

# lagoon<sup>®</sup>

Wet Cleaning by Electrolux

## A green business proposal

*Eco-friendly wet-cleaning  
with economical opportunities*

*Thinking of you*

 **Electrolux**



# A never ending business

*People have always cleaned their garments, and they always will.  
Welcome to a business that will never cease to exist. Welcome to the world's  
no.1 wet-cleaning system ensuring a long-term and sustainable business.*

If you are in a position to invest, this is probably one of the most profitable and safest business opportunities.

Lagoon® by Electrolux Professional is the result of a long-term innovative collaboration with the textile industry and the garment care business. It's the first and only professional wet-cleaning system approved by Woolmark. It's the green alternative to traditional professional cleaning methods which doesn't need any environmental permits to start-up.

#### **A complete business concept by Electrolux Professional**

- Future-proof and safe investment.
- Up to 90% gross margin.
- Worldwide service network provides excellent service reliability.
- Outstanding results assure high customer satisfaction. Textiles become brighter, fresher, cleaner.
- Specially developed biodegradable detergents guarantee high level of eco-compatibility.
- Professional training by Electrolux experts.

*Water*

# The core value in your future business

*Water is the source of all life, why not use it when possible.*

*The Lagoon® wet-cleaning system developed by Electrolux Professional combines natural elements, such as water and biodegradable detergents, with knowledge and expertise. The result is a unique system which is one step forward in the professional care of delicate garments. Smell, see and feel the difference.*

Meeting customers' demands is the secret of any successful business. According to a recent survey\* conducted in France\*, 75% of the consumers when interviewed regarding their preferences in terms of garments' care, declared a clear propensity to wet-cleaning solutions, as opposed to other traditional cleaning methods. Environmental awareness, and desire for better results in term of smell, look and feel, were among the main reasons for the choice.

As a professional cleaner, by choosing Lagoon®, you now have the possibility to satisfy the demands of your customers. Be more sustainable, while delivering a superior quality result in terms of fabric care. With Lagoon® you can choose to be in line with the trends of the industry and to offer a quality treatment to your customers' most precious and delicate garments. By using Lagoon® all textiles will appear to be regenerated and are ensured longer life and superior condition.

## **Eco-friendly and healthy for textiles and people**

The use of water and biodegradable detergents, as opposed to chemical solvents, reduces the risk of inhalation, burn and allergies. Customers coming into your Lagoon® shop will be welcomed by a pleasant smell of cleanliness. Your personnel will be granted a healthier environment to work in. Not least, your neighbours will not have a reason for complaints. You will be able to start your Lagoon® shop basically anywhere, without need of permissions.

The biodegradable detergents used in the process are compliant to the international environmental standards EC 91/155. As Lagoon® is regarded as an eco-friendly solution for professional garments' cleaning, in some countries and regions, special benefits are available for starting this business.

\* Survey on consumers preferences and habits regarding garments' cleaning methods. Viavoice. France. February 2011.

### *Alternative to traditional cleaning*

Lagoon® by Electrolux is the perfect alternative. Lagoon® includes cleaning, drying and finishing equipment. Water is used as the base for an effective and ecological fibers' detergency and regenerating process. As the first and only wet-cleaning system to have been granted the endorsement by the Woolmark Company, Lagoon® provides a level of comfort and immediate recognition that no other equipment or system is capable of providing.

Dedicated programs and specially developed detergents, assure superior cleaning results to the most delicate garments, even the ones labelled with (P) "dry-clean only".

As a unique asset to your business communication, the Woolmark symbol is a registered trademark of The Woolmark Company.

[www.wool.com](http://www.wool.com)

**lagoon**®  
Wet Cleaning by Electrolux



# Together we will build a profitable future

*Electrolux Professional has been in the laundry business for the last century. Always close to the needs of the customer, we like to create sustainable business opportunities that will bring success to your operations.*

The Lagoon® package. **Electrolux Professional will support with:**

## Business

- Establishing a realistic budget plan based on location survey and financial analysis.
- Establishing a business plan and adapted offer in line with the location.

## Planning

- Shop layout and installation technical drawings, with possible future business expansion.
- Commissioning of all products, craftsmen and services.

## Training

- Full training programs on how to use the equipment and how to treat different fabrics.

## Marketing

- Availability of dedicated marketing material and shop window design, taking advantage of the benefit of both Electrolux and Woolmark brands.

Choosing the Lagoon® textile care system from Electrolux Professional, provides you with a turnkey solution with an extremely short time to market. You will be up and running within a couple of months, offering your neighbourhood a premium cleaning service without jeopardizing the environment. At hotels, commercial laundries and dry-cleaning shops, even the most demanding customers will be impressed by the superior quality of your cleaning offer.

#### **Supported by experts**

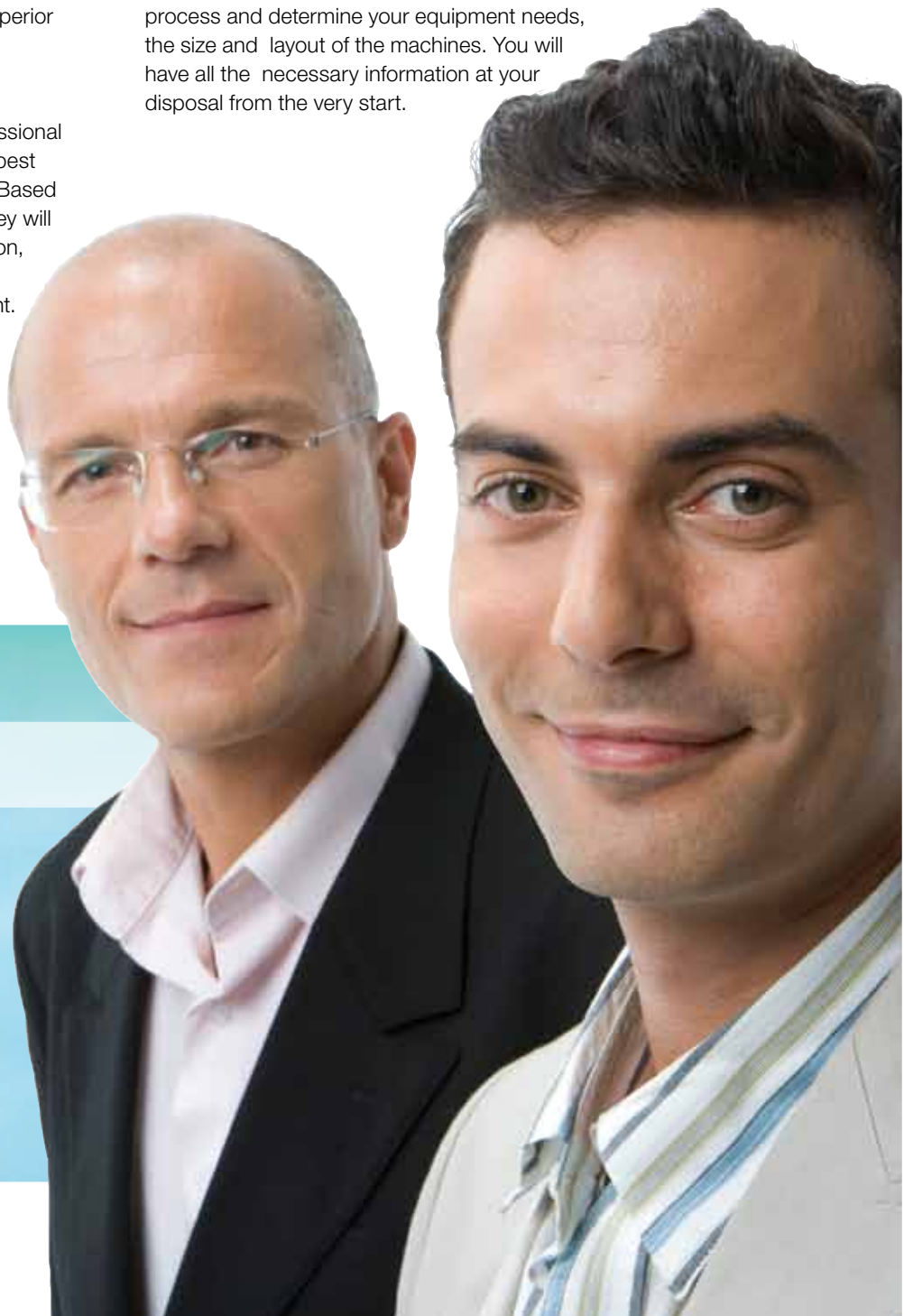
The knowledge of our Electrolux Professional regional experts is at your disposal to best configure your business environment. Based on careful evaluation of your needs, they will choose the best state-of-the-art solution, in order to optimize your business and ensure a quick return on the investment. Lagoon® comprises a comprehensive offering and the entire system can be obtained from a single source and centre of competence.

#### **Premium brand**

When you chose Electrolux Professional as your partner, you will no longer need subcontractors. This not only simplifies your life but will provide you with all the advantages of the worldwide Electrolux support network. In addition, your business will enjoy the premium brand recognition that Electrolux stands for. We examine the entire process and determine your equipment needs, the size and layout of the machines. You will have all the necessary information at your disposal from the very start.

## Follow-up

- Continuously being at your side to secure future growth and business expansion.



Share more of our thinking at [www.electrolux.com/laundrysystems](http://www.electrolux.com/laundrysystems)