



# texcare

forum **INDIA**

Leading into the future  
of Laundering, Dry-Cleaning  
and Textile Care

**15 February 2020**

Bombay Convention & Exhibition  
Centre, Mumbai

## CONFERENCE PROGRAM

Saturday, February 15, 2020	
<b>09:00: Delegate Registration &amp; Tea</b>	
10:00	<b>Welcome Note by Messe Frankfurt</b>
10:10 -10:20	<u><b>Keynote Speech</b></u> <b>Re-thinking the Business of Laundry &amp; Dry Cleaning in the Digital Era</b>
10:20 – 11:10	<u><b>Session-I</b></u> <b>Industry 4.0- Atomisation &amp; Digitalization of Laundry &amp; Dry Cleaning: Is Laundry Industry ready for Reinvention? / Is India ready for the ‘World of Digi-laundry’?</b>  Quick and easy online ordering, tracking process and convenient At-The-Door pick-up and delivery options are giving today’s new-age consumer an add on benefit as they enter the revamp world of digital laundry.  As digitalisation makes its way in the world of laundry, there are extended technology solutions that enable more advantages and business success in the laundry & dry-cleaning industry which helps standardize the local laundry system while ensuring fast and reliable service. Industry 4.0 makes the supply chain more responsive, allowing businesses to reach end customers directly and tailor their business models accordingly with an opportunity of mass customisation and increased interaction.  Discussion highlights: <ul style="list-style-type: none"> <li>● New technology changing the Laundry Business</li> <li>● Elevated customer experience: Easy laundry Services, Affordable, Efficient time management, close interaction</li> <li>● Smart Wash-Implementing Processes on Real Time Data</li> <li>● New Technologies and Future Industry Trends</li> <li>● Setting a new model for ROI</li> </ul> <p><b>Panel Discussion: Implementing Industry 4.0: Challenges &amp; Opportunities</b> (15 minutes)            Making Industry 4.0 work requires a major shift in organizational practices and structures. This panel will highlight the need of a new digitally oriented culture and will analyse strategies to overcome challenges of implementing industry 4.0.</p> <ul style="list-style-type: none"> <li>● <b>Q&amp;A (10 minutes)</b></li> </ul>
11:10 – 11:30	<u><b>Session II</b></u> <b>Live Demo of Automated Systems (or a Film by a vendor) followed by Q&amp;A</b>
11:30 – 12:10	<u><b>Session III</b></u> <b>Dry-Cleaning 101: How to Escalate Laundry Business Profits &amp; Performances</b>  Laundry and Dry Cleaning is a very profitable business sector. In this session, industry experts will discuss proven practices which can help immensely in increasing profits and scaling your dry cleaning and laundry business.  Discussion highlights: <ul style="list-style-type: none"> <li>● Enhance Dry-Cleaning Performance and experience</li> <li>● The right marketing and sales strategy: Strategic Pricing and Promotion</li> </ul>

	<ul style="list-style-type: none"> <li>• Solvent, Hydrocarbons or ... still Perc (Interactive Session with audience on who uses what and why... highlighting the pros and cons)</li> <li>• Turning to Wet Cleaning</li> </ul> <b>Q&amp;A (10 minutes)</b>
12:10 – 13:00	<p><b><u>Session IV</u></b>  <b>Best Practices to Differentiate Laundry Care Business</b></p> <p>In the era where there are number of competitive laundry chains available, it is difficult to differentiate and build a brand identity. Hence, it is imperative to find a way to build a seamless connect with the consumer, understand what your current and prospective customers really want and create a business model that caters to all their needs while improving the speed and efficiency of the process.</p> <p>This session will highlight tips and tricks to differentiate your laundry business and help determine a break away from the mould and attract new customers. Brand Identity: Embrace technology</p> <p>Discussion highlights:</p> <ul style="list-style-type: none"> <li>• Find your edge</li> <li>• Legendary Customer Service: Know your audience and their needs</li> <li>• Embrace Corporate Social Responsibility</li> <li>• Secret of cleaning and caring for today's most popular clothing fabrics</li> </ul>
<b>13:00 – 14:00</b>	<b>Networking Lunch Break</b>
14:00 – 14:30	<p><b><u>Motivational Talk</u></b>  <b>Andrew Glassford, Director, NewGen Business Services, Gloucestershire (topic)</b></p>
14:30 – 15:00	<p><b><u>Session V</u></b>  <b>Fabric Talk: Linen</b>  A curated session that brings together expert speakers to understand the nature of fabric, evolving linen and emerging trends.</p> <ul style="list-style-type: none"> <li>• Understanding Fabrics &amp; Wash Cycle</li> </ul>
15:00 – 16:00	<p><b><u>Session VI</u></b>  <b>Setting Successful Model – Group Activity</b></p>
<b>16:00 – 16:15</b>	<b>Networking Break</b>
16:15 – 17:00	<p><b><u>Session VII</u></b>  <b>The Science of Drying Clothes: Altering Washing &amp; Drying Processes</b></p> <ul style="list-style-type: none"> <li>• Monitoring water quality &amp; washing methods</li> <li>• Measuring Hygiene in Washed Linen</li> <li>• Maximizing Wash</li> </ul>
17:00 – 17:30	<p><b><u>Session VIII</u></b>  <b>Tips on Stain Removal from Designer Asian Clothes</b>  A dedicated session sharing insider secrets to removing garment stains</p>
	<b>Concluding Note</b>