

CINET Press Release:

PTC WORLD CONGRESS 24: Artificial Intelligence Gamechanger

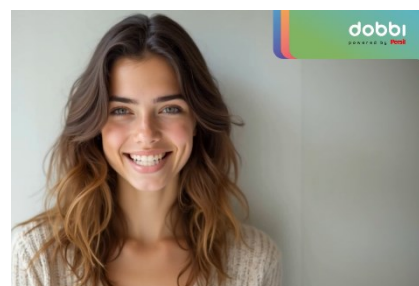
PITCHES presented by ROBOTS on Global Best Practices Awards 2024

First CINET WORLD CONGRESS: Eye Opener for PTC Industry!

(Video's available on website)

Skyrocket Innovations at the first PTC World Congress

- Robots presenting pitches
- Advanced laundry Artificial Intelligence applications
- Latest insights in effective modern organizations
- Thrilling circular & sustainable market opportunities
- for existing and start-up businesses.



*AI Robot
presentations*



The transformation of the PTC industry at a glance.

An exciting Convention, appreciated by thousands of PTC Professionals!



Opening Ceremony PTC WORLD CONGRESS 2024

Connecting the WORLD of PTC

For the organization of this event, Cinet cooperated with 35 Co-Host associations around the world, some 20 country coordinators and close to 100 volunteers. The motto: "Connecting the World of PTC" was an understatement. Over 50 countries attended, in spite of the great difficulties for many professionals to get VISA in time for travelling to Frankfurt. The Europe Hall, at a 10 minutes walking distance from the TEXTCARE International show, provided all facilities for participating in the program, personal encounters and exchange of information.

Excellent reach



A registered 500 participants and visitors, as well as some 10.000 ONLINE followers witnessed the spectacular Congress program over 2 full days. Except for 2 Key Note speeches all 100 Pitch presentations were presented within a timeframe of 3 minutes, like clockwork. Participants were inspired to meet and interact. This interaction with professionals was extremely effective. In-depth discussions resulted in a wide variety of understandings. Business cards were exchanged. Both dinners were well attended with in total almost

300 people. An overwhelming spirit.

Stimulating PTC Business Development

The key motto: "Stimulating PTC Business Development" was followed in 6 Key Topics Round Table Talks, including dynamic marketing directions, overviews of the latest technologies with a short and longer term perspective, clear conclusions on Sustainable / Circular solutions, services models designed for B-to-B and B-to-C client demands and human resource management issues. Integrating client demand and attractive labor was only one of the comprehensive key messages from over 100 experts / participants. Clearly high tech streamed in 11 languages by using the advanced KUDO system for translations. A revolution in itself. Never been done in the PTC-industry and beyond before. In spite of the technical hick-ups, caused by unstable WIFI in the Europe Hall.



CONNECTING THE WORLD OF PTC

This first CINET PTC WORLD CONGRESS was a true KICK-OFF for more international cooperation in the PTC supply chain, by National Associations, laundries / textile cleaners, international suppliers, experts and other stakeholders. Hence, over 35 Co-Host associations were connected to liaise and further develop exchange of experiences and learnings. 20 Country Coordinators were appointed and produced Country Reports to provide insights in the market characteristics / trends to exchange visions and views on PTC Business Developments. Over 40 representatives were introduced during the Opening Ceremony November 8 in the early morning and welcomed by CINET CEO, Peter Wennekes and IDC Secretary General, Chris Tebbs.



A PTC WORLD INSIGHT VIEW

Some 10 Key speakers from all parts of the world expressed their insights, and Partner International suppliers provided their vision on future innovations.

PTC Key-Pitch Presentations by esteemed country representatives
(further info on CINET website)



Mr. Joe Hallak, IDC, USA



Mr. Celestin Yoboue, AFTCP



Mr. Jürgen Diener, Germany



Mr. Daniel Hays, Australia



Mr. Rui Torres, Brasil



Mr. Dino Kantzavelos, Canada



Mr. Pan Wei, China



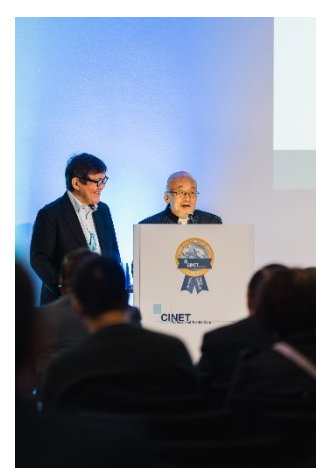
India delegation



Mr. Suresh Bhatia, India



Mrs. Eva Sriulina, Indonesia



Mr. Nigel Asai (l) &
Mr. M. Shimenoki (r), Japan

Key Presentations Sustainability



Circularity / Sustainability was presented by Mr. Rolf Heimann of Hess Nature Foundation, resulting in a clear message. PTC can indeed make a valuable contribution when it comes to reducing the CO2 emissions by the usage of textiles to save the planet.

Mr. Rolf Heimann



Artificial Intelligence (AI) Innovation

An equal important message was presented by Mr. Sanjay Sauldie, MSc and Director of the European Digital Business Institute EDBIA. A clear overview of the latest AI developments were presented and perhaps more important highlighted as how to implement by PTC Professionals. A CINET support platform was introduced: First AI PTC Online Course: <https://cinet.airoi.group>

Mr. Sanjay Sauldie

ROUND TABLE TALKS NEW Business

The program included 6 Round Table Talks to stimulate Business Developments. These were moderated by experts and a variety of topics was introduced by some 30 experts.

Round Table Talks no. 1. Servicing B-to-B Clients by digitalization



[For the panel experts click here!](#)

In today's world the fundament for an exceptional B-to-B service is a precise data base. This applies for industrial textile service as well as textile cleaning segments. This starts with good market data to offer the right product, includes production data for efficiency and localization of ordered products and ends with precise data of deliveries. Digitalization is inevitable to assure services according to customer expectations.

Round Table Talks no 2. "PTC Best Sustainability in Textiles"



[For the panel experts click here!](#)

In the round table with various experts from different sectors and different continents, the topic of sustainability and circularity was discussed in a variety of ways, moderated by Mr. Ralf Heimann. The aspects of sustainability in production were particularly emphasized.

This is about reduction in the various food prints. It is not just about CO₂ but also about reducing resources such as water, steam and electricity. Another important aspect is the durability of textiles - this applies to both the textile service and textile care sectors. It is worth paying particular attention to the washability of textiles and garments. Then, of course, at the end of life, the question of recyclability arises.

In the B2B sector, the processes are currently proving to be easier, but there are still many challenges here too. These include logistics, recyclability and the technical possibilities. The legal requirements, awareness and possibilities are still very different in the various countries. The question will be whether to wait for legal regulations or to use these aspects of sustainability and recyclability as a unique selling point and competitive advantage. There is still a lot to do, but it is important to identify the challenges and potential and to raise awareness of them.

By intensifying cooperation in the textile supply chain, the Professional Textile Care Industry has an unique opportunity to contribute to lower CO₂ emission levels of textiles into the world. Many stakeholders recognize that Fast Fashion is simply not acceptable anymore.

**PROFESSIONAL TEXTILE CARE INDEED CAN CONTRIBUTE
TO A MORE SUSTAINABLE WORLD!**

Round Table Talks no 3. "Consumer Services": Expectations of Private Clients in PTC



[For the panel experts click here!](#)

As can be expected when servicing textile care to private consumers, the expectations of clients are different depending on the customer avatar your business aims to serve. From simple wash & fold services to expert couture cleaning (\$41 average item price), the expert panel gave valuable insights on how to change consumer habits and meet modern clients' needs. Overall the trend is clear: cleaners are expanding their service portfolio (wash & fold, sneaker & bag cleaning, ...) and they're using new technologies to increase the quality of life for the customer. With software and data cleaners manage to target their desired customer very successfully enabling them to change consumer habits and appeal to modern & young customers.

Round Table Talks no 4. "Hygienically Clean PTC Services"



[For the panel experts click here!](#)

As the moderator of this Round Table was not available for this session, Mr. Peter Wennekes stepped in to guide the discussions.

The experts provided a clear message when it came to the absolute requirements for applying standards and working procedures in hygienically sensitive applications such as health care and the food industry. Also for elderly care and international hotels standards and measures are valuable. Practical methodologies as laid down in CERCLEAN® Certification and RABC standards when it comes to Hygienically Clean services were discussed, using simple tools for verification. The situation in Asia, Europe and Africa was discussed and resulted in a clear direction as how to make steps forward to get this organized.

Round Table Talks no 5. PTC “Innovations, Game Changers!”



[For the panel experts click here!](#)

In the last decade the speed of innovation has accelerated. As it was called the use of Big Data provided a better understanding of market trends and characteristics, robotization, automation and especially integration in software/IT lead to a more effective and efficient processing for many companies. On top of that Artificial Intelligence can boost productivity and contribute to more individual services with an efficient processing. At the meeting interesting practical insights and tools were provided as how to do apply AI effectively and to DO IT NOW. Washmen and Fonet presented their cases loaded with an experience of over 10 years and resulted in a clear insight what potential AI offers for our industry.

Round Table Talks no 6. “Atractive Labor: Modern PTC a Must”!



[For the panel experts click here!](#)

Attracting young Labor take aways:

- Include your employees in your strategy, financials and business decisions.
- Listen to your employees and provide good working conditions
- Make the industry more prestigious (education/training)
- Provide young colleagues a “side door” to enter the industry.

PTC WORLD Reports

Videos of 19 countries were produced and presented by the country coordinators. Valuable insights which provide a clear view of world trends and development as also summarized by Mr. Geert Böttger for Industrial Textile Services and Mr. Ken Uchikoshi for Retail Textile Cleaning services. Alle reports are available via the CINET website: www.cinet-online.com.



Mr. Geert Böttger
Industrial Textile Services



Mr. Ken Uchikoshi
Retail Textile Cleaning

WORLDWIDE COUNTRY REPORTS

(Videos available via CINET website)



NEW PTC INNOVATIONS & TECHNOLOGIES

CINET ESTEEMED PARTNERS, WITH GREAT THANKS!



Mr. Paolo Schira, Electrolux Professional



Mr. Alexander Seitz, Seitz Company

(texts via CINET website)



Mr. Mads Andresen, Inwatex / Jensen



Mr. Tim Maxwell, GreenEarth Cleaning



Mr. Frank Ziermann, BÖWE



Mr. Ken Uchikoshi, Sankosha

CINET ESTEEMED PARTNERS, WITH GREAT THANKS!

Special thanks to our partners!

Logos of partners and sponsors:

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- CONCORD INNOVATIVE TEXTILE CARE
- TBR
- CHRISTEYNS LAUNDRY TECHNOLOGY
- FIRBIMATIC
- union
- kreussler TEXTILE CARE
- RENZACCI

GLOBAL BEST PRACTICES AWARDS
CINET
* 2024 *

CINET COOPERATION Arrangements

International cooperation via national associations China, India and North-West Africa.
During the event M.O.U.'s were signed for new projects & activities in 2025 and beyond.



On behalf of DLAI, India Mr. Suresh Bhatia signed the M.O.U. with Mr. Peter Wennekes, CINET



On behalf of FAPET, North-West Africa, Mr. Celestin Yoboue signed the M.O.U. with Mr. Peter Wennekes, CINET



On behalf of China Laundry Association, Mr. Pan Wei signed the M.O.U. with Mr. Peter Wennekes, CINET

MEET & GREET



Conclusions of the day, personal encounters were facilitated by informal talks during a cocktail and following dinner.



PTC Professionals from all over the world seem to talk the same language and easily communicated with each other. A successful event as a starting point for increased cooperation in the challenging PTC industry of today.

GBPA 2024: the next level of PTC performance!

November 9, 2024, Europe Hall, Messe Frankfurt



(Video's on CINET website)

Flag Ceremony 2024

Traditionally the Country Awards were presented during the “Flag Ceremony”. All companies being the best of their country received the Country Award from Mr. Peter Wennekes and Mr. Chris Tebbs on behalf of the CINET Board.

Information & Documentary

The numerous documents, videos, presentations and reports are available upon request via the CINET WEBSITE; www.cinet-online.com.

❖ WINNERS OVERALL AWARDS 2024

ITS



Mr. Peter Wennekes, CEO of CINET, congratulates Mr. Lei Pai of Tianjin Matillian Laundry Services, China, with his Overall Award 2024, Category ITS.

RTC-Sme



Mrs. Jan Barlow, Country Coordinator USA, congratulates Mr. Jash Dalal and Mr. Anup Poddar of The Laundry Concierge, India, with their Overall Award 2024, Category RTC-Sme.

RTC-Big



Mr. Peter Wennekes, CEO of CINET, and Mr. Chris Tebbs, Board member CINET, congratulate Mrs. Julie Lijun, together with Mr. & Mrs. Pai Pinchou and Mr. Lei Pai of Beijing Fornet Laundry Service Co. Ltd., China, with their Overall Award 2024, Category RTC-Big.

❖ WINNERS INNOVATION AWARDS 2024 ITS



Mr. Peter Wennekes, CEO of CINET, congratulates Mrs. Yukonda Esparragoza Jimenez and Mr. Yuri de la Fuente of Lavanderia Romeral, with their Innovation Award 2024, Category ITS.

RTC-Sme



Mr. Frank Ziermann of BÖWE, congratulates, together with Mr. Chris Tebbs, Board member CINET, Mr. Mohd Hafizul bin Razali of LONDRI, Malaysia, with his Innovation Award 2024, Category RTC-Sme.

RTC-Big



Mrs. Diana Vollmer, Board member CINET, congratulates Mr. Jad Halaoui of Washmen Laundry LCC, UAE, with his Innovation Award 2024, Category RTC-Big.

❖ WINNERS SUSTAINABILITY AWARDS 2024

ITS



Mr. Rolf Slickers, Board member of CINET, congratulates Mr. Au Chee Cheong of I-WASH Laundry, Singapore, with his Sustainability Award 2024, Category ITS.

RTC-Sme



Mr. Chris Tebbs, Board member of CINET, congratulates Mr. Dino Kantzavelos of TSC Wetclean, Canada, with his Sustainability Award 2024, Category RTC-Sme.

RTC-Big



Mrs. Diana Vollmer, Board member of CINET, congratulates Mr. Maurits Tiethoff (l) and Mr. Ruben van Pelt (r) of DOBBI, The Netherlands, with their Sustainability Award 2024, in the Category RTC-Big.

❖ WINNER Growth Hacker Award 2024

Tsaknakis Carpet Cleaning

At this 6th GBPA Event there was a Special Focus on Business Development. Therefore also a Growth Hacker Award, including 20.000 euro investment money was provided. The jury decided to invite 4 GHA participants to do a Pitch out of 8 proposals. The participants ended as follows:

1. Tsaknakis Carpet Cleaning, Mr. George Tsaknakis
2. The Laundry Concierge (India), Mr. Jash Dalal, Mr. Anup Poddar
3. IziloH (Indonesia), Mr. Akshat Malu
4. GCS Blanchisserie Toulousaine de Santé (France), Mr. Marc Drezen
5. DS Wash Mosoda (Hungary), Mrs. Gabriella Deme
6. Wosh (Belgium), Ms. Maxime Geurts
7. PRAWOL Alicja Wolska (Poland), Mrs. Monika Wolska / Mr. Marcin Ciarkowski
8. Steamer Cleaners (USA), Ms. Ariana Basseri.

The criteria evaluated on the characteristics of New Business and market potential to enlarge the market for PTC Cleaning. After careful consideration, the jury decided to provide the award to Tsaknakis Carpet Cleaning. All applications will receive a GHA24 Jury Statement and an "Official Certificate of Appreciation".



Congratulations for Mr. George Tsaknakis of Carpet Cleaning Tsaknakis, Greece from Mr. Geert Böttger, Chairman of the Jury and Mr. Léon Wennekes, Coordinator of the Growth Hacker Award 24.

From left to right: Mr. Akshat Maly, Mrs. Eva Maria Sriulina (Iziloh), Mr. Jash Dalal, Mr. Anup Poddar (The Laundry Concierge), Mr. Léon Wennekes, Mr. George Tsaknakis, Mr. Geert Böttger.

❖ WINNERS Entrepreneurship Awards



Mr. Nigel Asai, country coordinator Japan, congratulates from left to right, Mr. Adrianus Alvaro of KOTA Laundry Jakarta, Indonesia, Mr. Abdoulaye Ouologuem of Leader Pressing, Mali, Mr. Chirag Bhatia of Cleanovo, India and Mr. Jash Dalal of The Laundry Concierge, India. Mr. Michael Hetem of Medo Clean, The Netherlands was absent because of personal reasons. The award will be presented to Medo Clean at short notice.

❖ WINNERS Corporate Social Responsibility Awards



From left to right: Mrs. Zarina Ismail of Drop & Wash, Mr. David Crouse of Crouse's Cleaners, Mr. Frederic Wheeler on behalf of ESAT Les Ateliers des Guyards, Mr. Anup Poddar, Board member of CINET, congratulating all winners of the CSR Awards 2024 and Mrs. Yukonda Esparragoza Jimenez of Lavanderia Romeral.

❖ Lifetime Awards 2024 (1)



The Lifetime Award 24 was presented to Mr. TP Chan of Laundry Network Singapore. The award was presented by Mr. Peter Wennekes, CEO of CINET. Video available on CINET website.

❖ Lifetime Awards 2024 (2)



A Lifetime Award 24 was also provided to Mrs. Carol Memberg, owner of National Clothesline USA. Mr. Chris Tebbs presented this award to Mrs. Leslie Schaeffer, current MD of the magazine, to be given to Mrs. Memberg. Video available on CINET website.

GBPA24 LISTS of FINALISTS

Category: INDUSTRIAL TEXTILE SERVICE:

1. TIANJIN Matilian Laundry Service (China)	84.81
2. Lavanderia El Romeral (Spain)	84.27
3. L.I.G. Industrial Srl. (Italy)	84.00
4. Laundry Care Sdn. Bhd. (Malaysia)	82.65
5. Systematic Laundry & Healthcare Services (Singapore)	81.17
6. Iwash Laundry (Senoko) Ptc. Ltd. (Singapore)	78.59
7. Levendula Mosada Laundry (Hungary)	77.55
8. Interhospital Laundry des Pays de Rance (France)	74.67
9. GCS Blanchisserie Toulousaine de Sante (France)	73.50
10. Blanchisserie de Paris (France)	72.20
11. Blanchisserie des 3 Regions (France)	66.88

Category: RETAIL TEXTILE CLEANING SME:

1. The Laundry Concierge (India)	86.77
2. Drop & Wash (Malaysia)	85.93
3. Snedcor's Cleaners (USA)	85.21
4. Elite Drycleaners (U.K.)	84.29
5. TSC Wetclean (Canada)	84.05
6. Kota Laundry Jakarta (Indonesia)	83.85
7. AMA Wash House SRL / Mura Laundry (Romania)	82.65
8. For the Love of Laundry (Singapore)	82.50
9. Souet (Greece)	82.43
10. Lavoutique Laundry & Sewing (Brasil)	81.04
11. Wash Laundry LTDA (Brasil)	80.77
12. Leader Pressing (Mali)	80.77
13. Ilham Ria SDN BHD / LONDRI (Malaysia)	80.71
14. SC. Total Wash Laundry SRL (Romania)	78.14

CATEGORY: RETAIL TEXTILE CLEANING BIG:

1. Beijing Fornet Laundry Service Co, Ltd (China)	90.71
2. Washmen Laundry LLC (UAE)	89.00
3. Clean Clothes B.V. Dobbi (The Netherlands)	87.81
4. Margaret's Cleaners (USA)	87.75
5. American Dry Cleaning Company (UK)	86.23
6. Hallak Cleaners (USA)	85.91
7. Oaks Fine Cleaners (USA)	85.00
8. Platinum Dry Cleaners (USA)	84.95
9. Cleanovo Dry Clean Experts (India)	84.42
10. Crouse's Cleaners (Canada)	84.00
11. Press2 Dry Cleaning and Laundry Private Limited (India)	83.42
12. Bianca The Luxury Clothspa Dry Cleaners (India)	83.35
13. Laundrymart Professional Pte. Ltd. (Singapore)	80.46
14. Steamer Cleaners (USA)	79.86

COUNTRY AWARD WINNERS GBPA 2024

• Brazil	Lavoutique Laundry & Sewing
• Canada	TSC Wetclean
• China	Beijing Fornet Laundry Service Co. Ltd.
• France	Interhospital des Pays de Rance
• Greece	Carpet Cleaning Tsaknakis
• Hungary	Levendula Laundry
• India	Laundry Concierge
• Indonesia	Kota Laundry
• Italy	L.I.G. Industrial Srl.
• Malaysia	Drop & Wash
• Mali	Leader Pressing
• The Netherlands	Clean Clothes B.V. Dobbi
• Romania	AMA Wash House SRL / Mura Laundry
• Singapore	For the Love of Laundry
• Spain	Lavanderia El Romeral
• UAE	Washmen Laundry LLC
• UK	American Dry Cleaning Company
• USA	Margaret's Cleaners

CONGRATULATIONS TO ALL!



“CONNECTING THE WORLD OF PTC”

Should you need High Res photos and/or other materials, please visit the CINET website:
www.cinet-online.com.

In case of any queries please contact the Cinet secretariat.

Best regards,
CINET,

Peter Wennekes,
CEO

CINET

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Ophemert, November 14th, 2024

Pw/mw/24111503

Special thanks to our Co-Hosts (so far):

PTC WORLD CONGRESS & BPA 2024

National Associations of: Algeria, Benin, Cameroun, Mali, Ivory Coast, Malaysia, Singapore, Togo