

# CINET

## Professional Textile Care



**BUILDING ON A  
GLOBAL NETWORK**

## PROFILE

2010

[www.cinet-online.net](http://www.cinet-online.net)

## Website

There is a key-role for the website in the CINET P.R. plan. The website is a news provider, a library and a helpdesk for questions from members and external contacts. We had about 5.500 trade visitors in 2009. The website has a general part that is accessible for everyone and a member's area that is only accessible for CINET members.



# CINET

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## CINET®

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## CONTENTS

<i>CINET, The Power of Partnership</i>	4
<i>What is CINET?</i>	5
<i>International Meetings</i>	6
<i>Company visits</i>	7
<i>Projects</i>	8
<i>Website</i>	9
<i>Action plan 2010 - 2011</i>	9
<i>Member overview</i>	10

## Cinet mission statement

To become a well structured, strong and reputed international umbrella organisation for the professional textile care cleaning and laundry industry to consumer and business-to-business.

# CINET, The Power of Partnership

CINET, the International Committee of Textile Care, is the umbrella organization pooling national associations for the professional textile care industry.

### CINET's objectives:

- Representation of the professional textile care industry
- Promoting the interests of the industry and specifically with regard to environmental, technical, marketing, welfare, tax, laws and regulation, issues;
- Design and execute projects and activities to promote the industry

### CINET's members

- Effective members: national professional textile care associations.
- Associate members: suppliers, research institutes or technical centres from Europe, America and Australia.
- Individual members: big professional textile care companies and franchise companies.

### CINET committees

- Marketing
- Environment
- Technology
- Care labelling

### CINET's General Assembly/Conferences/Workshops

CINET will organise at least one General Assembly a year, combined with an international conference exhibition and/or other trade events. CINET associates with Messe Frankfurt (Texcare exhibition) John Riddle Ass. (Clean Shows), Expodetergo and other country events organised by national associations.

### CINET Publicity

- Monthly E-news letters
- CINET Magazines; marketing, environment, technology
- Documentation; legislation, research, innovations
- Regular press releases

### CINET Web site

- News
- Documentation
- Activities
- Marketing
- Market figures
- Environment
- Technology
- Care labelling
- Library etc.

The content of the site is regularly updated/extended and also includes CINET presentations worldwide.

## BUILDING ON A GLOBAL NETWORK



# What is CINET?

\* CINET, the International Committee of Textile Care, is the umbrella organization pooling national textile care associations. These national associations consist of professionals of the textile care industry. Said national associations are Effective Members with full voting rights.

\* CINET also includes Associate Members that reinforce the organization through their professional expertise. These are mainly international suppliers, research institutes and technical centers of three continents: Europe, America and Australia. Their voting rights are both consultative and advisory.

\* Also, CINET opens its doors to Individual Members, e.g. major laundry/drycleaning chains/businesses. Their voting rights, too, are both consultative and advisory.

## The General Assembly

The General Assembly convenes once a year. International events (fairs, conventions etc.) are preferential places and periods for holding General Assemblies. The General Assembly is a forum where committees and working groups report on their previous year's activities and where delegates exchange information on significant events in their own countries. CINET invites also renowned speakers - scientists, technicians or marketing experts - who contribute expert knowledge and advice on selected topics, and exchange views with members.

## Info Square Meetings

CINET organises regular international Info Square Meetings to exchange information on global and regional market trends, innovations in business concepts and new technologies, including country reports and documentation from key industry representations world wide.

## The Technology commission

Each year CINET participates in international research programmes on new cleaning and finishing technologies, as also projects in automation, ICT and logistics technologies. This involves projects with a short, medium and long term scope.



## The Environment Commission

This Commission deals primarily with environmental issues, as well as sustainable processing. This includes best practices in working methods, assessments and benchmarking, soil remediation, sustainable innovations, etc.

## The Marketing Commission

The Marketing Commission aims at strengthening the image and profile of the professional textile care industry, as well as providing CINET members with marketing tools and information. In this line CINET also assigns market/marketing studies.

## The Care Labeling Commission

This Commission consists of professionals in the textile care industry and specialists from major research institutes. Several Committee members actively participate in GINETEX work sessions and ISO Working Groups. The Committee's main purpose is to take any possible steps for care labeling to become an asset and not a drawback for the industry.

## Working Groups

Working Groups are set up whenever a problem requires urgent handling.

## International Meetings

### Expo Detergo, Milan

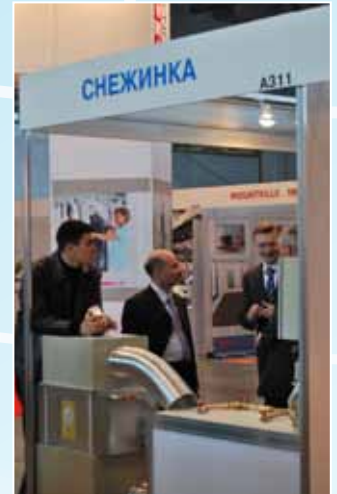


E-DryClean Partners



Mrs. Ulla Reinehr,  
Messe Frankfurt

### Texcare Russia, Moscow



### Texcare Asia, Beijing



### Clean Show



## Company visits



### 5aSec, Paris

During the JET 2009, CINET organised an excursion to five 5aSec dry cleaning companies on different locations in Paris. All of them are companies who have succeeded in working efficiently in a limited space. In France, the environmental rules in

2009 still were somewhat less strict than in other countries. The visits were extremely useful and Mr. P. Letourneur, chairman of the French association, provided further (background) information and specifics.



### Milnor, New Orleans

During the Clean in New Orleans, a delegation of CINET visited the Milnor factory where laundry systems are being produced. Over 530 people work at Milnor's 37160 sq. m. factory in suburban New Orleans. Machines produced here are shipped throughout the world. Milnor's product range includes

washer-extractors from 9 to 317 kg capacity, automated tunnel washing systems for processing 3,175 kg per hour or more, denim processing machinery, dryers, materials handling systems and laundry computer networks.

These machines are used for a wide range of applications - from giant linen and industrial rental plants, to textile dyeing and apparel processing plants, to coin laundries. The group visited the factory with guides and also met the CEO and owner of Milnor, Mr. Jim Pellerin.

### Fornet dry cleaning and Asia Pacific and CWS laundries, Beijing

A delegation of CINET visited one dry cleaning company and two laundries in Beijing during the group travel to Texcare Asia in Beijing.

On Tuesday, October 27, the Fornet dry cleaner group was visited in Beijing. The group was hospitably received by the CEO and owner Mr. Pai Pinchou. After market research Fornet was founded in 1997 in China, with the successful French concept of 5aSec as a reference. Fornet took care of dry cleaning shops with modern equipment and dry-cleaning solvents and a comfortable and fast service. The concept was very successful, and Fornet grew from 3 dry cleaning shops in 1997 to nearly 700 branches throughout China, with more than 4,000 employees and 600,000 customers in 2009. After an introductory presentation about his company, Mr. Pinchou led the group around the company.



At Friday October 30 the Asia Pacific Laundry was visited. This laundry of Taiwanese owners primarily works for the healthcare sector (both flat linen and uniforms). Every day about 5 tons of laundry are processed by 50 employees. The laundry has a few vans and is open 6 days a week. The overall picture of the laundry provided a good impression on Chinese laundry and dry cleaning. The degree of automation is limited.

After this visit the group went on to the CWS National Linen Laundry and Hygiene Service (Beijing). This newly opened laundry works primarily for hotels. The laundry extends over more than 5,000 square meters and uses the latest equipment and technologies. The group was briefed extensively about the laundry and the plans to set up the textile service and rental system as they walked through the venue on hygiene shoes, guided by laundry manager Mr. Henry Rong.



CWS. Beijing



### E-Dryclean

E-DryClean was set up and initiated by TKT (NL) and sponsored by CINET in November 2008. The aim of this project is to establish a European technological reference of best practices for safe and environmental friendly working conditions to work with a variety of textile cleaning processes that comply with new European, as well as national, legislation. Six modules for sustainable dry cleaning processing are being developed, presenting the latest safe and environmental friendly working methods. The project is subsidized by the European Union through the Leonardo da Vinci Life Long Learning Programme, which aims to support national training strategies and funds a range of transnational partnership projects. More information is available at the CINET website.

### Project partners

The expertise needed to realise this project is delivered by 15 project partners from 8 European countries. These are textile research institutes, international textile and solvent organizations, national and European dry cleaning associations, machine producers and a training centre for textile care. CINET, as project partner, will be involved in the project fulfilling several tasks. Amongst these, P.R., future marketing and international distribution. Project partners have made an analysis of the current European legislation and realised 6 multiple modules in 7 languages. Dissemination will also form a large part of the CINET activities, together with the project partners.



## Cinet projects 2010



### FashionCare®

FashionCare® is primarily a quality concept based upon an international quality standard which guarantees customers the maintenance of their newly purchased garments. FashionCare® aims to create collaboration in the supply chain between textile producers, -retailers, drycleaners and their trade organisations in order to arrange a guarantee on quality to stimulate the business and provide true customer satisfaction.



# Action plan 2010 - 2011

## Projects & Activities

### Conferences /Meetings in 2011

March 21/22: JET Expo Paris France

- CINET Global Info Square Meeting (cooperation IDC)
- CINET General Assembly (21st)
- Company visits (drycleaners/laundries)
- Cultural programme (19-20th).

29-30 May: Country Profile / visit Brasil

- International Group Trip
- Global Info Square Meeting
- Cultural exchange programme
- Company visits.

6-9 June: CLEAN show Las Vegas/USA

- 2 Educational sessions
- Company visits.

17-19 November: Texcare Asia Beijing

- 2 Educational sessions
- International Group Trip
- Company Visits.

### Environment & Legislation

- Publication of studies
- Project Sustainable PTC Processing: Best practices
- Soil remediation of PTC sites
- European Legislation for Drycleaners & Laundries
- Project E-DryClean; E-learning training materials (October 2010)
- Project Benchmarking of sustainable PTC processing with domestic appliances (December 2010)
- Update Documentation Sustainable processing (2010).

### Research & Technology

- Publication of studies
- Project Cleaning of personal garments in Health & Care (December 2010)
- Project benchmarking of Cleaning performance of solvents (incl. wetcleaning) (October 2010)
- Project study to the Cleaning performance of new Alternative solvents and Wetclean concepts (2011)
- Project Hygiene in PTC companies (2011)
- Participation in Dutch project CO2 Cleaning
- Participation in project Wet Finishing (2011).

### Care labeling

- Continue lobbying for mandatory care labeling
- Support the introduction of symbols for industrial laundry
- Communicate with stake holders, relevant organisations and bodies to improve application of care labellingMarketing & Communication.

### Marketing & Communication

- Organise conferences and meetings to exchange information on market trends & developments, business concepts and marketing data
- Organise company visits
- Marketing and market reports & studies
- Cooperate with organisers of conferences and exhibitions.

### Marketing/Market Reports

- Update Market(ing) database CINET (yearly effort)
- Participation in Market studies by members/third parties.

### Lobbying

- Subjects for lobbying:
  - Environmental Legislation
  - Research Projects
  - Care Labelling
  - VAT File
- CINET will establish/maintain working relations in accordance with the subjects.

### Member support and Training

- Member support; documentation & information, questions, new studies
- Availability of training programmes, among others the Leonardo Programme
- Member service on technical assistance and legislation
- Update library; including documentation, presentations worldwide, E-News, reports etc. Will be made available for members after a password or by email upon request.

# Member overview

### Member overview 30th of September 2010

- National associations	20
- Individual members	7
- Suppliers	10
- (Research) institutes	6
- Liaisons	98

### Effective members

Company	Country
All Japan Laundry and Drycleaning Association (Zenkuren)	Japan
Asociace Pradelen A Cistiren	Czech Republic
Asociatia Intretinatorilor de Textile-Piele	Romania
Associacao Nacional das Lavanderias (Anel)	Brasil
Assosecco	Italy
CAN/Servizi Alla Comunita'/Tintolavanderie	Italy
Danish Drycleaning Association	Denmark
Deutscher Textilreinigungs-Verband e.V.(DTV)	Germany
Federatie Textielbeheer Nederland (FTN)	Netherlands
Federatie van de Belgische Textielverzorging (FBT)	Belgium
Fédération Française des Pressings et des Blanchisseries	France
NEderlandse vereniging van TEXTielreinigers (NETEX)	Netherlands
Norwegian Dry Cleaning & Laundry Association (NRV)	Norway
Nufarul	Moldova
Pan Hellenic Dry Cleaners & Affiliated Association	Greece
Russian Association of Dry-cleaner's and Launderers	Russia
Suomen Pesuteallisuusliitto ry	Finland
Sveriges Tvatteriforbund	Sweden
Textile Services Association Ltd.	United Kingdom
VTS/ASET	Switzerland

**Individual members**

Company	Country
5àSec Dry Clean International (DCI SA)	Switzerland
BEIJING FORNET Laundry Service CO. Ltd.	China
Cristal Cleaning bv	Netherlands
DIANA Holding Company	Russia
Master Cleaning Ltd.	Russia
Pop's Dry cleaning & laundry	Serbia
Wasserij Schepens BVBA	Belgium

**(Research) Institutes**

Company	Country
CTTN-IREN	France
EFIT	Germany
ECSA	Belgium
Forschungsinstitut Hohenstein	Germany
International Drycleaners Congress (IDC)	Canada
Technologisch Kenniscentrum Textielreiniging (TKT)	Netherlands

**Associate members**

Suppliers	Country
Böwe Textile Cleaning GmbH	Germany
BüFa GmbH	Germany
Chemische Fabrik Kreussler RG GmbH	Germany
Christeyns B.V.	Netherlands
GreenEarth Cleaning	USA
GIRBAU Group	Spain
Multimatic ILSA Deutschland GmbH	Germany
Safechem Europe GmbH	Germany
SEITZ GmbH	Germany
UNION	Italy



# POWER OF PARTNERSHIP



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