

lagoon® Advanced Care: Electrolux Professional establishes an outstanding era for Textile Care

Electrolux Professional features lagoon® Advanced Care system: delicate on fabrics, gentle on the environment, and a game changer for the business, making it possible to operate wet cleaning with the same process time, productivity and seamless handling of dry cleaning.

Electrolux Professional's lagoon® - the first professional wet cleaning system to have been endorsed by The Woolmark Company as suitable for the cleaning of delicate wool garments labelled for dry-clean only.

Fast, easy and green, lagoon® Advanced Care represents avant-garde professional wet cleaning. Being a water-based cleaning technique, it operates with the simplicity of solvent-based cleaning processes but in an eco-friendly way.

For many businesses, both large and small, the availability of a water-based solution, capable of delivering quality and productivity results in an eco-friendly way, has been a long-desired dream that now comes true.

The perfect combination of specifically designed wet-cleaning machines (different capacities provide maximum flexibility and tailor multiple market needs), a generation of detergents and dedicated programs ensures effective cleaning and allows garments to fully dry in the dryer, with no hanging dry time needed to relax the fibers, and minimal finishing required.

As water is the solvent in the process, no toxic substances are used in the procedure, making it environmentally friendly while the shorter process time guarantees faster and more efficient service.

With lagoon® Advanced Care, Electrolux Professional makes the garments' cleaning process not only more reliable and sustainable, but also easier and safer for the staff to run, guaranteeing top quality results every time. By providing high-end customer satisfaction and making it possible to operate wet cleaning with the same process time, productivity and seamless handling of dry cleaning, lagoon® Advanced Care delivers a concrete option for business growth.

"Customers have already testified their excitement for the upcoming change", says Paolo Schira, Global Segments Director Business Unit Laundry at Electrolux Professional. "lagoon® Advanced Care is designed to meet the specific needs of Cleaning Shops, as well as Resident Care Homes and Hotels. It is not only a unique system which will lead the way to an innovative approach to wet-cleaning, but also an amazingly flexible solution, offering two capacity packages to tailor to different projects, with the option of expanding at a later date: the Essential set can easily complement any existing dry-cleaning operation, while the Absolute set is ideal to replace a 15 kg dry-cleaning business".

For more information on lagoon® Advanced Care system, please visit:

<https://www.electroluxprofessional.com/commercial-laundry-equipment/lagoon-advanced-care/>

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