

Counter argument: Catch the eye with add-ons

If 2020 has taught us anything it must be that in the retail environment operators can't afford to rest on their laurels for a minute.

With many businesses keeping staff working from home for the foreseeable future, high street drycleaners and laundry services need to shift their focus to attract and keep business.

That means thinking hard about how to use shop space to lure in new and existing customers who will choose you for their laundry and drycleaning needs once business suits, shirts and coats are back in regular use.

After a few months of shopping online customers are returning to visiting our stores and window shopping along the street, so it is the right time to entice them in with gadgets, 'professional' cleaning products and one-stop services which offer

Jean Anderson reports



better than 'next day delivery' – the fulfilment is instant!

So eye-catching, easy sellers in window displays and on counters will pull in those new (and existing) customers who will leave the premises with bags full of impulse buys while delivering or collecting their garments.

Graham Warren of Caraselle Direct is evangelical when it comes to the power of add-ons for high street businesses.

"As the country has gone cleaning and storage crazy, our add-on products have been, and still are, flying off the counters," says Warren.

"With so many customers having more time at home they've been sorting through clothing and looking for ways to protect and

store it.

"The simple fact is all drycleaners can boost their profits by selling our moth related products and our own branded award winning sticky rollers."

He explains that these are the sort of add-ons that we all want because...

1. They provide repeat business... no other refills will fit Caraselle's sticky roller handles – they have protected drycleaners by not supplying to supermarkets.

2. Their best-selling moth products will need replacing, so to stay protected customers must come back to the drycleaner for refills.

3. One out of two customers is a potential sticky roller customer (50 per cent of UK households own

a dog or a cat), and every customer that walks into a drycleaning shop is a potential moth customer.

4. They provide the easiest money you can make, there's no cleaning or laundry involved, all you have to do is talk to your customers.

Warren's view is that operators, now more than ever, have to be proactive about the add-ons they offer.

"Drycleaners have said they aren't asked about moths or pet hairs, but if the salesperson doesn't ask the customer, the conversation will most likely not happen!"

It's good to talk!

"It worked for BT and it will work for you!" says Warren. "Talk to your customers about your moth and sticky roller ranges."

"Display products well in a counter display unit (shown to increase sales by as much as 300 per cent), and get even more when you upsell with Peva storage bags and covers.

"The great thing about our products is how well they all go together. Talking to customers about best ways to store items and protect them with moth products leads on to the Peva storage range and more money in the till."

Warren continues: "There's never been a more relevant time to talk about these add-on products. Most people have been sorting and storing their clothes recently so this is very relevant to customers, and during lockdown

even see the product."

Drycleaners can also take advantage of Caraselle's free customised laminated award winning moth map, Warren said: "This is unique to us, showing the shop's name and location, it highlights the problem and level of infestation in the area."

"When customers say they don't have a moth problem, you can show them the level of moth infestation and risk within the area."

Warren explains that drycleaners should be considering the lifetime value of the customer.

"Think of it like this, every customer who walks into your shop is a potential £25 customer for moth products. But then it gets even better because the two most popular moth killers you could sell are only effective for a limited period, so customers will come back three or four times each year."

"Now that £25 turns into £100 per customer per year, it's as simple as that. And that's just from moths, adding on sticky rollers you'd be looking at nearly £100 per customer per year again from the initial sale and future refills. Making that first sticky roller and moth sale could turn into a £200 sale per customer per year. Now that's real lifetime value."

Drycleaners picking up business with a delivery service will be losing out on these shop sales opportunities but Warren is happy to provide guidance about how to deal with this and get back



A countertop display will catch the customer's eye as they pick up their drycleaning!

Moths may be real pests but Caraselle's display makes a colourful feature

MOTHS HAVE EXPENSIVE TASTES
DON'T LET YOUR CLOTHES BE ON THE MENU!
STOP THEM
WITH THESE EFFECTIVE MOTH DETERRENTS



"I have wanted to expand our offering for a long time but the pure nature of this extraordinary time has meant it is an opportune time to help make the business more valuable to our customers and even better for the environment."

we've been with our pets more than ever before... talking about these products is so easy, everyone loves talking about their pet!

"They say a picture tells a story and there's a good reason dog and cat images are used for pet related products – because people look at them."

"Our free point of sale posters highlight the problem, grab customers' attention and get the sale conversation started – you'll get them interested before they

that add-on opportunity.

"All drycleaners can find out more about our add-on products on the Caraselle website – it's a brilliant resource with free downloads, videos and lots more."

Warren adds that business should also consider industrial quality net washing bags. "They aren't an add-on but they're a great way to give you more time to dedicate to your counter customers and reduce overheads."

"I'm speaking to drycleaners

all the time who are telling me that, as drycleaning services have fallen, they are now very busy with laundry and are trying to make the most of this – often keeping up with it can be challenging.

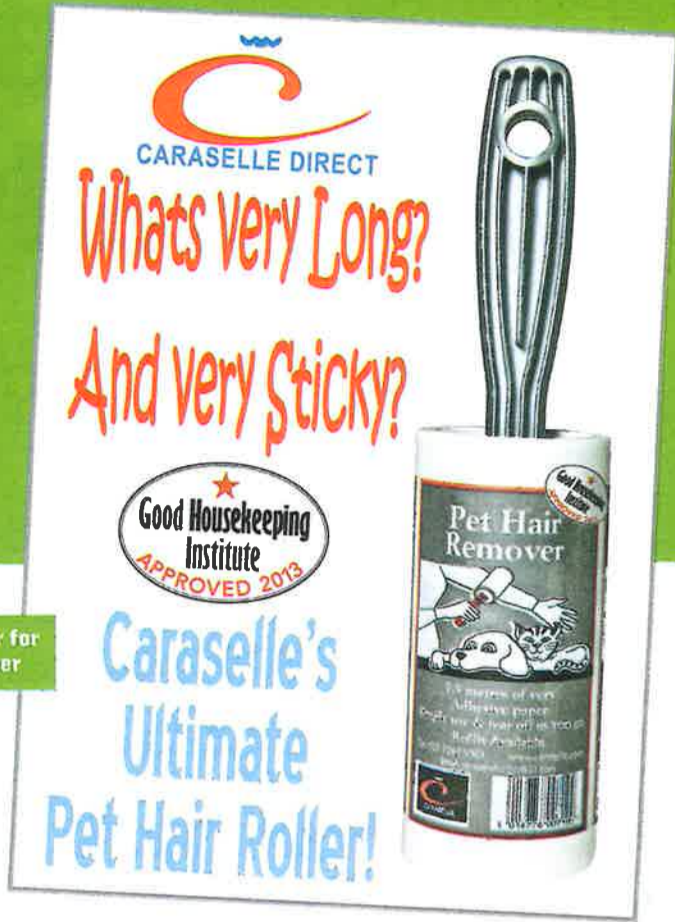
"Any drycleaners in this position would benefit hugely from our industrial quality net washing bags, as many others currently are. They remove the need for separate loads – rather than doing one load per customer you can do multiple orders in the same load, and thereby more loads per day, reducing overheads and saving time."

While you are thinking outside the box it is also worth considering other offerings that might attract customers – over the counter or as an add-on service.

Dorset based Barker Group has taken a completely different approach and launched a new arm to its laundry and delivery services, called 'Barker Room Service.'

MD, Matthew Barker said "The 'Barker Room Service' was conceived from much valued feedback from our customers. We recognised that we have a valuable opportunity as we already deliver finished laundry to over 3,000 customers every week across Greater London and Southern England. Without increasing our footprint we are able to deliver many other useful products, saving our clients both time and effort."

"I have wanted to expand our offering for a long time but the pure nature of this



Caraselle's eye-catching poster for its ever-popular pet hair remover

I am learning how he cooks and freezes a delicious meal, from order to delivery within 24 hours. I am now looking forward to building a comprehensive menu of amazing dishes and other products over the next few months."

Continuing Barker said, "Alongside our offering from the kitchen, we have a sommelier – Dorset wine industry expert Jonathan Charles, who is incredibly passionate about the subject and brings with him a wealth of expert knowledge of wines and champagne from around the world. Jonathan will regularly introduce us to exciting wines to experiment with."

Barker Room Service is trialling this new service initially in Dorset, Hampshire and Wiltshire. Housekeeping will provide the well-established laundry service and fine bedlinen supply and within weeks, these services will be added to by the Barker Concierge service, providing further high-quality products and services that will serve to make Barker's customers' lives better. We have a very loyal existing customer base with consumers who really love the

Barker brand and the quality of what we offer.

"Barker Room Service' will initially be for our existing client base and we look forward to expanding the service to many more of you over the coming months!"

If that wasn't enough food for thought then other ideas worth considering for counter sales might include Type IIR surgical and water resistant masks that meet European standards from G+R Spares, The R in Type IIR means they are water resistant.

G+R also offer vending supplies and posters and signs in their extensive range.

Textile Care Supplies in Scotland has a comprehensive range of reusable bags and covers ideal for deliveries, storage and more.

From clothing covers, including those for wedding dresses, to duvet bags great for transport and storage they have everything in between alongside the ever-popular lint rollers and the intriguing Sweater Brick for removing fuzz from knitwear – perfect for those impulse in-store point of sale purchases.

Located just west of Heathrow Airport, Superhanger, is a well-established supplier of laundry and drycleaning products.

Among their extensive offering are stylish wedding dress storage boxes, breathable duvet bags and many countertop products.

They also offer carpet and floor cleaning machines from Hagerty and the associated cleaning products needed. They also have a stand deal to display the products to maximum effect.

A useful choice while many people remain at home and might want to do some autumn cleaning!

West London based Swift Choice Laundry and Dry Cleaning Supplies' retail offering includes a good range of modern deodorising products from perfumed sachets suitable

for hanging in a wardrobe, thorough aerosol sprays to reed diffusers. Attractively presented and eye catching, these are the ideal countertop impulse buy.

Aylesbury-based Clean Supply offers an extensive range of anti-moth products alongside such products as colour catchers, often needed after a home laundry disaster, fuzz removers and GreenGarmento clothes covers.

When it comes to specialist clothes covers, Hoesh International in Leicester, has something for every occasion with a range that includes covers and boxes for bridal dresses, suit covers and acid free paper essential for long-term preservation.

They also offer personalised packages for bride and bridesmaid's dresses to cover the entire bridal party.

Finally, Lynx Dry Cleaning Supply in Ilford, is keeping up with current demands by offering a range of face masks, face shields, hand sanitisers and more.

They also offer personalised carrier bags, drop and go bags, wedding storage boxes, posters to advertise your offering, moth products, scented sachets, footwear and carpet cleaners and even umbrellas.

With all that's on offer high street businesses have every opportunity to boost their over-the-counter sales as the long haul back to normal continues.

Give some thought to how you can boost your eye-catching displays or add on to your existing service – you know it makes sense!

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Barker will be providing a variety of additional services under the banner of a virtual

'Barker Hotel' on your doorstep. The kitchen will be offering a fine dining menu with a selection of tempting starters, mains and deserts from well known, Dorset based restaurateur, Mark Cribb.

Barker advised, "Working with Mark has been a joy while

Matthew Barker, of Dorset-based Barker Group, which has launched a room service arm to their laundry and drycleaning services



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AGS
HANG ON IN THERE!
DON'T DESPAIR!
AGS ARE AROUND TO LEND A HELPING HAND
FOR ALL YOUR LAUNDRY AND WET CLEANING EQUIPMENT NEEDS
Refer to page 26