

Electrolux Professional  
Professional Textile Care



# lagoon<sup>®</sup> Advanced Care

Fast, easy  
and green





## Do you want...

- ▶ ...an **eco-friendly**, solvent-free system for a healthier workplace?
- ▶ ...a **reliable** solution that safely cleans all delicate fabrics?
- ▶ ...equipment that is **easy to operate** for you and your staff?
- ▶ ...**reliable processes** that help ensure lasting business success?
- ▶ ...**customers satisfied** with your services?

**lagoon**<sup>®</sup>  
Wet Cleaning by Electrolux





# lagoon<sup>®</sup> Advanced Care

## One solution, multiple benefits

**Sustainable.** Environmentally friendly with no toxic chemicals used in processes, as water is the solvent.

**Delicate on the delicates.** Outstanding results with most precious textiles and fine wool labelled dry-clean only.

**A real game changer.** Easy wet cleaning with no hard-to-learn procedure and no bottlenecks.

**High productivity.** Improved loading factor and enhanced cleaning action. Faster process times for a quicker return on investment.

**The best cleaning performance.** Fast, effective cleaning lets you offer customers an express delivery service.



# Eco-friendly water-based cleaning: the natural choice for every garment

Silks, wools, cashmere, viscose, embroidery, sequins... fibres of every kind are refreshed and regenerated by water-based cleaning. From coats to saris, wedding dresses to kimonos, tuxedos to cocktail dresses, wool blankets to curtains: there's no limit with lagoon® Advanced Care.

The wool programmes on the lagoon® wet-cleaning system have been approved by The Woolmark Company since 2004 for cleaning Woolmark garments labelled as dryclean only.

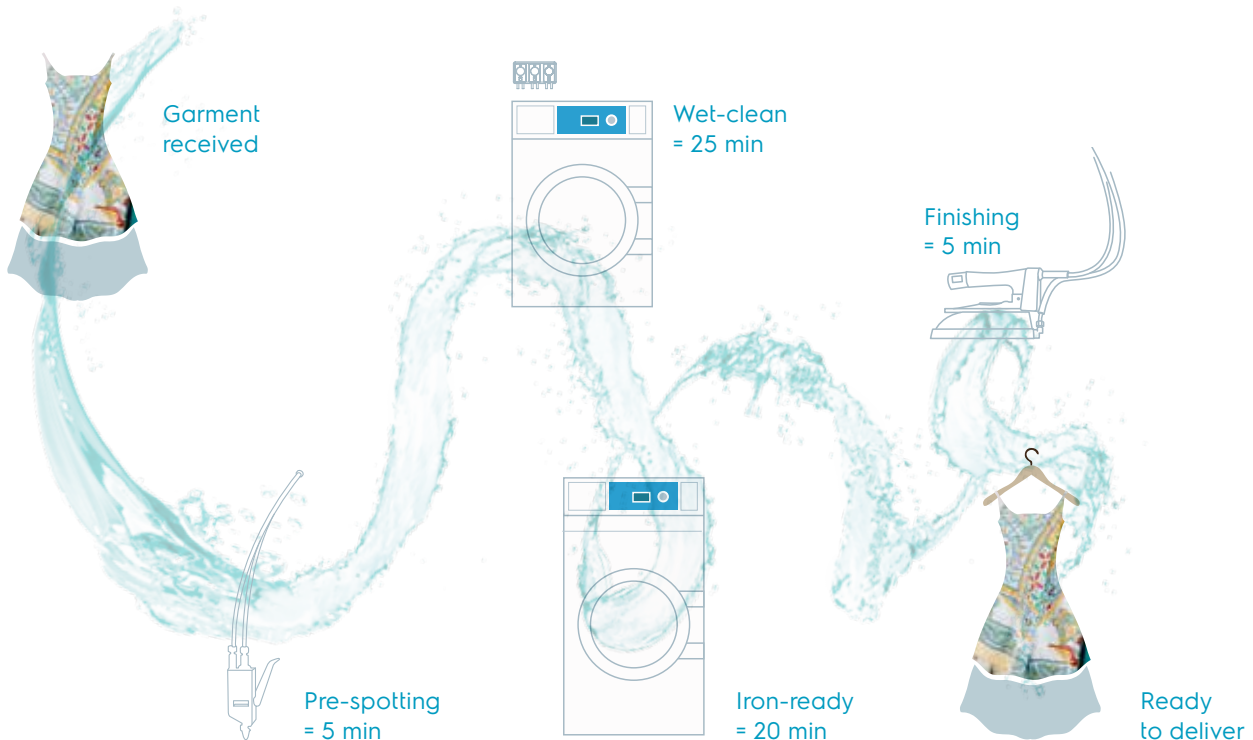
In UK, Eire, Hong Kong and India the Woolmark trade mark is a Certification trade mark.



# Unique continuous workflow for a more efficient service

The vanguard of wet cleaning: all the benefits of water with the speed and simplicity of solvent-cleaning.

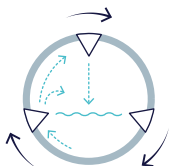
## How it works



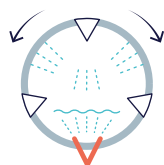
**Total process time = 55 min**

## ProV'tex. Higher loading factor in a gentle water cuddle

The exclusive ProV'tex function allows for a smart hydraulic action which is highly effective and ultra delicate, assuring a higher filling factor compared to any other traditional wet-cleaning system. With no risk of friction between fibres, the loading factor ratio is increased by 50% compared to traditional solutions. Agitation is extremely gentle. Water is flushing dirt through the garments and sucked in as through an ideal vortex which substitutes the drum rotation.



Traditional  
mechanical action



lagoon® Advanced Care  
hydraulic action

## More delicate and effective drying than ever

Completely dry to the touch, no unwanted creases to remove, minimal finishing: garments are ready to be finished just out of the dryer with no hang-dry time needed. As the garments dry, the fabric surface smoothens.

## Specific detergents and pre-spotting agents to achieve the best results

A new generation of detergents for a perfect match with the new cleaning programs. The full range of pre-spotting agents is able to treat all stains, from tannin to grease, ink and waxes, for a spotless outcome.

# Game-changing performance across the board

lagoon® Advanced Care represents a game changer in the business. A solvent-free process that's delicate on fabrics and gentle on the environment. Outstanding wet cleaning performance – fast, efficient, simple and sustainable, so you can offer your customers the best possible service.

Performance factor	Solvent*	Traditional wet cleaning	lagoon® Advanced Care
Processability of different textiles and garments	★★★★☆	★★★★☆	★★★★★
Cleaning performances on greasy stains	★★★★★	★★☆☆☆	★★★★★
Cleaning performances on water soluble stains	★★☆☆☆	★★★★☆	★★★★★
Suitable for express service	★★★★★	☆☆☆☆☆	★★★★★
Ease of finishing process	★★★★☆	★★☆☆☆	★★★★☆
Ease of workflow	★★★★★	★★☆☆☆	★★★★★
Sustainability of solution	★★☆☆☆	★★★★☆	★★★★★

\* solvent = perchloroethylene and other main solvents.

Data based on field tests and surveys conducted by Electrolux Professional at different cleaning shops. Data available upon request

The Hohenstein Institute has conducted comparative tests on the effects of both lagoon® Advanced Care and solvent cleaning on delicate garments, in laboratory condition. After more than 10 cleaning cycles, the tests have shown equal or comparable results for both technologies, in terms of textile wear, dimensional change and color loss. More details available on demand.

**HOHENSTEIN** ●

*“Those who look to the future will choose lagoon® Advanced Care”*

“Thanks to lagoon® Advanced Care we can really do anything, now, with water. Garments come out of the process extremely clean and restoring them to shape has become an easy task. We have no need to use solvents anymore.

With lagoon® Advanced Care, we now only do wet cleaning. It is safer for us to work with water and it is safe for the environment. Garments are not only really clean, they smell fresh and have such a nice feeling to the touch.

Just one hour for a perfectly finished piece. We can even offer an express service when needed. We are satisfied with the operations and our customers love the results!”



James Leat 'ideal CLEANERS' owner

# A flexible, modular solution you can tailor to your needs

lagoon® Advanced Care is available as 2 different-capacity solutions, giving you maximum flexibility and the option of expanding at a later date.



## Essential set

**70 small items /day**

Enter the wet cleaning business with a professional solution that perfectly complements any existing dry-cleaning operation. Best-in-class performance with a small footprint: that's lagoon® Advanced Care.

### Processing capacity

6 to 8 small items per cycle.

### Equipment

W555H + T5130 + ED pumps  
+ detergents package.

## Absolute set

**250 items /day**

The ideal solution to replace a 15 kg dry-cleaning operation and enjoy full flexibility with the option of adding capacity. As the Absolute Set includes the Essential set, you can also offer an express service. Large duvets can be treated in-house with the Absolute Set.

### Processing capacity

6 to 8 small items + 18 to 27 items per cycle.

### Equipment

W555H + T5130 + W5180H + T5350 + ED pumps  
+ detergents package. Finishing.

**lagoon® Advanced Care** includes smart detergents and a dedicated pre-spotting kit for unrivalled wet-cleaning operations.

Electrolux and lagoon® trademark guarantee a true ecological solvent free approach to garments cleaning, unmatched cleaning results and business performances, maximum operational flexibility. A wide range of machines capacity is available to cover every need.

**lagoon® Advanced Care** is a comprehensive offer which includes consultancy, training, after sales and servicing. Communication materials and window kits are available to enhance the image of every shop.



Discover the Electrolux Excellence  
and share more of our thinking at  
[www.electrolux.com/professional](http://www.electrolux.com/professional)

Follow us on



## Excellence with the environment in mind

- ▶ All our factories are ISO 14001-certified
- ▶ All our solutions are designed for low consumption of water, energy, detergents and harmful emissions
- ▶ In recent years over 70% of our product features have been updated with the environmental needs of our customers in mind
- ▶ Our technology is ROHS and REACH compliant and over 95% recyclable
- ▶ Our products are 100% quality tested by experts

