

 **Electrolux**

Lagoon™

Wetcleaning by Electrolux



Lagoon™

the only wetcleaning fabric care system
approved by **Woolmark**



WOOLMARK
APPROVED

PROFESSIONAL
FABRIC CARE SYSTEM

The **Woolmark Company** has approved the new **Electrolux Lagoon™** system – a first ever in professional fabric care

The wool programmes on the Lagoon™ wetcleaning system has been approved exclusively by The Woolmark Company for cleaning Woolmark garments labeled as (P) “dryclean only”. This is the first and only such professional wetcleaning system approved by The Woolmark Company.

This endorsement can only be used in connection with machines manufactured by Electrolux and tested with the approved Lagoon™ cleaning system specification. The endorsement will only apply in circumstances where the operator of the machine has been trained in the use of the machine and complies with the operations and maintenance as set out in the Lagoon™/Woolmark instruction manual.

The Woolmark symbol is a registered trademark of The Woolmark Company; www.woolmark.com.



**WOOLMARK
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Textile care professionals

Highlight your differences and conquer new markets with Lagoon™ which cleans all types of garments while helping to protect the environment

The amount of easy care garments is increasing

A preference for easy care fabrics, simply constructed garments and water resistant fibres used in the textile industry continues to increase.

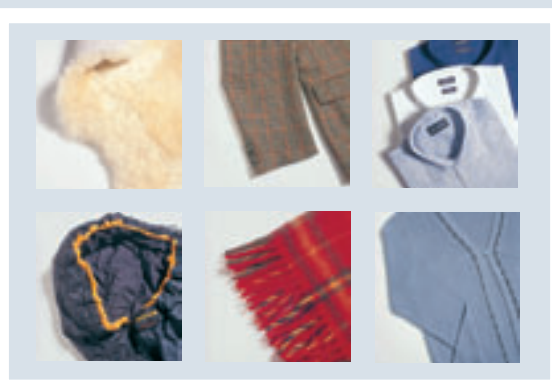
Even fabrics made of delicate fibres are pre-treated in order to withstand professional wetcleaning processes better.

The proportion of garments requiring drycleaning continues to fall

Garments are becoming increasingly easy to care for including garments which can be wetcleaned by professionals and no longer need to be drycleaned.

Certain garments which cannot be drycleaned, such as PVC-lined or leather-collared jackets, as well as fancy screen-printed, transfer-printed or sequined garments are also on the rise. These trends have led to a change in European regulations including modifications to ISO 3758.

until now were intended for drycleaning alone. You will be able to clean items that you would normally have refused and still be able to obtain quality results. Electrolux and Woolmark have worked together for three years to develop a unique solution capable of cleaning pure wool or wool-blend fabrics to the strictest quality requirements.



The wash tub indicates that the garment can be washed in water

- The numbers 40 and 30 indicate the water temperature
- The single line indicates a mild process action. The double line and broken line indicate an even gentler process action.
- The circle with the P refers to professional cleaning (drycleaning)
- The circle with the W refers to wetcleaning

ISO 3758 : Information regarding the type of washing, temperature, bleaching, drying and ironing recommended for taking proper care of the garment. This information is attached to manufactured garments.

Lagoon™, the only process endorsed by Woolmark. A very gentle, ultra efficient wet-cleaning process.

Combining the gentleness of hand-washing with the efficiency of professional cleaning. The Lagoon™ process allows you to treat all types of garments, both those that are resistant to water and those that

Lagoon™: The only professional wetcleaning process approved by Woolmark

The Lagoon™ wetcleaning process consists of:

- Washing programmes and equipment (washer extractors and dryers) specially designed for the cleaning and drying of wool.
- Special washing products and finishing agents.
- Finishing equipment (jacket and coat form finisher, trouser toppler, ironing table) for a perfect finish.
- Professional training.

Electrolux and Woolmark: an unbeatable combination of expertise in the service of customers for high quality cleaning and fabric care for wool.

Lagoon™: ecological cleaning that cares for all your garments and respects the environment

The Lagoon™ process uses water solvent combined with biodegradable products. Unlike dry-cleaning, water eliminates dry stains and undesirable smells. A simple pre-wash stain remover gives excellent results on greasy stains.



Lagoon™ is suitable for use on all types of fibres, even the most delicate

Lagoon™ also allows clothing which has flocking, transfers or buttons — things which do not lend themselves well to drycleaning — to be wetcleaned.

Lagoon™, eliminates stains, proteins, carbohydrates and bacteria. Lagoon™ efficiently removes stains and smells of beer, wine, sweat and urine (something drycleaning is not able to do). Lagoon™ is particularly effective in cleaning leathers and hides without the need for treatment before washing or redyeing afterwards.

Lagoon™, an alternative to dry-cleaning for all sectors of activity

In many instances, drycleaning is used for want of a better solution. Nevertheless, perchlorethylene, hydrocarbons or other solvents only act on greasy stains. Other types of stains must be pretreated (stain remover or brushing). Lagoon™ now provides an alternative which is much more efficient and much more environmentally friendly.

Another advantage of using a wet-cleaning system is that you can clean a greater range of stains more efficiently.

Dirt which can be eliminated with water and detergents:

- 30% of stains can be removed by water.
 - 60% of stains can be removed by mechanical action and detergent.
- Dirt which must be eliminated with solvents or water plus pre-spotting:
- 10% of stains can be removed by solvents.

The dangers of drycleaning

Solvents and hydrocarbons are very toxic. Not only are these fumes toxic to inhale but they can also cause burns to

the skin during handling. Solvents and hydrocarbons also have a high rate of evaporation and risk contaminating soils. The use of solvents and hydrocarbons is increasingly regulated and controlled by environmental authorities. In France, Germany, Italy and many countries worldwide, new facilities are subject to very strict and expensive environmental approvals that make the use of solvents increasingly restrictive and complicated.

Lagoon™ cares for...clothes

Cleaning with water restores the purity of whites and the brightness of colours which are often dulled by successive cleaning. Clothes recover their original softness and flexibility. The unpleasant smell of solvents is gone. Enjoy the clean fresh smell of Lagoon™ fabric softeners.

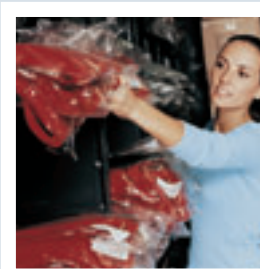
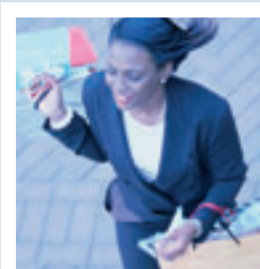
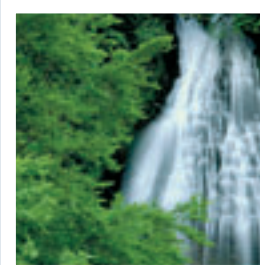
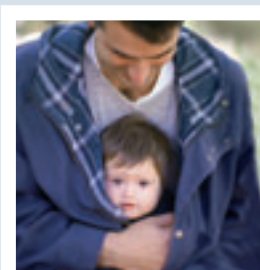
...the environment

Lagoon™ uses biodegradable products in full compliance with international environmental standards.

It is now possible to open a professional cleaner's without drycleaning equipment, and thus without the accompanying constraints. Gone are the solvents, toxic fumes and waste treatment problems associated with drycleaning processes. Expensive ventilation systems are no longer required thanks to Lagoon™.

...the operating personnel

Using water eliminates the risks of inhalation and burns during handling. The working environment is healthy and safe for staff. The unpleasant smells breathed by personnel, the neighbours or customers including residual odours on garments are a thing of the past. The freshness of Lagoon™ also means an end to potential allergies.



Natural fibres


cotton, linen, silk, cashmere, angora, pure new wool (Woolmark) and wool blends (Woolmark Blend and Wool Blend)

Artificial fibres

viscose, acetate, etc.

Synthetic fibres

acrylic, polyester, chlorofibre, Damart®, polar fleece, Sympatex®, Gore Tex®, Sportwool™, etc.



Lagoon™: wetcleaning and laundering using a single module for total flexibility. Clean everything and meet all your customers' needs

The Electrolux Lagoon™ range of washing machines can be used:

- with special **Lagoon™ products** and washing **programmes for delicate** (business suits) or **technical clothing** (high visibility clothing), **waterproofing** (ski suits, continental quilts, raincoats, etc) and for **treating leather**.
- with **traditional laundry and programmes** for more **standard textiles** (bed sheets, pillow cases, blankets, quilt covers, table cloths, terry towels...).

Immediately cost-effective equipment

Together with professional training, the versatility of the Lagoon™ equipment enables you to clean all types of fabrics. This will open up new markets to you without the need to sub-contract the work out. You will be able to clean the following in house: soft furnishing fabrics, quilts, quilt covers, blankets and similar items that you previously had to sub-contract to an outside company.

Without sub-contracting, the return on investment is faster and your profitability is increased. You can offer a full shirt cleaning service, take on garments containing delicate blended fibres, earn more on items requiring particularly careful treatment, clean fragile fabrics such as high-tech fabrics, and finally treat all items that normally only permit

a traditional hand washing treatment. Investing in a Lagoon™ system also allows you to improve the service you offer your customers (bright colours, fresh smells and protection of the environment).

The flexibility of the Lagoon™ concept makes it suitable for all markets.

It can be installed in a **cleaner's shop** or in the On Premises Laundries (OPL) of retirement homes, hotels, residential hotels, theatres, operas, amusement parks, etc.

The Lagoon™ system is particularly valuable in retirement and elderly care institutions since the use of water eliminates odours from the **residents' clothing**.

In **hotels**, the Lagoon™ system can be incorporated into the hotel's existing laundry allowing for fast, high quality on-the-premises services to be offered to **customers**, covering all types of garments and without the need to sub-contract.

At the Puy du Fou Amusement Historic Park in France, for instance, the Lagoon™ process has been adopted to clean not only all the **stage costumes** and staff uniforms but also all the decorative textile items.

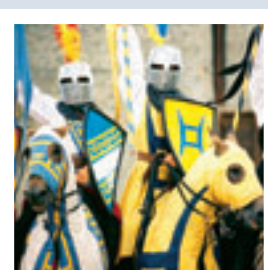
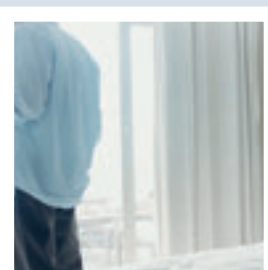
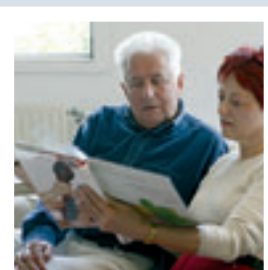


Photo Puy du Fou

The Lagoon™ concept

Ultra-efficient and easy to use

Lagoon™ strengthens your specialist image. You can clean a wide range of garments for greater customer satisfaction.

Lagoon™ is a completely integrated process. It includes washer extractor, Lagoon™ programmes, chemical and dosing equipment, dryer and/or

finishing cabinet, drying programmes, form finisher*, trouser topper*, cold ironing table* and training.

*According to customers' needs.

Easy to use, the Lagoon™ system is also compact and requires only a small amount of space for its installation.

Lagoon™: a wide range of machine capacities to meet your every need

High-spin washer and tumble dryer with residual moisture control.

Lagoon™ washing capacity (kg)	5	7,5	9	12	15	20
Nominal washing capacity (kg)	10	13	18	24	30	40
Type of washer	W3105H	W3130H	W3180H	W3240H	W3300H	W3400H
Type of dryer	T4250	T4350	T4350	T3530	T3650	T3900
Lagoon™ production rate* (kg/h)	10	13	18	24	30	40
Floor space (m²)	1,30	1,60	1,80	2,00	2,40	3,40

*Wool garment programme - 20 to 30 minutes cycle.

Lagoon™ finishing module

	Finishing cabinet	Form-finisher	Trouser-topper	Cold ironing table	Floor space (m²)
Module Standard		F4WA-WC		F4TWC	4
Production** pieces/hour					
Jacket		15		15	
Trouser			no topper	10	
Module Optimum		F4WA-WC	F4CD	F4TWC	5
Production** pieces/hour					
Jacket		15		15	
Trouser			20	20	
Module Comfort	FC48	F4WA-WC	F4CD	F4TWC	6
Production** pieces/hour					
Jacket	16	15		15	
Trouser			20	20	

**Average data depending on garments' fabrics

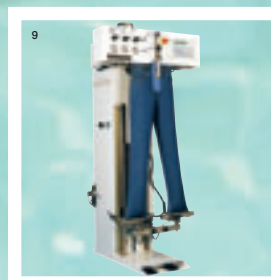
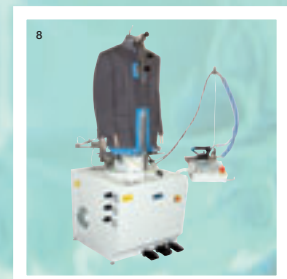
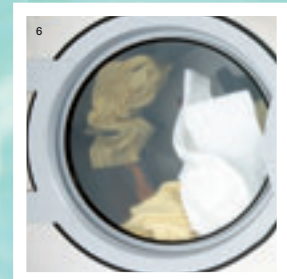
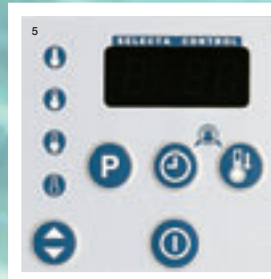
About the machines

The **washer extractors** (1) are all equipped with a motor which has frequency inverter controls to guarantee gentle mechanical action. All programmes have been developed in close collaboration with fabric care professionals. The Lagoon™ programmes are unique and specifically tailored to different types of garments and textiles.

Clarus Control® (2). This Electrolux microprocessor precisely controls the rotation and speed of the drum, the inversion rate, the water level, the temperature, the duration and the speed of the extraction. **Wash Program Manager** (3) is an optional PC software system. It can be used to create new programmes on your computer before transferring them to the Lagoon™ machine via a chip card. Lagoon™ uses only biodegradable detergents in accordance with international regulations. The **dosing system** accurately controls the injection of detergents, water-proofing and other finishing agents.

The **tumble dryers** (4) are specially designed to optimise the Lagoon™ process. The **Selecta Control** (5) accurately controls the temperature and the humidity to ensure quick, efficient drying. **Automatic inversion** of rotation of the drum (6) improves drying efficiency, and an automatic **cooling cycle** reduces creasing and improves the finish. The electronic **Residual Moisture Control** (RMC) function measures the moisture content of the garments (400 times per second). The RMC is pre-programmed to stop the tumble dryer as soon as the set moisture content is reached to optimise the finish and avoid the over-drying of delicate fabrics.

The Lagoon™ process is perfectly complemented by a special range of exclusive finishing equipment for an optimum end result. The **FC48 finishing cabinet** (7) allows efficient drying of garments for an immediate finish of wetclean items. The **F4WA-WC form finisher** (8) is a versatile finisher that ensures a consistently high level of finish and a good rate of production. With its many automated systems, the F4WA-WC will help you to dry and prepare garments (jackets, coats, etc.) for quick finishing on the ironing table. The **F4CD trouser topper** (9) smooths and prepares trousers for fast hand finishing on the ironing table. The **F4TWC vacuum/blowing cold ironing table** (10) provides for a quick, easy, high quality finish. The features of each item of finishing equipment have been researched and improved to optimise the Lagoon™ process.



Lagoon™ by Electrolux,
a comprehensive offer.
Electrolux, a single centre
of competence.

The entire Lagoon™ system can be obtained from a single source.

When you choose Electrolux as your partner, you will no longer need sub-contractors. This not only simplifies your life but will provide you with all the advantages of the worldwide Electrolux support network.

Our range of services is designed to ensure that your process is efficient and incident free. We examine the entire process and determine your equipment needs, the size and layout of the machines. You will have all the necessary information at your disposal from the very start.

Washing and drying

Lagoon™ is a completely integrated process including a washer extractor from 105 to 400 litres, wash programmes, chemicals, liquid product dosing system and matching dryers from 10 to 40 kg. Lagoon™ strengthens your image of professional cleaner.

Finishing

You can choose to optimise your production by selecting from the many finishing equipment items exclusively designed for the Lagoon™ concept or select to use your existing finishing equipment (finisher, ironing table...).

Training

Lagoon™ is a new garment cleaning process. Electrolux provides comprehensive professional training courses so that operators can discover and fully master all the advantages the Lagoon™ wetcleaning concept offers. A training course lasts two days and is provided (at a training centre or on site) by professionals who are garment wet-cleaning specialists.

Financing options

You can purchase a complete system with or without making an initial down payment. Tailor-made financing arrangements, designed to suit your choices and your needs, are available. Our role is to provide you with the best solutions to develop your business, increase your profitability and improve your customer satisfaction.

Consultancy

Our team of specialists can also help you prepare and implement your project whether you need advice and studies, assistance with equipment layout, space optimisation, workstation organisation or a better management of flows.

After sales and servicing

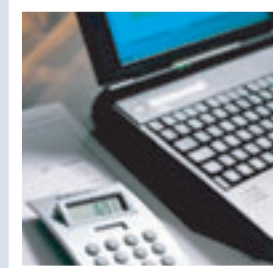
Electrolux has a worldwide network of technicians trained in the latest technologies nearby and always at your service.

Communication kit

Electrolux has developed a comprehensive promotion kit which contains various shop window materials and customer handouts to choose from including display units, leaflets, "tags", window stickers, counter pens, etc, to support you in promoting the advantages of the Lagoon™ system to your own customers in your area.

Woolmark, a guarantee of quality

Lagoon™ by Electrolux is the only professional wetcleaning process approved by The Woolmark Company. Woolmark provides an independent guarantee of quality, providing you and your customers with additional confidence and assurance.



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Share more of our thinking at www.electrolux.com