

**Xtreme**  
in innovation

**primus**

*laundry equipment*



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

by Primus

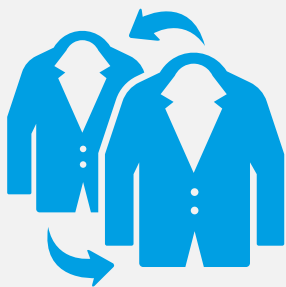
Wet cleaning for a  
brighter tomorrow



# Be the high performance cleaning business of tomorrow – today

Imagine, for a moment, if this was your business: You no longer use costly and toxic 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.

## Interested?



Revolutionary dry-to-dry cleaning process



Process time as fast as solvent



Removes oil stains



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A gentle clean  
that keeps clothes  
fresher for longer

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

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Silks keep their  
shape and colour  
beautifully

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# Extreme in innovation

By using SoftWash®, your operation is going to save money by reducing energy usage, eliminating costly chemicals, and minimising water usage. SoftWash® 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, raise profits and create new ways to increase opportunities.



Reduce energy costs



No costly chemicals or disposal of hazardous waste



Lower your water use and eliminate distillation costs

# Regular wet cleaning vs. SoftWash®

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® 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



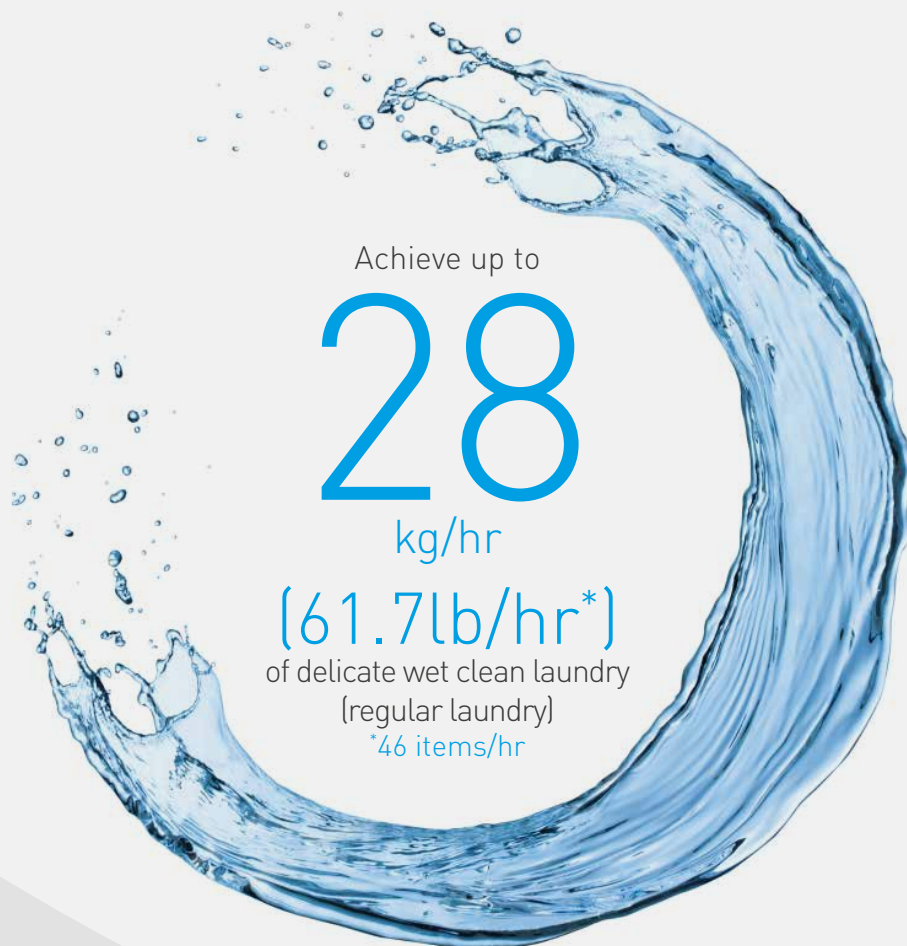
# Make your business future-fit



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

Wet cleaning cycles 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® 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 – and you can load the machine, up to 50% for wool and up to 65% for mixed fibre capacity.



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

There are real savings for  
your business, with up to

**20% - 30%**  
cost reduction

per kilo/2.2lb of textiles cleaned; 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® is a **fast dry-to-dry wet cleaning solution process**. The whole process –  
cleaning, drying and finishing – **takes only one hour**.

It's a quick process – and the benefits to  
your business will be swift too.

# Your brighter business

You run a busy operation. You need a solution that will give you better returns. Your switch to SoftWash® wet cleaning may offer you the best return from any investment you'll make.

And you'll be glad to know that it's easy to start using the SoftWash® business. It's simple to set up, installation costs are low, few technical modifications are required, there are no installation restrictions (unlike with solvent machines) and there is very little down time. You can replace your solvent machine with SoftWash® – the complete and unique solution that includes equipment, detergents, training, a web class, marketing materials and more.

Lower your  
capital costs by up to

50%

of the cost of traditional  
dry cleaning equipment

- Easy installation and simple maintenance





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

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Cares for the  
most delicate and  
precious garments

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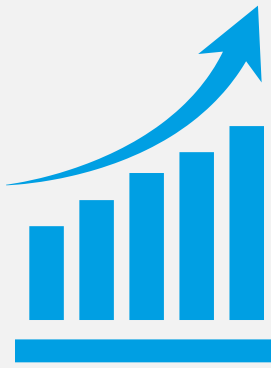


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Garments  
restored to look  
and feel like new

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# More flexible than dry cleaning. Better all around



Improved productivity  
through innovation

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® process is as fast as, and easier than, more traditional dry cleaning methods – but without the negatives like toxic chemicals. And because of the friendlier detergents and simpler processes you'll be using, your employees will be happier too.

An additional performance metric for garment cleaning is the brightness of colours. It has been noted by cleaners that the SoftWash® process leads to 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.



Minimal training  
requirements

# Simple and flexible

- Wet clean and wash regular laundry using the same equipment
- Wet clean a wide variety of garments
- Clean wool, silk, and other delicates with ease, including viscose, acetate, rayon, angora, cashmere
- Clean Goretex and Sympatex without damaging the membrane or waterproofing
- Clean 70% of leather and suede garments with SoftWash®
- Wet clean fire-proof clothing



# 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® that you would traditionally dry clean
- Compliant to any sustainable standards
- Ideal for cleaning special items like children's and baby clothing

# Environmentally friendly

There's a lot to be excited about with SoftWash®, 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**

Innovative  
equipment to help  
you work smarter

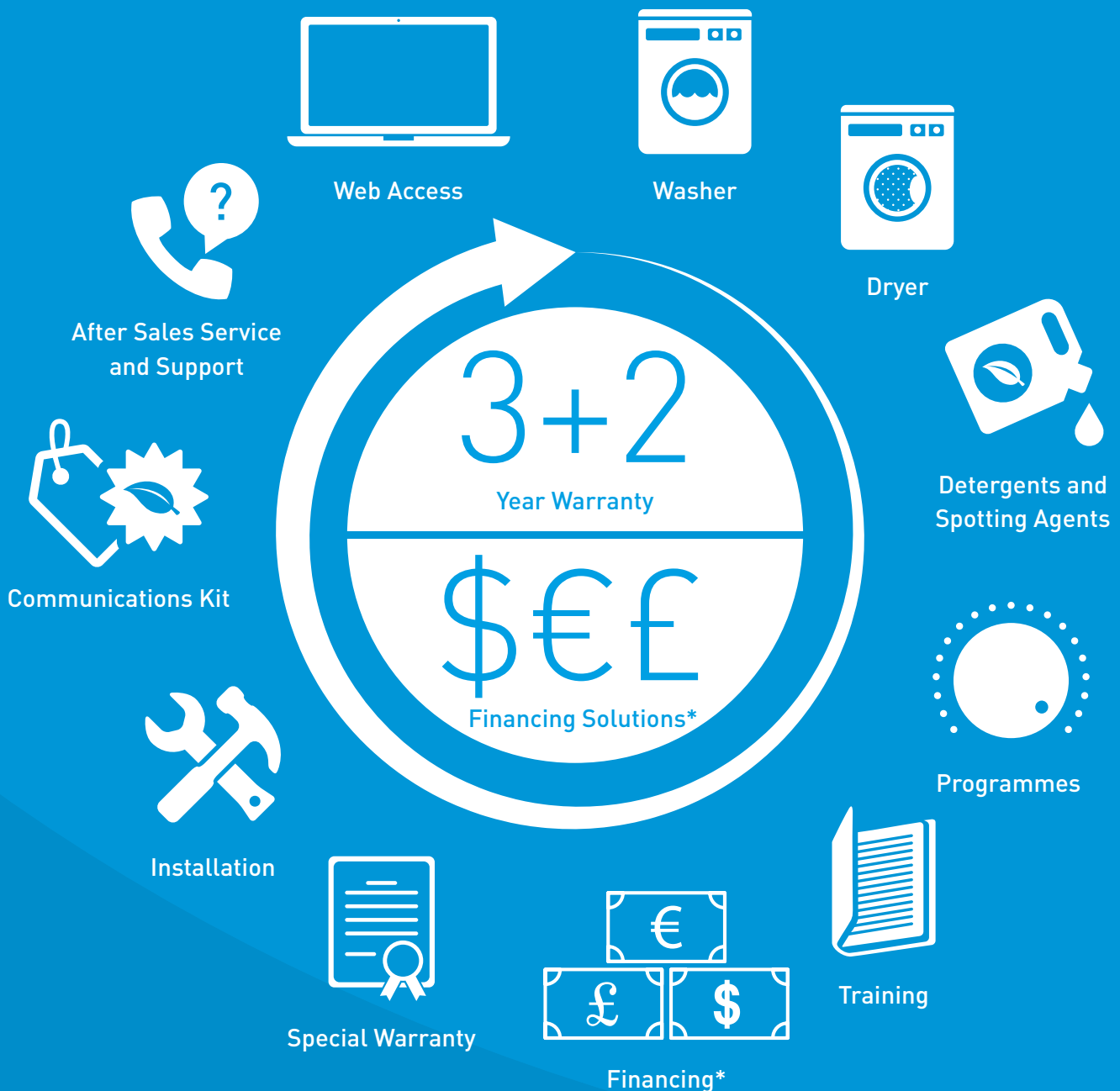
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SoftWash®.  
Incredibly efficient.  
Extraordinarily profitable  
for your business

# A complete solution to drive your business growth



# 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® 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, and we'll also make sure you get full after sales support and assistance, together with our special 3+2 year warranty on all of your SoftWash® equipment.

## So what's the ideal SoftWash® set up for your business?

Type of shop by size	Items per day	SoftWash® pack*	Items per cycle	Advantages
<b>Small Shops</b> • Dry cleaning replacement	54	Pack 4kg 8.8lb	6	<ul style="list-style-type: none"> <li>• Low investment</li> <li>• Low running cost</li> <li>• Flexibility</li> </ul>
<b>Small Shops</b> • Dry cleaning replacement • Additional equipment	63	Pack 4.5kg 9.9lb	7	<ul style="list-style-type: none"> <li>• Low investment</li> <li>• Ideal to do only wet cleaning</li> <li>• Flexibility</li> </ul>
<b>Small Shops</b> • Dry cleaning replacement	72	Pack 5kg 11lb	8	<ul style="list-style-type: none"> <li>• Low investment</li> <li>• Ideal to do only wet cleaning</li> <li>• Flexibility</li> </ul>
<b>Medium Shops</b> • Dry cleaning replacement	90	Pack 6.5kg 14.3lb	10	<ul style="list-style-type: none"> <li>• Ideal to do only wet cleaning</li> <li>• Ideal volume of the drum</li> <li>• Compromise flexibility vs. productivity</li> </ul>
<b>Medium Shops</b> • Dry cleaning replacement • New shop	150	Pack 9kg 19.8lb	15	<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>
<b>Large Shops (Shopping Mall)</b> • Dry cleaning replacement • New shop	180	Pack 12kg 26.5lb	20	<ul style="list-style-type: none"> <li>• Perfect pack for a shop: wet cleaning and laundry washing</li> <li>• Can wash large duvet covers</li> <li>• Productivity</li> </ul>
<b>Large Shops (Shopping Mall)</b> • Factories	207	Pack 14kg 30.9lb	23	<ul style="list-style-type: none"> <li>• Designed more for laundry</li> <li>• Laundry productivity</li> <li>• Wet cleaning productivity</li> </ul>

\*A 'pack' is a washer and a dryer.

# Work out the SoftWash<sup>®</sup> packs you'll need

Items / day	Washer	Dryer 9kg 19.8lb	Dryer 9kg HP* 19.8lb	Dryer 9kg 19.8lb	Dryer 11kg 24.3lb	Dryer 11kg HP 24.3lb	Dryer 13kg 28.7lb	Dryer 13kg HP 28.7lb	Dryer 13/13kg 28.7/ 28.7lb	Dryer 16kg 35.3lb	Dryer 16kg HP 35.3lb	Dryer 24kg 52.9lb
54	8kg 17.6lb	Pack 4kg 8.8lb	Pack 4kg 8.8lb									
63	9kg 19.8lb			Pack 4.5kg 9.9lb								
72	10kg 22lb				Pack 5kg 11lb	Pack 5kg 11lb						
90	13kg 28.7lb						Pack 6.5kg 14.3lb	Pack 6.5kg 14.3lb	Pack 6.5kg 14.3lb			
150	18kg 39.7lb								Pack 9kg 19.8lb	Pack 9kg 19.8lb	Pack 9kg 19.8lb	
180	24kg 52.9lb											Pack 12kg 26.5lb
207	28kg 61.7lb											Pack 14kg 30.9lb

\*'HP' is the Heat Pump Dryer version.

Achieve up to

# 28

kg/hr  
(61.7lb/hr\*)

of delicate wet clean laundry  
(regular laundry)

\*46 items/hr

The cleaning cycle time is 24 minutes and the drying is equivalent (depending on items). A 9kg/19.8lb pack can wet clean 18kg/39.7lb an hour or 30 items or can wash 18kg/39.7lb of regular laundry.

The HP Dryer product range is the perfect solution for lowest energy consumption, full flexibility for installation. No air outlets are required, there is no plumbing-in, and the HP Dryer takes up very little space.



# A powerful, dedicated range

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*laundry equipment*



## The SPS10 Washer Extractor

This compact, versatile machine is totally freestanding and is highly recommended for businesses wanting to offer customers the advantage of being able to handle wet cleaning for delicate items such as ties and silk dresses, or just a few items at a time. It's best for small capacity requirements.



## The RX Range

Hard-mounted, this washer range is for loads up to 28kg/61.7lb. Ideal for tight budgets and low investment.



## The FX Range

This easy to use range of soft-mounted industrial washers gives you full flexibility with regard to installation and is ideal for bigger daily productivity demands. Load capacity is up to 28kg/61.7lb.

Eco 3 wash technology features include 15% less water consumption, 25% less residual moisture and 20% less energy consumption than a traditional FX laundry washer.



## The Dryer Range

For load capacities up to 28kg/61.7lb, these dedicated Dryers have humidity control to ensure the best-possible finish. The Heat Pump (HP) Dryer (range from 9kg/19.8lb to 16kg/35.3lb) version also reduces your electricity costs by up to 60% when compared with traditional dryers.

Up to  
**60%**  
savings on electricity  
with the Heat Pump  
Dryer version



# Innovation and performance. Choose your SoftWash® Pack option

	Regular wet cleaning	SoftWash®+
Oil/grease stains pre-spotting requirement	Substantial	Minor Depending on spotting agent used
Cleaning limitations (type of garments)	Substantial	Minor
Dry-to-dry capability	No Hang-to-dry	Yes (for 80% of items)
Complexity of work process	High	Moderate
Finishing requirement	Substantial	Substantial to Low
Load factor	Max 1/2	Max 1/2 (up to 2/3 for mixed fibres)
Detergent	Any detergent	Specific detergent



## The SoftWash® Service Promise

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

# Washing equipment

## The Unique Cascade Drum

- Despite the extraction of 400 G of water, the linen does not stick to the drum – which simplifies unloading
- Thanks to the CASCADE concept, there are more perforations in the drum over the same surface – so water extraction is much more efficient
- The inclination of the bulges causes even more water to be extracted – so, the percentage of humidity after extraction is extremely low
- The shape of the CASCADE drum holes provides an extra mechanical action that produces an even better washing result

## Soap box mixer

A soap box mixer comes as standard on the FX line. Features include:

- The ability to connect liquid soap pumps to the mixer
- Chemicals are mixed and diluted with water before entering the tub to ensure better protection for fibres

## Smartload

- Saves your business up to 45% on water, energy and detergent costs, which is good news for you and the environment
- A semi-automated weighing system allows you to enter the wash load manually
- Programme automatically adjusts the water level, heating times and liquid detergent
- The display shows exact level of load in percentages



# Drying equipment

## RADAX® combination of radial and axial airflow

- Up to 30% energy saving using RADAX® airflow
- Increased drying efficiency
- Laundry stays untangled using the reverse drum function

## EVO4 heat pump drying technology

- Reduced electricity consumption by more than 65%
- In-built condenser requires no external exhaust pipe
- Lower power installation (less than 5kW)
- Shortest drying times on the market
- The largest range of heat pump dryers on the market (9kg/19.8lb, 11kg/24.3lb, 13kg/28.7lb and 16kg/35.3lb)



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With Equipment,  
Training, Marketing  
Tools and Finance  
Solutions\*, SoftWash<sup>®</sup>  
really measures up

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

# SoftWash®. Better for customers. Better for business

The shortest path to the right answer starts with the right question

Every business is different but SoftWash® 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® wet cleaning is your perfect business solution.

## SoftWash® delivers superior cleaning results:

- First-class fabric care
- Smaller, faster loads for maximum productivity
- Optimised mechanical cleaning action
- Optimum spin extraction
- Colour restoration
- Texture restoration
- Excellent oil stain removal in the machine
- Suitable for all of dry-cleanable fabrics

	Regular wet cleaning	SoftWash®+
Washer	Soft-mounted machines	Hard-mounted RX Soft-mounted FX <small>with very low speed &lt;15 tr/min</small>
Dryer	All dryers with humidity control	All dryers with humidity control HP Dryer with humidity control
Pumps	Any pump	Specific pumps
Detergent	Any detergent	Dedicated detergent and spotting agent
Programmes	Related to the supplier	Dedicated programmes
Installation requirement	None	Softener* and electric instantaneous water heater**
Finishing equipment	Tensioning equipment	Traditional
Training	Highly recommended	Low training requirement
Communications kit	—	Yes
Web access	—	Yes

\*Softener if water is hard (>10°th or 100 ppm).

\*\*Water heater if water is below 15°C.



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Because finishing  
quality is key,  
we help you iron  
out the details

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# 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 to suit your business needs. We can also put you in touch with preferred partner suppliers if you would find the introduction useful.

Items / day	Spotting	Ironing	Form finishing	Revolving cabinet and shirt form finisher	Topper and automatic press
< 50	<b>Basic spotting table</b> The minimum to begin with 	<b>Standard ironing table</b> 	<b>Universal form finisher</b> To finish all outerwear garments 	—	—
50 to 120	<b>Standard spotting table</b> Options are available 	<b>Vacuum blowing ironing table</b> With outstanding mechanical features 	<b>Dummy for form finishers</b> Perfect for water washed garments 	<b>Revolving finishing cabinet</b> For jackets, coats, dresses and trousers 	—
> 120	<b>Spotting cabinet</b> For pre- and post-spotting facilities 	<b>New vacuum and blowing ironing table</b> For cold finishing 	<b>Tensioning form finisher</b> To fulfil demands of wet cleaning 	<b>Shirt and universal form finisher</b> For shirts, uniforms, coats and jackets 	<b>Topper and automatic press</b> Pressing pants easily, quickly and with superb quality 



## Talk to us today about your bright new cleaning business

With SoftWash® 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 completely 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® boosts your business and ensures wet cleaning for a brighter tomorrow.

Go to [PrimusSoftWash.com](http://PrimusSoftWash.com)



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