



A market opportunity powered by innovation

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1. INTRODUCING SOFTWASH® BY PRIMUS

New 'SoftWash[®]' – Wet cleaning for a brighter tomorrow

- One of the biggest laundry business innovations in 100 years.
- A powerful 'dry-to-dry' process.
- Flexibility – wash regular laundry using the same equipment.
- Taps into a ready-made customer base.

No toxic chemicals. Less energy. Less water. More efficient.

More applications. Greater profitability for you



SoftWash® outperforms traditional dry cleaning

- A user-friendly cleaning product.
- Quick and effective in the removal of tough stains such as grease, oil and wax.
- Just as fast as more traditional dry cleaning methods.
- Easier to work with, and better for customer and operator health too.
- Achieves brighter colours and whiter whites. No use of recycled solvent.
- SoftWash® improves productivity and requires very little staff training.



2. AN EXTRAORDINARY MARKET OPPORTUNITY

The Market Opportunity: Dry cleaning is a health hazard

Perchloroethylene or 'Perc' – industry standard for nearly 80 years.

However, authorities have declared Perc harmful to health.

Key facts:

- Perc classified as carcinogenic by the U.S. Environmental Protection Agency.
- Perc required to be handled as a hazardous waste.
- Perc declared a toxic chemical in California in 1991(will be illegal in 2023).
- Recent Georgetown University study shows that Perc is retained in dry-cleaned clothes and that levels increase with repeat cleanings.



No usage restrictions
compared with Perc

Perc is also proving unpopular in Europe

Perc solvent currently regulated, rather than banned, in the European Union.

The French Government is banning Perc and wants greener alternatives:

- all Perc machines must be replaced by 1st January 2022
- no new Perc machines may be installed as of 1st March 2013.

This is an enormous market opportunity for SoftWash®.



Revolutionary dry-to-dry
cleaning process



Process time as
fast as solvent



Removes oil stains

Alternative solvents to Perc are not popular either

The solvent alternatives to this are not ideal.

The four main alternatives are:

- High Flash Hydrocarbons (KWL)
- Decamethylcyclopentanesiloxane (D5)
- Propylene Glycol Ether (Rynex 3)
- Formaldehyde Dibutyl Acetal (K4)

They have less of an immediate impact than Perchloroethylene, but do not offer 'green' or safe solutions for people or the environment.



Bio-accumulative
in the ecosystem

How safe are these alternatives?

Comments by industry authorities are not positive:

- 'Toxic for the environment and the aquatic environment'
- 'Bio-accumulative' in the ecosystem'
- 'Causing occupational diseases'
- 'Suspected carcinogenic' (D5)'
- 'Combustible or inflammable, having a strong impact on the environment in their manufacturing process' (notably D5)'



Causing occupational diseases



Bio-accumulative in the ecosystem



Combustible or inflammable strong impact on environment



Suspected carcinogenic

*Source:

Life Cycle Analysis (of the environmental impact) contacted by ADEME / The Textile Care Research Institute (01/2013); Assessment of Alternatives to Perchloroethylene for the Dry Cleaning Industry, Toxics Use Reduction Institute, University of Massachusetts Lowell (06/2012); Opinion of ANSES, the French Agency for Food, Environmental and Occupational Health & Safety with regard to the "Risk Profile of Substitutes to Perchloroethylene in Dry Cleaning" (10/2012).

Alternative solutions compared

See how other solutions measure up against SoftWash® (using Concord wet cleaning detergents).

	SOLVENTS					WET CLEANING	
	Perc	Hydrocarbon	K4	Rynex 3*	D5	Regular wet cleaning	SoftWash® wet cleaning
Environmental impact**	High	High	High	Moderate	High	Low	Low
Health impact***	High	High	High	High	High	None	None
Flash point	N/A	60-63°C	61°C	71-100°C	77°C	N/A	N/A
Cleaning restrictions (types of garments)	Moderate	Moderate	Moderate	Minor	Minor	Substantial	Minor
Capital cost	100%	~125%	~130%	~100%	~125%	~90%	~50%-90%
Cleaning capacity, colours, touch	Good	Low	Good	Good	Low	Good	Excellent
Finishing requirement	Low	Low	Low	Low	Low	High	Low
Dry-to-Dry	Yes	Yes	Yes	Yes	Yes	No	Yes

SoftWash® with Concord Textile is the only solution that can truly replace and compete with solvents while offering a powerful solution that is safe for human beings and the environment.

*Not available in France.

**Aquatic toxicity, impact on ozone, toxic waste.

*** Health toxicity, bioaccumulative, neurotoxic.

Source: Toxic Use Reduction Institute, University of Massachusetts (June 2012), Analyse Concord Textile.

Regular Wet Cleaning vs. SoftWash®

The two technologies are totally different

- Regular wet cleaning disadvantages:
 - no effective treatment for oil stain removal
 - increased risk of shrinkage, wrinkling and colour fading.
- SoftWash® dry-to-dry process advantages:
 - superior oil stain removal
 - minimal wrinkling
 - efficient pre-spotting for fat stains
 - no need to hang garments (saving valuable space)
 - just as fast as a typical dry cleaning process.



Reduce energy costs



No costly chemicals or disposal of hazardous waste



Lower your water use and eliminate distillation costs



SoftWash[®] offers customers so much more than Regular Wet Cleaning

- **Fastest:** the whole dry-to-dry process only takes one hour.
- **Greater output:** up to 50% more output.
- **Consistently outperforms:** outstanding cleaning quality, odour and touch, full colour restoration and garment shape maintenance.
- **Lower costs** per kilo textile cleaned on average (20 to 30%).
- **Cleans a greater variety** of garments than any other technology.
- **Less pre-spotting needed:** due to its superior grease removal.
- **Easy to set up:** few technical modifications required.
- **Easy to utilise:** three programmes cover nearly all of a cleaner's requirements.
- **Hassle-free to switchover:** replaces solvent machines with little additional investment and training. Can replace any solvent-based traditional cleaning system.



Process time as fast as solvent



Improved productivity through innovation



Minimal training requirements

SoftWash® advantages compared to Regular Wet Cleaning

	Regular wet cleaning	SoftWash®
Oil/grease stains pre-spotting requirement	Substantial	Minor Depending on spotting agent use
Cleaning limitations (type of garments)	Substantial	Minor
Dry-to-dry capability	No Hang-to-dry	Yes (for 80% of items)
Complexity of work process	High	Moderate
Finishing requirement	Substantial	Substantial to Low
Load factor	Max 1/2	Max 1/2 (up to 2/3 for mixed fibres)
Detergent	Any detergent	Specific detergent

3. WHY PRIMUS? WHY SOFTWASH®?

Why Primus? Why SoftWash®?

Our commitment to innovation and our customers

A brand synonymous with leading-edge technology since 1911.

The Primus range covers the entire spectrum of laundry equipment.

Key focus is on the replacement/new On-Premises Laundry and Vended segments.

Our continuous improvement in products delivers environmental benefits, along with greater efficiency and user-friendliness.

Primus is supported by a network of accredited dealers across four continents.

Xtreme
in innovation

CUSTOMER
ONE™

SoftWash[®] is all about performance

- **Performance in innovation** – SoftWash[®] is an innovative and creative solution that provides outstanding customer value.
- **Performance in cleaning and finishing that consistently exceeds customer expectations** – High productivity and no limitations on treatable garments and fabrics.
- **Performance in quality** – Modern but robust designs, highly price-competitive in every segment, highly efficient and built-to-last, backed-up by a 3+2 year warranty.



SoftWash[®] – Invest in innovation that delivers the leading-edge cleaning business of tomorrow. Today

- SoftWash[®] wet cleaning is an innovative, business-changing solution from Primus.
- Offering tremendous investor appeal, SoftWash[®] is an ideal opportunity to transform your existing dry cleaning operation into a next generation business.

And it's available now.



SoftWash® is superior to dry cleaning

- The first and only dry-to-dry wet cleaning process.
- No change to the existing working habits of cleaning business.
- Can replace any dry cleaning solvent system.
- Minimal labour specialisation required.
- Better cleaning quality, colour brightness, touch and a fresh smelling odour than any other process. It has none of the disadvantages of the solvent systems.



Revolutionary dry-to-dry
cleaning process



4. CUSTOMISED PACKAGES

A complete solution to drive your business growth



*Finance solutions and their availability may vary depending on the market. Please contact your Primus distributor.

The switchover is simple

Switching to SoftWash® offers a complete solution.

Every aspect is considered so you can focus on running your business.

A package can be customised for you with all the products you need.

We can even offer finance should you require it.

Primus also provides full after-sales support, together with a 3+2 year warranty.



The switchover is simple (cont.)

Type of shop by size	Items per day	SoftWash® pack*	Items per cycle	Advantages
Small Shops • Dry cleaning replacement	54	Pack 4kg 8.8lb	6	<ul style="list-style-type: none"> • Low investment • Low running cost • Flexibility
Small Shops • Dry cleaning replacement • Additional equipment	63	Pack 4.5kg 9.9lb	7	<ul style="list-style-type: none"> • Low investment • Ideal to do only wet cleaning • Flexibility
Small Shops • Dry cleaning replacement	72	Pack 5kg 11lb	8	<ul style="list-style-type: none"> • Low investment • Ideal to do only wet cleaning • Flexibility
Medium Shops • Dry cleaning replacement	90	Pack 6.5kg 14.3lb	10	<ul style="list-style-type: none"> • Ideal to do only wet cleaning • Ideal volume of the drum • Compromise flexibility vs. productivity
Medium Shops • Dry cleaning replacement • New shop	150	Pack 9kg 19.8lb	15	<ul style="list-style-type: none"> • Perfect pack for a shop: wet cleaning and laundry washing • Can wash duvet, cover • Versatile
Large Shops (Shopping Mall) • Dry cleaning replacement • New shop	180	Pack 12kg 26.5lb	20	<ul style="list-style-type: none"> • Perfect pack for a shop: wet cleaning and laundry washing • Can wash large duvet covers • Productivity
Large Shops (Shopping Mall) • Factories	207	Pack 14kg 30.9lb	23	<ul style="list-style-type: none"> • Designed more for laundry • Laundry productivity • Wet cleaning productivity

Selecting the right SoftWash® pack

- The cleaning cycle time is 24 minutes.
- The drying time is also approx. 24 minutes (depending on items).
- A 9kg/19.8lb pack can wet clean 18kg/39.7lb an hour (or 30 items) or can wash 18kg/39.7lb of regular laundry.
- HP Dryer range offers lowest energy consumption and full flexibility of installation.
- No air outlets are required, there is no plumbing-in, and the HP Dryer takes up very little space.



Improved productivity
through innovation



Reduce energy costs

Selecting the right SoftWash[®] pack (cont.)

Items / day	Washer	Dryer 9kg 19.8lb	Dryer 9kg HP* 19.8lb	Dryer 9kg 19.8lb	Dryer 11kg 24.3lb	Dryer 11kg HP 24.3lb	Dryer 13kg 28.7lb	Dryer 13kg HP 28.7lb	Dryer 13/13kg 28.7/28.7lb	Dryer 16kg 35.3lb	Dryer 16kg HP 35.3lb	Dryer 24kg 52.9lb
54	8g 17.6lb	Pack 4kg 8.8lb	Pack 4kg 8.8lb									
63	9kg 19.8lb			Pack 4.5kg 9.9lb								
72	10kg 22lb				Pack 5kg 11lb	Pack 5kg 11lb						
90	13kg 28.7lb						Pack 6.5kg 14.3lb	Pack 6.5kg 14.3lb	Pack 6.5kg 14.3lb			
150	18kg 39.7lb								Pack 9kg 19.8lb	Pack 9kg 19.8lb	Pack 9kg 19.8lb	
180	24kg 52.9lb											Pack 12kg 26.5lb
207	28kg 61.7lb											Pack 14kg 30.9lb

*HP is the Heat Pump Dryer version

Our range of SoftWash® compatible machines

SoftWash® machine combinations vary according to the type and size of the business, and the typical laundry capacity required.



The SPS10 Washer Extractor

A compact, versatile machine. Completely freestanding. Handles wet cleaning for delicate items, or just a few items at a time. Best for small capacity requirements.



The RX Range

Hard-mounted, this washer range is for loads up to 28kg/61.7lb. Ideal for tight budgets and low investment. *Note: Dry to dry solution is limited with this washer.*



The FX Range

Easy-to-use range of soft-mounted industrial washers. Ideal for bigger daily productivity demands. Load capacity is up to 28kg/61.7lb. Eco 3 wash technology: 15% less water consumption, 25% less residual moisture and 20% less energy consumption than a traditional FX laundry washer.



The Dryer Range

For load capacities up to 28kg/61.7lb. Humidity control ensures the best-possible finish. The Heat Pump (HP) Dryer (range from 9kg/19.8lb to 16kg/35.3lb) version reduces electricity costs by up to 60% when compared with traditional dryers.

5. DETERGENTS, WATER SOFTENING AND SPOTTING AGENTS

Concord textile detergents

1. Concord Textile LanaCare Sensitive

Wool and silk detergent

To be used with LanaCare Conditioner.

This detergent is used specifically for protecting fibres.

2. Concord Textile LanaCare Conditioner

Wool and silk conditioner

To be used with LanaCare Sensitive. This primer is activated by steam.

3. Concord Textile All-In-One

Mixed fibre detergent

Used specifically for cleaning less sensitive fibres, such as polyester costumes. It is used alone, with no primer added.



No usage restrictions
compared with Perc



No health risk for
customers and operators



Non-flammable
detergents

The benefits of using a water softener

- Stain removal performance increases dramatically when hardness is removed, even when the dose and temperature are lowered.
- Depending on the type of stain, hardness reduction is up to **100 times more effective**.
- Softening water means less detergent (**up to 50% less**).
- Saves energy by lowering water temperatures.
- 15.6°C cold water instead of 37.8°C hot water achieves the same, or better, wash and stain removal, yielding whiter clothes.



Water softener benefits

Spotting agents

SoftWash® uses a selection of pre-spotting agents, which is how it can deal effectively with the full range of stains.

LanaCare Pre Pre-Brushing – This is a delicate, universal pre-brush agent for fresh water-soluble stains (such as soil, fresh tannin and protein stains).

PROTEX Protein – A powerful stain remover for bloodstains, egg, milk, urine, vomit and similar spots.

UNI Perspiration and Colour Correction – A special spotting agent used for perspiration stains and also colour correction.

TANEX Tannin – A powerful stain remover for coffee stains, fruit, wine, grass, ketchup, tea, flowers and similar spots.

WAXEX Grease – A powerful spotting agent for regular and difficult grease stains, such as candle wax, motor oil, and cosmetics.

INKEX Ink – A spotting agent for synthetic stains (including ink, glue, nail polish, and synthetic paint).



Removes
tough stains
including oil

6. CLEANING AND LAUNDRY PROGRAMMES

Cleaning programmes that give customers more choice

This is the full list of wet cleaning programmes for SoftWash®, using Concord detergents.

		WOOL REGULAR	WOOL DELICATE	SILK REGULAR	SILK DELICATE	ALL-IN-ONE	RINSE DRUM	SANITATION	
SoftWash® with Concord detergent	Programmes No.	31	32	33	34	35	36	37	
	Fibres	Regular wool items (except delicate wool)	Delicate wool (e.g. mohair), delicate linings	Silk, raw silk, satin silk, velvet, viscose, metal fibres, beads, other delicate fibres	Silk ties and other very delicate items; items that cannot have any spin action	Cotton, linen, synthetic fibres, other delicate fibres which are typically laundered	Don't forget to rinse between laundry and wet cleaning cycle	Don't forget to sanitise the washing machine every two weeks	
	Items	Suits, coats, sweaters, pull over, scarves, wool blankets		Delicate wedding gowns, curtains, ties	Very delicate ties	Jeans, linen pants, synthetic fibre jackets	RINSE PROG	RINSE LOW	
	Load	40-50% 		25%		50-60% 	38	39	
	Final Spin	High	Modest	Low	None	Modest	After post-spotting. 5 min. with Conditioner	Water rinse with only water	
	Products (detergents)	LanaCare Sensitive (Nr.1) and LanaCare Conditioner (Nr.2)					All in One (Nr.3)	SPIN LOW / MODEST / HIGH	
							40	41	42
						1 min.	2.5 min.	3 min.	
						80G	250G	400G	

*The filling ratio depends of the weight and volume; reduce the fill rate for highly sensitive parts such as certain dresses or silk scarves to ensure a good coating. Make sure you do not overload the washing machine! Excessive loads prevent balanced coating which could be harmful to the fibre during drying.

Drying programmes

	FULL DRYING	PARTIAL DRYING	MANUAL DRYING	HANG TO DRY
Wet cleaning	100% Dry	Dry 10% 10% residual moisture	Low (Manual drying at 40°C)	
	<ul style="list-style-type: none"> • Most wool items (suits, sweaters, coats, ...) • Most silk items (blouses, most ties, scarves...) • Non-delicate items 	<ul style="list-style-type: none"> • Items with beads • Structured ties • Poly-coated items • Leather • Elastane 	Complementary drying at low temperature	<ul style="list-style-type: none"> • Boiled wool • Silk crepe • Metallic fibres • Delicate silk ties • Leather
	<i>The recommended drying temperature is 40°C.</i>			concord textile

Wet cleaning	SORTING			DON'T FORGET
	WOOL	SILK	ALL-IN-ONE	
	<ul style="list-style-type: none"> • Sort according to weight • Do not mix extreme colours (e.g. red and white) 	Sort according to colour (light vs. dark); if in doubt test colours before cleaning	If in doubt do not mix extreme colours (e.g. red and white)	<p>To rinse between laundry and wet cleaning cycle</p> <p>To regularly check the amount of detergent at the pumps</p> <p>To sanitise the washing machine every two weeks</p>

Here we outline the full drying process, using Concord products.

7. CLEANING INSTRUCTIONS

An unrivalled and comprehensive range of cleaning instructions



SORTING THE GARMENTS							
As with any other cleaning systems, garments should be sorted before the cleaning process begins. Separate red garments from all others.		Divide the garments by the fabric type. Divide all the types into different colours – as shown on the right.		100% WOOL	SILK	BLENDS & OTHER	
				LIGHT, DARK AND RED	BLACKS, LIGHTS PURE WHITE AND REDS	LIGHT, DARK AND RED	
WET CLEANING THE GARMENTS							
FABRIC	PREPARATION	PRE-SPOTTING	WASH PROGRAMMES	EXTRACTION	POST-SPOTTING*	DRY PROGRAMME	FINISHING
100% wool or mix wool and polyester	Water-based stains need no pre-spotting	If oil-based stain is known, use LanaCare on both sides of fabric stain. Treat stain as is done normally	WOOL REGULAR (approx. 23 min.)	AUTOMATIC in the programme at 350G-380G force	If oil stain remains after wash, spot with Waxex on both sides of fabric stain and place in the washer again. Run 5 min. Rinse programme	AUTOMATIC DELICATE (approx. 30 min.)	Finish as with other cleaning methods. Tensioning is almost eliminated
100% delicate wool (Mohair) or jackets with very delicate lining			WOOL DELICATE (approx. 22 min.)	AUTOMATIC in the programme at 300G force		AUTOMATIC DELICATE (approx. 35 min.)	Finish as with other cleaning methods
Silk Viscose Acetate or jacket with Silk >20%	Water based stains need no pre-spotting. Never mix red items with other colours. Place ties and items of a sensitive nature or with decorative beads, etc, in cleaning bags		SILK REGULAR (approx. 23 min.)	AUTOMATIC in the programme at 60 max G force		AUTOMATIC DELICATE (approx. 35 min.)	Finish as with other cleaning methods
Very sensitive silk and ties			SILK DELICATE (approx. 20 min.)	NO EXTRACTION After the programme put it in a terry towel to remove water		NO DRYER Put between 2 terry towels and tap on it	Finish as with other cleaning methods. Iron it on the backside
Blends and man made fabrics	Water based stains need no pre-spotting		ALL-IN-ONE	AUTOMATIC in the programme at 250G force	AUTO NORMAL (approx. 30 min.)	Finish as with other cleaning methods	
RINSE PROGRAMME	A 5 minutes rinse with Conditioner. It is used for post-spotting and is a real benefit for the operator. If a grease spot is discovered after a cleaning programme, apply Concord Waxex and run this programme. This is a big time saver because there is no need to run a complete programme after post-spotting.						

Sorting and wet cleaning instructions for SoftWash® are no more complicated than for standard dry cleaning.

8. THE FINISHING PROCESS AND EQUIPMENT

The finishing process and equipment

Finishing quality is essential to customer satisfaction.

Choosing the right equipment can also help you reduce wage costs by achieving the right results more efficiently.

The SoftWash® finishing process is remarkably quick, and of a very high standard.

We can recommend the right spotting, ironing, form finishing, topper and press to suit your business needs.

Be introduced to our preferred partner suppliers.

Items / day	Spotting	Ironing	Form finishing	Revolving cabinet and shirt form finisher	Topper and automatic press
< to 50	Basic spotting table The minimum to begin with 	Standard ironing table 	Universal form finisher To finish all outerwear garments 	—	—
50< to <120	Standard spotting table Options are available 	Vacuum blowing ironing table With outstanding mechanical features 	Dummy for form finishers Perfect for water washed garments 	Revolving finishing cabinet For jackets, coats, dresses and trousers 	—
< to 120	Spotting cabinet For pre and post spotting facilities 	New vacuum and blowing ironing table For cold finishing 	Tensioning form finisher To fulfil demands of wet cleaning 	Shirt and universal form finisher For shirts, uniforms, coats and jackets 	Topper and automatic press Pressing pants easily, quickly and with superb quality 

9. RUNNING COSTS

Running costs

How manageable are the running costs of SoftWash® for our customers' businesses?

The answer is found by looking at the cost per wool cycle, cost per All-In-One cycle, water consumption by washer and the amount of detergent used.

There are real savings for
your business, with up to

20% - 30%
cost reduction

Cost per 'Wool' cycle and cost per item including spotting and finishing

Pack Washer + Dryer	No. of items per load	Cost per load and per item (operator production, items/hour)		
		Load	Item (10p)	Item (12p)
SP10 + SD10	8	€1.70	€1.45	€1.27
FX80 + T9	7	€1.49	€1.48	€1.30
FX80 + T9 HP	7	€1.39	€1.47	€1.28
FX105 + T11	9	€2.02	€1.50	€1.31
FX105 + T11 HP	9	€1.77	€1.47	€1.28
FX135 + T13	11	€2.60	€1.50	€1.32
FX135 + T13 HP	11	€2.23	€1.47	€1.28
FX180 + T16	15	€3.45	€1.50	€1.31
FX180 + T16 HP	15	€2.90	€1.46	€1.27
FX240 + T24	20	€4.57	€1.48	€1.29
FX280 + T35	23	€5.44	€1.44	€1.25

Calculation is done with 600g of items and load rate at 50%.

Cost per 'All-In-One' cycle and cost per item including spotting and finishing

Pack Washer + Dryer	No. of items per load	Cost per load and per item (operator production, items/hour)		
		Load	Item (10p)	Item (12p)
SP10 + SD10	11	€1.14	€1.34	€1.16
FX80 + T9	9	€0.92	€1.35	€1.17
FX80 + T9 HP	9	€0.82	€1.34	€1.16
FX105 + T11	11	€1.29	€1.37	€1.18
FX105 + T11 HP	11	€1.03	€1.34	€1.16
FX135 + T13	15	€1.64	€1.37	€1.18
FX135 + T13 HP	15	€1.27	€1.34	€1.16
FX180 + T16	20	€2.21	€1.36	€1.18
FX180 + T16 HP	20	€1.66	€1.34	€1.15
FX240 + T24	26	€2.87	€1.35	€1.17
FX280 + T35	30	€3.45	€1.32	€1.13

Calculation is done with 600g of items and load rate at 65%.

How much does a 12kg cycle using SoftWash[®] cost?

						
RUNNING COSTS based on Primus FX240 SoftWash[®] Sensitive high 'Wool' programme						
Category		Details	Full load		Half load	
WATER		Main wash: middle level	€0.18	€0.36	€0.10	€0.21
€4	/m ²	Rinse: middle level	€0.18		€0.10	
DETERGENTS		L C Detergent: 15 mL/kg of linen	€1.94	€3.11	€1.03	€1.73
		L C Conditioner: 10 mL/kg of linen	€1.17		€0.70	
ELECTRICITY		Wash 25°C	€0.08	€1.10	€0.05	€0.70
€0.12	/kWh	Rinse 25°C	€0.08		€0.04	
	Dryer T16	Drying 100%	€0.94		€0.61	
Total / cycle:			€4.57	Total / cycle:	€2.64	

Number of items: 20	Cost per kg	€0.38
	Production cost per item	€0.23
	Cost of handling	€0.05
	Finishing cost (ironing)	€0.92
	Spotting cost	€0.10
	Total production cost with finishing	€1.29

Hour /day	7
Day/ month	22
Salary / month	€1,700
Items / hour	12

Cost comparison with solvent alternatives

Cleaning capacity 12kg

	Regular wet cleaning	SoftWash® wet cleaning	Perc	KWL	K4
<i>Equipment cost</i>	€19,000	€21,000	€30,000	€40,000	€44,000
<i>Cycle time (min.)</i>	25	25	45	70	70
<i>Production capacity (kg/8hr)</i>	144	175	115	77	77
<i>Detergent/solvent cost</i>	€2.90	€3.21	€0.48	€0.26	€0.53
<i>Additive solvent detergent</i>	None	None	€0.18	€0.53	€0.86
<i>Water cost</i>	€0.28	€0.36	€0.80	€1.32	€0.96
<i>Electricity cost</i>	€0.51	€1.10	€1.08	€1.58	€1.56
<i>Depreciation</i>	€0.63	€0.70	€1.71	€2.29	€2.63
<i>Sub total</i>	€4.32	€5.37	€4.26	€5.97	€6.54
<i>Cost of production per kg</i>	€0.91	€0.77	€0.69	€0.85	€0.90
<i>Spotting</i>	Low except for oil, grease, fat	Low	Moderate	Moderate	Low
<i>KB index</i>			90	30	75
<i>Finishing requirement</i>	Moderate	Low	Low	Low	Low
<i>Total cost per kg</i>	€4.09	€2.98	€2.86	€3.23	€3.06
<i>Total cost per item</i>	€2.05	€1.49	€1.43	€1.62	€1.53

10. ADVANTAGES OF PRIMUS SOFTWASH[®] MACHINES

Advantages of Primus SoftWash[®] machines



Washing equipment

The Unique Cascade Drum

- Linen does not stick – which simplifies unloading.
- More perforations in the drum – so water extraction is more efficient.
- Bulges on drum extract even more water reducing humidity.
- Drum hole shape creates an extra mechanical action for an even better washing results.

Soap box mixer

Standard on the FX line.

Features include:

- Connecting liquid soap pumps to the mixer.
- Chemicals are mixed and diluted with water before entering the tub for better protection of fibres.

Smartload

- Saves up to 45% on water, energy and detergent costs.
- Semi-automated weighing system – enter wash load manually.
- Adjusts water level, heating times and liquid detergent automatically.
- Display shows exact level of load in percentages.



Drying equipment

RADAX[®] combination of radial and axial airflow

- Up to 30% energy saving using RADAX[®] airflow.
- Increased drying efficiency.
- Laundry stays untangled with reverse drum.

EVO4 heat pump drying technology

- Reduces electricity consumption by more than 65%.
- In-built condenser requires no external exhaust pipe.
- Lower power installation (less than 5kW).
- Shortest drying times on the market.
- The largest range of heat pump dryers on the market (9kg/19.8lb, 11kg/24.3lb, 13kg/28.7lb and 16kg/35.3lb).



laundry equipment

Programme flexibility

Comes with 99 customisable programmes (20 for laundry and 15 wet cleaning).

11. CONCLUSION

SoftWash®. Everything you need for a bright new cleaning business

SoftWash® helps you continue to deliver first-class quality, service and performance.

Access advice and guidance from our experienced team at any time.

Help regarding maintenance issues is also available.

Training packages to help operators set up the optimal wet cleaning, dry-to-dry and conventional laundry business solution.

Full sales demonstrations can be arranged.

Discover how switching over to SoftWash® can boost your business with a new world of possibilities in cleaning.

PrimusSoftWash.com

