GBPA 26 Convention Report, MILAN: “FROM WASH TO WORTH”

Official Presentation Global PTC Strategy Study Roadmap 2050

Three days in Milan, 21–23 October 2026:
Company Visits • Speakers Program • Global Best Practices Awards 26

(Videos, photos and reports available on the CINET website)

Highlights GBPA 26

- Company visits to some Milan PTC operators
- Key Topics on hygiene, energy, sustainability, AI & IT, business models and labor
- Perspective: Global PTC market could grow from USD 135 billion today to USD 370 billion by 2050
- Some 40 finalists presenting Best Practice Pitches in 4 Categories
- International Flag Ceremony.

Watch Video

The full recorded video can be reviewed at: www.gbpa.cinet-online.com
Each video of speakers & participants can be seen as well.

Connecting the world of PTC

Appreciated by thousands of PTC Professionals Worldwide!



International Flag Ceremony with the Country Award winners 2026

Connecting the WORLD of PTC

From 21 to 23 October 2026 CINET, the international umbrella organization for Professional Textile Care (PTC), brought the international PTC community together at EXPO Detergo International in Milan, Italy. For the organization CINET cooperated with some 40 co-host National Associations, around 20 Country Coordinators and many volunteers. Delegations from all over the world took part in a three-day program, built around one key motto: “Smarter Services Pay-Off”.

The three days each had their own focus: Day 1 opened with company visits in and around Milan, Day 2 offered a full speakers program on Key topics derived from the Strategy Study, and Day 3 was dedicated to the Global Best Practices Awards 2026, including the official presentation of the Global PTC Strategy Study – Roadmap 2050.

THE PROGRAM AT A GLANCE

DAY 1 Wed 21 Oct	**COMPANY VISITS** • Visits to leading Italian PTC operators and suppliers • Country Coordinators Alignment & Networking
DAY 2 Thu 22 Oct	**SPEAKERS PROGRAM** • PTC Innovations from China and India • Key Topics: Hygiene, Energy, Sustainability, AI & IT, Business Models, Labor • The Africa Business Case • Country Delegations, Meet & Greet and Dinner
DAY 3 Fri 23 Oct	**GLOBAL BEST PRACTICES AWARDS 2026** • AI panel: How AI Makes Your Business More Successful! • Some 40 Best Practice Pitches in four categories • Flag Ceremony & Country Awards • Presentation of the Global PTC Strategy Study – Roadmap 2050 • Award Ceremony & Official GBPA 26 Dinner



DAY 1 | Wednesday, 21 October 2026

COMPANY VISITS

Visiting leading Italian PTC operators and suppliers

A look behind the scenes of Italian PTC

The program started on Wednesday afternoon with company visits to leading Italian PTC operators and suppliers. Participants got a first-hand view of modern processing, automation and service concepts in practice, and the opportunity to exchange experiences with Italian colleagues on the work floor.



Company visits, Wednesday 21 October 2026

Board & Annual General Meeting: Networking

In the evening the Executive/Advisory Board & Members met for their alignment and networking session, preparing the two Convention days ahead.



DAY 2 | Thursday, 22 October 2026

The PTC World at a Glance!

Key Topics, panel discussions and country insights

Opening



Moderator
Mr. Mischa van den Broeck
Watch Video



Welcome by President/ CEO CINET
Mr. Peter Wennekes
Watch Video

PTC Innovations from China



"Current Development and Future Trends"
Ms. Jinna Feng, CLA
Watch Video



"Innovations for the World of PTC"
Mrs. Julie Xu, Kingstar
Watch Video



"PTC Innovations Supporting the Global Industry"
Ms. Kylie Zhao, Oasis
Watch Video

PTC Innovations from India



Strategy Study India
Mr. Michiel Droog, CINET
Watch Video



Introduction by
Mr. Anup Poddar, DLAI Association India
Watch Video



PTC Innovations available at your doorstep
Mr. Girijesh, GEI Laundry
Watch Video

KEY Topics + Global PTC Strategy Study – Roadmap 2050

Mr. Michiel Droog explained the accountability and methodology behind the Global PTC Strategy Study: validation first, with artificial intelligence as the instrument. The figures come from the industry itself, verified with the experts involved in three steps. Key topics formed the heart of the speakers program. Each talk was introduced with the findings of the Global PTC Study on that topic, followed by keynotes and panel discussions with experts from around the world. **All with introductions of the Global Strategy Study; Roadmap 2050**

TOPIC 1. Hygienically Clean Textile Services: Why, Who, What, How & When

Standards, safety and certification: hygienically clean laundering, RABC, CERCLEAN® certification and microbiological safety.



Introduction

Strategy Study Hygiene

Mr. Michiel Droog, CINET
Watch Video



Why & Who: "Advanced Hygienically Clean Solutions"

Mr. Andreas Fastenau, Leo System
Watch Video



What & When: "Operational Hygienically Clean in ITS Organizations in India"
Mr. Rakesh Sharma, Quick Smart Wash
Watch Video



How & When: "Adopting Hygienically Clean Servicing in Health Care Organizations"
Ms. Kang Lihong, Xinyuan Medical Textile
Watch Video

TOPIC 2. Energy: Availability & Savings on Short- & Long-Term



Mr. Geert Böttger addressed the energy transition. Following political and other trends, the availability and cost of energy will have a major influence on PTC processing. It stimulates initiatives to reduce CO2 emissions and costs, and will have a continuous, great impact on laundry and cleaning processes.

Mr. Geert Böttger, CINET

Watch Video

TOPIC 3. Sustainability & Circularity in PTC



"Strategy Study: Sustainability & Circularity in PTC"
Mr. Michiel Droog
Watch Video



"Beyond PER: Balancing Performance, Safety and Sustainability in Professional Textile Care"
Mr. Alexander Seitz, Seitz Germany
Watch Video



"REDUCE: Best Practices as the Starting Point for Professionalization in Professional Textile Care"
Mr. Jash Dalal, The Laundry Concierge
Watch Video



"From Fast Fashion to Fashion Longevity: The 2026 US Regulatory and Market Update"
Mr. Christopher White, America's Best Cleaners
Watch Video



"Sustainability & Circularity, as Driver for Future Growth in PTC"
Mr. Paolo Schira, Electrolux Professional Group
Watch Video



"Understanding the Dual Economic Benefits of Digitalization and Green Low-Carbon Transition Through Financial Data".
Mr. Arnold Chan, ChunChun Laundry
Watch Video

TOPIC 4. AI & IT Supporting Business Services

AI, automation and IT are game changers in PTC: practical AI applications in operations, marketing and robotization of laundry processes, IT systems for smarter business management, data-driven quality control and digital customer service platforms.



‘‘Strategy Study: AI & IT
Mr. Michiel Droog
Watch Video



“Future Cleaning Processing in Retail Textile Cleaning”
Mr. Max Ziermann, Sankosha
Watch Video



“Towards the Automated Laundry: How Far Can We Go?” Mr. André Tienemann, Kannegiesser
Watch Video

TOPIC 5. Business Modelling: Profitable Growth and Innovation in PTC

Smarter business models: new digitized service concepts and revenue streams, franchise and network models, customer acquisition and retention, online platforms, apps, pricing strategies and market expansion for retail and industrial PTC companies.



‘‘Strategy Study: Business Modelling
Mr. Michiel Droog
Watch Video



Renting Business; Customer Retention & Highest Profitability!”
Mr, Christoph Richter, Kreussler
Watch Video



“Today's Achievement; CO2 Neutral Processing”
Mr. Fabrice Shoshany, Netexial
Watch Video



“The Future of FORNET; 2050 Profile”
Mrs. Julie Lijun Zhu, Fornet
Watch Video



“Wedding Gowns; From Preservation to Profit!”
Mrs. Jan Barlow, Jan’s Professional Cleaners
Watch Video

TOPIC 6. Labor: Winning the War of Talent in PTC Watch Video

A panel moderated by Mr. Geert Böttger discussed recruitment and retention of qualified staff, training and career development, making PTC an attractive employer, engaging younger generations and building a mission-driven workplace culture.



Panel discussion: (left to right) Mr. David Crouse, Mr Patrick Vlooswijk, Mr Leon Wennekes & Moderator Mr. Geert Böttger

THE AFRICA BUSINESS CASE Watch Video

Discussion on the Africa Business Perspectives in a variety of countries
Participation by:

- Algeria – Mr. Faycal Belaroussi, President Laundry & Drycleaning Association
- Cameroon – Mr. Jean Michel Ndoussa, President of ASPET Association
- Nigeria – Mr. Eniibukun Adebayo, Chairman Executive Council FPDA
- Cameroon – Mr. Arno Tchande, Representative of IAPET, Director General TICOM Sarl
- Mr. Frederic Whecler, CINET Certified Trainer for Africa



Country Delegations, Meet & Greet Watch Video

At the end of the afternoon the Country Coordinators introduced the participants, delegates and association members of their country, representing some 40 countries. The day was concluded with a Meet & Greet with drinks and bites, followed by the dinner for VIPs, delegates, participants and CINET members.



DAY 3 | Friday, 23 October 2026

GLOBAL BEST PRACTICES AWARDS 2026

Best Practice Pitches, Roadmap 2050 and the Award Ceremony

Seminar: New PTC Technologies – AI, IT & Robotization



“JENSEN Views & Vision on PTC Market Development”
Mr. Mads Anderson, JENSEN
Watch Video



“Renzacci Supporting RTC Business Challenges”
Mr. Marco Niccolini, Renzacci
Watch Video



“Böwe’s latest developments for the industry.”
“Visions for the future.”
Mr. Frank Ziermann, Böwe
Watch Video



“SEITZ: Solutions for Future Demands”
Mr. Alexander Seitz, Seitz Germany
Watch Video



“Innovations in Finishing”
Mr. Max Ziermann, Sankosha
Watch Video



“Kreussler: German Innovations Lasts”
Dr. Miguel Plata, Kreussler
Watch Video



“What's New in Laundry Technology?”
Mr. Felix Göhner, Kannegiesser
Watch Video

Artificial Intelligence Panel Watch Video

How AI Makes Your Business More Successful!

This session is not about explaining what AI is. It is about showing what AI & automation makes possible — for your laundry, your logistics, your invoicing, your quality control, your customer relationships, and ultimately your bottom line. The goal is a spark of recognition: “This is relevant for me. I can do something with this. And I can start now.”

- **AI Experts:** Mr. Amos Rossman (Lumino AI Studio), Mr. Michiel Droog (Netherlands), Mr. Rachit Ahuja (India)
- **Software Suppliers:** Mr. John Buni (CleanCloud, USA), Mr. Lei Pai (Fornet, China), Mr. Alexander Bley (Sewts, Germany)
- **PTC Companies:** Mr. Anup Poddar (BeePee Laundry, India), Mr. Jad Halaoui (Washmen, UAE), Mrs. Eva Maria Sriulina (ASLI, Indonesia), Mr. Patrick Vlooswijk (Netherlands), Mrs. Dawn Avery (NCA, USA), Mr. Stephane Cohen (Hublo, France)



Flag Ceremony & Country Awards 2026 Watch Video

Traditionally the Country Awards were presented during the International Flag Ceremony, representing more than 30 countries. Country winners carried their flag into the presentation room one by one and received their Award & Certificate on stage. Earlier in the afternoon all Official Nominees received their Award & Certificate.



International Flag Ceremony with the Country Award winners 2026

OFFICIAL PRESENTATION: GLOBAL PTC STRATEGY STUDY – ROADMAP 2050 Watch Video

Global PTC market could reach USD 370 billion by 2050

The global market for professional textile care could grow from about USD 135 billion today to about USD 370 billion by 2050, an annual growth of 4.2%, according to the Global PTC Strategy Study "From Wash to Worth". The growth sits in quality, service and automation, not so much in more kilograms of textile.

CINET President Peter Wennekes handed the first copy of the study to Mr. Paolo Cartabbia, President of the Italian umbrella association Assofornitori, in the presence of Mr. Marco Sancassani, General Manager of EXPO Detergo and representatives of leading international suppliers, such as Electrolux Professional, Kannegiesser, Seitz and Kreussler.



Presentation of the first copy of "From Wash to Worth" to Mr. P. Cartabbia, President of Assofornitori, by Mr. P. Wennekes, President of CINET (l), together with Dr. G. Böttger (r).

From Wash To Worth

"Textile is always cleaned. The question is: who cleans it, how well, and what the customer gets with it. Our sector grows faster than the economy that carries it, and that growth sits in quality and service, rather than in kilograms. Giving textile the longest possible life is the key, and it is what a household machine cannot do."

Peter Wennekes, President & CEO of CINET

PTC Growth

Today the PTC industry is worth about USD 135 billion, split into about 40% consumer retail textile cleaning and 60% industrial textile services (ITS) for healthcare, hospitality, industry and business services. On economic and population growth alone the market would reach about USD 240 billion by 2050 (2.4% a year): the floor, not a forecast. Mature segments such as the USA, the EU and China are expected to grow 2.4% to 3.6% a year, emerging segments such as India, Indonesia and Africa 4.5% to 7.5%.

Where the growth comes from

- **Quality and service:** measurable quality control and certification gain weight; customers ask for more convenience and personal service.
- **Lower cost through automation:** automation, robotization, IT and AI lower the cost of professional cleaning, especially in finishing.
- **Longer lifetime, better sustainability:** professional laundering uses far less water and two to three times less energy than washing at home.
- **From the single wash to the closed loop:** rental, leasing and data-driven logistics, strengthened by EU circularity and EPR legislation.
- **Advanced textiles, new perspectives:** new re-functionalizing services with higher added value.



About the study

CINET set up a Taskforce in December 2025. The figures come from the industry itself, through CINET's own knowledge, some 20 country coordinators, 40 national associations and more than 60 interviews, with input from roughly 80 countries in ten world areas. The result is the flagship report "From Wash to Worth", a Summary edition, seven Key Topic reports and a library of area and country reports: some 100 reports in all, accompanied by an Accountability & Methodology Report. Orders: cinet@cinet-online.com.



Presentation of the Global PTC Strategy Study – Roadmap 2050
by Mr. Peter Wennekes, President of CINET, GBPA 26, EXPO Detergo, Milan

GBPA 26: the next level of PTC performance!

Some 40 finalists from around the world presented their three-minute Best Practice Pitches across four categories: Industrial Textile Services (ITS), Launderettes / Laundromats, Retail Textile Cleaning SME and Retail Textile Cleaning BIG. An independent international jury personally evaluated each pitch on the day. Moderator Mr. Mischa van den Broeck opened the day.

Best Practice Pitches in 4 categories

Each category was introduced with the Global PTC Study findings for that segment by Mr. Michiel Droog, followed by the pitches of the finalists:

- Industrial Textile Services (ITS) Watch Video
- Launderettes / Laundromats Watch Video
- Retail Textile Cleaners (RTC-SME) Watch Video
- Retail Textile Cleaners (RTC-BIG) Watch Video



List of Official Nominees

All Official Nominees of the GBPA 2026, listed by category and country, received their Award & Certificate in Milan.

ITS	SELF-SERVICE	RTC SME	RTC BIG
Lavadero Berazategui SA (Argentina) **Netexial** (France) **Tsaknakis Carpet Cleaning** (Greece) **Speedy Clean Service** (Hungary) **Quick Smart Wash Pvt. Ltd.** (India) **Quick Clean** (India) **Barbie Laundry** (Indonesia) **LIG Industrial** (Italy) **Vendrig** (Netherlands) **Pralnia Opera Mydlana** (Poland) **Lavanderia Romeral** (Spain)	**Archipropre Laverie** (France) **Washin** (France) **Korea Laundry / WASHENJOY** (South Korea) **RBM AQUA SERVICES SDN BHD** (Malaysia) **Wooshlab** (Indonesia, demo) **Antina Laundry** (Indonesia, demo) **Laundry 24 Jam** (Indonesia, demo) **JNV Laundry** (Indonesia, demo) **Jago Laundry** (Indonesia, demo)	**Busy Bee Gold Dry Cleaners** (Canada) **The Laundry Concierge** (India) **Synergy** (India) **Queens Dryclean** (India) **Draiklin** (India) **Laundrynest** (India) **ME Corporation** (Indonesia) **Orange Laundry** (Indonesia) **Flash Clean Laundry** (Indonesia) **Less Worry** (Indonesia) **Acquario Lavanderie** (Italy) **Nuova Lavanderia** (Italy) **RBM AQUA SERVICES SDN BHD** (Malaysia) **Prestige Wash** (Malaysia) **Regal Drycleaners** (New Zealand)	**FINESSE PRESSING SARL** (Cameroon) **Crouse's Cleaners** (Canada) **Hublo** (France) **Cleanovo** (India) **Laundrokart** (India) **Greenv Clean Basics** (India) **ION Laundry** (Indonesia) **Drop & Wash** (Malaysia) **Medoclean** (Netherlands) **CLEAN ACE SOLUTIONS LTD** (Nigeria) **Washmen** (UAE) **Door to Door Cleaners** (USA) **Embassy Cleaners** (USA)



WINNERS GLOBAL BEST PRACTICES AWARDS 2026

The GBPA 2026 awards recognize outstanding achievements in Industrial Textile Services (ITS), Self-Service Launderettes, Retail Textile Cleaning SME (RTC SME) and Retail Textile Cleaning BIG (RTC BIG), highlighting overall performance alongside sustainability, innovation, entrepreneurship and national excellence.

WINNERS OVERALL AWARDS 2026

ITS



Overall Award Winner 2026, Category ITS: LIG Industrial, Italy, team of Gianluca Grande

Self-Service



Overall Award Winner 2026, Category Self-Service / Launderettes: WASHENJOY, South Korea, Mr. Kenny Seo

RTC-SME



Overall Award Winner 2026, Category RTC SME: The Laundry Concierge, India, Ms. Pallak, Mrs. Purwa and Mr. Anup Poddar

RTC-BIG



Overall Award Winner 2026, Category RTC BIG: Washmen, United Arab Emirates, Mr. Jad Halaoui & Mr. Rami

WINNERS INNOVATION AWARDS

RTC-SME



Innovation Award Winner 2026, Category ITS: Quick Clean, India, Mr. Anshul Gupta, presented by Mr. Dirk Berges, Kannegiesser

RTC-BIG



Innovation Award Winner 2026, Category Launderettes: Washin, France, Mr. Dimitri Belin presented by Max Ziermann, Böwe

RTC-SME



Innovation Award Winner 2026, Category RTC SME: Busy Bee Gold Dry Cleaners, Canada, Mr. Mohamud Rahim presented by Max Ziermann Sankosha

RTC-BIG



Innovation Award Winner 2026, Category RTC BIG: Hublo, France, Mr. Stephane Cohen presented by Christoph Richter, Kreussler

WINNERS SUSTAINIBILITY AWARDS

ITS



Sustainability Award Winner 2026, Category ITS: Vendrig, Netherlands, Mr. Patrick Vlooswijk presented by Christoph Richter, Kreussler

SELF-SERVICE



Sustainability Award Winner 2026, Category Launderettes: Acquario Lavanderie, Italy, Mrs. Anna Marchetti presented by Mr. Paolo Schira, Electrolux

RTC-SME



Sustainability Award Winner 2026, Category RTC-SME: Synergy, India, Mr. Vikash Das presented by Mr. Alexander Seitz, Seitz

RTC-BIG



Sustainability Award Winner 2026, Category RTC-BIG: Medoclean, Netherlands, Mr. Micheal Hetem presented by Mr. Paolo Schira, Electrolux

WINNERS ENTREPRENEURSHIP AWARDS 2026



Entrepreneurship Award Winner 2026: Mr. Eniibukun Adebayo, CLEAN ACE SOLUTIONS LTD, Nigeria presented by Luca Rappini FMB Group



Entrepreneurship Award Winner 2026: Mr. Fabrice Shoshany, Netexial, France presented by Luca Rappini FMB Group (r)

• COUNTRY AWARD WINNERS GBPA 2026

CINET recognized the highest-scoring representatives from 17 countries.

Country	Winner
Argentina	Lavadero Berazategui SA
Canada	Crouse's Cleaners
France	Hublo
Greece	Tsaknakis Carpet Cleaning
Hungary	Speedy Clean Service
India	The Laundry Concierge
Indonesia	ME Corporation
Italy	LIG Industrial
Malaysia	Drop & Wash
Netherlands	Vendrig
New Zealand	Regal Drycleaners
Nigeria	CLEAN ACE SOLUTIONS LTD
Poland	Pralnia Opera Mydlana
South Korea	WASHENJOY
Spain	Lavanderia Romeral
United Arab Emirates	Washmen
United States	Embassy Cleaners

GBPA26 LISTS of FINALISTS

The international jury assessed the finalists across 4 categories. The rankings reflect the final category scores.

Category: INDUSTRIAL TEXTILE SERVICES (ITS)

#	Company	Country	Jury score
1	**LIG Industrial**	**Italy**	**87.00**
2	Tsaknakis Carpet Cleaning	Greece	84.81
3	Vendrig	Netherlands	84.64
4	Quick Clean	India	84.32
5	Lavanderia Romeral	Spain	81.38
6	Quick Smart Wash	India	80.63
7	Netexial	France	79.41
8	Pralnia Opera Mydlana	Poland	78.19
9	Lavadero Berazategui SA	Argentina	78.15
10	Speedy Clean Service	Hungary	77.88

Category: LAUNDERETTES / LAUNDROMATS

#	Company	Country	Jury score
1	**WASHENJOY**	**South Korea**	**86.43**
2	Washin	France	76.96
3	Acquario Lavanderie	Italy	76.50
4	RBM AQUA SERVICES	Malaysia	75.92
5	Archipropre Laverie	France	74.54

Category: RETAIL TEXTILE CLEANING SME

#	Company	Country	Jury score
1	**The Laundry Concierge**	**India**	**85.26**
2	Regal Drycleaners	New Zealand	82.29
3	Busy Bee Gold Dry Cleaners	Canada	81.26
4	ME Corporation	Indonesia	80.63
5	Prestige Wash	Malaysia	80.31
6	RBM AQUA SERVICES	Malaysia	78.22
7	Synergy	India	78.06
8	Nuova Lavanderia	Italy	73.29

Category: RETAIL TEXTILE CLEANING BIG

#	Company	Country	Jury score
1	**Washmen**	**United Arab Emirates**	**89.17**
2	CLEAN ACE SOLUTIONS LTD	Nigeria	83.63
3	Cleanovo	India	82.92
4	Drop & Wash	Malaysia	82.92
5	Medoclean	Netherlands	82.19
6	Hublo	France	81.95
7	Crouse's Cleaners	Canada	80.92
8	ION Laundry	Indonesia	79.21
9	Embassy Cleaners	United States	76.50
10	Door to Door Cleaners	United States	69.50

CONGRATULATIONS TO ALL!





CINET Network Platform 2027/2028: Shaping the Future of PTC





Following a decision of the CINET Board on September 10th, 2026 CINET President Mr. Peter Wennekes introduces Mr. Leon Wennekes as new CINET President per 1st of January 2027.



New Advisory & Executive Board members

Advisory MEMBERS	
Jan Barlow	Gerard van der Kleij
Chirag Bhatia	Lei Pai
Kenneth Cupitt	Ken Uchikoshi
Jash Dalal	Christopher White
Dawn Hargrove-Avery	Max Ziermann
Daniel Hays	

Executive MEMBERS	
Anup Poddar	Christoph Richter
Rolf Slickers	Alexander Seitz
Stephane Cohen	Eva Maria Sriulina
David Crouse	Patrick Vlooswijk
Zarina Ismail	Léon Wennekes





CINET ESTEEMED PARTNERS & CO-HOSTS, WITH GREAT THANKS!





CINET
Professional Textile Care

"CONNECTING THE WORLD OF PTC"

Information & Documentary

The numerous documents, videos, presentations, reports and high-resolution photos are available upon request via the CINET website: www.cinet-online.com and cinet.cinet-online.com. In case of any queries please contact the CINET secretariat.
Best regards,
CINET,
Peter Wennekes,
President & CEO

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