working area are required. More pictures/marketing materials clarifying the answers are welcome. On this basis a company profile will be prepared, also for publications.
- The Trophies Ceremony will be held at Unione Confcommercio Milano (Palazzo Castiglioni, Corso Venezia 47) on February 18th, 2018.



9. Apply Now!

The application form is written in Italian. Foreign companies can participate as well, by filling in the answers in English. The awards emphasizes the focus of our industry towards new business models & services to end-users and clients, as well as for the environment and its people. Follow us on social media and/or subscribe to the CINET newsletter. The Italian Best Practices Awards is the third National Chapter in CINET's Global Best Practices Awards Program, with events that took and will take place on the Road to Milan (ExpoDetergo, October, 19th, 2018):

- France National Best Practice Awards (JET EXPO Paris, October, 14th, 2017)
- UK
 - o LCN Awards (October, 19th, 2017)
 - o LADA Awards (November, 2nd, 2017)
- The Norway Chapter, in cooperation with NRV, will take place in March, 8-9, 2018
- The Dutch National Best Practice Awards will also be organized, with support from NETEX on March, 24th, 2018
- The Indonesian National Awards will be hosted at Laundry Expo in Jakarta, in cooperation with ASLI (March, 29th, 2018)
- The Russian pre-selection will be hosted in Moscow, in cooperation with The Russian Laundry & Drycleaning Association, on April, 14th, 2018.

Further National pre-selection events are in preparation.

Apply now at: cinet@cinet-online.com



10. Contact

For further information, please contact the CINET Secretariat:

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