

# Improving USA economy helps Clean Show

LCNi editor Janet Taylor reports from Clean 2013 where several exhibitors were encouraged by the USA's slowly recovering economy, while the opportunity to meet international contacts, especially those from South American countries was also important



**SUSTAINABILITY MATTERS:** Simon Nield president of Jensen USA said the laundry market was making a big push to become sustainable and Jensen's tunnel washer developments would have great appeal

**T**his year's Clean Show was interesting for two reasons. First to see how the experiment of a shorter, three-day show would work in practice, and second to note the effect the USA's slowly improving economy.

At the time of writing, the final verdict on a shorter show is still to come, but the organiser's attendance figures show an improvement both on the last New Orleans show (2009) and also on the 2011 show in Las Vegas.

On the **Jensen** stand Simon Nield, president of Jensen USA, said that both hospitality and industrial laundry sectors had suffered from a poor economy but were now seeing a general improvement.

Currently the laundry market was seeing a big push on sustainability and his company had introduced several eco features to its tunnel system.

These included the Eco Safeguard system, which monitors the water in the last section and maintains a constant condition. Jensen's tunnel uses a

bath-exchange in the rinse rather than the standard counterflow and this, says Nield, reduces water use. Levels of just over 2litres/kg (2.5gal/lb) can be achieved.

A quick soak function has been introduced. This sends a constant cascade of water onto the linen to ensure thorough wetting out and help to mix the detergent in with the water. The company is applying for a patent for this system.

**Lapauw International**, the Belgium-based heavy-duty laundry equipment manufacturer reaffirmed its identity as an international player.

Export manager Wim Demeyer, said the company recognised the need to be close to customers in the USA continent and Asia through local representation including assembly plants.

It had now established a complete base in Connecticut for serving the USA, North America, Canada and South American countries. This base includes a manufacturing area for assembling

machines. This had been achieved by a joint venture with its partner Goudkuil, investing heavily in Lavatec Inc, after the separation from Lavatec Germany.

Demeyer said that Lapauw was also making considerable progress in Europe and had gained several contracts with large laundry companies there.

The centrepiece of the stand was the introduction of a barrier washer. The tightening of hygiene regulations has brought this market into prominence.

The Lapauw barrier washer is differentiated by its distinctive white, glass-reinforced polymer outer and by the way that its functions and operation have been designed to take account of how people work with machines. The Siemens control system makes both programming and operation more intuitive.

**Lavatec Inc** was also exhibiting in its own right. The company has been out of Chapter 11 administration for three years now and is again manufacturing feeders and folders. It has recently

500mm to 1,600mm but it is the larger machines that attract most interest.

**Christeyns**, the Europe-based specialist in chemicals and energy management set up its USA subsidiary in January 2012 with Rudi Moors, as president. Moors said the aim at the show was to establish its corporate branding in this market.

Lieve Keppens, marketing manager based at the Belgian headquarters, said that in the USA it would focus on laundry chemicals.

She believed its products could have a significant impact as laundries use a lot of chlorine and chemicals are less concentrated than in Europe.

Moors pointed out that Christeyns chemicals are already NPE-free and although NPEs are not yet banned in the USA, the textile rental industry as represented by the TRSA is committed to a ban by the end of the year.

Keppens added that Christeyns could also make a difference with its complete wash systems.

One customer who switched because the towels processed in his tunnel washer were not soft enough was pleased with the result. He wanted to know how much softener had been used – but the answer was none, proving that a systemised approach that can bring improvements.

The USA market is very different from Europe and needs a different approach but Christeyns has already persuaded two customers to provide testimonials.

**Ecolab** has appointed Sam de Boo as vice president and general manager for textile care in Europe, as part of a renewed approach to this market.

He told *LCNi* that he was surprised at the number of European visitors and had seen people from Germany, Spain,



**CORPORATE BRANDING:** Having set up its USA subsidiary, Christeyns was at Clean 2013 to help establish its corporate branding. It believed its chemicals could have a real impact in the USA's laundry market. From left: Scott Burkhardt and Reid Raymond from Christeyns USA, Martin Stokman, from Laundry Dashboard, a WSP/Christeyns joint venture, Rudi Moors president Christeyns USA and Lieve Keppens Christeyns marketing manager

Belgium and the Netherlands.

Overall he had found the show "a bit slow" but the people he had seen were seriously interested. He said that the company's aim in textile care is to produce the best cleaning solution while ensuring the optimal total cost.

To this end, its portfolio covers four main areas. Under the Advacare banner it offers specific chemical systems for healthcare and workwear and both are designed to increase performance.

The division also offers water and energy management systems and a data management system with three separate modules - *My wash*, *My energy* and *My team*, which is focussed on productivity and identifying factors that may be holding it back.

**Alliance Laundry Systems**, the largest manufacturer of commercial laundry equipment has a portfolio of brands, each of which serves specific sectors, said Kathryn Rowen, director of

marketing. These are Huebsch (vended/OP), Speed Queen (vended) Unimac (OPL) and Ipso (OPL/vended) which is primarily aimed at Europe. Controls are a major focus for all brands as they are "the brains" of the machine but control is also important in other areas.

For example, controls are important in the vended market not only so that businesses can increase productivity and reduce consumption but also to allow customers to have a wider choice of programs and some customers will pay more for certain programs.

Each brand featured technical developments – UniMac's OptiSpray rinse function and Eco cycles reduce water use and save time and energy.

OptiSpray rinsing is claimed to be more effective than just simply using a rinse bath as it helps to draw chemicals and dirt through the load without leaving a residue.

Huebsch's e-boost technology, found on its Galaxy control washers, maximises performance while minimising the consumption.

Ipso's Cygnus control includes the patented SmartWave function to sense linen moisture at every stage of the wash and adjust consumptions. This is now being introduced to North America.

Rowan said the company wanted to support distributors and shows are a great opportunity to meet them and find out about their specific needs.



**SUPPORT AND SERVICE:** As well as showing its latest technology Alliance highlighted its support services including training – the ALS university section of the stand is shown