

# The itchy and scratchy show



Jean Anderson scratches the surface of a touchy subject. She separates moth from reality and finds that there mite be an answer.



Acana moth trap and refills



Acana carpet and fabric spray



Acana moth killer sachets



Acana moth station



Acana hanging moth killer



Acana fabric spray

**The last thing any of us want is creepy crawlies in our clothes or soft furnishings, but unfortunately they are an expensive fact of life – and they are on the rise.**

The upside for drycleaners and launderers is that you are likely to be the first port of call for those with a pest problem, be it moths, bed bugs, dust mites or some other horror. Your customers will be seeking help and advice on eradicating the particular pest, guarding against a recurrence and cleaning to provide future protection.

As Graham Warren, sales director of Caraselle says, moths are both a nightmare and a fantastic opportunity.

Says Warren: “The moth pandemic continues unabated across the UK as the creatures create havoc in people’s homes – that’s the nightmare. The fantastic opportunity presents itself to those drycleaners who get on board with Caraselle’s unique and exclusive range of moth killers.

“With us you can really help your customers deal with the moth pandemic whilst getting more business for yourselves – it’s a win-win situation. They need help and guidance as to how to cope with the dreaded moths.

“We give you all the assistance that you are going to need – the best moth killers on the market, custom made display

fixtures to really make a strong feature of the items in your shop and very colourful, effective point of sale posters, including the award winning Caraselle Moth Map showing the extent of the moth infestation in your area. The Caraselle Moth Map won an award for The International Invention of the Year at the British Inventors’ Society.”

Caraselle will also give you their book on moths What’s Eating You? now in its third reprint having sold over 170,000 copies. The small booklet is

proving very helpful to both drycleaners and the public who benefit from reading exactly how to identify the moth problem and the ideal remedies.

Caraselle now have eight items in their exclusive Acana complete home protection range. Their new Modelli moth killers from Acana are positioned to appeal to the more discerning customers, while the Orphea range of natural moth repellents are aimed at those who prefer a non-chemical and extremely environmentally-friendly solution.

“The upselling opportunities then get even better with us,” says Warren. “When a customer comes in with a moth problem you can get more drycleaning by suggesting that your processes used will help kill the larvae.

“Obviously sell them some Acana products - the best selling moth killers in the country and recommend that they store their suits and dresses in our man-made Peva garment cover range.

“It is an absolute ‘no-brainer’ to sell them our Caraselle Peva sweater bags to protect their precious cashmere knitwear. Done well, the average

transaction can easily be £20-£30 per customer.

“Please remember they need help from someone so it might as well be you!”

Warren adds: “And it gets even better because all moth products have a limited shelf life, once opened, so you will get customers who buy Acana from you returning for repeat orders as all the items feature an ‘end of life indicator’. This very useful feature only activates once the products have been removed from their packaging.

“News of the moth problem is constantly in the media which raises the public’s awareness of the issue. Recently there was an hour long live discussion on Radio 2 about moths where lots of people rang in to say they had moth damage but by the end of the programme no-one was any wiser as to how to deal with the problem! You as the drycleaner can become the obvious place for help. We all like doing business with people that we like and people we believe are experts. Sell with pride, because you’re solving people’s problems. You’re helping them. And put simply: selling is

nothing more than finding out what people want, then giving it to them!”



Caraselle – The Clothes Care Experts

Moths don’t stand a chance against Caraselle



Acana airing cupboard killer and freshener



The new Modelli moth proofers are available from Caraselle