**Reply form Retail Textile Cleaning companies**

**CINET Global PTC Best Practice Awards Program 2020**

For professional textile care operations modern services, quality, innovation, hygiene and sustainability are the key issues to meet customer demands. By stimulating the best practice approach CINET contributes to a safe and sustainable textile care sector to offer: THE BEST SOLUTION AVAILABLE. The changing customer demands ask for new services and marketing concepts. Quality, sustainability and ease of use are important aspects to meet these changing demands. The Global Best Practice Awards Program stimulates the implementation of Best Practice measures, service aspects, marketing and professional quality. It will provide a benchmark and platform for the new state of the art in textile care. The deadline for the reply form is **March 1st 2020.**

The award will be presented during the first day of Texcare International Frankfurt (Germany), June 20th 2020. All nominees will be invited and will be special guests of CINET on this event (1 person free admittance).

**Questionnaire**

**General company information**

|  |  |
| --- | --- |
| Name company |  |
| Contact person |  |
| Address |  |
| Country |  |
| Phone number |  |
| E-mail |  | |
| Nominated by (optional) |  | |
| Company type | Dry cleaning store / launderette | |
| Signature |  | |

**Textile Cleaning Machines**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Solvent/Machine | Mark when applicable: | Number: | Year build/Generation: |
| The company uses the following solvents/machines: | PERC |  |  |  |
| HCS |  |  |  |
| Professional Wetcleaning |  |  |  |
| Solvon K4 |  |  |  |
| Ipura system |  |  |  |
| Siloxane D5 (GreenEarth) |  |  |  |
| CO2 |  |  |  |
| Laundry machine |  |  |  |
| Other: |  |  |  |  |

**NOTE! To get a better understanding please provide a copy of the list of your machines and a factory lay-out if at all possible**

**Remarks:**

1. **Quality**

Skills and knowledge are important to maintain professional cleaning quality according to customer expectation. Training & education and labour policy are the basics of quality. Certification, if available can enhance the quality approval of a professional textile cleaning company.

**Staff policy**

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| Can you describe the labour policy and size? |

**Quality control**

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| How is the quality controlled and guaranteed in the company? What are your KPI’s to monitor quality? |

## Sustainability

Implementation of best practices is the key for a safe & sustainable dry cleaning operation. Using modern equipment, operation, optimal working methodologies enhances safe and sustainable professional textile cleaning.

**Equipment:** emission source can be reduced by using proper equipment, maintenance, leak detection, etc.

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| **Equipment:** how do you reduce the emission at the source? How much have you improved over the last years? (Measurable KPI’s are preferred) |

**Operation:** Optimal machine operation like drying times, use of chemicals, cleaning enhancers, loading, etc. can improve the efficiency and reduce consumption of solvent.

|  |  |
| --- | --- |
| **Operation:** What are the operational best practices applied? What (measurable) results did it bring you? |  |

**Good housekeeping:** Containment by preventing spills to air, water and soil by using spill trays, closed containers, proper storage, proper maintenance/cleaning, etc. These applied practices do not require large investments but only good practices.

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| **Good Housekeeping:** What are the good housekeeping practices applied? What (measurable) results did it bring you? |

**Recovery and Recycling:** Recovery and recycling of solvent by distillation, treatment of contact water, active carbon adsorption, waste/residue management, etc. are important to limit solvent emission and waste.

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| **Recovery and Recycling:** How is the recycling of waste (residue, contact water etc.) organized? ? Can you describe this in measurable results? E.g. % of energy/water recycled  Explanation: |

1. **Business model & Service concept**

Meeting the customers’ demands is important, and the demands are changing nowadays. A clear business model for textile cleaning companies is required to distinguish. The right services, contributing to the ease and convenience of customers and fitting the business model is therefore important. Marketing is required to communicate the key message of textile cleaning.

**Services provided**

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| What is the service concept? Why are customers choosing your service and not the service of a competitor? What benefits do you offer the customer? |

**Business model**

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| Can you describe your key activities? What do you do to provide your service to the customer? |

|  |
| --- |
| Can you describe your key resources? E.g. human resources, infrastructure, machinery, IT, know-how, etc. |

|  |
| --- |
| Please describe your key (strategic) partners for your business model |

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| What does your cost structure look like? Please feel free to use below graphic. |

|  |
| --- |
| How is the business model generating income? Please describe your revenue model; e.g. rental model per piece/kg, one-time transactions, etc. NOTE! It is not necessary to provide sensitive information |

**Marketing and promotions**

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| --- |
| How do you promote the professional textile cleaner? Which channels do you use to reach the customer? How effective are these channels? (Do you have KPI information?) |

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| --- |
| What kind of customer relationship do you aim for? What can you say about your brand? |

1. **Innovation**

The world is changing, so innovations are important to cope with changing customers’ demands, legislation, and environmental requirements.

**Innovation**

|  |
| --- |
| What are the innovations of your textile service company? Can you describe measurable results from your most successful innovations? (this can be technical or market development innovations) |

1. **Key-note**

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| --- |
| In what way does your company stand out in other ways mentioned in the questions above? |
| Why should your company win the award? |

**Pictures and photos**

Please provide pictures and photos of the interior, the exterior and the working area of the textile cleaning company. Pictures, animations, brochures, videos, etc. to explain and clarify the answers are welcomed. Any pictures that justify the award will be taken into account.

Please, send high resolution videos, photos and images (aim for 1 mb minimum / 300 dpi), as a separate file, NOT in this word document. You can also use [www.wetransfer.com](http://www.wetransfer.com) to send photo/video

NOTE! The information and visuals send to CINET will be used for publications in the new World of PTC Book volume 7 as well as digital channels and educational purposes. In case you have shared confidential or copyrighted information please do indicate so and the info shall not be used in publications, merely shown to the international jury (which all have signed NDA’s).

**Finance**

Participation in this awards program is free of charge for laundries. Finalists will get reimbursed for their trip upon a further arrangement with the CINET secretariat. Reimbursements will only be given if the finalist attends the meet & greet (one day prior to the event) as well as the pitch presentations during the event.

**CINET**

CINET, the international committee of Professional Textile Care is the global umbrella association offering national associations, franchise companies, international suppliers and research institutes a global platform. CINET participates and coordinates in international research projects and organizes conferences and workshops to stimulate the exchange of information to accelerate innovation. CINET represents over 90 organizations, 300 liaisons and a global network of over 3000 industry experts.

**Reply**

The reply form can be sent to the CINET secretariat before **March 1st, 2020.**

CINET Secretariat,

Postbus 10, NL-4060 GA Ophemert  
Tel: +31 344 650 430

Fax: +31 344 652 665  
Email: [cinet@cinet-online.com](mailto:cinet@cinet-online.com)