



Wet-cleaning
Excellence
by Electrolux Professional

Thinking of you

 **Electrolux**



The first

most natural choice

Wet-cleaning is incredibly effective for professionally cleaning all kinds of fabrics and textiles. With Electrolux Professional eco-friendly solutions, you will be less dependant on the need for harsh chemicals while delivering superior cleaning results.

Your Electrolux value

in comparison to dry-cleaning

- Easy to install - no regulations
- Globally well-established solution
- Superior technology for both cleaning and washing
- Healthier for the operators
- Strong brand

Your customers' Electrolux value

in comparison to dry-cleaning

- Better for the environment
- Better for the clothes
- Fresher smelling
- Fabrics are softer to the touch
- Colours appear brighter
- Whites are more brilliant

Discover how and why the Electrolux Professional wet-cleaning solution suits your business.

Learn about how the latest range of innovations from Electrolux Professional enables you to productively expand your cleaning services.

Why wet-cleaning is **ideally** **suited** for you

Nowadays more and more consumers ask for an eco-friendly solution. At the same time a wider range of fabrics are suitable for wet-cleaning, which is an invaluable opportunity to introduce a safer cleaning method and a greener alternative.

1) An ideal complement to dry-cleaning:

Wet-cleaning can complement your existing dry-cleaning operation or work parallel with equipment you have already installed. This assures you:

- A superior method for removing sweat and protein stains.
- Better results on PVC-lined garments and finer fabrics with sequins.
- Minimal damage to buttons and plastic zips.
- Possibility to clean most garments in-house and also handle water-proofing.
- The opportunity of wet-cleaning the leather and suede with specific detergents.

2) An ideal complement to standard laundry:

Wet-cleaning provides an in-house solution for hotels, restaurants, hospitals and health care institutions, eliminating the need for off-site subcontracting. This assures you:

- Full control over ALL laundry.
- Premium cleaning results.
- Perfect solution for workwear /uniforms.
- Efficient cleaning of textiles such as wool blankets, thick bed quilts and pillows.



*The secret to why wet-cleaning works so effectively.
It all begins with water.*

Water is the first key component to understand what gives wet-cleaning the capability to keep fabrics looking better and smelling fresher.

The second very important key is the use of specific detergents. When adapted to natural fibres they will protect them from deformation.

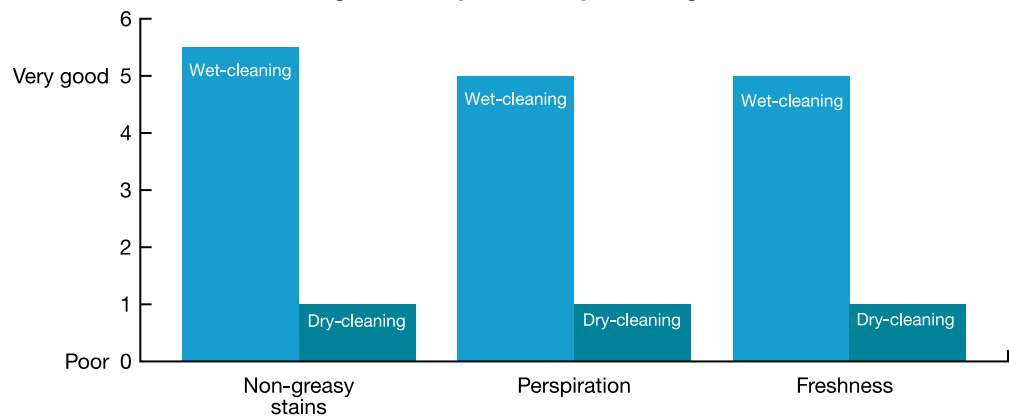
Then it is just a matter of adding the correct amount of biodegradable detergent, along

with a gentle mechanical action over the optimal period of time.

As a result water is able to naturally remove stains and transport dirt to the waste pipe.

What's left behind is a fresh smell of cleanliness, a soft touch to the fabric, brilliant whites and bright colours. With this in mind, it's easy to see why the demand for wet-cleaning effectively treating stains in fabrics is growing.

Main advantages to complement dry-cleaning



*Discover a highly efficient laundry solution
on top of the wet-cleaning system*

No further need to rely on outsourcing for big duvets and curtains. You will be able to adapt your machine with a full range of laundry programs. You can achieve more business to business with increased services to specific market segments such as:

- Sport clubs
- Food shop businesses
- Restaurants
- Floor care
- Corner food shops



*An exceptionally
well-balanced approach*

it's all in the details

Today, as the list of manufacturers that offer professional wet-cleaning solutions continues to grow, the differences that Electrolux Professional provides become more obvious with every load of laundry you clean.



With Electrolux Professional you have control. We know what you need to achieve excellent cleaning results for your customers. To make this happen we have developed equipment with state-of-the-art features leaving nothing more to be desired.

Excellent control systems Clarus® and Compass Pro®

- Fully programmable to the needs of wet-cleaning (temperature, time, speed etc.)
- WPM (Wash Program Manager) allows you to create new wash programs directly on your PC.

Frequency Motor Control (FMC)

By controlling step-by-step acceleration, drum speed and level of G-force the cleaning process gives:

- Less mechanical stress on the fibres.
- Optimized drying time for delicate garments.
- Better cleaning result.

Dedicated range of external dispensers

The flexibility of our machines permits up to 13 different detergent dispensers to be connected. For each cleaning process your business offers wet-cleaning, leather and waterproofing or your standard laundry - the correct amount of selected detergent is dispensed.

- Simplifies the operator's task.
- Guarantees reliability and optimum result.
- Increased flexibility of installation.

Exceptional Residual Moisture Control (RMC)

Electrolux machines protect garments from over drying with remarkable accuracy in measuring the moisture content of garments.

- Specially insulated lifters in contact with the garment
- The exact residual moisture is measured over 400 times per second

Integrated cool-down function

Electrolux have integrated an adjustable cooling down function with the program to avoid creasing fabrics. This also improves the smooth finish of garments and the gentle handling of silk, wool and other finer fabrics.

Finishing equipment

- A complete range of selected finishing equipment to emphasize the quality.



What's your size?

S

M

L

X

Whether your business is large, small or medium, you can find the absolute best solution for your operation from Electrolux Professional Wet-cleaning Excellence.

Electrolux Professional will help you determine the correct solution to fit your laundry.

lagoon®

Wet Cleaning by Electrolux

Solutions Products	Access	Advanced	Superior
Washers wet-cleaning	<ul style="list-style-type: none"> • High spin, Super spin Washer • Compass Control® • Electrolux mechanical action for wet-cleaning • Program library for wet-cleaning • 10 programs 	<ul style="list-style-type: none"> • High spin Washer • Clarus Control® • Electrolux mechanical action for wet-cleaning • Program library for wet-cleaning • 192 free programs • *Option to upgrade to Lagoon® 	<ul style="list-style-type: none"> • Lagoon Washer • Clarus Control® • Woolmark smart card programs (full load and half load) • Create 192 free programs • Lagoon mechanical action to be in line with Woolmark • Woolmark and Lagoon® tag on the machine
Dryers wet-cleaning	<ul style="list-style-type: none"> • Selecta Control®, Compass Pro® • Residual Moisture Control • Reversing drum • Stainless steel drum 	<ul style="list-style-type: none"> • Selecta Control®, Compass Pro® • Residual Moisture Control • Reversing drum • Stainless steel drum • *Option to upgrade to Lagoon® 	<ul style="list-style-type: none"> • Selecta Control®, Compass Pro® • Residual Moisture Control • Reversing drum • Stainless steel panel and drum • Woolmark and Lagoon® tag on the dryer
Detergent Lagoon/Woolmark	–	<ul style="list-style-type: none"> • Recommended, tested chemicals • (*) 	<ul style="list-style-type: none"> • Range of 2 or 4 products specially developed for the Woolmark programs - this helps guarantee the final result
Pump Kit	<ul style="list-style-type: none"> • Option 	<ul style="list-style-type: none"> • Option 	<ul style="list-style-type: none"> • Kit of 6 pumps, 900 ml/mns, linked to the Clarus System
Finishing	<ul style="list-style-type: none"> • Option 	<ul style="list-style-type: none"> • Option 	<ul style="list-style-type: none"> • Dedicated specifically developed ironing board • Dedicated specially designed multiform finisher • Dedicated specially designed trouser topper • Boiler
Training	<ul style="list-style-type: none"> • Access training 	<ul style="list-style-type: none"> • Access training • Advanced training - Finishing 	<ul style="list-style-type: none"> • Access training • Advanced training - Finishing
Brand Value in Communication	<ul style="list-style-type: none"> • Electrolux 	<ul style="list-style-type: none"> • Electrolux 	<ul style="list-style-type: none"> • Electrolux, Woolmark
Communication Kit	–	<ul style="list-style-type: none"> • (*) 	<ul style="list-style-type: none"> • Dedicated specially developed Lagoon® Communication Kit • Access to the Lagoon® marketing tool bank (posters, advertising) for promotional activities • Access to Woolmark images

(*Advanced System can be upgraded to Lagoon® if you decide to change business strategy. You are then able to adopt all the unique Lagoon® benefits and communicate the Woolmark approved logo when marketing the Lagoon System.)



Whether you need assistance with equipment layout, space optimization or workstation organization or are seeking advice on how to streamline every aspect of your business operation – Electrolux Professional has the answers you are looking for.

Tailor-made to fit you personally

Even before you have cleaned and dried your first load of garments by wet-cleaning, you will find that Electrolux Professional has an entire support system in place to help ensure your success as a professional cleaner.



Increase productivity, increase profitability

With over 100 years of experience in the Professional laundry business and some 20 years of expertise within delicate garment treatment, you can rely on Electrolux to support you with an optimal solution for your business. Our vision and strategy is always to strive for results with your needs in focus. By identifying the most suitable solution for your needs you will increase your productivity and enhance profitability. At the same time you will contribute to a sustainable future.

To identify the right size of machine, all parameters need to be integrated

- Volume of the largest items treated in the machine (e.g. duvet)
- Business ratio between wet-cleaning and laundry process
- Possible intention to expand
- Placement of equipment in the space allocated
- Accessibility in the room

Electrolux Professional will always support you in optimizing your choice.

The Electrolux team will assist you with all technical aspects

- Installation layout
- Plumbing, electrical advice etc. prior to installation
- Installation and start up
- Best practices advice
- After-sales and service

Exclusive finishing and accessories will make it easy to expand the services you offer customers

In addition to the extensive range of wet-cleaning machines, Electrolux can complement your operation with specially designed form finishers, trouser toppers, spotting tables, vacuum/blowing cold ironing tables and more. Discover the full range by visiting www.electrolux.com/laundrysystems for complete details.



Share more of our thinking at www.electrolux.com/laundrysystems