

Master the PTC business challenges through an unique international practical program, together with other successful YEPs under the guidance of reputed experts

YEP PROGRAM 2021-2022 YOUNG EXECUTIVES IN PROFESSIONAL TEXTILE CARE





NEW! YEP PROGRAM'S NEW SESSIONS IN 2021 & 2022

Are you ready to be part of this program that brings together the most innovative young PTC entrepreneurs across the world? The YEP (Young Executive Professionals) Exchange Program will continue in 2021 and 2022 with new sessions. It is shaping as a successful program with approx. 30 like-minded YEPs from around the world. The main goals are to profile Sustainability as a driver for new business and develop vision, concepts and examples for new business models (RTC & ITS).

- Pitch your initiative
- Success stories
- Guidance, practical cases, assignments and coaching from PTC experts
- Focus on
 - Sustainability
 - Digitization & Innovation
 - New Business Models
 - New Markets



YEP (YOUNG EXECUTIVE PROFESSIONALS) PROGRAM

Who can join the YEP modules?

- Young entrepreneurs in Retail Textile Cleaning (Business-to-Consumer) and/or Industrial Textile Services (Business-to-Business)

What's in it for you?

- Exchange information, know-how and practical experience especially amongst young promising Laundry managers and upcoming business owners in order to reach out to new market segments, new business models and new opportunities during and after Corona
- Stimulate innovation by organizing hybrid (online and – where possible, taking into account the pandemic circumstances – offline) Master Class programs
- International networking; set up personal contacts between the most promising young laundrypreneurs that represent their country, longtime industry experts and leading suppliers
- CERTIFICATE AWARDED

More info and registrations?

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



Starting points

- Professional Textile Care (PTC) in the developed markets (like US and Western-Europe) is at a mature stage of the product life cycle which requires re-invention of the business model to find growth again.
- To achieve this, the potential market is defined in its broadest way possible, taking into account all textiles being washed. This includes domestic laundry, OPL (on premise laundry) and PTC. Market statistics in the Netherlands (from TKT and CBS) indicate only 5% of all textiles is washed by PTC companies, hence the market potential is huge (95%).
- State of the Art technology enables textile care companies to set up new concepts to gain market share. As described in the Roadmap 2030 of FTN (Dutch association for textile services) the focus on innovation will change from process innovation to new business models, we're now approaching the milestone of 2020.

Sustainability - KEY TOPIC

Key driver for the future!

Sustainability has become and still is growing as a core value, also within the textile care industry. To make a contribution to a better world and build up a positive image towards stakeholders. Welcome side effect is that efficiency of the operation is improved and money can be saved! Sustainability is a necessity for survival in the future. Also because the public is more and more evaluating and judging the policy of companies. Studies show that investors consider companies without clear focus on sustainability, no longer are seen as a safe investment. Climate change, water conservation, plastic waste and a circular economy are the most important elements of sustainability. Professional textile care already build up an impressive track record in these areas. The industry is the most sustainable solution for textile care; up to 5 times more sustainable compared to domestic washing.

Hence, PTC companies should claim a leading role in the textile supply chain and contribute to more intensive usage of textiles and garments. By closing the loop and recycling of fabrics, together we will avoid the lack of virgin raw materials.

- 3 dimensions of sustainability:
 - Sustainability of PTC sector itself
 - Intensification of textile use
 - Waste streams & circularity
- NEW! CINET's Sustainability CHARTER



YEP Advisory Committee

Two well-known Professional Textile Care industry Young Professionals will support the YEP Program 2021 & 2022 coordination in the Advisory Committee YEP

- Léon Wennekes (Owner TextileCare Research)
- Maurits Tiethoff (Co-Owner & Co-Founder of Dobbi, NL)



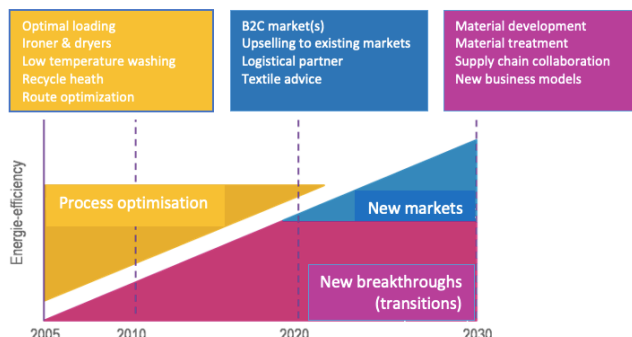
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Draft Outline of the Program

The aim is to organize hybrid sessions: online and – where possible, taking into account the pandemic circumstances and travel possibilities – offline, in cooperation with trade show organizations, individual companies, national associations and international suppliers, a program of 4-5 sessions/workshops on sustainability, digitization & new business development, each time to a different country with a different theme, with different hosting partners around coming major PTC industry events in Germany, USA, Italy, but also in The Netherlands, Middle East. etc.

YEP Sessions

1. **Frankfurt (Germany), around Texcare International – Nov. 2021**
2. **Atlanta (USA) around CleanShow – July 2022**
3. **Final point: Milan (Italy), around ExpoDetergo – October 2022**
4. **Extra-sessions could be scheduled in The Netherlands, Middle East, UK**



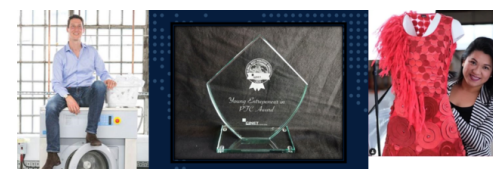
Benefits of participation

- Being informed by PTC reputed experts
- Exchange information and experiences with other international participants on new business models
- Support each other in developing new services and activities (especially important after Corona)
- Present a business paper and/or model on innovative new services / business opportunities supported by experienced professionals
- Networking
- Participation at the YEP Awards 2022 (during GBPAP22 Final at ExpoDetergo - Milan, Italy)

For financial support National Partners are found for each session. They will arrange local facilities. For the in-person presence, subsistence & travel cost are to be taken by the young laundrypreneur. An option for EU funding is explored. A fee will be perceived for setting up the program and incorporate the trainers/coaches fees.

The first YEP Edition (2019-2020)

- In 2020, after the first sessions, the first YEP Awards were presented during The Global Best Practices Awards (Nov 4-5 last). The YEP trophies were granted to Blanc (UK) and WAUWcloset (The Netherlands).



- Blanc was awarded for setting up a great omnichannel approach, that has resulted in impressive growth cleaning over 1 million pieces over the last years. Also the product portfolio has been developed into a total solution for hygienic and cleaning solutions which is highly necessary in these difficult times.
- WAUWcloset was awarded for being an impressive business that develops a new value or finds a new customer group but this startup is pioneering to do both. The same time WAUWcloset offers a fashion rental concept for 'power-women' in a most creative way. The application was very detailed, containing clear details about the business model. Lastly, the start-up has shown strong stakeholder management, setting up impressive strategic partnerships.

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