

Forenta

Professional Dry Cleaning Systems



**Finishing Around the World
with the
Forenta Systems**

FORENTA presents this brochure for the benefit of our industry. We hope it will update the experienced professional or enlighten the newcomer with a new store. The facts and figures originate from the real world and can be used with confidence. This brochure will show you what your finishing costs really are. The equipment combinations described are the most modern, efficient and productive in the world.

Why is Dry Cleaning Continuing to Grow?

Natural fibers are here to stay, meaning consistent dry cleaning volume. Working couples and single households require your services. Combine these two factors with the fact that garment manufacturers are recommending professional dry cleaning on all types of garments to maintain the "new" look.

Equipment combinations in the **FORENTA SYSTEM** provide automation, labor efficiency and quality of finish as required today. Apply the "Formula" to your business. Learn the facts. Do not cheat on your equipment combinations. Leaving out the Puff Iron or Steam Iron or Sleeve Board could have adverse effects on total production and finished quality, adding to labor costs.

The Pant Systems



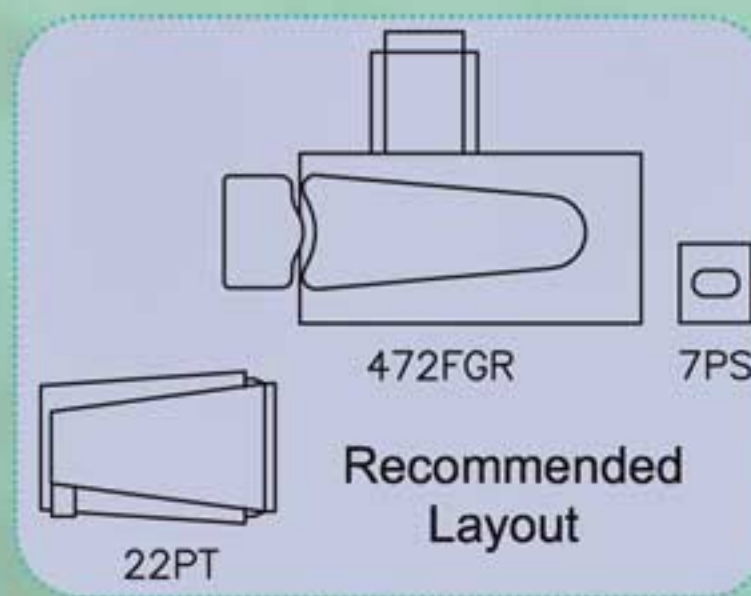
22PT Topper
Option: 22PTSA
Tension Pant
Topper



472FGR
482FGR
Legger/Utility



7PS
Puff



7PS
Puff

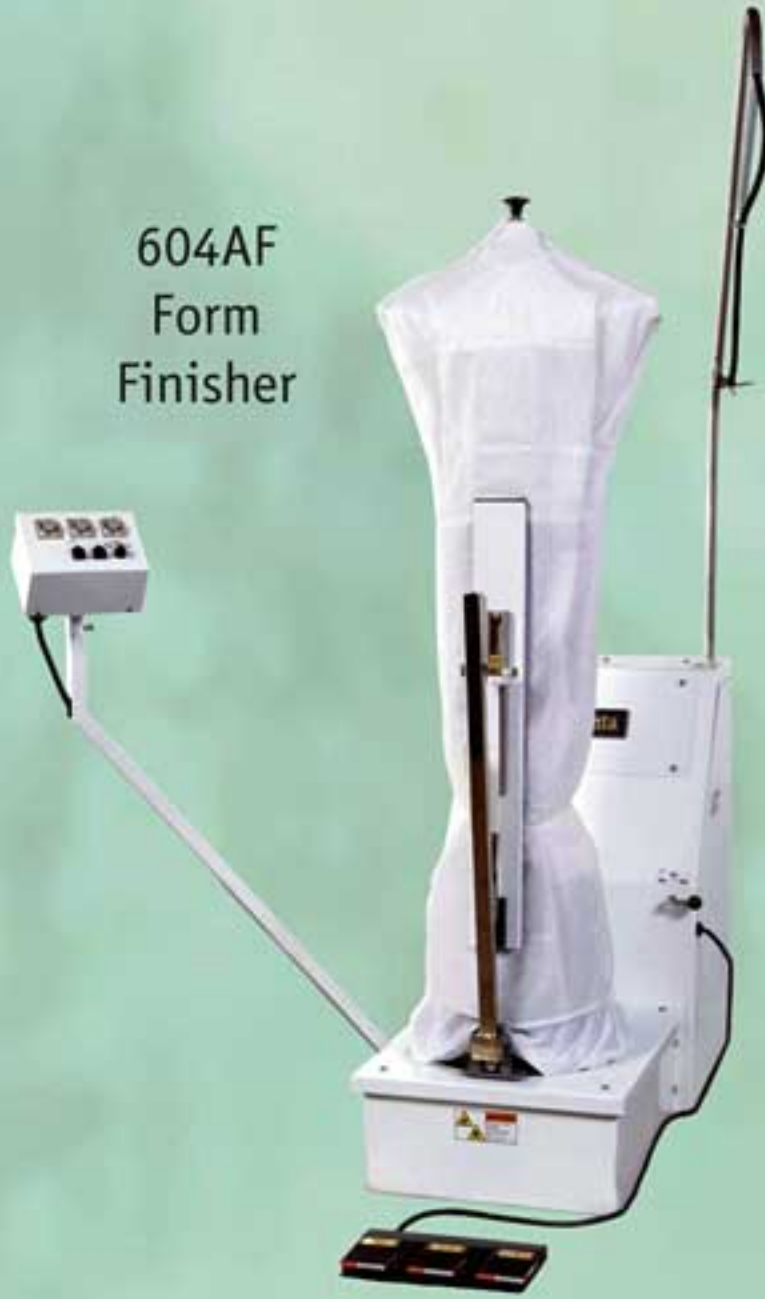


471SLMC/SLMAC
481SLMC/SLMAC
Legger/Utility
Option:
491SLMC/SLMAC
Double Legger



222BTAC
Topper

The Silk-Linen-Cotton System



604AF
Form
Finisher



461SULMOHC
Hot Head
Utility



191SUMHC
Hot Head
Mushroom
Utility

25PS
Puff



81SF
Sleeve
Finisher

The Formula

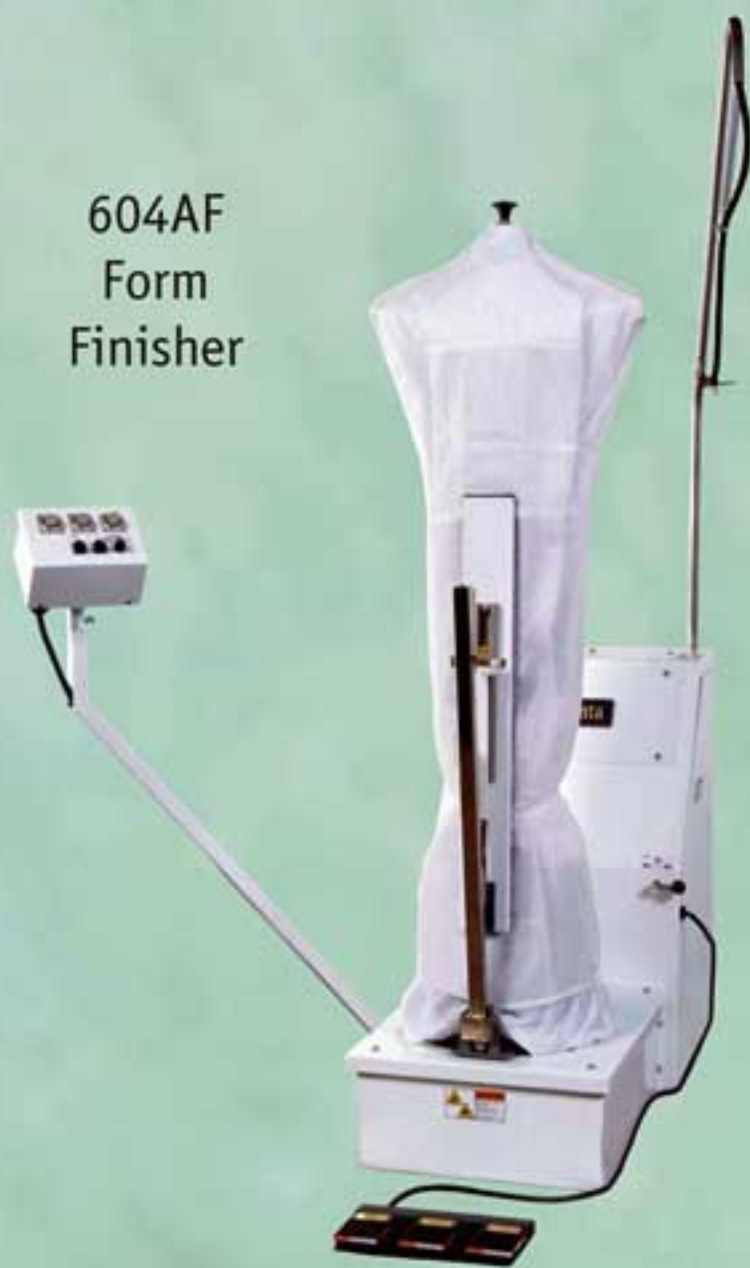
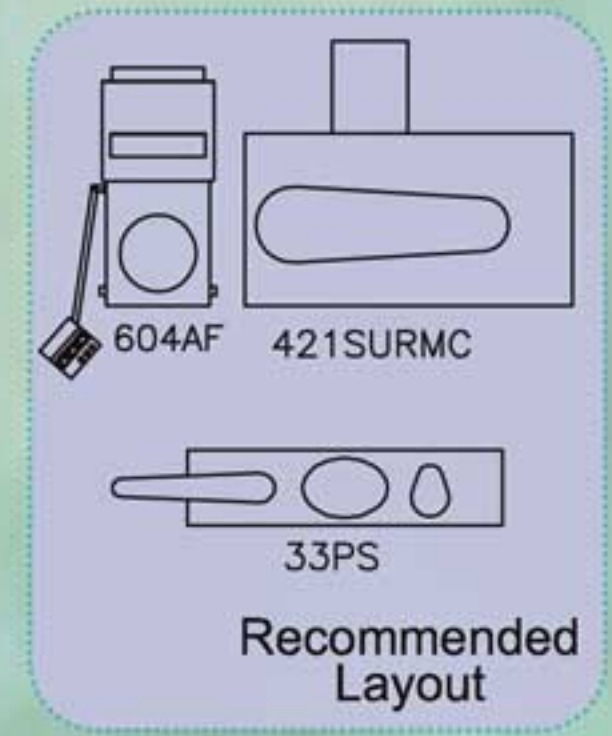
1. Take your price for a two-piece suit and a plain dress. Say they are \$7.50 each.
2. Add these two prices of \$7.50 and you get \$15.00. Divide by 3 and you have your average price per garment processed. In this case, \$15.00 divided by 3 = \$5.00 each.
3. Divide \$5.00 average garment price into your weekly sales volume. For example, \$7,500 divided by \$5.00 = 1,500 pieces or pounds of dry cleaning finished per week.
4. Now, break your 1,500 pieces down into proper categories:
 - 35% of these 1,500 pieces are pants or525 pieces
 - 19% of these 1,500 pieces are wools (coats) or . . .285 pieces
 - 40% of these 1,500 pieces are ladies wear or600 pieces
 - 6% of these 1,500 pieces are miscellaneous items or 90 pieces
5. Using the following equipment in this layout, properly trained and motivated pressers will produce:

525 pants at 50 per hour	=	10 hrs	30 min	labor
285 wools at 30 per hour	=	9 hrs	30 min	labor
600 ladies wear at 25 per hour	=	24 hrs		labor
90 miscellaneous at 10 per hour	=	9 hrs		labor
		53 hrs		labor

At \$12.00 per hour or \$636.00 per week = 8.5% direct finishing labor cost.



The Utility System



604AF
Form
Finisher



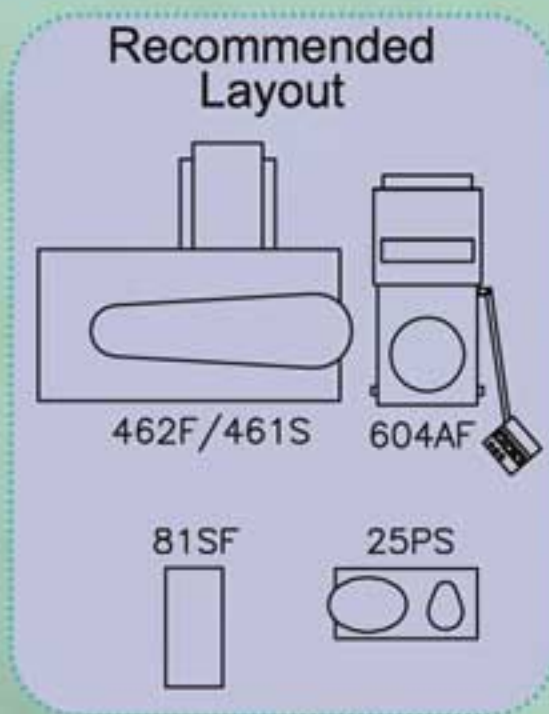
421SURMC
461SURMC
Utility



462FOR/FOL
Utility



33PSVH
Puff



Press Modern with the Forenta System ... and enjoy the fruits of your labor.

Modern pressing has been refined and is available to all. With a rapidly-growing, highly-profitable market and continued growth in view, NOW IS NOT THE TIME TO SHORT YOUR FINISHING EQUIPMENT STATIONS. Forenta suggests you consider updating your present finishing stations with new models or adding companion pieces to compliment your present systems. Used equipment is not the answer. It may be available, but most models are past their prime and cannot be considered a wise investment.

Don't keep yourself from enjoying the excellent benefits:

- The disappearing head allows the operator to have a clear view of the garment while dressing the buck.
- The scissor style press with the wide head opening is easy for the operator to dress.
- The Iron Attachment creates instant touch-up and magnificent quality — top prices.
- Water Spray for misting garments.
- Plan carefully, measure accurately, get the maximum by positioning your equipment in a proper production sequence and avoid lost motion.
- Be receptive to change. Accept modern ways. Utilize automation.
- Don't be cheap. Compare prices, of course, but keep in mind this equipment will be used for 12 to 15 years.
- For a few dollars, you can go first class and really enjoy those years.

FORENTA means QUALITY and EFFICIENT PRODUCTION!!

Forenta

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