



# Every little helps . . .

It's time for a rethink.

The events of the last 18 months or so have given us all pause for thought, not least the high street professional drycleaning and laundry business.

Collection and delivery services are becoming widespread and buying those little extras via the many online shopping options

## Jean Anderson reports



has become the norm for many.

So now is the time to think carefully about how to entice back retail shop customers with something more than just excellent drycleaning and laundry.

They are returning to visiting our stores and window shopping along the street so it's time to lure them in with gadgets, 'professional' cleaning products and one-stop services which offer

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

Eye-catching, easy sellers in window displays and on counters will pull in new customers and also leave the premises in the bags of impulse buyers delivering or collecting their garments.

As well as the traditional countertop laundry and drycleaning related products there are also other services to consider, possibly in partnership with other businesses.

The ideas are many. Think key services, carpet cleaners, footwear cleaning products and services, fabric dyes, photo and photobook services and beyond.

For many working at home during various lockdowns has meant business suits and more casual workwear has been

confined to the wardrobe.

Leaving aside that opportunity for the ever-present moth to attack the wardrobe contents (more of that later), those clothes should soon be seeing the light of day and will need your services again.

You may be considering offering collection and delivery for the first time.

If so, why not add those counter extras to the delivery. Your unique selling point could be the ability to offer quick local delivery with a friendly smile!

As Graham Warren, of Caraselle, leading suppliers of add-on products, says, now is a great time to rethink what you offer, rebuild your relationship with your customers and build for the future. (He's happy to give guidance on the possibilities!)

His message: "Get back into the habit of selling!"

"We're seeing changes to people's work/home routines and buying habits, but one thing that hasn't changed is clothes moths... and they've really enjoyed the ideal conditions provided by lockdown," says Warren, adding: "Nothing suits clothes moths more than darkness, peace and quiet... in a word, lockdown."

Moths have had the ideal conditions they look for with all those undisturbed suits, jackets and jumpers.

"This is why our moth related products are the ideal add-ons as customers return to stores – they have never been more relevant than they are right now!"

"No matter what type of clothes people are going to be wearing, they've been at greater risk from moths, but it isn't just moth products that are relevant."

"With so many customers having more time at home sorting through clothing, they're now looking for ways to protect and store it. All the extra clothes-care products, such as the Peva storage range and award-winning sticky rollers, will provide customers with a complete clothes care package – they don't need to go to anyone else!"

"Pet care products are something everyone is talking about as we've been at home with our pets more than ever before. It's so easy to get customers interested in these products because everyone loves talking about their pet!"

Warren advises: "The simple



CleanSupply source a whole range of retail items from the best manufacturers worldwide





fact is all drycleaners can boost their profits by selling our moth related products and our own branded award winning sticky rollers." These are the sort of add-ons that we all want because...

1. They provide repeat business. No other refills will fit our sticky roller handles – not supplying to supermarkets means we have protected drycleaners. Our best selling moth products will need replacing, so to stay protected your customers must come back for refills.

2. Every customer is a potential sticky roller customer, but even more so for the 50 per cent of UK households that own a dog or a cat, and every customer that walks into your shop is a potential moth customer (more so now than ever).

3. 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.

Customers are finding it much harder to get the products they need, so don't lose out by being out of stock. If there's one thing that matters now more than ever before, it's stock, says Warren.

"Display products 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 garment 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. In fact, every customer who walks into your shop is a potential £25 customer for moth products. But the real value of these products is they aren't just one time, quick-buy purchases, they'll give you repeat business."

Now's the time to recognise the 'lifetime value' of the customer, says Warren: "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.

A colourful poster, like this one from Caraselle, could boost sales of pet hair rollers



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.

"So, this is your opportunity – you have exactly what customers need – inform them about the problem and tell them what to look for, then give them the solution with our moth range and award-winning sticky rollers."

There is also the opportunity to get the attention of passing customers with some of Caraselle's free point of sale posters and take advantage of a free Caraselle customised laminated award-winning moth map.

"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."

He concludes: "The easiest sale to make is usually when you highlight a problem and then offer the solution. That obviously happens when your staff have good accurate product knowledge – you may benefit from our Caraselle product notes.

"Drycleaners picking up business with a delivery service will be losing out on these shop sales opportunities.

"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."

TCS (Textile Care Supplies), based in Glenrothes, Fife, supply drycleaners, wetcleaners and laundries big and small with a full range of products and services, so who better to call on to find the right products for your retail customers?

Sally Bousie, general manager (sales) says the popularity of their Eezy Brush has recently caught her eye. It has been receiving some very positive comments online.

Billed as a 'debobber' it can do so much more, removing pet hair and lint from fabrics and refreshing clothes, furnishings and even rugs. The simple wooden handled brush is deceptively simple and effective.

TCS supplies a full range of enticing products to catch the eye on the counter. The Restora retail stand is compact and great for a countertop but includes a range of popular products. These include the fuzz removal brick, comb and lint rollers plus shirt

Counter display units, like Caraselle's, are an eye-catching space-efficient way of displaying a range of retail options



collar products, all of which are also available separately when you need to restock.

And, of course, they also have a good range of reusable bags and covers including suit bags, dress covers, zip-up duvet bags, net bags and drop-off bags.

They also have a range of Rit dyes suitable for use on cotton, wool, nylon, silk, linen and rayon.

With Clean Supply's 30,000 sq ft warehouse in North London and supplies sourced from the best manufacturers worldwide, you can be confident that they will have what you want, when you want it.

Their ever-expanding transport fleet handles deliveries to drycleaning and laundry operations within London and the South of England their courier partners ensure hassle free deliveries throughout the rest of the UK.

As they say: "We have the most experienced and, according to our customers, the friendliest telesales team in the industry who will know exactly what you are looking for and get it on its way to you with no fuss."

As well as all the shop

essentials they can supply retail items from zip up suit, coat and gown covers, moth repellent products, lint rollers, Dylan dyes, spray starch, curtain whitener, lavender balls, fuzz bricks, and much, much more.

Clean Supply recommends and supplies these popular sellers and has good ranges that are quickly available.

Essex-based Lynx Dry Cleaning Supplies offers a comprehensive range of retail possibilities from posters to advertise your services to wedding dress storage.

The company founded in 2005 to sell only perc has grown rapidly so become suppliers of a full range for the industry saying: "This rapid growth has been the result of very simple business ethics i.e. we supply good quality products at reasonable prices very efficiently."

The Lynx range is as diverse as Dylan's colour catcher and colour run products and personalised carrier and duvet bags to the ever popular sticky roller brushes along with refills and a range of handles.

Of course, they carry a wide range of ubiquitous moth products

including moth killers and moth repellents such as the Zenset hanging mothproofers, moth balls, moth traps and refills. There is also the option of a large Zero moth killer display stand.

Colibri protective scented hanging and drawer sachets come in a display box with the option of a larger counter top display.

Lynx also offer posters to advertise your services from alterations to specialist cleaning of everything from Uggs to wedding dresses.

And find fuzz removers including a wood and brass brush, double sided brushes, an electric fuzz remover and a sweater bricks range.

Find specialist storage boxes for wedding dresses, memory boxes and shirt boxes in a range of sizes and designs from Lynx too.

So, whatever you decide you'd like to carry to help boost sales there is plenty to choose from and advice to be found.

Don't forget the shoe horns, umbrellas and carpet cleaning solution either!



The Restora counter display unit lets customers see what you have available and quickly grab what they need



The wooden-handled Eezy brush from TCS is great for removing pet hair and lint from fabrics and refreshing clothes, furnishings and even rugs



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