



Federatie Textielbeheer Nederland



## Automatisering: nut & noodzaak

Laundry Experience Event 2019 – Clova, Wommelgem, Belgie

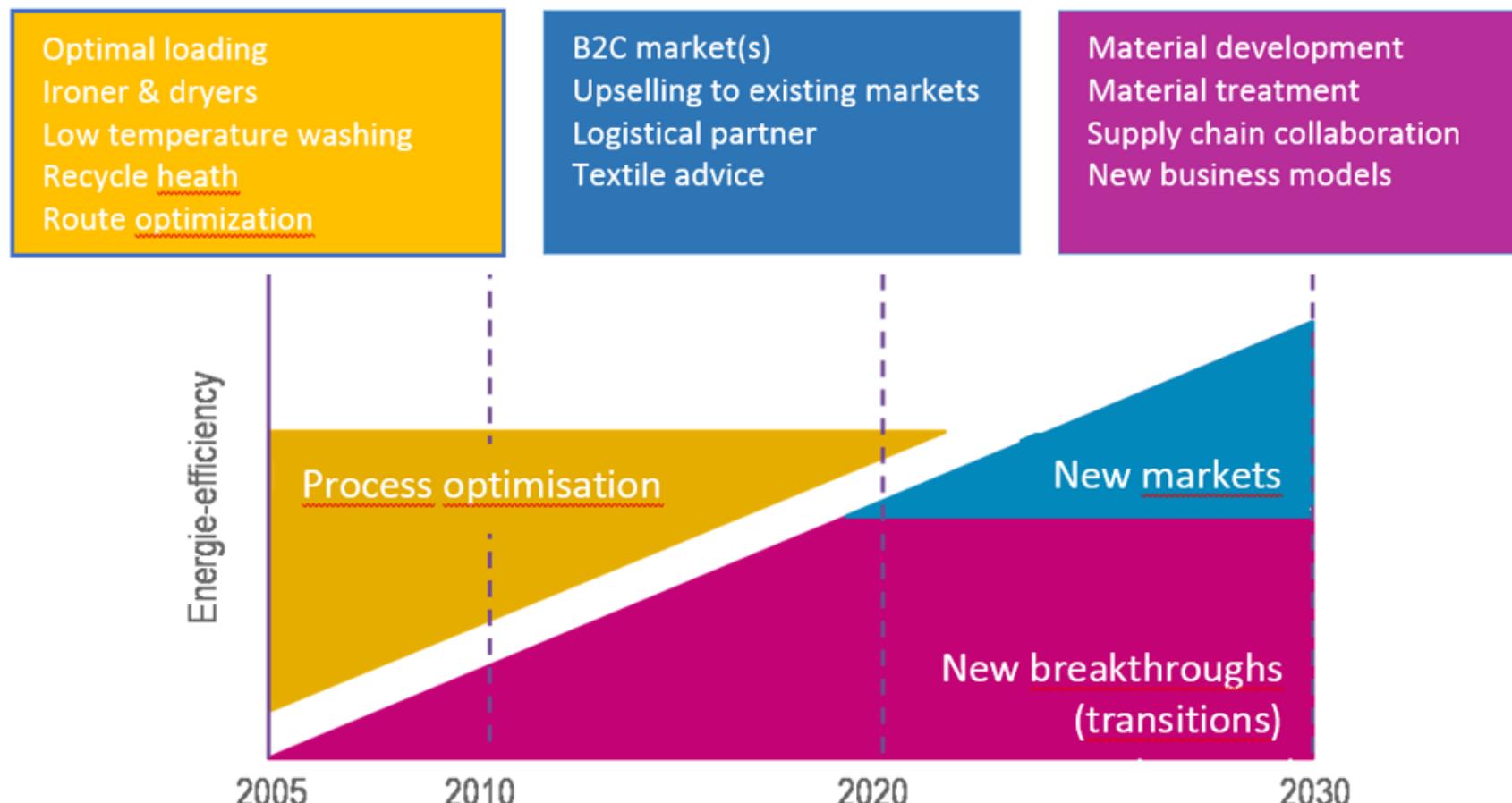


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# Mass Customization: vanzelfsprekend de volgende (digitale) stap in het business model van textielservice

Léon Wennekes - FTN

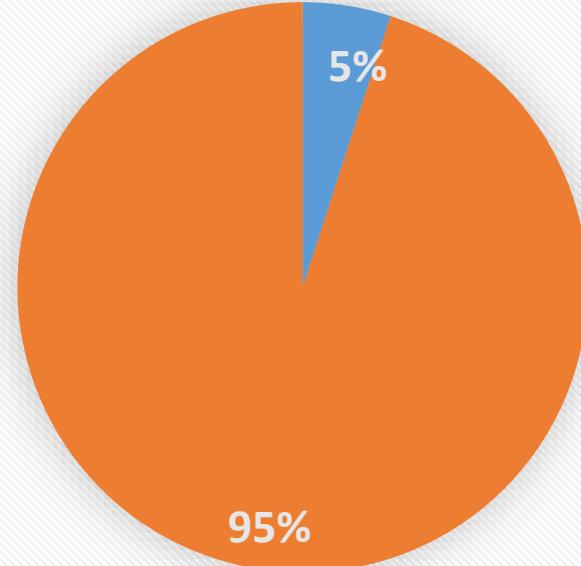
# We're about to hit the milestone of 2020



Source: Roadmap 2030  
Textile Service

# Take (back) marketshare from the domestic washing machine!

Professional vs. domestic laundry in Europe

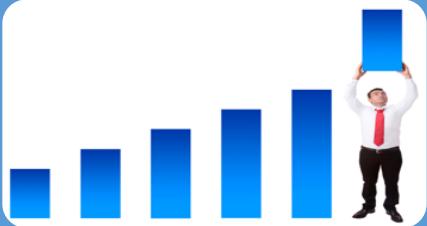


Source: 'CINET The World of PTC Volume 5: 'New business models & showcases' (2016)

# EY Rapport: Market potential doubles in the next 5 years

	2018	2023
Gezondheidszorg	410	450
Thuiszorg & kleine thuiszorggemeenschappen (persoonsgebonden)	80	430
Handel & Industrie	457	495
MKB (schoolgemeenschappen, salon's en spa's, medische en sport organisaties, auto & autoreparatie en kleine retail bedrijven)	-	205
Horeca	215	245
Kleinschalige horeca (Airbnb, B&B's, guest laundry in hotel, etc.)	-	5
B2C Textielreiniging (traditioneel)	235	220
B2C (Laundry on Demand)	-	180
<b>TOTAAL</b>	<b>1.397</b>	<b>2.675</b>

# Main challenges



Develop and sell added value of textile services



Find fragmented new markets that are currently not being serviced



Further develop mass customization

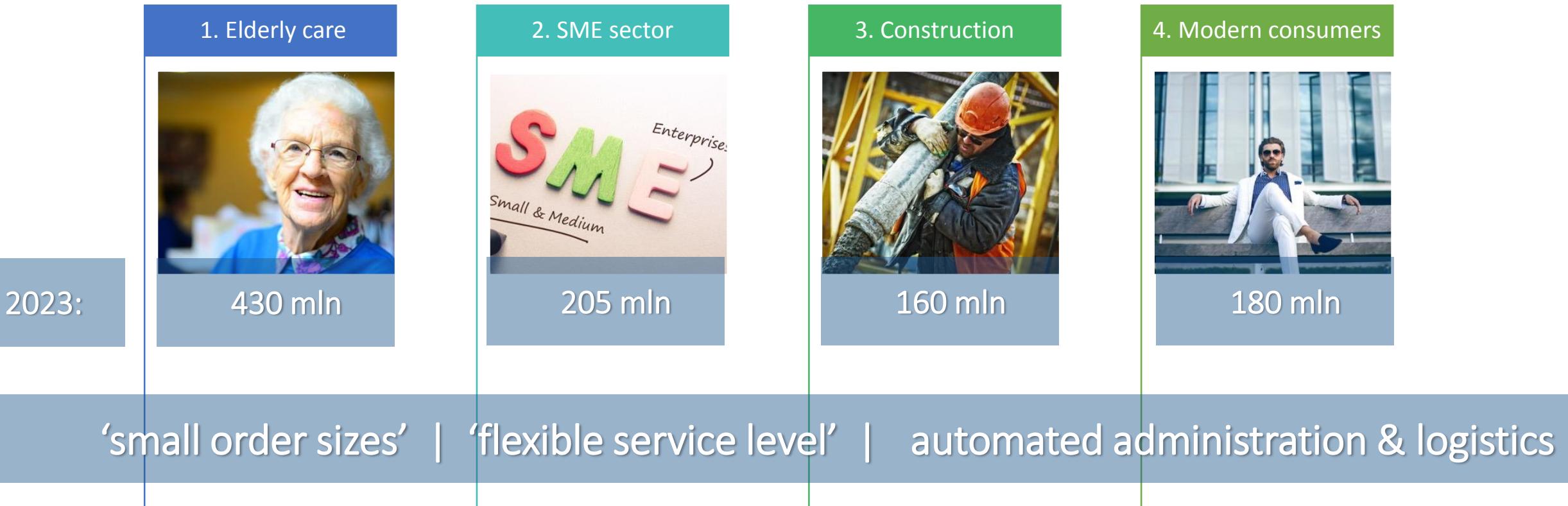


**MINIMIZING  
THE HUMAN  
FACTOR**



**MINIMIZING  
THE HUMAN  
FACTOR**

## Most promising (relatively) new market areas to develop:





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## We Service the following Industries

- Colleges & Schools
- Salons & Spas
- Health Clubs
- Medical Offices
- Country Clubs

& Many More!



Also in the B2B sector customers start asking for laundry on demand service

## Main USP's for B2B:



### Low Cost

We work with both big and small budgets.



### Simple Sign-Up

Set up your account in less than 2 minutes either online or over the phone.



### Customized Plans

Customizable laundry options including pickup/delivery schedule, turnaround, and processing packaging preferences.



### Convenient Billing

Flexible billing options to work with your AP cycle.



### Reliable Service

You can count us to consistently be on time and on schedule.



### Consistent Quality

Receive the same high-quality clean every time, that's our guarantee to you.

Source:

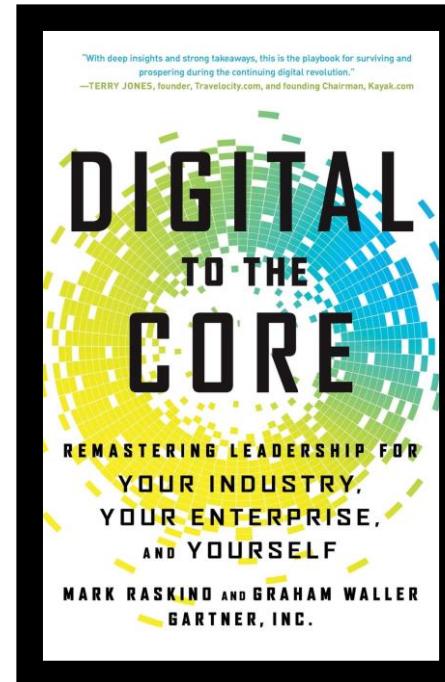
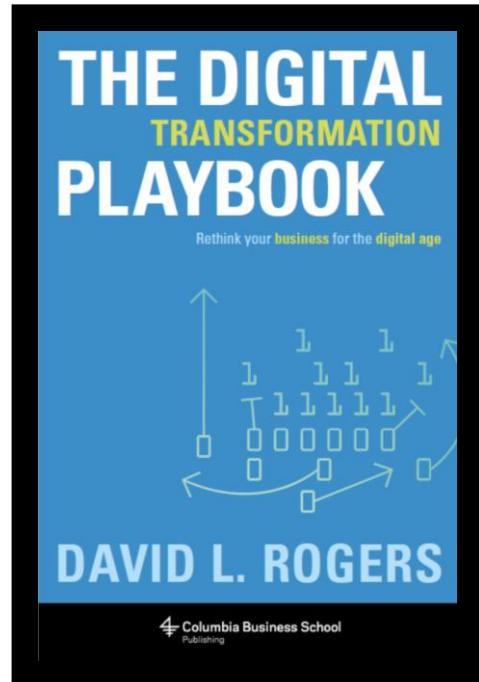


# LAUNDRY CARE



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# What does it take to realize (part of) these new markets?





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# Digital transformation is not about technology...

...it is about **STRATEGY, LEADERSHIP, and new ways of THINKING**

Patrick Doyle, CEO:



***"We're as much a tech company as we are a pizza company"***

Stock price 2010: \$8.76

Stock price 2017: \$186.37



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# How to cope with digitization?

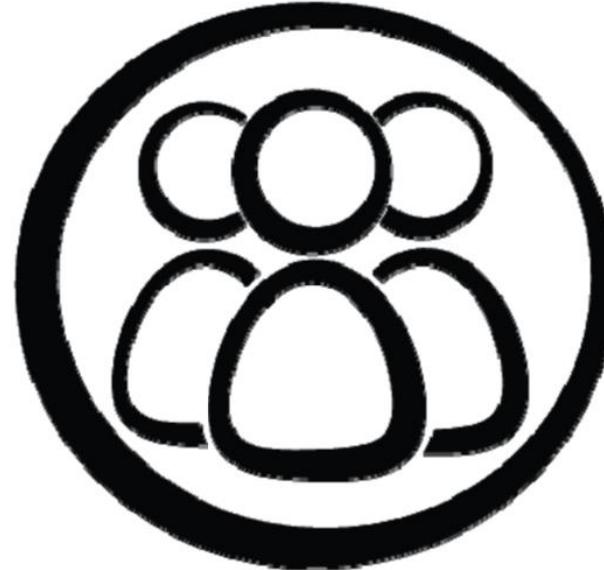
## 5 DOMAINS OF DIGITAL TRANSFORMATION

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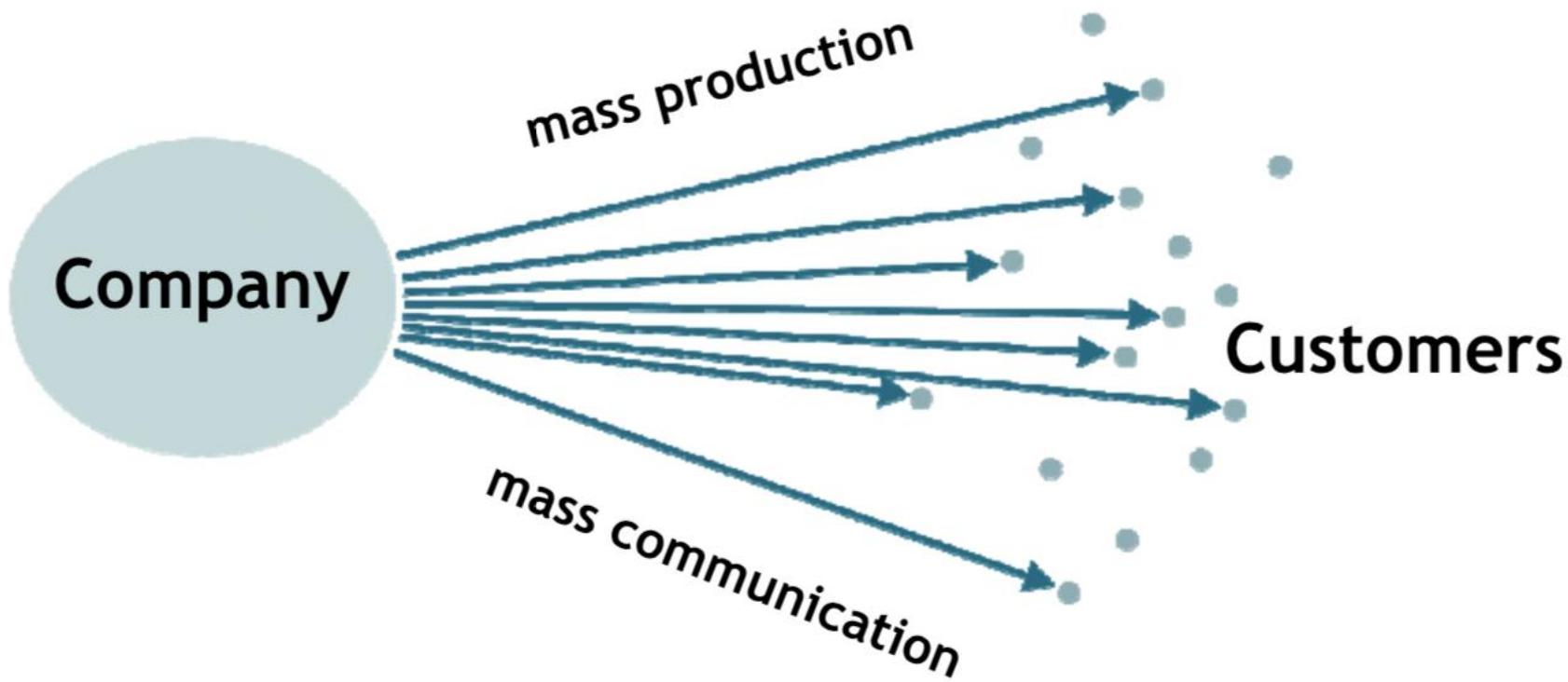
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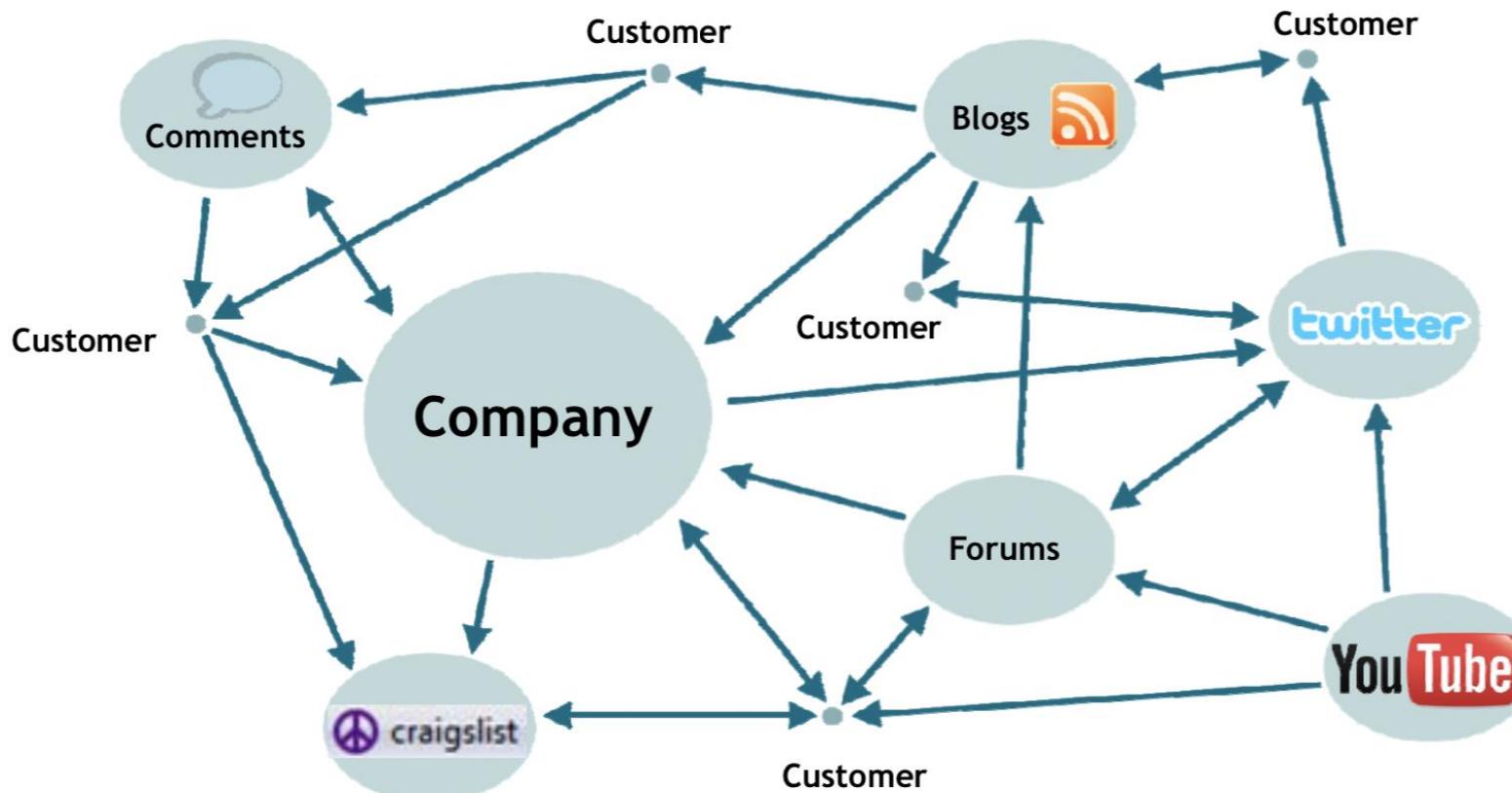
# CUSTOMERS

*From passive targets... to dynamic networks*

# Traditional mass market model



# Modern customer network models





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## COMPETITION

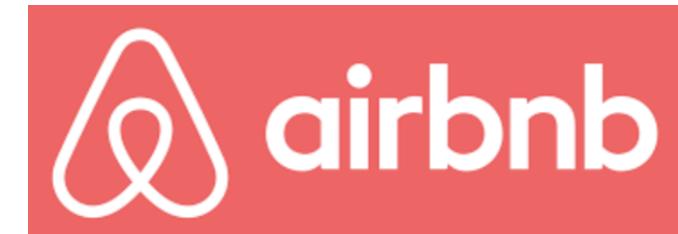
*From symmetric... to asymmetric  
From products... to platforms*

# From products to platforms

Brand	Market cap/valuation
Marriott	\$39.4 B
Airbnb	\$31.0 B
Hilton	\$21.4 B
Accor	\$13.3 B
Starwood	\$13.1 B
Wyndham	\$11.0 B
Intercontinental Hotel Group	\$10.6 B
Hyatt	\$7.3 B
China Lodging Group	\$5.9 B
Choice Hotels	\$3.8 B



VS.

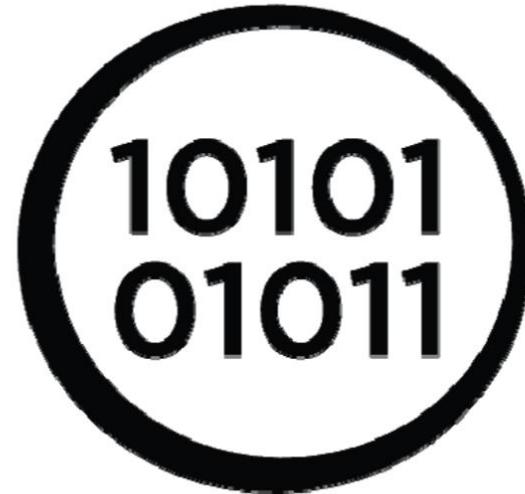




Nationwide laundry service without  
owning a single washing machine



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DATA

*From silos... to strategic asset*

# Connect the various data sources into one datawarehouse to create business intelligence tools

Example data sources:

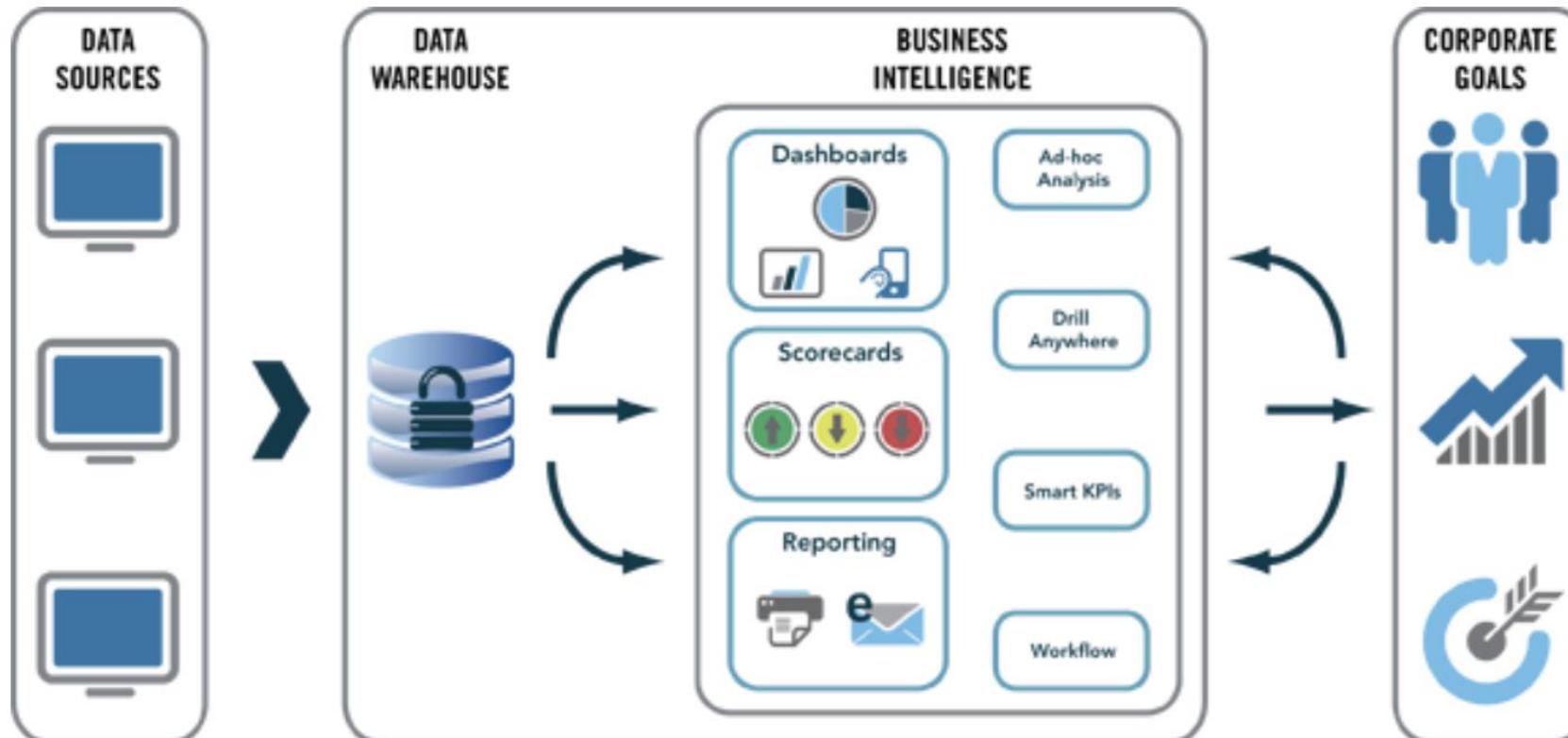
CRM

Financial software

HR software

POS system / ERP

Transport management





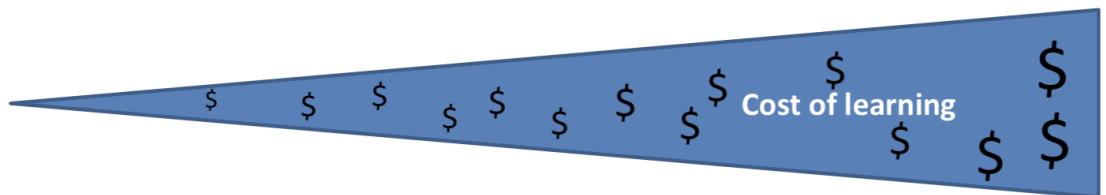
# INNOVATION

*From top-down planning... to experimentation*

## Value of early learning:

### Traditional innovation cycle

Observe	Generate ideas	Analyze & discuss	Team decision	Design product	Build product	Launch & market	<b>Customer response</b>
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### Innovation by rapid experimentation

Observe	Generate ideas	Design prototype	<b>Customer response</b>
		& test	





“Our competition is not other museums.  
It’s Netflix, Candy Crush. We’re fighting  
for attention.”

*– Sree Sreenivasan, former Chief Digital Officer*



VALUE

*From defending... to adapting*



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# Thanks for your attention



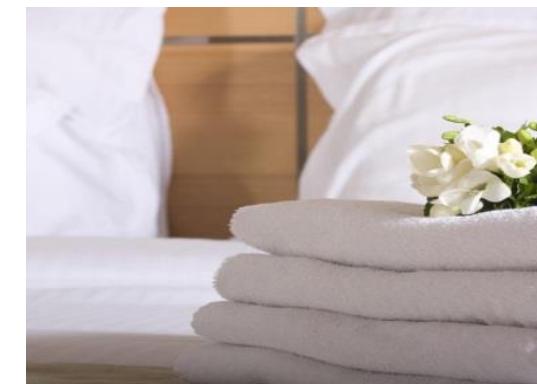
Laundry  
Business  
Solutions



# Linen Management & Improve Circulation speed

Friday 13. September 2019

Peter van Kessel



# Business case

- Optimize circulation speed of the invested linen
- Delivery in time (route deadlines)
- Prevent and manage shortages
  
- Prevent the delivery of half full containers (transportation of air)
- Optimize the load of the Truck
- Reduce the paper flow (think ‘green’)
- Benchmark of suppliers of the quality of products (product life cycle)
  
- Low circulating speed because of high and not circualting stock at customers
- Charge of linen which is not returned by the customer
- Inproper use of containers at customers



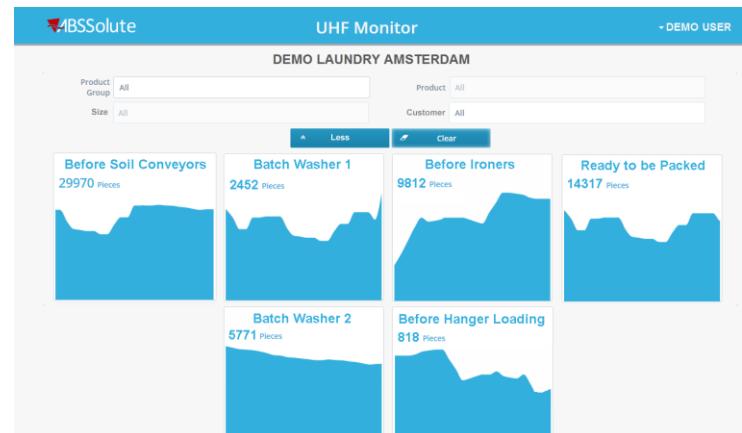
# ICT trends

- Data = Knowledge
- Old days: manual data collection, available after the fact (too late)
- Today: Real-time information → immediate action
  - More & more data available
  - UHF (unattended scanning, scanning at customers)
  - Real time route information / plant merchandise
- From monitoring to “actionable intelligence”
  - Direct: alerts (Email, Text, What App). Management by Exception defining bandwidth
  - Alerts send to the correct persons / using mobile solutions



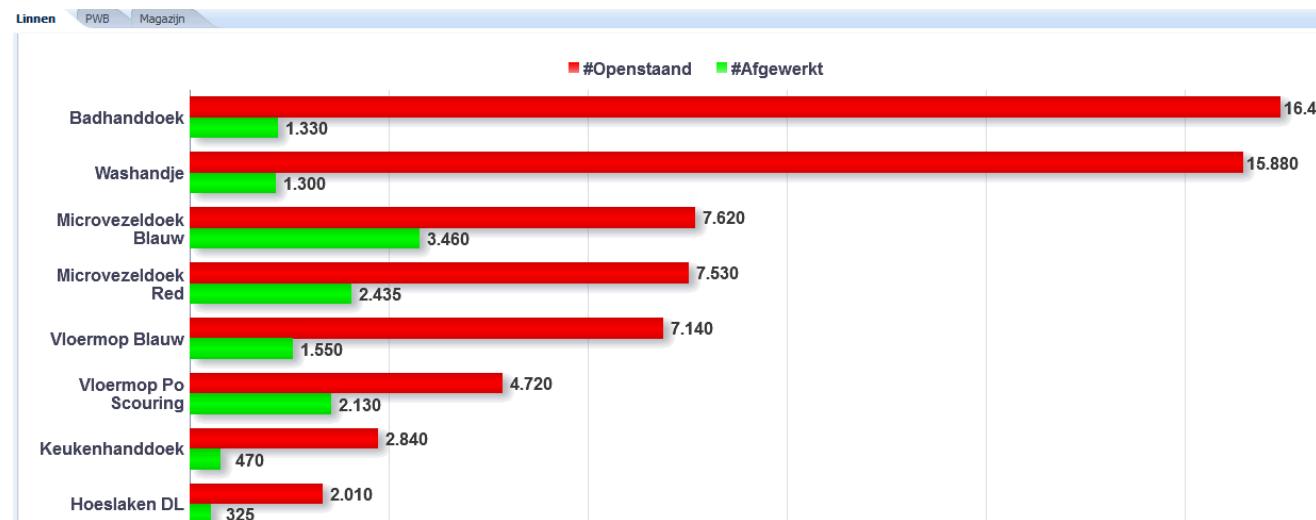
# Increase Laundry efficiency

- UHF technology; Buffering / merchandise requirements
  - Reduce Losses with > 25% → lowers Merchandise costs
  - Improve Circulation Speed of Investments → lowers Merchandise costs
  - Improves Control on Tracking and Tracing (attended and unattended) → lowers processing costs
  - Charge loss for Pool (residual value and /or rent after grace period)



# Increase Laundry efficiency

- Real time management information displayed
  - Eg. To be packed linen items



- Purchasing Information
  - Supplier analysis
  - Age / wash analysis



# Increase Laundry efficiency

- Load Optimizer
  - Generation of packing notes based on ‘optimal’ load configuration
- Linen ‘smoothener’ / Stabilizer
  - Option to “distribute the shortage of linen” over multiple customers/departments with a configurable factor
- Customer efficiency check
  - Check / compare Average delivery's with Norms
  - Check on load of container
  - Alert functions

**Delivery Efficiency Check**

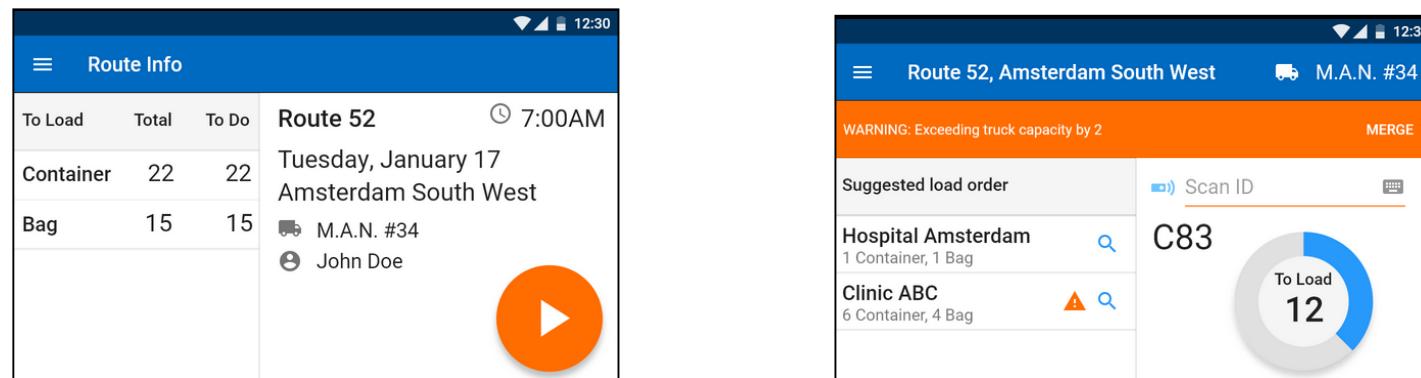
<input checked="" type="checkbox"/> Save and Exit	<input checked="" type="checkbox"/> Cancel
Customer	160170   Demo customer
Checks	<input checked="" type="checkbox"/> Average qty less than <input type="text" value="70"/> % of min. stock
	<input checked="" type="checkbox"/> Average qty more than <input type="text" value="80"/> % of min. stock
	<input checked="" type="checkbox"/> Average container weight less than <input type="text" value="10"/> kg
System user	SYSADM
Interval	26 Weeks
Next check	06/13/2016 <input type="text" value="16"/>
Last check	06/06/2016 <input type="text" value="16"/>

# Increase Laundry efficiency

- Packing Assistant / paperless (Green)



- Truck Load Assistant



# Increase Laundry efficiency

- Route Assistant Android: Container tracking
  - Container & Bags Delivery / Pick Up
  - Invoicing ‘missing’ containers
  - Proof of delivery / signature capturing

Select Container Scan Action

Steve's Pizza Shop  
Account # 34903434

**Deliver**  
To do 5  
Done 0

**Pick Up**  
Done 9

Scan Items to Deliver ✓ ✕

Steve's Pizza Shop  
Account # 34903434

Scan Code

Item	To Deliver	Scanned	To Do
Container	2	1	1
Box	6	4	2

ID Codes still to Scan

Container	349034850
Box	880340402
Box	880340403

Scan Returned Containers

Steve's Pizza Shop  
Account # 34903434

# Scanned 9

Last Scanned 1023580324

**Okay**

Scan Code

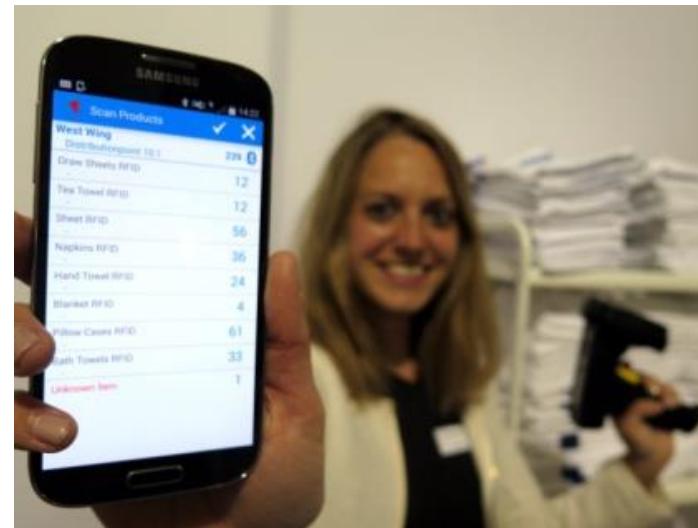
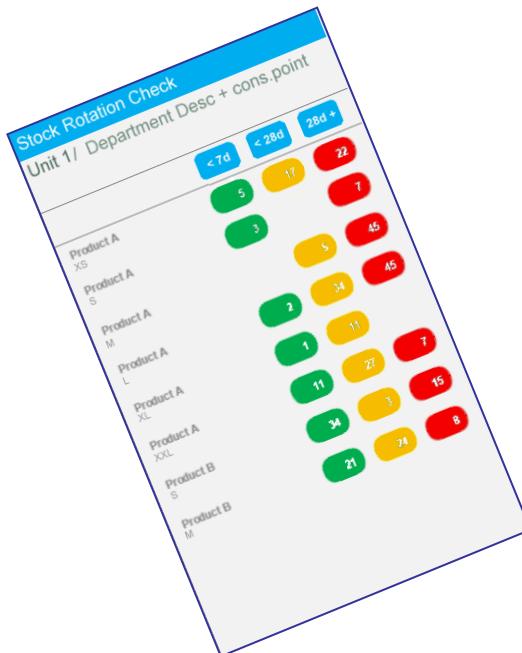
Scanned Items

- 1023580324 Standard Container
- 2023343789 Standard Container
- 2023334455 Hamper
- 2334084503 Standard Container
- 2033487905 Standard Container
- 2056094553 Standard Container



# Integration customer: Linen Assistant

- Linen Assistant
  - On site inventory check: Scanning & counting
  - Shipment Check: UHF RFID Receive from & Send to Laundry
  - Sleeping Inventory Locator (UHF RFID based)





Laundry  
Business  
Solutions

Android Application  
UHF on site inventory check

# Management Information

- Reports / real time dash boards
  - Buffer quantities per zone / scan type
  - To be delivered products per route / deadline
  - Shortage reports per plant / customer / product
  - Average #of days of stock at customers
  - Age analysis of your inventory
  - Residual value of products
  - Product benchmark suppliers
  - Travel time vs visit time

Route Time per Week  
(Last 13 Weeks)



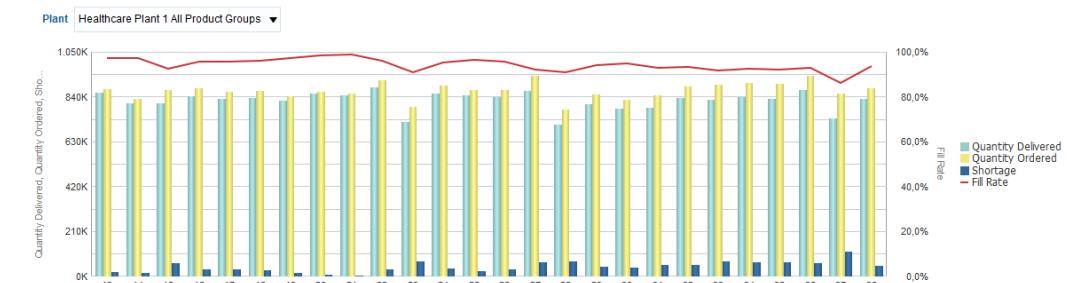
Fill Rate by Plant  
(Last Week)

Plant	Fill Rate	Target	Performance
Healthcare Plant 1	96,7%	97,0%	100% <span style="background-color: yellow;">█</span>
Healthcare Plant 2	100,0%	97,0%	103% <span style="background-color: green;">█</span>
Healthcare Plant 3	99,4%	97,0%	102% <span style="background-color: green;">█</span>
Eindtotaal	98,5%	97,0%	102%

Afdrukken - Exporteren

Corporate Fill Rate  
98,5%

Fill Rate Trend by Product Group  
(Last 26 Weeks)





*... Thank You*

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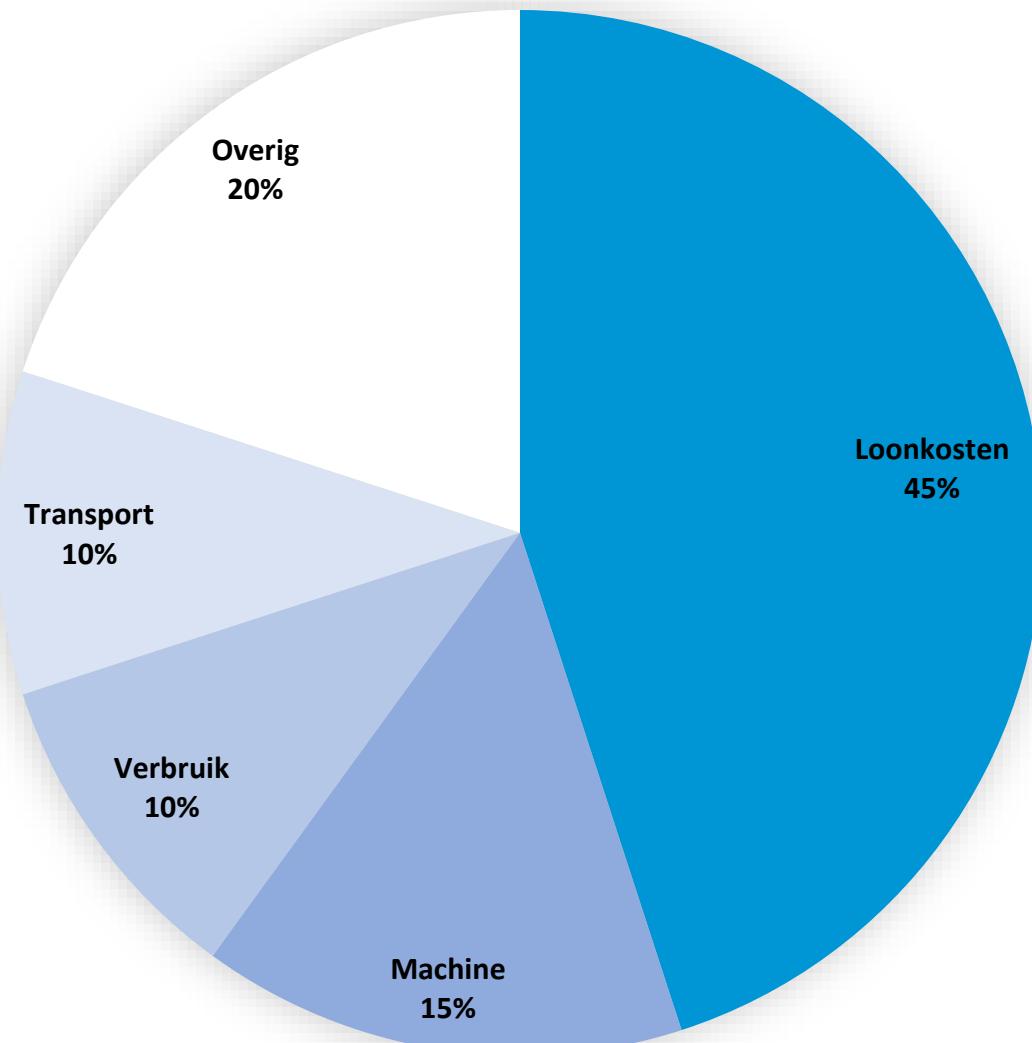
**Laundry  
Business  
Solutions**



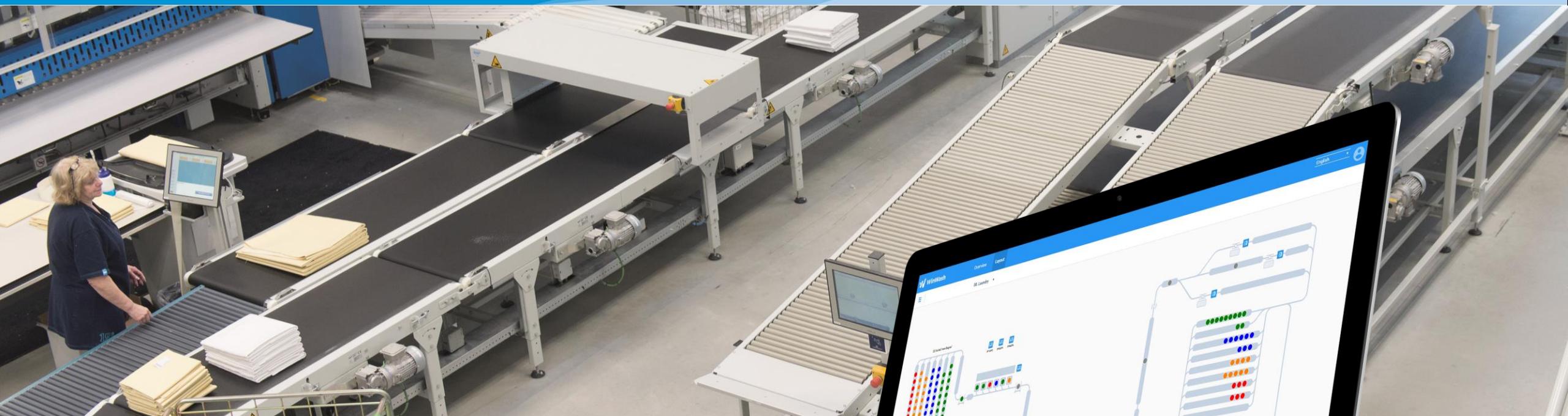
# Laundry Innovators

Logistieke ketenintegratie – van machinedenken naar ketendenken

# Kosten besparen door ketenintegratie\*



\*Kostenverdeling exclusief linnenkosten



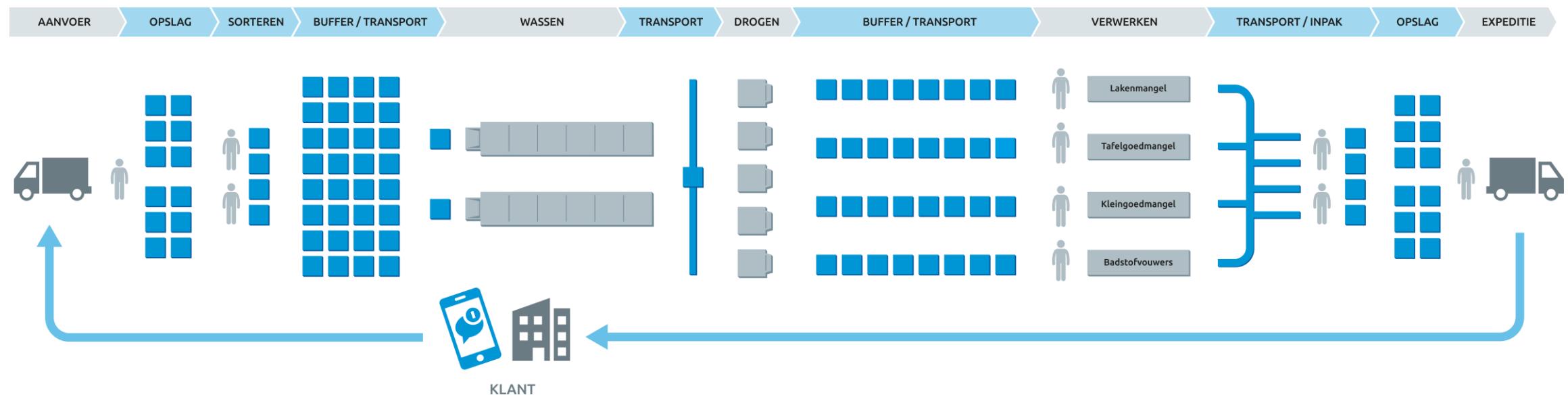
# WinWash 2.0

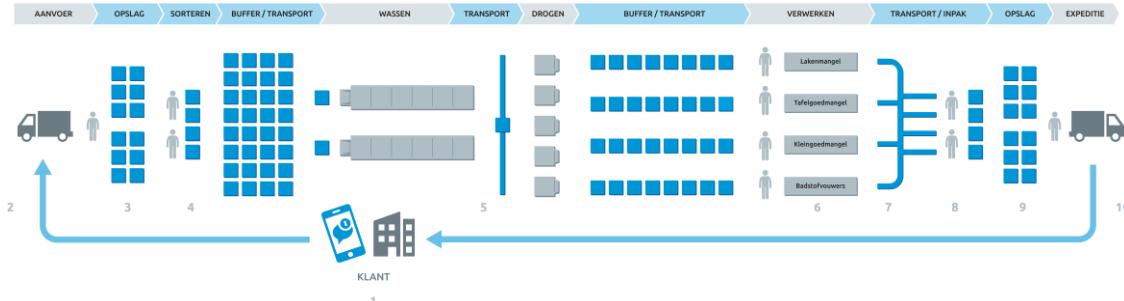
Hèt besturings- en ERP-systeem voor wasserijen



# Volledige ketenintegratie

- Managen van klantverwachting door real-time inzicht
- Flexibel inspelen op klantwensen door automatisering
- Personeels- en machineplanning op basis van actuele en historische gegevens
- Routes op tijd én compleet gereed voor verzending





## Uitgangspunten:

- Routeplanning leidend voor productieplanning
- Data uit gehele keten gebruiken in het proces
- Automatische klant- en productspecifieke verwerking
- Compleetheidsmeldingen en compleetheidscontrole



Dank voor uw aandacht!

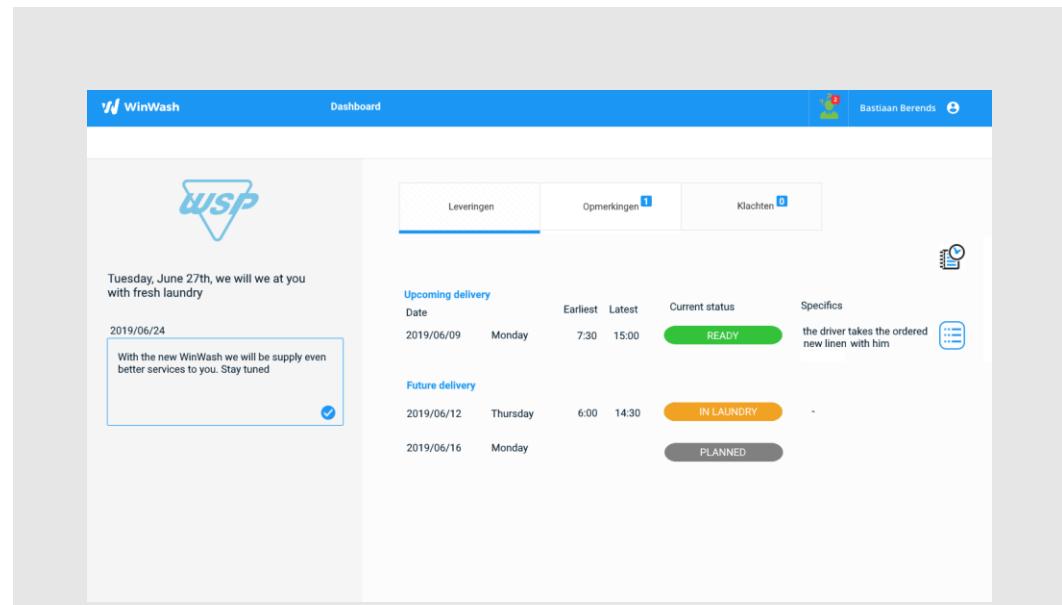
# Klantportaal

## Informatie:

- Verwachte levertijd
- Locatie van wasgoed in de keten
- Aantal containers bij klant
- Digitale aflever bon

## Acties:

- Klachtmelding
- Opmerkingen
- Bestellingen



The screenshot shows the WinWash dashboard interface. At the top, there's a header with the WSP logo, the word 'WinWash', and the user's name 'Bastiaan Berends'. Below the header, there are three tabs: 'Leveringen' (selected), 'Opmerkingen 1', and 'Klachten 0'. On the left, there's a sidebar with a message: 'Tuesday, June 27th, we will be at you with fresh laundry' and 'With the new WinWash we will be supply even better services to you. Stay tuned'. On the right, there are two sections: 'Upcoming delivery' and 'Future delivery'. The 'Upcoming delivery' section lists a delivery for 2019/06/09 (Monday) between 7:30 and 15:00 with a green 'READY' status. A note says 'the driver takes the ordered new linen with him'. The 'Future delivery' section lists deliveries for 2019/06/12 (Thursday) and 2019/06/16 (Monday), both with an 'IN LAUNDRY' status.



# Ophalen bij klant

## Acties:

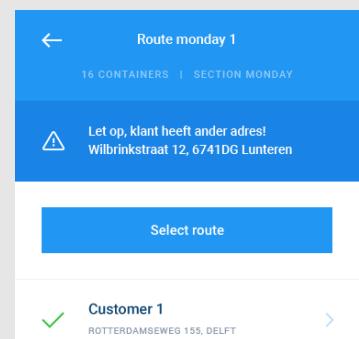
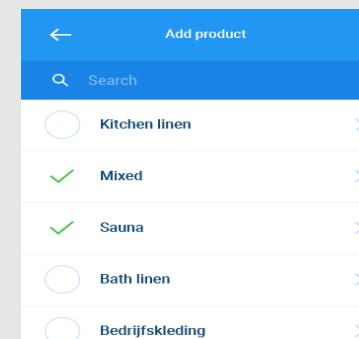
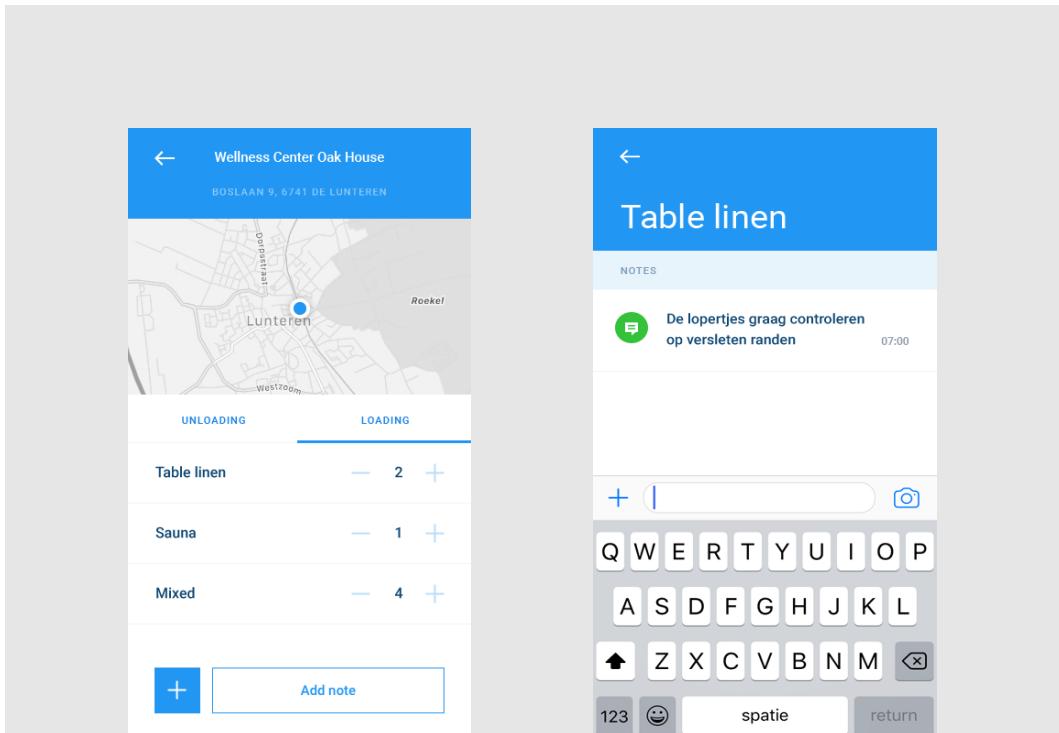
- Aantal volle containers
- Aantal lege containers
- Opmerkingen

## Forecast planning op basis van:

- Historische gegevens kg/container
- Historische gegevens product mix

## Ideeën voor doorontwikkeling:

- QR-code op containers en waszakken en deze scannen met smartphone tijdens ophalen



# Containeropslag (vuilgoed)

## Informatie:

- In welke sectie opslaan
- Hoeveelheid containers en gewicht
- Containers kleuren op route of dag
- Bewaken van planning met alerts

## Actie:

- Bevestiging klant gelost
- Klantsticker op container of waszak bevestigen

The screenshot shows the WinWash mobile application interface. At the top, it displays the company logo and the name 'Bastiaan Berends'. Below this, the main title 'Select route' is shown. The interface is divided into two main sections: 'Monday' and 'Tuesday'. Under 'Monday', there are four entries: 'Monday 1' (8 addresses: Rotterdam, Delft, Vlaardingen), 'Monday 2' (5 addresses: Utrecht, Tilburg, Hilversum), 'Monday 3' (7 addresses: Den Bosch, Breda, Tilburg), and 'Monday 4' (7 addresses: Den Bosch, Breda, Tilburg). Each entry includes a small circular icon with a checkmark or a question mark, the route name, the number of addresses, and the start time (11:00, 11:30, 12:00, 12:30). Under 'Tuesday', there are four entries: 'Tuesday 1' (8 addresses: Rotterdam, Delft, Vlaardingen), 'Tuesday 2' (6 addresses: Utrecht, Tilburg, Almere), 'Tuesday 3' (7 addresses: Den Bosch, Breda, Tilburg), and 'Tuesday 4' (7 addresses: Den Bosch, Breda, Tilburg). The same structure of icons, route names, address counts, and times is maintained. To the right of the route list, a summary section titled 'Monday 2' is visible, showing details for 'Wellness Center Oak House' (4 items: 1 Table linen, 2 Sauna, 1 Bed linen) and a note: 'Note: service clothes in section thursday'. Below this, sections for 'Hotel Floor' (2 items), 'Event Center de Wildwal' (6 items), and 'Little Zwitzerland' (1 item) are listed. At the bottom right, a button labeled 'Route complete' is shown next to a circular icon with a checkmark.



# Vuilsorteer

## Informatie:

- Klantvolgorde op basis van route
- Aantal containers per klant en route
- Planningssatus
- Inzicht in klanten zonder levering
- Nieuwe inzet melding

## Acties:

- Container of waszak uitscannen
- Registratie van specials
- Prioriteit afhankelijk van planning
- Bevestiging klant gereed

## Ideeën voor doorontwikkeling:

- Overwas aanwezig melding

The screenshot shows the WinWash software interface. At the top, there's a navigation bar with 'winWash' and links for Reports, Monitoring, Planning, and Library. On the right, it shows the user 'Bastiaan Berends' and a search bar.

The main area has two sections:

- Vandaag te sorteren (25)**: This section lists 25 sorting tasks for today, grouped by route. Each task includes the customer name, address, and delivery time. For example, 'Ab Truck Service Nijmegen' is listed for Maandag 1 at DBT4790.123. Next to each task is a blue button labeled 'MAANDAG 1' with a number indicating the count (e.g., 3).
- Gesorteerd (12)**: This section lists 12 sorted customers, also grouped by route. Each entry shows the customer name, address, and delivery time, along with a green button labeled 'MAANDAG 2' and a count (e.g., 3).



# Wassen en drogen

Afroep op basis van:

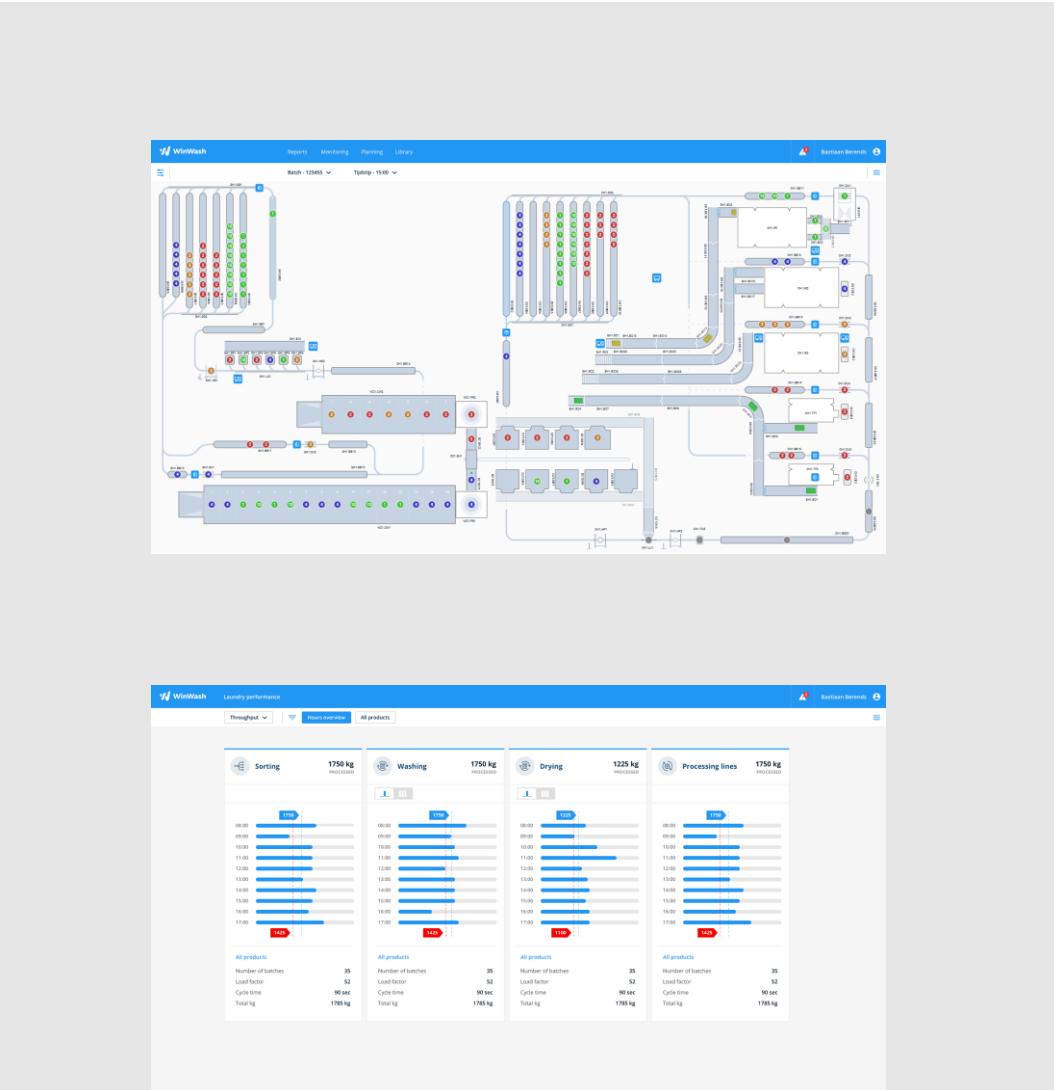
- Was- en droogcapaciteit
- Bontwas in blokken wassen
- Verwerkingscapaciteit schoongoed
- Prioriteit

Was- en droogprogramma aansturing:

- Onafhankelijk van machineleverancier
- Via gestandaardiseerde interface

Resultaat:

- Constante visualisatie van planningsstatus
- Kleuren op basis van route en op dagproductie
- Zoveel mogelijk gelijktijdig klantaanbod bij inpak



# Verwerking

## Klant- en productspecifieke:

- Werkinstructies
- Programmaoverdracht naar machines
- Handmatige programmakeuze mogelijkheden

## Waskarren beheer:

- Registratie van wasgoed in waskarren
- Meerdere klanten in waskar
- Verplaatsing waskarren naar locatie
- Beheer van was via kleine wasmachines

## Ideeën voor doorontwikkeling:

- Sorteren in waskarren

The top screenshot displays the WinWash software interface. At the top, it shows the brand name 'WinWash' and the user's name 'Bastiaan Berends'. The main area features four circular icons representing laundry batches, each containing the number '31' and the text 'Slopen droog Anton Pieckhofje'. Below these icons are two buttons: 'Let opsum melding' (with a warning icon) and 'Insteken'. A horizontal scroll bar indicates there are more batches. The bottom part of the screen shows a 'BATCHES' section with three more entries, each with a similar structure. The bottom screenshot shows a warning message with a yellow exclamation mark icon. It asks for 'Klantnaam | productnaam' and provides instructions for a 'blm' customer regarding bedsheet overtreksels and a red strap. It also mentions that these customers have no 2-person towels. A large image of industrial washing machines is shown on the right.



# Artikelregistratie

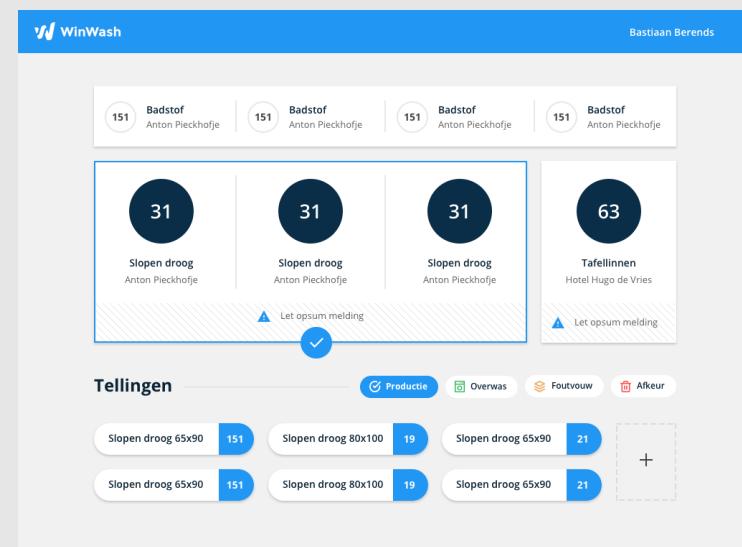
## Automatische artikeltelling:

- Op basis van klantpakket en machine output
- Via gestandaardiseerde datakoppeling of digitaal signaal
- Handmatige registratie van overwas, foutvouw en afkeur

## Handmatige telling:

- Op basis van klantpakket
- Directe invoer achter machine
- Automatische labelprinter
- Registratie van overwas, foutvouw en afkeur

Machine input	Machine output 1	Machine output 2
Customer / Product	Article	Article
A / Sheets	Sheets 2000/1500	Sheets 2000/2000
B / Sheets	Sheets 2200/1600	Sheet 2200/1600



# Containerinpak

## Informatie:

- Container inpakinstructie
- Klant gereedheidsmelding
- Aantal batches en wasgoed onderweg
- Stuks en kg van product onderweg
- Locatie resterend wasgoed in batch, waskar of stapel

## Acties:

- Getelde artikelen corrigeren
- Onderliggende sorteringen tellen
- Containerlabel printen
- Containerregistratie middels barcode of RFID

**Wellness Center Oak House**

PRODUCT	WEIGHT	PIECES	STATUS	TIME	CONTAINER
1 Sheets	120 Kg	120 St	IN PROCESS	10 Min.	2
10 Bath towels	75 Kg	280 St	IN PROCESS	10 Min.	1
40 Napkins	17 Kg	87 St	SOILED SORTING	20 Min.	1

Totaal Kg: 212 Kg  
Required packingtime: 12:49 uur.  
[Edit count](#)

**Options**

Attention points

- Aenean eu leo quam. Pellentesque ornare sem.
- Namam id dolor at nibh ultricies vehicula ut id elit.
- Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Clear all [Clear](#)

Add remark

Comment:

[Sent](#)

Shipment ready [Confirm](#)

**BATCH INFO**

1 Lakens
<input checked="" type="checkbox"/> 1 personen: 40 St
<input checked="" type="checkbox"/> 2 personen: 80 St
Totaal: 120 St

10 Badlakens
<input checked="" type="checkbox"/> 80 x 180: 80 St
<input checked="" type="checkbox"/> 100 x 200: 200 St
Totaal: 280 St

40 Servetten
<input checked="" type="checkbox"/> 55 x 55 Classic: 87 St
Totaal: 120 St

**Wellness Center Oak House Tellingen aanpassen**

Overwas: 3 Foutvouw: 7 Afkeur: 3



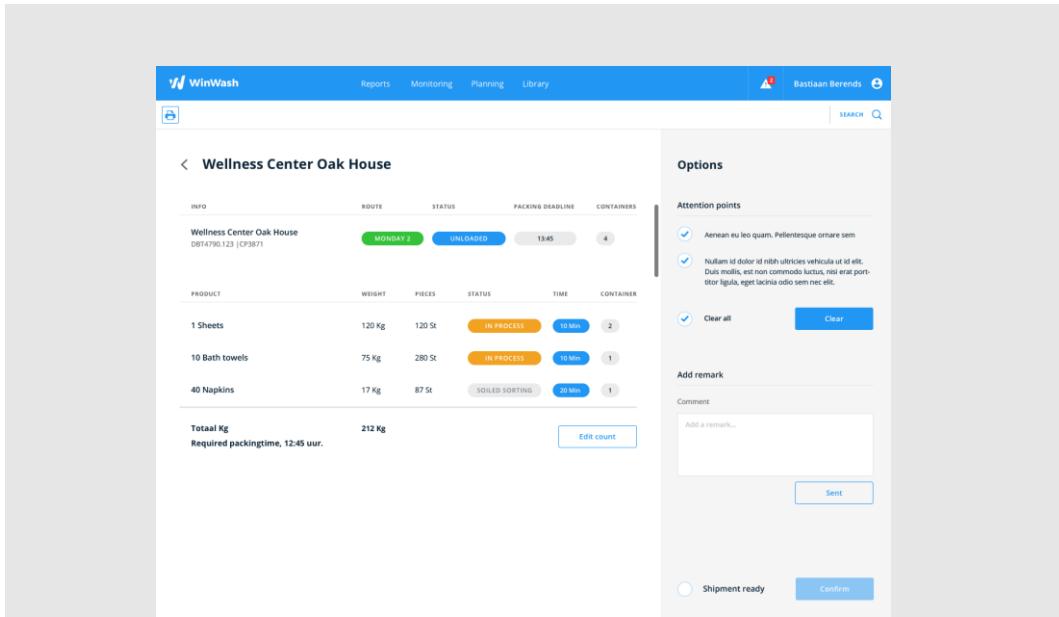
# Expeditie

## Informatie:

- Klant compleet ingepakt
- Aantal containers, telling, gewicht vuil in en schoon uit
- Routetijdstip en status per klant
- Containerinhoud
- Specials en bijzondere artikelen
- Routes compleet en op tijd

## Acties:

- Laatste controle, correcties en toevoegingen
- Klant gereed bevestiging
- Route gereed bevestiging



**Wellness Center Oak House**

PRODUCT	WEIGHT	PIECES	STATUS	TIME	CONTAINER
1 Sheets	120 Kg	120 St	IN PROCESS	10 Min.	2
10 Bath towels	75 Kg	280 St	IN PROCESS	10 Min.	1
40 Napkins	17 Kg	87 St	SOILED SORTING	20 Min.	1

Totaal Kg: 212 Kg  
Required packingtime: 12:45 uur.  
[Edit count](#)

**Options**

Attention points

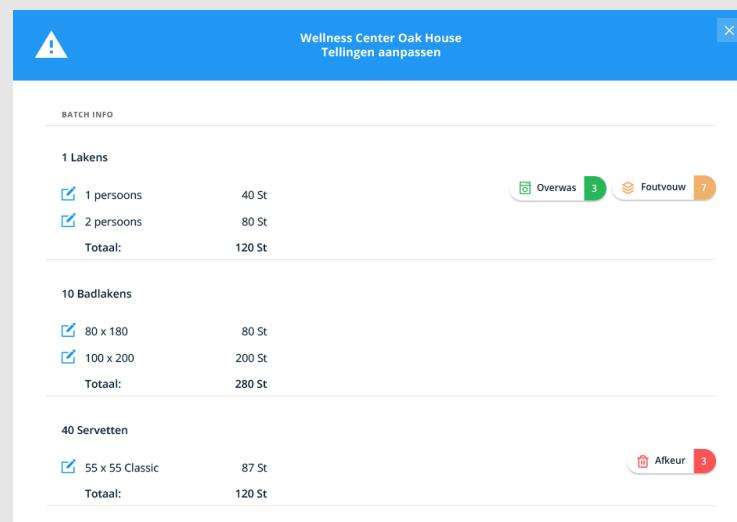
- Aenean eu leo quam. Pellentesque ornare sem.
- Namam id dolor ut nibh ultricies vehicula ut id elit. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Clear all [Clear](#)

Add remark

Comment  [Sent](#)

Shipment ready [Confirm](#)



**BATCH INFO**

**1 Lakens**

<input checked="" type="checkbox"/> 1 persoons	40 St	<a href="#">Overwas</a> 3
<input checked="" type="checkbox"/> 2 persoons	80 St	<a href="#">Foutvouw</a> 7
<b>Totaal:</b>	120 St	

**10 Badlakens**

<input checked="" type="checkbox"/> 80 x 180	80 St	
<input checked="" type="checkbox"/> 100 x 200	200 St	
<b>Totaal:</b>	280 St	

**40 Servetten**

<input checked="" type="checkbox"/> 55 x 55 Classic	87 St	<a href="#">Afkeur</a> 3
<b>Totaal:</b>	120 St	



# Bezorging

## Informatie:

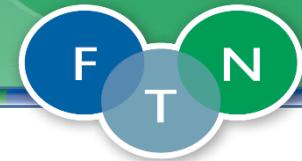
- Route compleet voor beladen
- Belaadvolgorde
- Routevolgorde en bezorgtijd
- Opmerkingen

## Acties:

- Bevestiging containers beladen
- Bevestiging containers gelost bij klant
- Opmerkingen
- Aantal containers geladen bij klant
- Bevestiging containers gelost in wasserij

The screenshot displays the WinWash mobile application interface. At the top, it shows the logo and the name "Bastiaan Berends". The main screen is titled "Select route" and lists several delivery routes for Monday and Tuesday, each with a specific number of addresses and delivery times. To the right, a detailed view of "Monday 2" is shown, listing stops at "Wellness Center Oak House", "Hotel Floor", "Event Center de Wildwal", and "Little Zwitzerland", along with notes about service clothes and sauna linens. Below this, two other screens are visible: one for "Wellness Center Oak House" showing a map and unloading/loading status, and another for "Unloading" showing a list of stops for Monday 2.





Federatie Textielbeheer Nederland

# Thanks for your attention