

## XII. Hungarian National Textile Cleaning Conference 5-7. November, 2019.

**TTE, the Hungarian Association of Textile Cleaning dedicated its annual national conference this year to „Sustainability and technology developments” in the Textile Care sector.**

The main sponsor of the event was **Christeyns** and the small sponsor is **Lapauw**, further supporters included Adeka, Bardusch Bértexília Kft, CHT Switzerland AG, Referencia Mosodák Zrt, Tadak- Nett Kft, Thermopach Kft, Zura Kft.

Exhibitors had a separate area to showcase their products and services: **Christeyns, Lapauw**, Alfadot Kft, Bepatek Kft, CHT- Bezema, Dozit Plus, Miele Kft, Penta-Clean Care Kft, Polizo Kft, Referencia Mosodák Zrt, Samarit CZ s.r.o., Vend-Tex Kft

Overall about 120 guests participated in the event, including Hungarian and regional experts from several CEE countries.

### Professional presentations

#### Water and energy consumption of European laundries, opportunities of optimization

*Gustl Moser*, the Business Development Director SEE of Christeyns gave a historical overview of the water and energy consumption of laundries in the past years. The companies showing the best results and largest savings typically operate with TBW, their equipment is not older than 10 years, have energy recycling solutions and also apply lower temperatures in the washing process. Mr Moser also detailed the Cool Chemistry process of Christeyns that ensure low energy- and water consumption while providing stain removal and whitening power.

#### Sustainability in laundries – European trends and qualifications

Representing Christeyns, *Péter Somodi* gave an overview of the different qualification marks in the EU and detailed the EU Ecolabel certification. These labels



Textiltisztító Egyesülés

are to certify whether the product or service, from production to usage, including packaging and full disposal, has only a reduced impact on the environment. The Cool Chemistry technology of Christeyns is compliant with the EU Ecolabel certification.

#### Future of industrial laundries, newest trends from Europe

The VP Laundry of Christeyns, Mr *Peter Bauwens* started his presentation with a brief summary of the Textile Care market developments from 1968, how this sector grew from family-businesses into its current form dominated by industrial laundries. This included facts and figures of the water-, energy- and detergent consumption of these years and also the current challenges of the sector.

In the next 10 years it is to expect that the natural resources will be scarce and their prices keep increasing, the labour cost will also increase, the lifecycle of a textile will become longer, new technical textile will be used wider, all supported by an increasing level of automation in the laundry.

The developments of Christeyns are focusing to support the laundries in these changing environment and help increasing capacity while reducing the environmental impact. This includes the Cool Chemistry and Speed O technology as well.

#### Datamars RFID: leading laundry business into an innovative future

*Mr Alexander Thorak*, the International Sales Manager TID of Datamars, introduced the basics of the RFID based textile identification and the role of Datamars, as one of the largest RFID companies in the world. In the laundry sector, RFID can be used in a variety of application fields, as the enabler of automated counting, technology selection, communication between technology steps, automated administration, or quality control, etc. These all support laundries to have reliability, traceability in their processes, enhanced customer satisfaction or



save labour cost. Datamars is producing LF, HF and UHF products for 30 years now, has over 200 million tags in circulation, references in over 40 countries at 10.000 companies. Datamars offers full scale technology solution (tags, readers and antennas) and continues its development in order to enhance the "invisible" power of RFID applications.

### Sustainability and technology development with Lapauw

The Commercial Director of Lapauw, Mr. *Petr Jirutka* introduced Lapauw, its wide product range including washer, dryer, ironing line, and folders. He also detailed technology developments that support the high productivity of laundry processing, both in flat linen or garments processing. Important developments of Lapauw also include different energy-recycling solutions.



### How to apply changes in consumer protection in 2019

*Dr. Varró Tamás*, Managing Director of TOP Clean Kft., detailed the new legislation governing the consumer protection and consumer rights. One of the major changes include the separation of the conciliation body – they will operate as independent bodies in the future. As the consumer can file a claim according to their registered home address, each dry cleaning saloon has to issue the full national list of such bodies, independently from the registered seat of the dry cleaning salon.

As example to consumer complaints a recent case revealed that it is possible to ask for the payment of the cleaning fee in advance, but the necessary communication of it, its consequences shall also be included in the TC.

In the second part of the presentation Mr. Varró summarized the market challenges of the textile cleaning sector, including the growing share of alternative solvents, the decreasing expertise of available workforce, or the changes in the clothing habits of the public. Major challenges in Hungary further include the generation-change in many family-owned businesses, the lack of qualified workforce, the not reliable labelling instructions in clothing, and the delayed change in the attitude in the textile cleaning market, both from the service provider or from the public.

### Future of educating textile cleaning professionals

TMTE is regularly organizing trainings according to the National Qualification Register (OKJ), Mrs. *Ecker Gabriella*, Secretary General of TMTE reported, that in 2018/2019, 12 persons successfully participated in the education, and the next training has already started with 14 participants.

The National Qualification Register (OKJ) is however subject to major changes effective from September 2020. This also effects the education of textile care professionals, trainings in their current form can be started only until the end of 2020.

### Challenges and solutions in the Serbian textile cleaning sector

*Mr Goran Popovic*, the representative and one of the major player of the Serbian TC industry, reported on the



current size of the market, its challenges and solutions.

In total 198 dry cleaning companies operate in Serbia, out of which 104 in Beograd. The majority of the machinery is of II. generation, up to 99% PERC. Major challenges include the changes in the clothing habits of people, changes of typical textiles, dry cleaning is a service of luxus, dry cleaning competes with the low-cost textile, there is a limited supply on quality workforce, the depopulation and emigration of young people is very high and the consumers have high complaints rate.

Some of the answers include new marketing strategies, online platforms, loyalty cards, special offers by season or for elderly people or offering other services like clothing repair, ozone treatment for hygiene, coloring of leather goods, cleaning and repair of shoes, etc.

### Challenges and solutions in the Slovakian textile cleaning sector

*Mrs Veronika Temňáková*, the representative of the Slovak Textile Cleaning Association, introduced the association and the Slovak market. In Slovakia about 200 commercial laundries operate, further 300 hospital laundries and 200 HORECA OPL laundries are estimated. Only 7 plants exceed the 10 tons per day production, about 170 plants are below 1 ton per day capacity. The top laundries include 6 Slovak-owned and the majority by international owners. These internationally owned laundries operate with better technologies and have better supply of capital.

Major challenges of the Slovak market include the high energy costs, the increase of labour and logistics

costs, the increased customer expectations towards quality and services, the logistics and capital requirements of rental textile, or the lack of qualified workforce.

As of dry cleaning, the sector is still dominated by PERC technology, only about 10% of the providers use alternative solvents. In the newer salons the wet cleaning is rapidly gaining share.

## General presentations

### Hungarian economy – in a harsh environment

*Dr. Bod Péter Ákos*, Professor of the Corvinus University analysed the world-wide economical and political status, including the commercial war started by the USA, or the decreasing confidence of the market players.

The economical progress has started to slow down, the business confidence index keeps decreasing since the second half of 2018. The figures are often interpreted differently by different bodies in Hungary, the government, central bank or analysts have different outlook regarding the future stagnation or recession.

In summary, EU has managed the 2008 crisis appropriately, but the economy is still vulnerable. Emigration, lack of quality workforce, populist ideologies or general discomfort of people are major challenges in CEE. Major focus is required as the industries convert into 4.0, owners have to be educated and make strategic decisions. Also, the environment increasingly supports the start-up ecological systems – franchise solutions and rapid expansions jeopardize long-standing market shares. The labour market will not be any easier in the future either. Corruption in the CEE region will further fuel the emigration process of young professionals.

### Actualities in VAT – what a company owner should be aware of

*Mr Zsolt Bonác*, tax advisor, focused on the changes in the VAT law, effective from January 2020, including the modified conditions of tax-free sales within EU.

### Experiences of GDPR, fining practice of NAIH

*Dr. Bujtor Gyula* labour law expert gave a short presentation on how the GDPR is applied in practice, what are the most common mistakes. Throughout the EU, authorities provide continuous guidance and supervision to ensure clear the application of GDPR is part of the everyday operation of companies. As of now, based on a study by Deloitte, the majority of companies still has not prepared its GDPR policies, data protection officer is not employed, camera surveillance is not properly applied, or the websites do not provide information in clear manner.

Also, the e-Privacy decree was detailed in the presentation, that aims providing basis for data protection in cases, where Big Data or AI technology is based on non-personal data.

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*Mrs. Király Valéria*, Director of TTE closed the conference by thanking participants, sponsors, supporters, presenters and exhibitors for their participation. In 2020. the next national Textile Cleaning conference will be held 10-12. November.

Special thanks goes to the associations and participants from the CEE region: representatives of the Polish, Czech, Slovak association and the Serbian market.

