



***“Price fighters or Quality freaks,
who will take the Fashion care Cup”***

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Personal introduction



Peter N.M. Wennekes

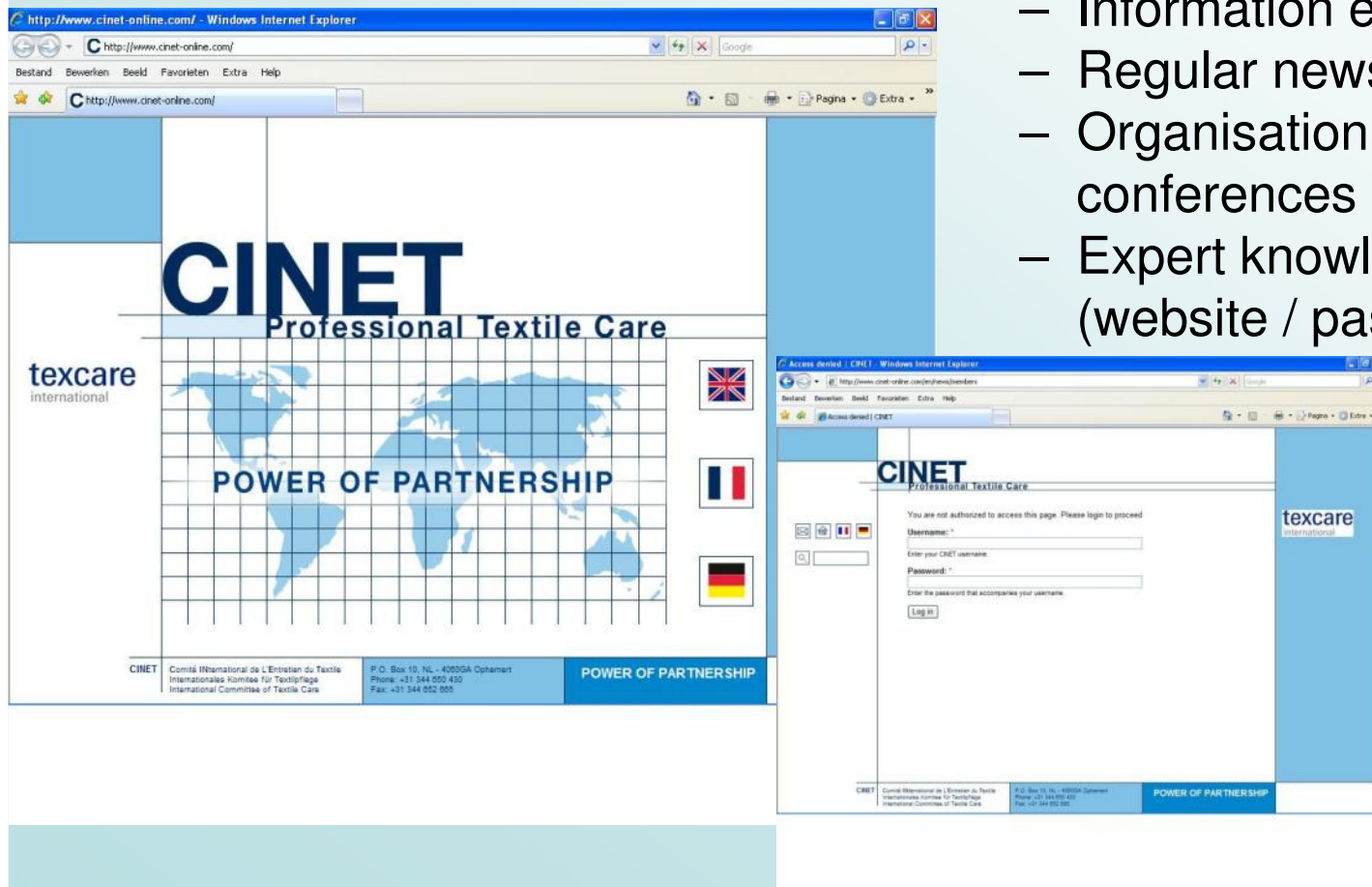


Clean Las Vegas June 2011

Cinet global network

- Information exchange
- Regular newsletters
- Organisation / coordination conferences
- Expert knowledge database (website / password)

- 10 projects yearly



The PTC Market(ing) dynamics

- The P-label has lost its power as a driver for customer demand.
- New Service(s) drivers have to be developed / implemented

From PTC Craftmanship to Entrepreneurship

- Specialisation on markets, products and / or services.
- Meeting customer expectations.
- Developing of new business concepts.
- Generally:
 - . Increased scale of growth
 - . Professionalism in business development
 - . (on-line) marketing expertise

Specialisation in market segments

Business concepts:

- Quality (high end versus standard)
- Selection of products
- Selection of services

Successful price fighters

- Standard Quality
- Practical low cost service

Successful High-end Quality Businesses

- Appropriate local marketing
- Fashion industry

Specialized Businesses Concept for high-end quality cleaning

Fashion Care

International collaboration FashionCare

FashionCare joined partners / users:

- DTV / EFIT, Germany
- Netex / FashionCare foundation, The Netherlands
- America's Best Cleaners, USA

Discussions with several other countries.



The objective of FashionCare

- Positioning quality concept textile cleaning
- Creation of quality standards
- **Positioning sustainable profile**
- Image building (quality, service oriented, progressive, professional, reliable)
- Partnership with all stakeholders in the textile chain
- Increase of profits / revenues
- Establish a brand with global name recognition

The FashionCare network



Building up the FashionCare network

1. Convince dry cleaners to attend in the FashionCare quality system
2. Convince local retailers of the FashionCare service
3. Win apparel manufacturers as partners
4. Gain quality conscious private customers & major enterprises as clients

Partnership with retailers

- Collaboration / partnership between retailers
 - exchange of information
 - product tests
 - problem solving
- Sales and maintenance combined
- FashionCare voucher



What can FashionCare offer to dry cleaners?

- Quality (controls and regulations)
- Starting new, affluent customers
- Sales Intensity (sales increase for regular customers)
- Image company (modern & professional)
- Active promotion (marketing activities)
- Regular contact with partners in the supply chain
- Competitive advantage (distinctive)

What can FashionCare offer to customers?

- 50% discount on the first cleaning
- 100% guarantee on the cleaning result (conditional)
- Service-oriented performance at all levels
- Trusted, professional textile cleaner
- Sustainability in textiles and cleaning
- National coverage
- Customer-friendly and effective approach in case of any complaints

How can drycleaners achieve these aims?

- Follow the FashionCare quality regulations
- Control quality regularly (using the FashionCare Logbook)
- Become certified by Fashion Care

Quality control system

The quality guidelines for quality assessments were developed by EFIT the European Research Association for Innovative Textile Care,

in co-operation with:

- Hohenstein Institute, Germany
- National drycleaners
- Premium garment-manufacturers
- DTB, Dialogue Textile - Apparel

Planning 2011 and 2012

Global:

- Acquire new partners
- Acquire international manufacturers
- Informing branch (lectures, presentations, promotion)

National:

- Acquire new retailers
- Get more participants for National spreading
- Optimize internal processes, organization en possibilities
- **Continuation** annual training sessions
- Proceed with marketing and promotion efforts

The FashionCare dry cleaner

Strict conditions:

- Modern and professional
- Certification of organization and service
- **Certification of environmental requirements**
- High service level
- Representative

Green profile

Sustainable dry cleaning:

- No new purchase of PERC machines (2010)
- Stop with PERC 2023 (unless no other alternative)
- Best practices and sustainable processes
 - *E-dryclean, E-learning*
- Energy saving
- Ongoing optimization

Training

Mandatory annual training for at least one staff member per participant.

FashionCare's training program 2011 (NL):

- Customer service at the counter

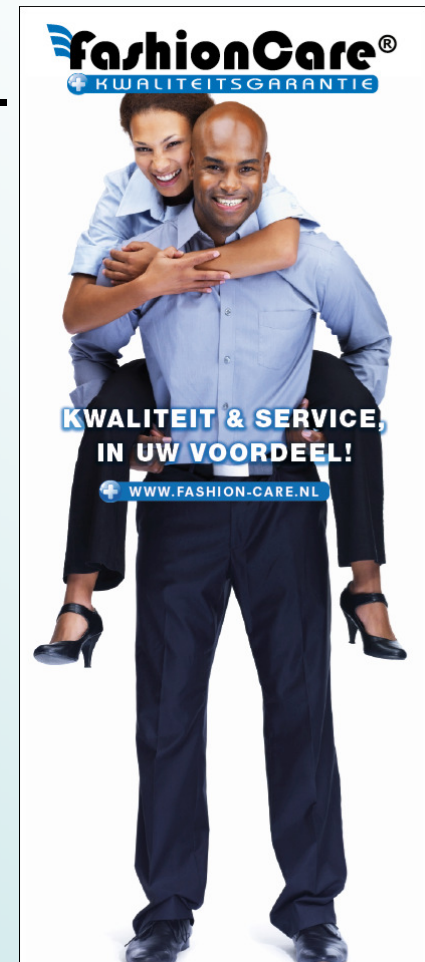
FashionCare's training program 2011 (NL):

- Textile knowledge
- Spot detection

Marketing and promotion

Lots of promotion material for visual recognition.

- Magazines
- Stickers
- Brochures
- Flyers
- Hanger cards
- Displays
- Ads
- Etc...



Corporate Image

Corporate Image wear is rising. FashionCare offers companies a special BtoB approach and services

Corporate Image and loyalty card

- Full service
- Management Information System
- Financial administrative system

Summary

- The future of PTC Services is in new Business concepts.
- Fashion Care is a new Business concept, focusing on quality and services, meeting customer expectations.
- Professionalism and modern entrepreneurship are essential to develop new successful business.

**Thank you for
your attention!**