

Little beasties



The ups and downs of the clothes moth, and other little beasties that like to make a meal of garments and fabrics, can be linked over the past 50 years or so to clothing fashions and the interiors chosen for our homes. In the days when polyester ruled the world and it wasn't just ladies of a certain age who donned Crimplene (in the 1970s even mod-style button-down men's shirts were made of the stuff!) the moths and their larvae had a tough time. But these days it's another story, and drycleaners need to make the most of this lucrative sideline in 2013.

There are products that take no prisoners, killing the beasties outright, while others work to ensure current moth-free zones stay that way, and include eco-



friendly and 'cruelty-free' lines. Depending on your clientele, it could be wise to stock a range covering all the options. This is a product that can fly off the shelves and bring extra customers in as family, friends and neighbours learn of the Moth Wars. What's more, they may arrive with some items for drycleaning and become regular customers!

This is an area where the drycleaner can be the expert, offering knowledgeable advice and solutions – and there's



Janice Raycroft investigates weapons in the war against the clothes moth

nothing the British public like more than someone who can say: "Don't worry, we can solve this."

As the moth experts at Caraselle say: "Households in this country have taken their eyes off the mothball." Indeed, Caraselle's Graham Warren believes cleaners should expect a trail of puzzled people coming into their shops: "The current older generation has lost the art of defeating these ravenous predators – thanks to growing up with clothes made from moth resistant artificial fabrics."

"However, cheap imports means that many of today's garments now use natural fibres such as wool once again. As a result, millions of wardrobes across the UK have been left totally undefended, and the moths are having a field day."

At one time you turned to mum for advice after pulling a jacket full of little holes out of the wardrobe, and she would wisely shake her head and produce some over-powering naphthalene-based mothballs from the cupboard.

The treatments have moved on since then, of course, but now many of the mums and grannies, used to a life in manmade fashions, are as perplexed as a shared house of students when the holes start appearing. They don't even know that it's not the adult clothes moths that cause the problem, but their fabric-eating larvae. Finding and killing an adult moth may make you feel better, but you need to stop them breeding in the first place.

It's wise to advise your customers to beware of handmade rugs in the bedroom when treating a problem in the wardrobe – the larvae like fairly dark places and in a well-lit room will move to under a rug if given the opportunity.

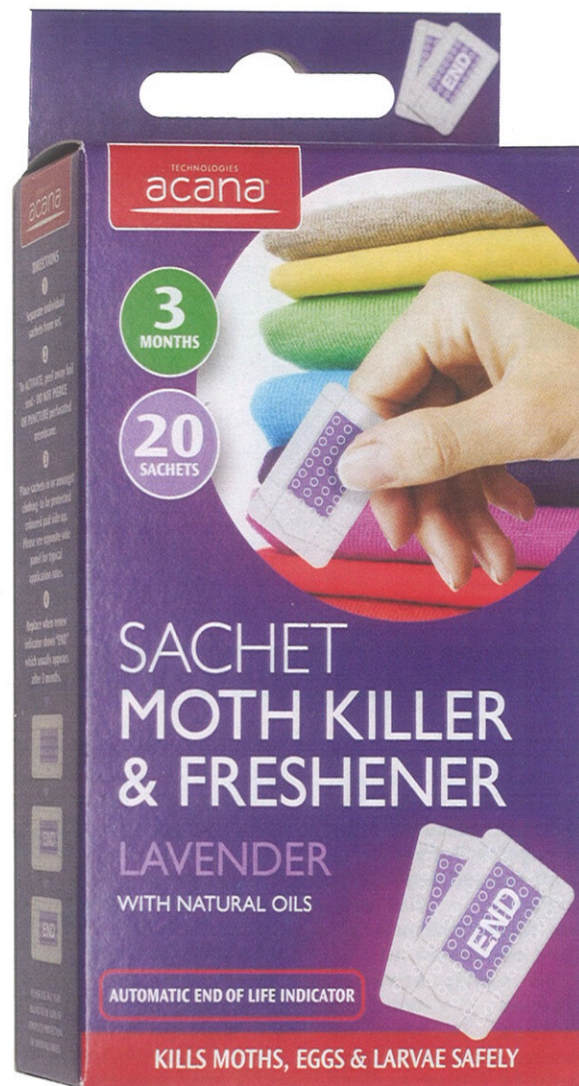
Mild winter weather combined with lax anti-moth precautions have seen populations soar to record levels. So how can drycleaners take advantage of all this, and that an explosion of clothes-eating moths is hitting the UK earlier than normal?

One way is to use the award winning Caraselle Moth Map to focus on their approach to selling moth products. Graham Warren likes to describe the



technology as 'the equivalent of GCHQ for the moth world', a handy analogy when moths appear to be advancing upon the nation with military precision. The good news is that the Moth Map is, we suspect, far easier to operate than anything you might find in GCHQ, using data gathered from around the UK to highlight the areas where moth problems are most prevalent.

Moths show no respect for



ABOVE AND RIGHT: All out attack – Acana moth killer in sachet or hanging form, from Caraselle, destroys moths, larvae and eggs

Saville Row suits or Primark jumpers. Anything they can get their teeth into – jackets, trousers and expensive designer wear – will become a casualty. Kilts are a moth's favourite dish, according to Caraselle research, so Scots beware how you store your outfits after Burn's Night this year!

While joking that Caraselle is calling its latest battle strategy 'Operation Mick Jagger' because, as everyone knows, a Rolling Stone gathers no moths, Graham Warren has extended the Caraselle range as exclusive suppliers to drycleaners of the new and highly effective range of Acana Moth Killers, which have full European HSE certification for destroying the moths, their larvae and eggs.

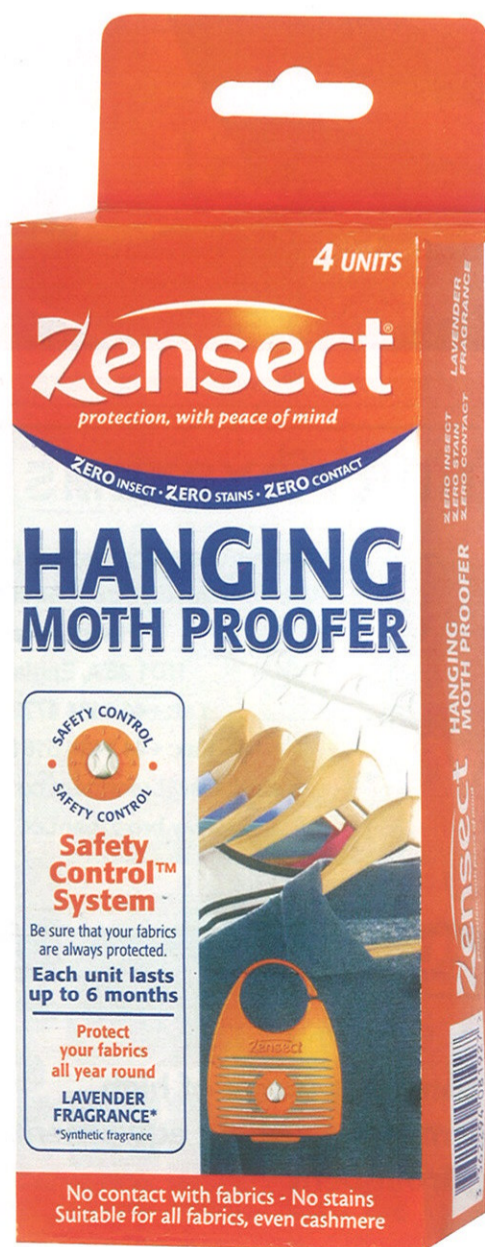
It's also important, of course, to make the most of your anti-moth products by having a good display and effective point of sale material both inside and outside your shop. Don't worry about frightening customers away, they will be drawn... like moths(!)... to a dramatic warning that The Invaders Are Here.

Caraselle will then provide a free plan and merchandiser to help maximise display space.

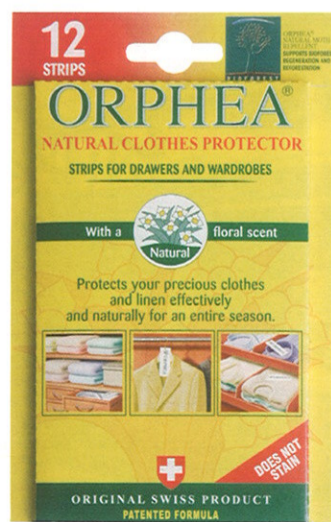
Caraselle have forged an alliance with DryStream customers to provide free integrated software to sell the complete Caraselle range. If you are a Spot System user, details of all the range are already on the system. Acana Hanging Moth Killer comes in a pack of four moth killers and fresheners with lavender fragrance and automatic end of life indicator. A pack of 20 sachets is also available. Moth Killer Spray can be directed straight into the wardrobe.

Caraselle also sell the Clothes Moth Trap. This comes in a pack of two and kills the male moth, so breaking the reproductive cycle. The Zensect Moth Proofer includes a pack of 20 moth balls with lavender fragrance, or there's Zensect Hanging Moth Proofer, a pack of four hanging moth repellents. Packs of 12 impregnated Orphea strips, for hanging in wardrobes or placing in drawers, are ideal for protecting knitwear

For customers who prefer



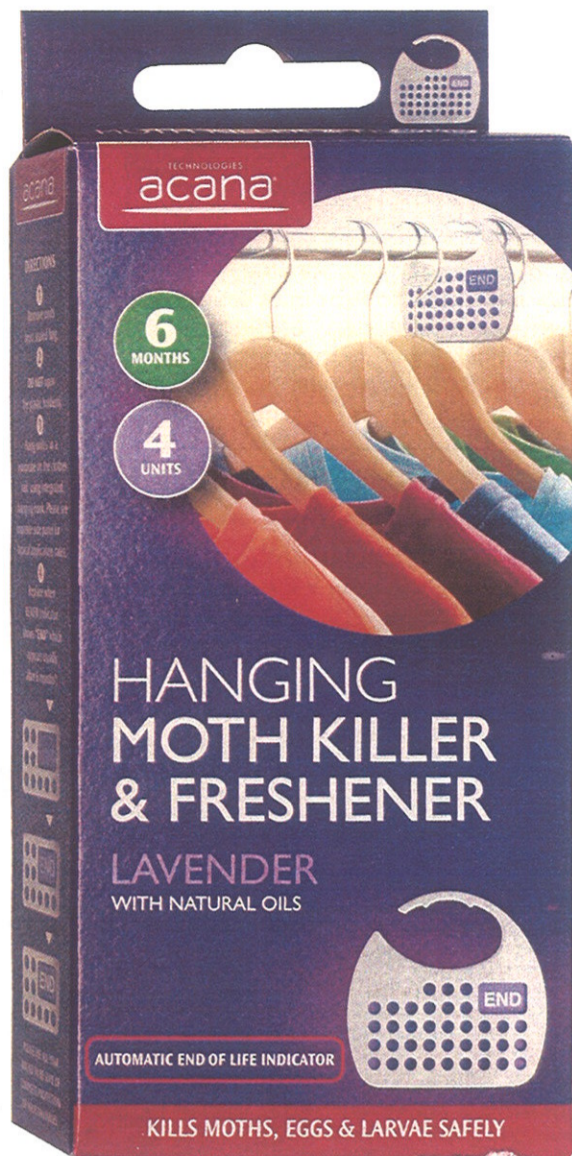
Zensect moth proofer, available from Caraselle, lasts for up to six months



Orphea natural moth repellent strips, from Caraselle are ideal for protecting cashmere items



Moth traps, like this one from Caraselle, act as lures for the male moths



more 'organic' routes to dealing with moths Caraselle has various natural moth repellents, including Cedar Magic Balls, which come in a display carton of 36 balls.