



**GUILD  
OF CLEANERS  
& LAUNDERERS**

For A Better  
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Choose the Guild  
of Cleaners and  
Launderers

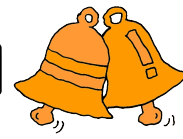
# Guild of Cleaners and Launderers



January 2015 E-Bulletin



## Happy New Year To All



**Guild Conference and Exhibition will be at the  
Belfrey Hotel, Mellors Way, Nottingham, NG8 6PY, just  
off the M1 motorway, on Sunday 22nd February 2015**

Visit The Guild's  
Web site at  
[www.gcl.org.uk](http://www.gcl.org.uk)



**Booking  
Places Now  
Clothes  
Care  
Conference  
and  
Exhibition**

**Belfrey  
Hotel,  
Mellors**

**Way, Nottingham NG8 6PY  
Sunday 22nd February 2015  
Exhibition opens at 9.00am  
Conference starts at  
10.00am**

Guild Membership Renewal? Your Membership Subscription for the year 2014/2015 is now overdue for renewal. You can pay on line by visiting the Guild Website at [www.gcl.org.uk](http://www.gcl.org.uk), or alternatively, Telephone 01698 322669. Many thanks to those who paid on time because this saves money and time in having to check and chase late payers. Contact enquiries@gcl.org.uk

Diary Dates for 2015

Guild Council Meeting 28th January

Executive Council Meeting 22nd April

General Council Meeting 17th June

Annual General Meeting 17th June

All of the above will be held at the Ramada Encore Hotel, Haydock, WA11 0GR Just off the M6 Motorway at Junction 23

**Guild of Cleaners  
and Launderers**

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E-mail: enquiries@gcl.org.uk

New format more speakers with exhibitors having the opportunity to present their products and guest keynote speaker Marco Boccola Commercial Director of Ilsa looking to the future.

**Guild's Shop Front Competition**—There is still time to send in your photograph for the best looking shop front. The best, decided by a panel of judges, will be declared at the Guild Nottingham Conference in February 2015.

Seen below are photographs of shop fronts sent in by members. If you have a photograph that you think will be a good example of a cleaner that customer's will find appealing and could be worthy of being the winner please send them in and have them entered into the competition. Entries are free!

Remember, the photograph does not need to be your shop but it must show off our business in a good light and provide an example of the best outside appearance.

There will be a prize for the winning entrant.



**MECHANISM OF THE CLEANING PROCESS** During cleaning, the inner cage, loaded with fabrics is rotated at low speed and solvent is pumped into the cage. If solvent is pumped in to build up a depth of liquor in the outer casing so that fabrics are agitated in a "trough" of solvent, this is described as a high, or low, dip, or standing dip operation depending on the process choice.

A high dip means that the fabrics are agitated in a large volume of solvent, but in a low dip operations they are being agitated in a low volume of solvent which may be continually circulated by the pump, usually through the filter.

The lifters in the cage play an important part in cleaning.

Firstly, they help the solvent to move relative to the fabrics.

They also come into contact with the articles in the bottom of the cage and lift them up the side of the cage above the solvent level. At a certain height the fabrics fall away from the lifters back into the solvent, or on to fabrics still in the bottom of the cage. This provides a squeezing action, an important part of mechanical action.

If there is a high dip of solvent the fabrics have less distance to fall, so there is less squeezing action than in a low dip operation. Agitation of the liquid is achieved and a rubbing action is induced by some articles being drawn out of the solvent preferentially by the rotation of the cage, sliding under or over other articles as they do so. The extent and form of mechanical action is influenced by very many factors, such as the size of the cage, the total weight of articles in the machine, the speed of rotation, the size and shape of the lifters, as well as solvent level. For any machine there is obviously a limit to the amount of fabrics which can be loaded into the cage. If the machine is overloaded, cleaning action is poor because the fabrics cannot move freely. Also the solvent cannot flush the loosened dirt away from the articles, and with the high dirt concentration there is a serious risk of re-deposition or greying.

Practical trials show that there is a maximum mechanical effect which occurs at an intermediate loading, the exact value of which depends upon a combination of factors. For a machine of fixed cage size fixed speed of rotation and constant solvent flow, if the machine is grossly under loaded, soil removal efficiency is low. This is because the degree of rubbing action is low if the volume of fabrics in the cage. As the loading is increased the degree of soil removal improves due to increased rubbing action between individual articles. This continues up to a certain load factor above which soil removal efficiency tends to fall off again, since beyond this loading, articles cannot tumble freely in relation to each other. On the other hand, the tendency for re-deposition of loosened soil generally increases with increased load factor. In practice a compromise is usually reached between the most effective cleaning conditions and productivity requirements which favour cleaning the maximum possible weight in the machine. An important part of the machine operation is concerned with the care of the solvent. This is because the solvent becomes contaminated with two main types of soil which it has to take care of. First of these is the oily, greasy and fatty substances which dissolve in it, and then second the insoluble solid dirt particles that are dispersed in it. Insoluble particulate dirt is easily removed by filtration, but soluble soils such as dyes, oils and grease pass through a filter and are removed by distillation, or special cartridge filters which contain absorbent earths.