

# It all adds up

As we prepare this feature during the long hot summer of 2018 it's hard to get your head round the fact that Christmas is not far away.

That looming holiday is an opportunity for drycleaners to consider add on services that will not only boost the bottom line but will give customers the chance to pick up stocking fillers or a bigger gift.

The range of possible add ons is surprisingly broad – from the humble lint roller to a beautifully designed storage box, a striking keyring (or new keys!) or maybe the gift of a restored designer handbag.

There is also plenty of demand for essential moth deterrents, storage bags, bobble removers, carpet cleaners and shampoos and fabric protectors – the list is endless.

Most of these add on ideas require very little shop space. Most suppliers offer well designed free-standing or counter top display units, and services such as The Handbag Spa need very little space.

Eye-catching displays can give you the edge over your rivals and provide extra interest for customers or potential customers passing by.

Add ons are a great opportunity for the drycleaner, says Graham Warren, sales director of supplier Caraselle, who warns: "I cannot recall a more volatile time on the UK high street than now."

But it is not all bad news, he says: "Amidst the doom and gloom are actually some really positive things happening for the professional outward-looking drycleaner. Opportunities abound. This is the time to be bold, be different and be better."

"Maximise on the fact that you see the same customer twice to complete a drycleaning transaction. Twice the opportunity to achieve add on sales and make extra profits."

"Spending habits are changing fast with many customers getting more demanding and more critical. Successful retailers are offering their customers 'an experience'. Failing business are the ones that do not. It's as simple as that! Often 'an experience' simply means great customer service."

Warren continues: "As drycleaners you wear two hats – service provider and retailer –

**Jean Anderson showcases the wide range of items and services a drycleaner can offer their customers to increase revenue**



you now have to excel in both. Your staff have to be friendly, courteous and efficient whilst your shop looks clean, uncluttered and inviting."

Add on sales are the easiest way to improve your bottom line at very minimal cost, he adds. "Our bestselling range of clothes-care products complement every successful drycleaning shop, adding colour and interest as well as instant extra profits. By selling our products you are offering your customers a great additional service."

The drycleaner is also at the forefront of the fight against moths.

Warren said: "We keep talking about the moth pandemic that is now rampant across the UK. When you become a Caraselle stockist you are giving yourself another reason to talk to your customers – to create another retail opportunity to convert to another sale."

"Our exclusive range of moth killers give you that opportunity. We are achieving some extremely good sales where some drycleaners relentlessly talk about and feature moth damage to all their customers every time they come in their shop. Often selling £200 to £300 of

for replacements equalling extra sales, extra profits.

"Another benefit of stocking our items is that we give you the opportunity for easy upsells – the easiest way to increase your profits. Every successful retailer is doing this and if you are not then that means that when you start to do it you will see an immediate increase in your business and also offer even better customer service."

Warren advises: "Get your staff comfortable with upselling and you will reap the benefits from day one. It is always easier to sell to someone who has bought from you before – even better if that customer is in your shop already in buying mode when paying for their drycleaning – you have them as a captive audience – use it."

"Ask yourself- if every one of your customers bought one more product every time they came into your shop, what would that do to your bottom line? Get busy with upselling and you can increase that one item to several items each time they come into the shop."

"The easiest sale to make is always when you highlight a problem and offer the solution. Our Acana moth killers do exactly that. The really useful posters that we provide highlight

## When there is something special that you need to put away nothing else will do

Acana moth killers to individual customers, simply because they have mastered the art of selling.

"One of the benefits of stocking our products is that the best sellers all create further repeat sales – our unique Caraselle pet hair remover roller brush generates extra sales of our roller refills as only our rolls fit our handles. The two best sellers in the Acana moth killer range both have limited shelf lives and your customers will need to come back several times each year

the moth problem, let your customers identify with the issue and then your bright and colourful display of Acana items offers the solution."

Recently added to the Caraselle range are their own branded Spider and Bird Poo remover, the new Acana flying insect stopper that kills flies, wasps and midges and their new Caraselle branded vacuum storage bags.

Coming from a totally different direction are two services that will sit comfortably alongside existing business and add



ons – wedding dress boxes and handbag cleaning and restoration.

The lucrative wedding dress market is one that many drycleaners are anxious to tap into, so an eye-catching display of beautiful boxes for storing these precious dresses is the perfect way to draw in that business.

The Empty Box Company's collection is designed to preserve and protect dresses with the added benefit of a wide choice of attractive designs that customers will continue to love as the years go by.

Giselle Hulme, director of The Empty Box Company, says: "Although it can be time consuming to clean such a precious garment, it is well worth the effort, especially if you pack the dress in a beautiful presentation wedding dress box, as the extra 'add on' of a beautiful box speaks volumes for the excellence of your service, and can be a high revenue service for

your business."

Hulme points out that a cleaned wedding dress on a hanger does not solve the problem of what to do with it in the long term and drycleaners are in a position to offer a positive solution.

"When there is something special that you need to put away nothing else will do," she said. The boxes also make a thoughtful gift for a bride.

For the last 30 years The Empty Box Company has been working with drycleaners to encourage them to sell a wedding dress box to any customer who has a wedding dress cleaned.

Their boxes are made in the UK to the highest standards and are simply stunning. They preserve the dress, protect from light, dust, damage and disaster, and allow the fabrics to breathe. They also prevent yellowing of the dress, in addition to being a very beautiful, impressive product.

"From drycleaner shops' feedback, the customer is so overwhelmed with an Empty Box Company wedding dress box that you gain maximum customer satisfaction, and further recommendation to engaged friends," said Hulme.

"You can give the add on 'wow' factor to cleaning wedding dresses with these boxes; they speak for themselves. And customers will pay that little bit extra for a high quality add on service. Trade prices for wedding dress boxes start at just £19.50."

Hulme, who is also a small business advisor, has this message for drycleaners: "Never be complacent; always go that extra

mile to bring the business in, as it could make the difference of surviving in 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 choose you to clean and



This beautiful box has recently been added to The Empty Box Company's extensive range of wedding dress storage boxes

