



primus

GET AHEAD IN  
**PREMIUM GARMENT  
CLEANING**

WITH SOFTWASH® XTREME CARE

  
**SoftWash**<sup>®</sup>  
WET CLEANING



# BE THE HIGH PERFORMANCE CLEANING BUSINESS OF TOMORROW – TODAY WITH SOFTWASH® XTREME CARE

Imagine, for a moment, if this was your business: You no longer use costly solvents and chemicals in your cleaning process. The range of fabrics you can work on, including delicates, has increased. You still work the same way, only now more efficiently. And most importantly, your energy and water use are both down – so you are now more profitable. This is a picture of how your operation could be.

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## INTERESTED?



Revolutionary dry-to-dry  
cleaning process



Process time as  
fast as solvent



Better productivity  
than solvent



Removes oil stains



CARES FOR THE  
MOST DELICATE AND  
PRECIOUS GARMENTS



SILKS KEEP THEIR  
SHAPE AND COLOUR  
BEAUTIFULLY

# EXTREME IN INNOVATION

By using SoftWash® Xtreme Care, your operation will save money by reducing energy usage, eliminating costly chemicals, and minimising water usage. SoftWash® Xtreme Care will enable you to take advantage of new cleaning opportunities, to treat items like leather jackets, house textiles, furniture coverings, and fire-proof garments. So you'll generate new revenue and raise profits.



Reduce energy costs



No costly chemicals or disposal of hazardous waste



Lower your water use and eliminate distillation costs

# REGULAR WET CLEANING VS SOFTWASH® XTREME CARE

These two technologies are not the same. With regular wet cleaning, the spotting time is longer to remove oil stains, there's an increased risk of shrinkage and wrinkling and you cannot dry the garment completely in the dryer. The finishing time is also longer. By contrast, SoftWash® Xtreme Care is a dry-to-dry process that offers you superior oil stain removal, minimal wrinkling and efficient pre-spotting for fat stains. There is no need to hang garments (saving you space) and no additional time involved in carrying out the process when compared with dry cleaning. That's extreme innovation in action.

## OPEN UP NEW CLEANING OPPORTUNITIES

- Clean wool, silk, and other delicates with ease, including viscose, acetate, rayon, angora, cashmere
- Clean GORE-TEX® and Sympatex without damaging the membrane or waterproofing
- Clean 70% of leather and suede garments with SoftWash® Xtreme Care
- Clean curtains





# MAKE YOUR BUSINESS FUTURE-FIT

Extreme demands on your bottom line call for extreme innovation. You'll see straight away how SoftWash® Xtreme Care will change your costs versus output for the better.

Wet cleaning cycle times are typically shorter than other systems – using a separate washer and dryer allows the two cycles to overlap, thereby saving time. Cleaning businesses that have converted to dedicated SoftWash® Xtreme Care wet cleaning claim that they have significantly reduced their time at the spotting board.

You can expect much shorter load processing times – up to 24 minutes. Larger load capacities – 60% for wool and 75% for mixed fibres – also keep productivity levels high.

Achieve up to

**34**

wool items/hr

Delicate garment washed with a pack\*  
of 18kg (12kg for wet cleaning)

- Innovative dry-to-dry wet cleaning system
- Easy cleaning and low finishing requirement
- Garments restored to their natural beauty, in touch and appearance

\* With washer FX180 and dryer T16

There are real savings for your business,  
with up to

# 20-30%

of the cost of traditional  
dry cleaning equipment

Because of lower water consumption, lower electricity and optimal detergent dosage for the best results (meaning less finishing time), compared with regular wet cleaning technologies.



SoftWash® Xtreme Care is a fast dry-to-dry wet cleaning solution.  
The whole process – cleaning, drying and finishing –  
**takes only one hour.**

Speed is just one of the benefits the solution delivers  
to your business.

# MORE FLEXIBLE THAN DRY CLEANING BETTER ALL AROUND

In your busy professional cleaning business you need your cleaning products to be as user-friendly as possible. They need to be able to quickly and effectively remove tough stains, like grease, oil, and wax. The SoftWash® Xtreme Care process is faster and easier than traditional dry cleaning methods, but without the worries of toxic chemicals. And because of the friendlier detergents and simpler processes you'll be using, your employees will be happier too.

Customers will note the advantages SoftWash® Xtreme Care delivers as well. Compared to dry cleaning, SoftWash® Xtreme Care produces brighter colours and whiter whites. This is due to the absence of recycled solvent, which can cause dull and grey discolouration in the garments being washed.



Improved productivity  
through innovation



Removes tough stains,  
including oil



Lower  
operating cost



Minimal training  
requirements



GARMENTS RESTORED  
TO LOOK AND FEEL  
LIKE NEW

# INNOVATIVE EQUIPMENT TO HELP YOU WORK SMARTER

Primus® technology is at the heart of our innovative solution. That's why we've created the new SoftWash® Xtreme Care, an innovative wet cleaning system based on hydraulic action. A recirculation pump called Shower-Jet™ extracts the water from the bottom of the drum and recirculates it by pumping it upward. Instead of spinning the drum, the system moves the water around the garments. This increases the load factor of the washer-extractors substantially.



Shower-Jet™  
technology

Contrary to standard wet cleaning, there is no mechanical action required and the garments are uniformly coated with the Concord Textile® protective detergents. These detergents better protect the garments from any damage, enable a safer way of drying and avoid colour bleeding.



## Shower-Jet

The **Shower-Jet™** recirculation pump extracts the water from the bottom of the drum and pumps it upward. This process makes drum rotation unnecessary.

# WHY CHOOSE SOFTWASH® XTREME CARE?

The innovative and high-performance SoftWash® Xtreme Care by Primus® using Shower-Jet™ technology gives you plenty of advantages:

- Better cleaning quality
- Easy to use
- Lower operating cost
- Increased loading factor (up to 2/3 for wool)
- Possibility to clean more delicate fibres
- Better protection of the garments
- Very little additional finishing time

Lower your  
capital costs by up to

# 50%

compared to dry cleaning  
equipment\*

\* The value depends on  
the local price conditions

# A COMPLETE SOLUTION TO DRIVE YOUR BUSINESS GROWTH



Dedicated People  
with Expertise



Web Access\*



Dedicated  
Shower-Jet™ washer



Dryer with  
SoftWash® Xtreme Care  
option



Communications Kit

SoftWash®  
Xtreme Care



CONCORD  
Detergents and  
Spotting Agents



Wet Cleaning &  
laundry programs



Specific Dosing  
Pump System



Special Warranty  
3+2



Financing\*\*



Training

# THE SWITCHOVER IS SIMPLE EVERY ASPECT IS TAKEN CARE OF FOR YOU

As you can see from the diagram shown at left, when you switchover to SoftWash® Xtreme Care, you receive a complete solution. Every aspect is already considered and arranged for you, so that you can simply focus on running your profitable business. We'll customise a package that includes all the products you'll need, even providing a financing solution, should you require it. Primus also will make sure you get full after-sales support and assistance, together with our special 3+2 year warranty on all of your SoftWash® Xtreme Care equipment.



## SO WHAT'S THE IDEAL SOFTWASH® XTREME CARE SET UP FOR YOUR BUSINESS?

TYPE OF SHOP BY SIZE	ITEMS PER DAY	SOFTWASH® PACK (WASHER+DRYER)	ADVANTAGES
Small Shops • Dry cleaning replacement	90	Washer FX135H + Dryer T13 or DX13	<ul style="list-style-type: none"> <li>• Low investment</li> <li>• Ideal to do only wet cleaning</li> </ul>
Medium Shops • Dry cleaning replacement	130	Washer FX180H + Dryer T16 or DX16	<ul style="list-style-type: none"> <li>• Perfect pack for a shop: wet cleaning and laundry washing</li> <li>• Can wash duvet, cover</li> <li>• Versatile</li> </ul>
New shops	180	Washer FX240H + Dryer T24 or DX24	<ul style="list-style-type: none"> <li>• Perfect pack for a shop: wet cleaning and laundry washing</li> <li>• Can wash duvet, cover</li> <li>• Productivity</li> </ul>

Cycle time = 22-25 min  
Loading factor = 1/15

# DETERGENTS THAT TAKE CARE OF YOUR GARMENTS

Whereas competitor products are typically designed as an extension or derivation of laundry products, the detergents and spotting agents of Concord Textile® have been specifically designed to handle delicate fibres. Their main objective is protecting the fibres in the best way possible.

## PROTECTIVE DETERGENTS

- **LanaCare Sensitive**  
This detergent for Wool & Silk coats fibres and removes their impurities
- **LanaCare Conditioner**  
This conditioner for Wool & Silk has two functions: it prepares the garments for finishing and it helps with the removal of water during the extraction
- **ALL-IN-ONE**  
This detergent for Mixed Fibres is a universal combination detergent for mixed fibres and other non-sensitive garments

## DEDICATED SPOTTING AGENTS\*

- **ProSpray**  
Delicate universal pre-brush agent for soiling of collar, cuff and light grease stains
- **ProtEx**  
Powerful stain remover for stains of blood, egg, milk, urine, vomit and similar spots
- **UNI**  
Special spotting agent for perspiration stains and colour correction
- **TanEx**  
Powerful stain remover for stains of coffee, fruit, wine, grass, ketchup, tea, flowers and similar spots
- **WaxEx**  
Powerful spotting agent for regular and difficult grease stains like candle wax, motor oil, cosmetics stains ...
- **InkEx**  
Spotting agent for synthetic stains like ink, glue, nail polish, synthetic paint ...



Protective detergents



Spotting agents

# SOFTWASH® XTREME CARE DELIVERS SUPERIOR CLEANING RESULTS WITH HIGHER PRODUCTIVITY

STANDARD WET CLEANING	SOFTWASH® XTREME CARE BY PRIMUS
<b>EASIER HANDLING &amp; HIGHER PRODUCTIVITY</b>	
Need specific tensioning finishing equipment	No need of changing finishing equipment
Cleaning limitations for certain types of garments	Minor cleaning limitations
Complex work process: extensive training required, utilization of new equipment	Easy to use
Longer delivery time than dry cleaning	Comparable delivery time to dry cleaning
<b>INCREASED LOAD CAPACITY BY 25%</b>	
Loading factor is max. 1/20	Loading factor will be: <ul style="list-style-type: none"> <li>• Blends fibre: 1/13</li> <li>• Wool fibre: 1/14 or 1/15</li> <li>• Silk fibre: 1/20</li> </ul>
<b>HIGHER PRODUCTIVITY &amp; FASTER PROCESS</b>	
Cleaning cycle = 30 min.	Cleaning cycle = 24 min.
Drying cycle = 15 min. with 10 to 20% of HR	Drying cycle = 30 min.
Hang drying = heavy garment overnight	No hang drying
Long delivery time	100% dry - 1-hour service feasible

# SOFTWASH® XTREME CARE BETTER FOR CUSTOMERS BETTER FOR BUSINESS

## THE SHORTEST PATH TO THE RIGHT ANSWER STARTS WITH THE RIGHT QUESTION

Every business is different, but SoftWash® Xtreme Care is the answer to so many operational questions when it comes to improving results. So if it's a question of trying to grow revenue, cutting your costs, creating an Eco-friendly brand image, increasing customer satisfaction or simply finding a better way to get work done, SoftWash® Xtreme Care wet cleaning is your perfect business solution.

	DRY CLEANING (PERC)	TRADITIONAL WET CLEANING	SOFTWASH® XTREME CARE
Process simplicity	+++	--- Extensive training required, utilisation of new equipment	+++ Very easy to use; use of existing dry cleaner's equipment
Oil/grease stains removal pre-spotting requirement	+++ But often post-spotting required to remove pigments dissolved in oil/grease	--- Requires extensive pre-spotting, many stains cannot be removed (wax)	+++
Water-soluble stains pre-spotting requirement	--- Systematic pre-spotting of water-soluble stains	+ Requires some pre-spotting	+++
Dry-to-dry capability	+++ Clean, dry and finish < 1 hour	--- Hang-to-dry	+++ Clean, dry and finish < 1 hour
Finishing requirement	+++ Little ironing requirement; extensive post-spotting required	--- Lots of wrinkles (due to fibre swelling), extensive finishing required	+++ Very little additional finishing time compared to dry cleaning)
Cleaning possibilities (limited for those types of garments)	+ Fur, plastic-coated, rubber, solvent-soluble beads, white cotton, ...	-- Fur, satin silk, sensitive velvet, water-soluble dyes, ...	+++ Certain fur, water-soluble dyes



# ENVIRONMENTALLY FRIENDLY

There's a lot to be excited about with SoftWash® Xtreme Care, the professional cleaning solution that not only enables you to grow your business in a sustainable way, but also helps to protect the environment, your employees and yourself. This is because it uses the earth's most natural solvent, water, and uses it sparingly.



No usage restrictions compared with Perc



No health risk for customers and operators



Non-flammable detergents

## NATURAL AND SAFE CLEANING

- No air or water pollution – the process only uses water and biodegradable detergents
- Safe for people – no adverse health affects on either operators or customers
- Safe for all garments – you can clean any garment with SoftWash® Xtreme Care that you would traditionally dry clean
- Compliant to any sustainable standards
- Ideal for cleaning special items like children's and baby clothing



# SOFTWASH® XTREME CARE WET CLEANING PILOT STORE

At Primus®, we strongly believe in our SoftWash® Xtreme Care wet cleaning solution. That's why we recently opened several pilot stores, making us the first laundry equipment manufacturer doing this.

Moreover, being in the same business as our customers allows us to truly understand the issues they face. Because we have first-hand experience with the same issues, we are able to respond even faster to our customers' needs.



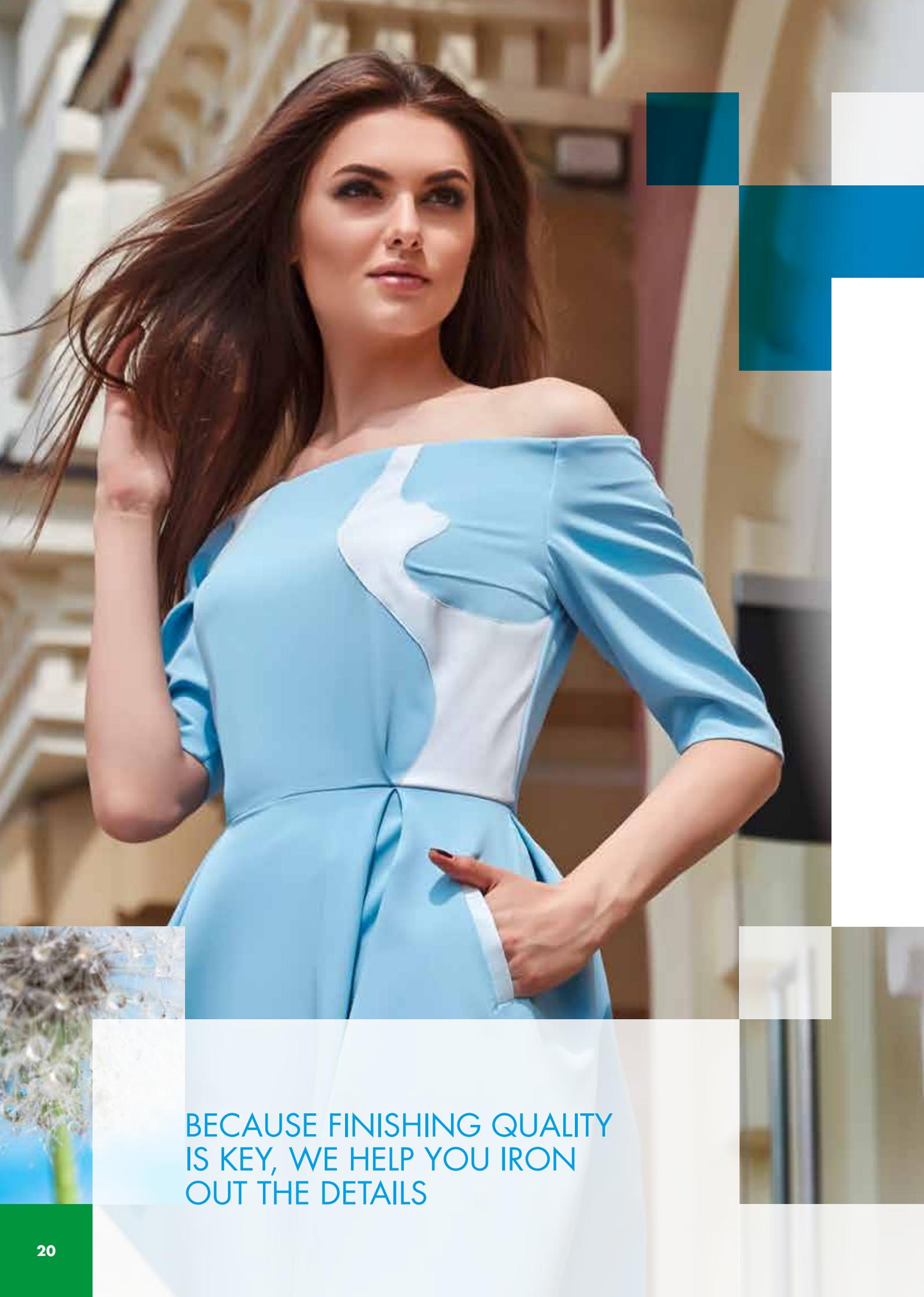


## The SoftWash<sup>®</sup> Service Promise

To provide you with the best,  
most-advanced products  
and services at all times.

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A GENTLE CLEAN  
THAT KEEPS CLOTHES  
FRESHER FOR LONGER



BECAUSE FINISHING QUALITY  
IS KEY, WE HELP YOU IRON  
OUT THE DETAILS

# SOME THOUGHT STARTERS ABOUT FINISHING EQUIPMENT

The way you finish each job reflects your overall approach to providing a quality service for your customers. Choosing the right equipment can also help you reduce wage costs by achieving the results you need more efficiently. Our experienced team would be happy to recommend the right spotting, ironing, form finishing, topper and press equipment to suit your business needs. We can also put you in touch with preferred partner suppliers.

ITEMS/DAY	IRONING	FORM FINISHING
>120	<p>New vacuum and blowing ironing table For cold finishing</p> 	<p>Tensioning form finisher To fulfil demands of wet cleaning</p> 



Ask for the running cost calculator



WITH EQUIPMENT, TRAINING, MARKETING  
TOOLS AND FINANCE SOLUTIONS\*,  
SOFTWASH® XTREME CARE REALLY MEASURES UP

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

# TALK TO US TODAY ABOUT YOUR BRIGHT NEW CLEANING BUSINESS

With SoftWash® Xtreme Care helping you meet the quality of service and demand for innovation and performance that your customers expect, we are well-placed to help you take your business to the next level.

We understand the challenges you face, day-to-day, and would welcome the opportunity to assist you with support and advice about how to implement the optimal wet cleaning, dry-to-dry and conventional laundry combination to suit your business.

Working alongside you with support, maintenance and training packages, we are just as focused as you are on helping you perform at your peak.

Please contact one of our representatives today to arrange a full demonstration and discover how switching over to SoftWash® Xtreme Care boosts your business and ensures wet cleaning for a brighter tomorrow.

Visit our website [PrimusSoftWash.com](http://PrimusSoftWash.com)



**SEE HOW SOFTWASH® WORKS IN THE DEMO**



# primus

by Alliance Laundry Systems

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