

KNOWLEDGE OF TEXTILE CARE

Masashi SHIMENOKI



CINET's International Excellence Processing Online Training Courses, by Masashi Shimenoki

- for Retail Textile Cleaning (RTC) -



- Online Streaming
- Certificate Awarded

A new and original PTC course format aiming to strengthen their practical skills for the Retail Textile Cleaning professional that want to integrate Best Practices in their operation activity. The full-module online session of PTC Excellence are presented by Mr. Masashi Shimenoki (Japan).

Courses' content (6 courses // 90 minutes per course):

- #1 Natural fibers
- #2 Man made fibers
- #3 Finishing
- #4 Wearing Care
- #5 Storing Care
- #6 Cleaning & Care Labelling

More info and registrations?

Please contact CINET Secretariat by email (cinet@cinet-online.com) or by phone (+31344650430)

CINET
Professional Textile Care

THE COURSE

Who can join the modules?

- Managers, supervisors and professionals of drycleaning and wetcleaning companies
- Start-up and well-established Retail Textile Cleaning companies

What's in it for you?

- Gain excellence in Retail Textile Cleaning knowledge & processing
- Improve the technical knowledge about the textile to become a textile care professional
- Apply technical and quality best practices for successful processing
- Practical examples from all over the world
- How to differentiate yourself among the competition in terms of best practices

It is designed as a series of interactive online presentations and lectures

- Interactive participation
- Certificate available after successful completion of the entire module

Retail Textile Cleaning (RTC) Excellence Practical Online Training Courses

Practical info

- Number of courses: 6 (90 minutes per course)
- Start: April 2021. Further info will be available. The course will take place on a (bi)weekly basis
- Environment: online streaming
- Exams: June 2021*
- Language: English
- **Fee for full module = Euro 325,-**
 - For 1st course registration: Euro 100,-
 - 2nd course registration: Euro 75,-
 - 3rd course registration: Euro 50,-
 - 4th course registration: Euro 40,-
 - 5th course registration: Euro 30,-
 - 6th course registration: Euro 30,-
- Special discounts
 - For 2nd participant – 10% discount
 - For the 5th participant – 25% discount
 - CINET Members - 15% discount
- Bonus: 3 months access to WOPCOM International database
- Excellence Certificate RTC

*) depending on Corona participation



Join the entire RTC Online Training Module, by Mr. Masashi Shimenoki and get a RTC Excellence Certificate!

About Mr. Masashi Shimenoki



Mr. Shimenoki has been active as a PR planner for major companies and public institutions since 1980. In 1984, paying attention to the consumer trouble of dry cleaning, which had become a social problem, with the aim of disseminating the knowledge about new textile materials and fashion processing to consumers and the dry cleaning industry, he launched a tabloid newspaper called "The After".

Ca. 500,000 copies of this monthly tabloid were distributed from ca. 10,000 dry cleaners all over Japan.

Through this experience, Mr. Shimenoki felt the value of high fashion and the importance of maintaining and restoring it. Later this came up with the idea of Professional Textile Care.

Modern apparel fashion products always use new chemical materials and avant-garde processing expressions. However, the absence of an industry aimed at cleaning and care technologies that take into account the characteristics of these clothing products will only promote waste of resources. Professional textile care is a new industry that seeks to integrate knowledge and technology to support consumers in a sustainable manner so that they can continue to attach high-value and high-quality clothing products.

Book: "Knowledge of Textile Care"

Recently, Mr. Shimenoki wrote the book: "Knowledge of Textile Care", dedicated to explaining to customers the value and to increase the awareness of the experience of Professional Textile Care. This easy to read book illustrates the value and experiences consumers perceive what professional textile cleaning is performing according to International Standards of Best Practices.

Lifetime award in 2020

The GBPAP2020 Lifetime Award was granted to Mr. Masashi Shimenoki. This prestigious trophy is awarding his outstanding career and a remarkable contribution for the Japanese and global Professional Textile Care industry.

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