

**WAVEPOINT
GROUP**

7 Reasons to Become a Wet Cleaner

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Introduction

Solvent based dry cleaning has historically been the go-to for tough stains and garment cleaning, but it's time for a change. Traditional dry cleaning uses harmful chemicals that can damage fabrics and pose risks to staff. As we all become more eco-conscious, we're looking for sustainable alternatives. **Enter Wet Cleaning.**

Wet Cleaning is an eco-friendly tried and tested method that uses water—nature's original cleaner—along with advanced technology and specialised detergents. It's been transforming the industry by offering a safer, greener and equally effective solution. Here are seven compelling reasons to switch to Wet Cleaning.

West Kirby Dry Cleaning, a successful dry cleaning business with over 30 years in the industry, made the switch to Wet Cleaning.



1. Safe for All Fabrics, Including Delicates

Wet Cleaning, especially with the Lagoon Advanced Care system, is safer for both garments and operators than solvent-based systems. It can handle a wider range of fabrics, trims and garments, maximising efficiency and quality. Whether it's chiffon, silk, cashmere or wool, Wet Cleaning treats delicate garments with care, making it less risky than traditional dry cleaning.

“After speaking with Wavepoint Group and seeing the Lagoon Advanced Care Wet Cleaning demos, my worries about shrinkage and damage to embellishments vanished. I even tested my own garments, and the results were astonishing. I've replaced my dry cleaning machine with a Wet Cleaning operation.”

Samuels of Shropshire



2. Simpler Garment Finishing

Finishing garments processed in a Wet Cleaning system is now as straightforward as with dry cleaning.

Advanced technology, like the Pony finishing equipment, ensures professional results every time. Ready to see it in action? Contact us for a **free demonstration**.

“I started as an ironing service and branched into Wet Cleaning. The results have been fantastic, and customers often compliment how clean and fresh their clothes feel. Finishing garments after Wet Cleaning is very easy.”

Love Laundry



3. User-Friendly Systems

Today's Wet Cleaning systems are designed for ease of use. Features like automatic water filling, detergent dosing and precise cycle settings make Wet Cleaning more intuitive than traditional dry cleaning machines. Say goodbye to the complexities of solvent-based systems.

With Wavepoint Group's complimentary training and ongoing support, you'll be confident in handling all types of garments in no time.

"Wavepoint Group's priority was to ensure we excel in our business. They helped design our shop, choose the right machines, train you, and expose us to best practices. They regularly check in on us and remain a fantastic support."

Oceans Green



4. Versatility Beyond Dry Cleaning

Wet Cleaning isn't just a replacement for dry cleaning—it expands your capabilities. From suits and delicate dresses to leather and suede, Wet Cleaning systems handle it all. The Lagoon Advanced Care system even processes laundry items like duvets, shirts and linens, eliminating the need for additional laundry setups.

Wet Cleaning excels at stain removal, outperforming solvent-based methods, meaning less time spent on pre-spotting and more satisfied customers.

“I was concerned about Wet Cleaning handling ‘dry clean only’ garments, but after a demo, I was blown away by its ability and cleaning quality.”

Alana's Laundry Basket



5. Alignment with Modern Garment Trends

As manufacturers shift toward sustainable fabrics, traditional dry cleaning becomes less suitable. Wet Cleaning aligns perfectly with modern textiles, offering a gentle yet effective cleaning solution. Garment manufacturers are increasingly using the “W” care label, indicating items are safe for Wet Cleaning.

“Since installing our Wet Cleaning machine, we’ve processed thousands of loads with different labels and never had a problem. We achieve far better cleaning results compared to our old dry cleaning machine.”

Wilton Green



6. Eco-Friendly and Cost-Effective

Wet Cleaning is better for the environment and more cost-effective in the long run. Systems like the Lagoon Advanced Care range use less water and energy than standard dry cleaning machines. They're also faster, processing double the loads per hour.

Our customers report that Wet Cleaning is 36% cheaper to run per cycle compared to dry cleaning machines. You'll save on operational costs, space and compliance requirements.

“My new Wet Cleaning system is cheaper than my old dry cleaning machine. It uses less energy and water, and it's effectively a 2-in-1 machine. It's increased capacity in my shop, allowing me to offer more services at a lower cost.”

Two Hour Smart Drycleaners



7. Boosts Your Business's Appeal

Consumers are increasingly choosing businesses that align with their values, including environmental responsibility. By switching to Wet Cleaning, you demonstrate your commitment to sustainability and provide a service that resonates with today's ethical shoppers.

Your customers will appreciate the fresh, clean results of Wet Cleaning and knowing their garments are cared for in an eco-friendly way.



Make the Switch Today

Wet Cleaning represents the future of garment care. With its versatility, cost savings and environmental benefits, it's a clear choice for forward-thinking businesses. Let Wavepoint Group help you transition to this innovative system and unlock new opportunities for your business.

To book a demo, call us at
020 8579 2661 or email
mail@wavepointgroup.co.uk.

Start your journey to a greener,
more efficient future today.

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