

Lagoon™

Wetcleaning by Electrolux



Lagoon™

the only wetcleaning fabric care system
approved by **Woolmark**



WOOLMARK
APPROVED

PROFESSIONAL
FABRIC CARE SYSTEM

The **Woolmark Company** has approved the new **Electrolux Lagoon™** system – a first ever for the **Woolmark** Certification in professional fabric care

The wool programmes on the Lagoon™ wetcleaning system has been approved exclusively by The Woolmark Company for cleaning Woolmark garments labeled as (P) “dryclean only”. This is the first and only such professional wetcleaning system approved by The Woolmark Company.

This endorsement can only be used in connection with machines manufactured by Electrolux and tested with the approved Lagoon™ cleaning system specification. The endorsement will only apply in circumstances where the operator of the machine has been trained in the use of the machine and complies with the operations and maintenance as set out in the Lagoon™/Woolmark instruction manual.

The Woolmark symbol is a registered trademark of The Woolmark Company; www.woolmark.com.



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Textile care professionals

Highlight your differences and conquer new markets with Lagoon™ which cleans all types of garments while helping to protect the environment

The amount of easy care garments is increasing

A preference for easy care fabrics, simply constructed garments and water resistant fibres used in the textile industry continues to increase.

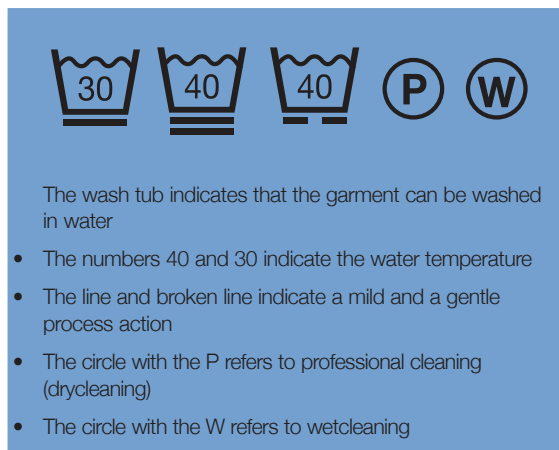
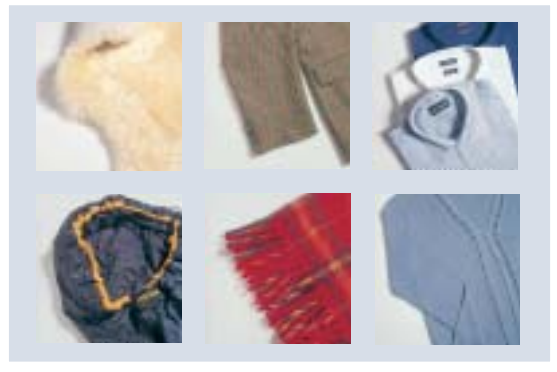
Even fabrics made of delicate fibres are pre-treated in order to withstand professional wetcleaning processes better.

The proportion of garments requiring drycleaning continues to fall

Garments are becoming increasingly easy to care for including garments which can be wetcleaned by professionals and no longer need to be drycleaned.

Certain garments which cannot be drycleaned, such as PVC-lined or leather-collared jackets, as well as fancy screen-printed, transfer-printed or sequined garments are also on the rise. These trends have led to a change in European regulations including modifications to ISO 3758.

until now were intended for drycleaning alone. You will be able to clean items that you would normally have refused and still be able to obtain quality results. Electrolux and Woolmark have worked together for three years to develop a unique solution capable of cleaning pure wool or wool-blend fabrics to the strictest quality requirements.



ISO 3758 : Information regarding the type of washing, temperature, bleaching, drying and ironing recommended for taking proper care of the garment. This information is attached to manufactured garment.

Lagoon™, the only process endorsed by Woolmark. A very gentle, ultra efficient wet-cleaning process.

Combining the gentleness of hand-washing with the efficiency of professional cleaning. The Lagoon™ process allows you to treat all types of garments, both those that are resistant to water and those that

Lagoon™: The only professional wetcleaning process approved by Woolmark

The Lagoon™ wetcleaning process consists of:

- Washing programmes and equipment (washer extractors and dryers) specially designed for the cleaning and drying of wool.
- Special washing products and finishing agents.
- Finishing equipment (jacket and coat form finisher, trouser topper, ironing table) for a perfect finish.
- Professional training.

Electrolux and Woolmark: an unbeatable combination of expertise in the service of customers for high quality cleaning and fabric care for wool.

Lagoon™: ecological cleaning that cares for all your garments and respects the environment

The Lagoon™ process uses water solvent combined with biodegradable products. Unlike dry-cleaning, water eliminates dry stains and undesirable smells. A simple pre-wash stain remover gives excellent results on greasy stains.



Lagoon™ is suitable for use on all types of fibres, even the most delicate Lagoon™ also allows clothing which has flocking, transfers or buttons — things which do not lend themselves well to drycleaning — to be wetcleaned.

Lagoon™, eliminates stains, proteins, carbohydrates and bacteria. Lagoon™ efficiently removes stains and smells of beer, wine, sweat and urine (something drycleaning is not able to do). Lagoon™ is particularly effective in cleaning leathers and hides without the need for treatment before washing or redyeing afterward.

Lagoon™, an alternative to dry-cleaning for all sectors of activity

In many instances, drycleaning is used for want of a better solution. Nevertheless, perchlorethylene, hydrocarbons or other solvents only act on greasy stains. Other types of stains must be pretreated (stain remover or brushing). Lagoon™ now provides an alternative which is much more efficient and much more environmentally friendly.

Another advantage of using a wet-cleaning system is that you can clean a greater range of stains more efficiently.

Dirt which can be eliminated with water and detergents:

- 30% of stains can be removed by water.
 - 60% of stains can be removed by mechanical action and detergent.
- Dirt which must be eliminated with solvents or water plus pre-spotting:
- 10% of stains can be removed by solvent.

The dangers of drycleaning

Solvents and hydrocarbons are very toxic. Not only are these fumes toxic to inhale but they can also cause burns to

the skin during handling. Solvents and hydrocarbons also have a high rate of evaporation and risk contaminating soils. The use of solvents and hydrocarbons is increasingly regulated and controlled by environmental authorities. In France, Germany, Italy and many countries worldwide, new facilities are subject to very strict and expensive environmental approvals that make the use of solvents increasingly restrictive and complicated.

Lagoon™ cares for...clothes

Cleaning with water restores the purity of whites and the brightness of colours which are often dulled by successive cleaning. Clothes recover their original softness and flexibility. The unpleasant smell of solvents is gone. Enjoy the clean fresh smell of Lagoon™ fabric softeners.

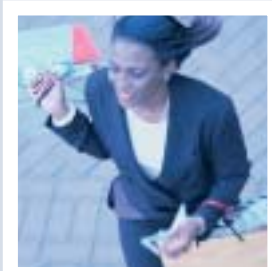
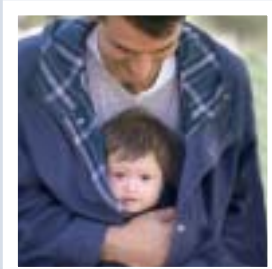
...the environment

Lagoon™ uses biodegradable products in full compliance with international environmental standards.

It is now possible to open a professional cleaner's without drycleaning equipment, and thus without the accompanying constraints. Gone are the solvents, toxic fumes and waste treatment problems associated with drycleaning processes. Expensive ventilation systems are no longer required thanks to Lagoon™.

...the operating personnel

Using water eliminates the risks of inhalation and burns during handling. The working environment is healthy and safe for staff. The unpleasant smells breathed by personnel, the neighbours or customers including residual odours on garments are a thing of the past. The freshness of Lagoon™ also means an end to potential allergies.



Natural fibres

cotton, linen, silk, cashmere, angora, pure new wool (Woolmark) and wool blends (Woolmark Blend and Wool Blend)

Artificial fibres

viscose, acetate, etc.

Synthetic fibres

acrylic, polyester, chlorofibre, Damart®, polar fleece, Sympatex®, Gore Tex®, Sportwool™, etc.