



The Handbag Spa can clean almost any handbag, including this Gucci

arrive within one to two weeks of being ordered and require no assembling. And," adds Hulme, "because we understand that shops may not have much storage space, the minimum order is just three boxes"

In these uncertain times, attracting as much business as possible into the shop is something everyone needs to do. Hulme advises drycleaners "to never be complacent; always go that extra mile to bring the difference of surviving on the high street. Have every add on that is useful to the passer-by and relevant to your shop; they might come in to have a small item cleaned, gain a sense of interest and professionalism from your shop, and then choose you as opposed to a high street chain."

The Handbag Spa

A combination of designer handbags increasing in value and the growing size of the resale market has meant, reckons Judy Bass, director of The Handbag Spa, that keen connoisseurs have found themselves seeking out her company to revive their items for prolonged use.

The business was set up in 2012 by mother and daughter entrepreneurs, Judy and Freya Bass. Combining Freya's fashion degree with Judy's 20

years' experience working in the leather care industry, "we developed our niche and found a fan base quickly." Bass explains that "soon after the company's inception, we saw a gap in the market for working women wanting a convenient way to have their handbag cleaned; we wanted to provide this service and expertise to the drycleaning industry as an add on."

Currently, The Handbag Spa has partnered with over 90 drycleaners throughout the country who act as drop off and collection points for customers. Bass explains: "For these drycleaners, it means they can offer a handbag cleaning and restoration service to their existing clientele in exchange for earning commission but also encourages new customers to walk through their doors, having found the drycleaner through The Handbag Spas' own website."

By offering this add on service, drycleaners send the bags to The Handbag Spa and so eliminate the risk of working on high-end handbags. Bass says that "the expert treatments offered by us include cleaning, ink removal, colour correction, stain removal, corner and edging repair, colour changes and more. Our team works with designer brands including Balenciaga, Chanel, Gucci, Hermes, Louis Vuitton, Michael Kors, Mulberry, Prada to name a few."

The company says it is fully insured and offers a tracked courier collection and shipping service to pick up the handbags from each drycleaner's location.

Bass says the workmanship carried out by The Handbag Spa's team ensures positive word of mouth recommendations and repeat customers: "It is the high-quality work that is synonymous with The Handbag Spa which gives drycleaners the confidence to offer the add on service to their loyal customers and align themselves with the brand."

Sarah Lacey of Sarah Lacey Dry Cleaning says of The Handbag Spa's service: "Handbag cleaning has been very popular with our existing customers, but it has also attracted new customers who bring in their designer bags for cleaning. This leads to them bringing their designer clothing for us to look after too."

Bass believes that it is this strategy which has created growth year on year for the business with over 4,000 handbags (and other leather goods) passing through their process in the last three years.

In addition to the handbag cleaning and restoration service, The Handbag Spa also offers a handbag care product range. "Created in collaboration with some of the world's best leather chemists," says Bass, "our water-based range has been specifically designed to cater for the delicate and fine leathers in luxury handbags. These products act as a boost for sales, working well on the countertops of their stockists."

Super Hanger

Indy Thind, general manager of Super Hanger, says that there is nothing worse than pulling your favourite garment out of the cupboard only to find a hole in them "because moths and other beasts have burrowed away at them."

From her perspective, cedar wood and lemongrass are "nature's most effective way for customers to protect and refresh their clothes. Cedar wood is especially effective as its natural scent either kills or keeps these beasts away."

She says that customers can use cedar products to absorb moisture and unpleasant odours. Commonly used in storage



LEFT and ABOVE: Items available from Super Hanger

caraselle

CLOTHES MOTHS ON THE RAMPAGE

"Desperate times call for desperate measures. Else the spectre of mothmageddon could soon rise over us all"

The Daily Telegraph

MOTH-ER OF ALL BATTLES

"Britain is experiencing a PLAGUE of moths that want to eat your clothes"

THE Sun

RECORD-BREAKING INVASION OF MOTHS

"It is enough to strike fear into the hearts of fashion lovers everywhere. An army of moths is on the march across Britain, and the unwanted house guests could very soon be moving in to munch on your beloved clothes"

MailOnline

Collections Conservator for English Heritage

"It's a constant battle. If you were to leave a rampant moth infestation it's very similar to a flood or fire in the damage they could cause"

One of the posters that Caraselle provides to promote moth awareness



Caraselle provides, free of charge, a map showing prevalence of moth infestations



The Handbag Spa have a range of water-based products to help care for leather goods

Continued on Page 24

Doing the sums with add-on services

From Page 23



LEFE K2R Stain Remover Spray that Alex Reid can supply to drycleaners



Alex Reid's Roll Clean lint remover in a display box



Just some of the bags that Alex Reid supplies that can be customised

Here the advice is similar to that for bed bugs - a boil wash of all washable items will eradicate the dust mites.

But for non-washable items such as mattresses, sofas and armchairs, Thind recommends the use of the Hagerty Anti Mite Spray: "The spray can be applied directly onto your soft furnishings and after two to four hours (we recommend four hours for the first cleaning treatment) you can vacuum the upholstery and all the dead dust mites and their faecal matter will

be sucked up. The vacuum will also allow any dead skin cells to be collected, removing the dust mite's only source of food."

Hagerty Anti Mite spray is available at Super Hanger, along with the entire Hagerty Carpet Cleaning range.

Caraselle Ltd

Graham Warren, sales director at Caraselle Ltd, thinks that the press coverage for moths this year has been phenomenal, "and it's this sort of coverage that

shows the general public that moths really are thriving... but if moths are thriving so should drycleaners too because moths are big business." Warren believes that drycleaners are missing out because if staff don't ask customers about moth issues they'll not buy any add on products that Caraselle can supply to enhance revenue.

Warren says that Caraselle can help drycleaners: "We have anti-moth products such as Acana and Modelli moth killers and Orphea natural moth deterrents. We also provide free downloadable point of sales materials that highlight the problem; a moth book What's Eating You? which gives facts to have at their fingertips when talking to customers; a Moth Map that show the shop's name and location and level of infestation in their area; as well as Acana Moth Stations and compact display units."

Aside from dealing with moths, Warren says that Caraselle has new products in its clothes care range: "Our most recent product is our own branded cedar wood linen water 500ml - which makes ironing easier and the cedar wood adds a further level of protection against moths. The Caraselle shoe freshener 100ml spray was an instant hit with many drycleaners and should be a very easy upsell, particularly for all those offering a shoe repair service."

The company has added a spot stain remover (100ml) to its range of stain removers. It's a general purpose stain remover for use on most stains around the home. There is also an anti static 250ml spray for garments and household use which Warren says can be used on clothing, lingerie and hosiery, curtains and carpets.

But even with all of these products, Warren says that the most successful drycleaners are those that feel the most comfortable selling them - "the more comfortable drycleaners are at selling products the more products they sell." He says that Caraselle provides a full support package with product information and tips. He thinks that "the easiest way to increase your sales is to master the art of upselling and with us that is incredibly easy to do because we have so many products related to customers' problems."

For pet hair and lint, Caraselle offers a pet hair remover and Trident rollers; for laundry there are nine sizes of net washing bags, stain removers, linen water, iron cleaner, anti-static spray, over door hangers and sock pairers; there is a range of garment covers for suits, dresses, long

coat, and wedding gowns as well as duvet storage bags and vacuum bags; for knitwear there's a defuzzer comb and shaver, linen water, Peva sweater and blanket bag, and double or triple action brushes; and of course, for moths, Caraselle has a number of products.

Lastly, Caraselle offers bundle ideas on its website showing which products are easy to sell together. Says Warren - "it means more money in tills and happy customers because by suggesting other products they're giving customers a solution, keeping them happy and boosting profits at the same time."

Alex Reid

Being a successful drycleaner or laundering outlet means offering a service that is second to none. And this service is not just outstanding cleaning but a whole package. It's this service plus care and attention to detail that keeps the customer coming back reckons Stuart Fullerton, general manager of Alex Reid. He thinks that "offering a range of useful and relevant add on services and products not only helps the bottom line but also provides the customer with an improved and comprehensive purchase experience."

As a company, Alex Reid stocks a comprehensive range of retail items that includes products from third party brands as well as Alex Reid exclusives. Fullerton says that "the most popular retail items purchased are fabric care related and include Roll Clean, a lint remover on a roll, K2R Stain Remover and Punch Fabric Protector spray - they all help keep garments looking their best and are easy to use."

He adds that moth repellent products such as those from Zenset and Colibri which come in a variety of formats are always popular: "Colibri offer packs of drawer sachets that have a fresh, pleasant fragrance made from essential oils. Also available are hanging sachets for wardrobes and coat racks whilst Zenset supply the more traditional Proofer balls." All these items safeguard against insects eating into clothes, blankets, books and other items.

Alex Reid also has items that help with the wash at home. These include Dylon washing machine cleaner and Colour Catcher, both in powder form, the latter help keep colours brighter for longer whilst preventing colour runs. Fullerton says this type of specialist laundry product can be hard to find in the supermarket and customers may not think of

Lynx's range of products includes moth deterrents and fuzz removers



going to their laundry or drycleaners for retail items. This is why he says that outlets can better promote their services using window and in-store displays such as the series of posters Alex Reid has produced.

The company also has a range of garment covers and bags that can be customised with a logo, name and contact details. "These are great for keeping suits, coats and special items free from dust and reminding customers of where they were cleaned," says Fullerton adding: "special wedding dress covers are also available."

Fullerton thinks that customers may not be aware of how to keep laundered garments in pristine condition, or the cleaning and prevention options available for different garment types. Here he says launderers can play a large part in informing customers, providing them with personalised advice, "whilst backing this up with a relevant and useful in-store range of products that solve the most common issues."

In summary, Fullerton believes that "product knowledge, customer insight and a good range of retail consumables put laundering outlets in a strong position when it comes to competing in their own markets."

Lynx Dry Cleaning Supplies

Lynx Dry Cleaning Supplies has a substantial retail range to accommodate customer's needs and, as they say, boost profit margins.

Their Zero moth deterrent range consists of 11 different products with a product display stand. This has been the most successful moth range Lynx has supplied in their 12 years as a distributor with customers commenting: "This range is extremely popular with my customers - even with a 50 per cent mark-up it is still affordable for them!"

Lynx also supply Nikwax, most commonly used by customers who are involved in outdoor activities where it is necessary to clean, waterproof, condition and protect their outdoor clothing, footwear and equipment.

Their retail range also includes breathable zip up garment covers available in a range of sizes, lint removers, fuzz bricks, sticky rollers and clothes brushes.

Lynx say that with the current market, everyone could do with those few little extras to help take those margins higher. With Christmas just around the corner who could say no?



Lynx Dry Cleaning Supplies has a range of retail items ideal to suit a wide range of customer needs