

## THE BEST SHOWCASES THE INDIAN PTC BEST PRACTICES AWARDS

February, 15-16 , 2020, Mumbai



Indian Best Practices Awards sponsors:



Global Best Practices Awards Program 2020

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### *Foster and encourage professionalism*

I would like to thank all the companies, members and non-members that have made submissions for the Indian Best Practices Award in Mumbai. The Dry Cleaners and Launderers Association of India (DLAI) is proud of the fact that our members represent the best in the Indian PTC industry when it comes to providing quality cleaning, pressing and service to our customers.

We believe that Indian textile care professionals are the driving force in incorporating innovation, new business models, quality and sustainability. Our mission is to foster and encourage professionalism and ongoing development within the Professional Textile Care industry in India.

DLAI is proud of our affiliation with CINET as a leader in the global network to provide education and technical advice to textile care operators throughout the world.

Our Association congratulates all the companies that submitted entries and especially to those winners of the special and overall awards. Congratulations to all winners and participants. Wished many more came forward with their own versions of “India way forward” Drycleaners and launderers

The Drycleaners & Launderers Association of India (DLAI)  
SURESH BHATIA  
President



### *Global Best Practices Awards Program 2020:*

*Effective PR for the PTC Industry!*

CINET, the International Committee of Professional Textile Care, is the umbrella association pooling national organizations for the professional textile care industry. Our mission is to be a well-structured, strong and reputed international umbrella organization for the global professional textile care industry to consumer and business-to-business applications. Our collaboration and partnership with The Drycleaners & Launderers Association of India (DLAI) carries the objective to set up a solid infrastructure and professional secretariat to set up a network in India to stimulate innovation and implementation of new technologies and international expertise. I am proud to have a long and fruitful co-operation with the Founding Members of DLAI over the years, we had a successful co-operation in many events and have had many fruitful discussions in a variety of topics.

During DLAI's 1st AGM and the 1st Annual Convention, DLAI, & CINET will reward the most outstanding company cases with a full commitment on best practices during The Indian Best Practices Awards, a national pre-selection chapter on The Road to Frankfurt Germany, where GBPA2020 Final will take place (June

20, 2020, at Texcare International). DLAI & CINET have invited the best Indian Professional Textile Care companies to participate. CINET wishes all members of DLAI a very successful 1st Annual Convention!

Thank you,

Yours sincerely,

CINET  
PETER N.M. WENNEKES  
President / CEO





## The Indian Best Practices Awards;

The Indian Practices Awards will take place during DLAI's 1st AGM and the 1st Annual Convention in Mumbai, India (Feb 15-16, 2020):

- 15th of February (evening): The Fern – an Ecotel Hotel, Goregaon, Mumbai, India
- 16th of February (all day): Courtyard by Marriot Andheri East, Mumbai, India

### 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 Indian Best Practices Awards Jury to decide whether these will become officially Nominees. The Nominees' profiles will be published in the Indian Best Practices Awards brochure. The detailed profiles will be published in The World of PTC – Book nr. 7. The Registrations will be evaluated upon the set criteria by the Jury checking the delivered materials; text, photos, documentation and other testimonials.

### Criteria

The nominees are evaluated by the Canadian Best Practices Awards 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.



## Program India Best Practices Awards 2020: for Sustainable Profits!

Saturday 15 February

Location: The Fern – an Ecotel Hotel, Goregaon, Mumbai, India

Moderator: Indian Moderator

First official DLAI General Assembly & India Best Practices Awards 2020

Time	Topic
16.00	Introduction of the Indian Best Practices Awards; <i>Applications, procedure, jury &amp; road to Frankfurt</i>
16.15	Indian Best Practice Awards RTC: 14x 5 minute pitch presentations of finalists
17.45	Indian Best Practice Awards ITS: 6x 5 minute pitch presentation of finalists
18.15	Pitch presentations of supporting supplier partners
18.45	Closure of event
19.00	Welcome by Mr. Suresh Bhatia, President of DLAI

20.45	<ol style="list-style-type: none"> <li>Results of 2019 <ul style="list-style-type: none"> <li>Correspondence &amp; announcements</li> <li>Organization structure &amp; bylaws</li> <li>Partnerships with regional associations</li> <li>Member overview</li> </ul> </li> <li>Strategy &amp; positioning <ul style="list-style-type: none"> <li>Mission &amp; vision</li> <li>Roadmap 2030</li> <li>Committees DLAI</li> </ul> </li> <li>Action plan 2020 <ul style="list-style-type: none"> <li>Train the trainer programs</li> <li>CERCLEAN® certification</li> <li>Schedule 2020: events, trainings &amp; seminars</li> <li>Texcare International: DLAI delegation to Frankfurt</li> <li>E-learning 'World of PTC Business School' in English and Hindi</li> </ul> </li> <li>Marketing &amp; communication <ul style="list-style-type: none"> <li>DLAI communication plan</li> <li>VIS national media partner</li> </ul> </li> <li>Election of the board</li> <li>Finance <ul style="list-style-type: none"> <li>Financial review 2019</li> <li>Budget 2020</li> </ul> </li> <li>Questions</li> <li>Closure of General Assembly</li> </ol>
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## Program India Best Practices Awards 2020: for Sustainable Profits!

Sunday 16 February

location: Courtyard by Marriott Mumbai International Airport (Google Maps link), Cts 215, Andheri – Kurla Rd, opposite Carnival Cinemas, Andheri East, Mumbai, Maharashtra 400059, India

Retail Textile Cleaning (RTC) & Industrial Textile Service (ITS) laundries

Facilities: 'Amber hall' Conference room fully equipped with audio & visual (large 16:9 screen for demo videos)

# seats: 300 pax

Time	Topic
8.30	Registration for the conference
9.00	Introduction DLAI & DLAI management committee <ul style="list-style-type: none"><li>• Profile association</li><li>• Introduction core members &amp; management team</li><li>• Action plan for 2020</li></ul>
9.40	Smart & efficient laundry technology by Zehen Arora of Stefab
10.00	"PTC Business Challenges for 2020 and beyond" by Mr. Peter N. M. Wennekes <ul style="list-style-type: none"><li>• Demand for customer requirements &amp; tailor made services</li><li>• Organisation</li><li>• Young Laundry Entrepreneurs</li><li>• Enabling technologies</li><li>• Key drivers</li></ul>
10.30	LAGOON Advance Care- Dry cleaning vs Wet Cleaning by Tjin Kho Hok
10.45	Asian Trends & successful business in Commercial Laundry by Anup Poddar <ul style="list-style-type: none"><li>• Customer &amp; end-user demands</li><li>• Market drivers in commercial laundry: how to stimulate market growth</li><li>• Outsmarting competition in the Laundry businesses</li><li>• Solutions to aid Professional Textile Care companies in business development</li></ul>
11.05	Stain removal solutions for Retail laundry by Amrutraj Kulkarni of Buzil-Rossari

11.20	Asian Trends & successful business in Retail Laundry by Chirag Bhatia <ul style="list-style-type: none"><li>• Customer &amp; end-user demands</li><li>• Market drivers in Retail laundry: how to stimulate market growth</li><li>• Outsmarting competition in the Laundry businesses</li><li>• Solutions to aid Professional Textile Care companies in business development</li></ul>
11.55	Introduction World of PTC Business School by Anil Kumar, Raghav Arora & Leon Wennekes <ul style="list-style-type: none"><li>• Knowledge database on best practices in professional textile care build up over 25 years</li><li>• 3 level program</li><li>• Starters</li><li>• Excellence</li><li>• Management</li><li>• Latest technologies supporting growth of your business</li><li>• Training plan DLAI 2020</li></ul>
12.15	Panel discussion: How to overcome challenges for small & medium dry cleaning/ laundry companies in a competitive, fast-changing environment
13.00	Break with lunch buffet

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## **Program India Best Practices Awards 2020: for Sustainable Profits!**

*Afternoon Program*

Facilities: 3 smaller conference rooms (100-150 pax) for Three workshop sessions on International Best Practices in Professional Textile Care from 13.00 to 16.30 o'clock;

1. Retail Textile Cleaning Best Practice Overview
2. Industrial Textile service Best Practice Overview



## Program India Best Practices Awards 2020: for Sustainable Profits!

Sessions

### Session 1: Professional Retail textile cleaning Best Practice Overview, by Mr. Wim Meijer

Time	Topic
14.00	Start & introduction: International Standard Retail Textile Cleaning <ul style="list-style-type: none"> <li>• Intake and inspection</li> <li>• Cleaning process</li> <li>• Spotting</li> <li>• Finishing</li> <li>• Basic principles of Wet cleaning</li> </ul>
14.15	Textile knowledge <ul style="list-style-type: none"> <li>• Which textile fibres can I find in clothing?</li> <li>• What is the influence of a textile fibre on the cleaning process?</li> <li>• How to use the care labelling of a garment</li> </ul>
14.45	Solvents and cleaning performance <ul style="list-style-type: none"> <li>• What are the properties of solvents and how will they influence the cleaning process?</li> <li>• PERC operation</li> <li>• Hydrocarbon solvent operation</li> <li>• Alternative Solvents like siloxane D5, Acetal and Glycol Ether (alternative solvents)</li> </ul>

15.15	Machine technology wet cleaning & commercial laundry <ul style="list-style-type: none"> <li>• Machine technology for PERC</li> <li>• Machine technology for alternative Solvents</li> <li>• Wet clean processes</li> <li>• Machine technology for wet cleaning</li> <li>• Commercial laundry (incl. water &amp; water quality)</li> </ul>
15.45	Spotting <ul style="list-style-type: none"> <li>• Textile labelling</li> <li>• Stains groups</li> <li>• Stain recognition</li> <li>• The spotting process</li> <li>• Safety</li> </ul>
16.15	Maintenance <ul style="list-style-type: none"> <li>• How to control the maintenance costs at your company?</li> <li>• How to work with a maintenance schedule?</li> </ul>
16.30	End

### About Mr. Wim Meijer

In 2015 Mr. Meijer was appointed as Professional Trainer RTC of The World of PTC Business School. as well as an official Certified CERCLEAN® Trainer & Auditor. Mr. Meijer has owned a dry cleaning company for over 46 years, and after his retirement he committed himself to a new goal: educating industry colleagues. In 2009 he started working voluntary for the Dutch Dry Cleaners association NETEX as auditor for certification of dry cleaning companies in the Netherlands. In this role as a CINET Professional Trainer, Mr. Wim Meijer has trained and certified numerous students in many workshops throughout the world.



### Program India Best Practices Awards 2020: for Sustainable Profits!

Sessions - Evening Program

#### Session 2: Industrial laundry & Textile Services Best Practice Overview, by Mr. Simon Hemmes

Time	Topic
14.00	Start & introduction of Industrial Laundry International Standard
14.15	The basic principles of industrial laundry <ul style="list-style-type: none"> <li>• The importance of industrial laundry in society</li> <li>• Professional laundry technology</li> <li>• Washing</li> <li>• Drying</li> <li>• Finishing</li> </ul>

14.45	Fibers, fabric construction, finishes and care labeling for commercial laundry
15.45	Machine safety: safety risks, prevention <ul style="list-style-type: none"> <li>• Risks and risk situations in an Industrial Textile Services (ITS) company</li> <li>• Chemicals</li> <li>• Risk prevention</li> </ul>
16.15	Evaluation
16.30	End

#### About Mr. Simon Hemmes

Mr. Hemmes is a long-time Professional Textile Care industry expert, with an outstanding experience in the Industrial Textile Services field. He led numerous project all over the world, as a Technical Manager and Senior Application Manager for leading suppliers in the PTC industry.



#### Evening Program

Facilities: Conference room fully equipped with audio & visual (large 16:9 screen for demo videos)  
# seats: 300 pax

Time	Topic
16.30	Introduction of the Indian Best Practices Awards; <i>Applications, procedure, jury &amp; road to Frankfurt</i>
17.00	Pitch presentations of supporting supplier partners

17.30	Official India Best Practice Awards Ceremony 2020; <i>Winners of the awards are announced</i>
18.15	Closure of the event



## Official nominations for the Indian Best Practices Awards – Retail Textile Cleaning

Nominees' profiles

### Cleanovo



Cleanovo is a premium PTC company that provides hygienic clean, wet and dry-cleaning service to the customers in Ahmedabad, having as a primary

motto is “service with smile and on time delivery”. The main goal is to provide a quality Service at an affordable price, through key activities such as: laundry, alteration, roll press, steam press, dying and carpets cleaning. In terms of customer service, Cleanovo manages to satisfy 95 – 98% of its customers on a day to day basis and the company is working on system to improve further deliverables.

### Gemfab 5asec

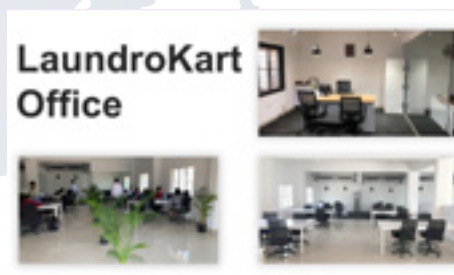


Being a franchise means the company has access to a number of best practices. For 5aSec, a key element of the success formula is the fact that immediate attention to queries from customers.

The main store

consist of 2000 sq. feet, the two satellite stores are 650 sq. feet and 500 sq. feet. At all 3 premises the dedicated staff work hard to ensure the customer benefits grow and remain applicable. Customers are promised they can have confidence in the abilities of the staff, that 5asec is a reliable brand and satisfaction is guaranteed. Leaving the customer with more time to concentrate on other priorities. 5asec; a proud brand!

### LaundroKart



LaundroKart is a dry-cleaning and laundrette franchise company of no less than a 100 collection centers. Recently LaundroKart has made

the switch to a wet cleaning process for all the garments entrusted in their care. A bold move. To do so they utilize an effluent treatment and reverse osmosis plant, with which, they recover and recycle 60% of water in each and every cycle. Other notable parts of LaundroKart are: an interactive app, on-demand logistics, the packaging system and partner stores (laundry shops, local dhobis, local iron shops, laundrettes and last, but not least, 5 star hotels)

### Laundromania



Laundromania is a two-year-old company constantly innovating in business on a continuous basis. The company bring an Innovation in Real Estate Efficiency. Given the real estate constraint in Mumbai, Laundromania decided

to work on exceptional space planning and achieved a fully dedicated store that can offer all the services in 175 square feet footprint. They achieved this by developing a vertical wardrobe lift concept in the first store in Bandra, Mumbai. Having a neighbourhood laundry and dry-cleaning operations that is fully integrated has allowed Laundromania many times to respond to urgent requests within an hour.

### LaundroMINT



LaundroMINT consist of several companies. One of them is LaundroMINT Campus, meaning on-premise serviced laundromats. At any given time 2-10 people work at such locations, all depending on how many students they are serving. All those working at the LaundroMINT locations are trained thoroughly, not only on how to use the machinery, but also on what

to do in case of an emergency. A high level of independence is required of the staff. Therefore they are paid according to the Workmanship Compensation Policy and Group Insurance. Appreciation and safety go hand in hand in this.

### Mercury Dry Cleaners



Loyal customers choose the service Mercury offers mainly because they are a 61 years old brand in the city. Over this period of time, they have accumulated a lot of faith and trust

with their customers. Even though they do not promise their customers that all stains will 'vanish', they also ensure to tell them that they will always try their very best in removing the stains and fixing their problem. Mercury is aware that their rates might be little costlier than their competitors, yet the customer is willing to come to them, as they would prefer a dry cleaner 'who does not spoil their garments in the process of earning a few bucks'.

### Synergy Express



The Indian Garments come in various forms and colours. Synergy Express has created a process that is best suited to those garments with the help of technology and training.

The company is also a part of the Indian PTC market for almost a decade. Its efforts are focussed towards creating a brand name in the industry. Their greatest achievement has been to synchronize international equipments and chemicals to process Indian traditional and fashion wear.

### The Laundry House



The company started in 2016 aiming to set a new quality benchmark in the Indian laundry & dry-cleaning industry. The Laundry House brought on the market the concept of transparent

live dry-cleaning and laundry in country, based on the concept of open kitchen.

The company also implemented and one stop solution for all clients' cleaning needs. The whole range of activities revolves around customer service. More effort is invested in the convenience of the service, by providing home pick-up and delivery and creating the service standard.

### We Wash Laundromats



Innovation and convenience are the main attributes of this company. By using advanced laundry equipment, We Wash Laundromats can deliver high quality laundry service in maximum 24 hours for its clients. It is based

on the transparent Live Laundry concept, a concept in which well trained personnel has an increased focus on the customer service and on the hygienical aspect of the service with an outstanding support from the IT systems in place.

## Official nominations for the Indian Best Practices Awards – Industrial Textile Service

*Nominees' profiles*

### KLEANWISE (CLOTHESPA)



With a vision to provide end to end linen management, Vaa Linen management Pvt. Ltd. has launched Kleanwise, a company that provides commercial laundry services catering to various industrial & institutional customers. Kleanwise is situated in one

of the fastest growing commercial and industrial hubs of India, spread across an area of 40,000 sq.ft in Pune. The company's aim is to offer the best commercial laundry and dry-cleaning service to all leading hospitals, hotels, and other institutions.

### Intensive Clothes Care Unit



The ICCU - Intensive Clothing Care Unit's business concept is based on the linen rental model. All the linen that a customer uses

is owned by the company. The customer is charged only as per use. ICCU also provides laundry and dry cleaning services. Since its parent company is a linen manufacturer, ICCU takes advantage of that and rent the same to our customers as per their brand standards and specification. The company covers the entire range of products required by hospitals and hotels. The key resources are its state-of-the art machinery and well-trained human resources.

### Quick Clean



Started in 2010, the company is a leading provider of B2B on-premise laundry (OPL) services to major hotels, hospitals & hostels. It pioneered on-premise laundry operations in India with coin/card operated laundry. Quick

Clean operates under 3 entities which are present across the laundry market value chain i.e. supplying equipment, managing and operating laundry operations, consultancy, training, AMC, etc). Quick Clean boasts first-class expertise in laundry solutions, backed up by global leadership of Electrolux. Its customers are profiting from the largest solution variety, software and program flexibility on the market. The company's solutions help hotels all over India to save money and provide their guests with the best possible laundry.





## Road to Frankfurt

### The Global Best Practices Awards Program 2020



Other National Best Practices Awards event are likely to be scheduled in:

- Italy
- Russia
- USA

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