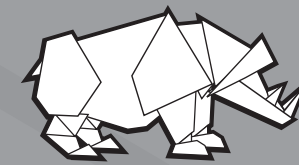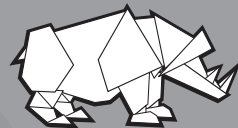supercrease

Supercrease®

The **permanent crease** for **clothes**

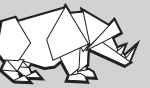**Super**crease®

The **permanent crease** for **clothes**

www.supercrease.com

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Email: sales@supercrease.com

CLANTEX   A **Clantex** Group Product   A **Clantex** Group Product

Supercrease

Company Facts

Founded in 1979, the company has a modern, purpose built office and distribution facility based in Leeds, United Kingdom and a new office in California, USA. The business operates its own advanced in-house production systems to maintain consistent high quality control standards.

Supercrease enjoys established business in North America, South America and Western Europe, with Eastern Europe, Africa and Asia emerging as key markets.

History and Philosophy

Thriving on innovation, we focus strongly on the needs of our customers in all our partnerships with the aim of becoming our customers' "supplier of choice".

Strong on research and development, our commitment to continuous improvement has resulted in the company enjoying an enviable reputation for the quality of both the product and the service we provide to our expanding client base, at home and abroad.

We invest heavily in our most valuable asset, our people, who all know that customer satisfaction features top of the company's priorities. This has resulted in long standing partnerships across all sectors of our business.
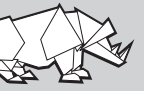
Supercrease Inc, USA

Clantex Ltd, UK

The Process
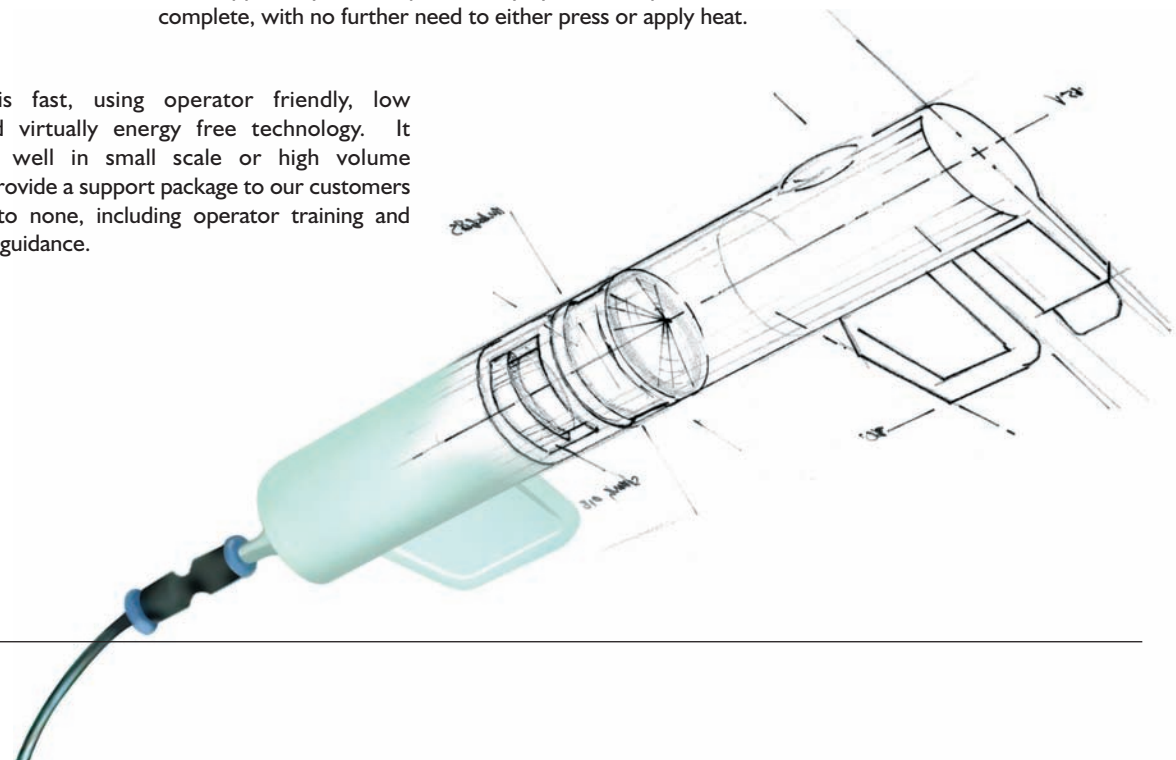
Originating from a close colabration with the International Wool Secretariat, the Supercrease® System (also known in some markets as Lintrak) is a simple, affordable patented method of creating a permanent crease in garments. Formulated to withstand washing, dry cleaning and normal wear and tear, processed creases stay as sharp and natural as the day they were pressed, for the life of the garment.

The Supercrease® System brings low cost crease retention benefits to the majority of garment cloth types, man-made or natural, and works by simply applying a specially formulated line of resin into the crease of the garment.

Once applied by our simple delivery system the process is complete, with no further need to either press or apply heat.

The operation is fast, using operator friendly, low maintenance, and virtually energy free technology. It operates equally well in small scale or high volume applications. We provide a support package to our customers which is second to none, including operator training and expert advice and guidance.
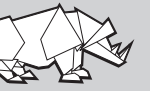
Benefits

Affordable

High Added Value to Garments

Real Customer / End User Benefits

Training and Support Package

supercrease

Uniforms

The Supercrease® System has been chosen by many of the worlds largest and leading uniform clothing manufacturers. It is their preferred and most affordable method of ensuring that creases remain as sharp and smart as the designer intended. Already specified by name in many military, utility and corporate bodies, the Supercrease® System is applied to tens of millions of garments annually worldwide, and this sector continues to enjoy significant year on year growth.

Satisfied users of the Supercrease® System enjoy the twin benefits of improved image and guaranteed crease retention in their garments, for both wearer and garment provider.

Supercrease is supplied to key manufacturers such as Turner Virr, Induyco and E Walters and the client list includes Police Forces and the military across UK, Europe and beyond.

In the USA, under the Lintrak brand, our customers include VF Corporation (Vanity Fair) and Fechheimer Bros with the US Police Forces (City and State), Homeland Security and all branches of the US Military are just some of the North American end-users who value the unique benefits of this innovative patented technology.
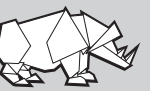
E Walters UK   WHERE QUALITY EQUALS VALUE   **INDUYCO**

Benefits

- Added Wearer Esteem
- Low Maintenance, Durable Creases
- Low Cost Application
- Added Value to any Tender or Contract

Retailers

In an increasingly competitive marketplace, fashion conscious consumers demand the best in quality and durability. The Supercrease® system provides both, adding value to business, fashion and formal clothing.

In addition to the obvious end user benefits, the Supercrease® system offers retailers, brands and manufacturers an excellent marketing opportunity to increase sales.

Menswear, mail order, school uniforms, major branded garments and formal wear are just some of the sectors that have already added to their profitability by using Supercrease.
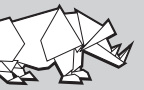
Our long term aim is to increase strategic partnerships with retailers and fashion manufacturers for the retail industry. JC Penney USA, El Corte Ingles Spain, Maconde, George, Moss, Next, Austin Reed and The Men's Wearhouse are just some of the brands that already benefit from the Supercrease® System.

Benefits

High Added Value

Increased Garment Performance

Supercrease® Brand Marketing Support

Retail Marketing Opportunity

El Corte Inglés MACONDE FASHION GROUP MOSS MEN'S WEARHOUSE GE⊕RGE Austin Reed NEXT

supercrease

Dry Cleaners

There is no other known add-on service that enables a dry cleaner to so easily and regularly generate high levels of extra revenue from existing customers.

The proven system is established in both small dry cleaners right through to leading major chains of 500+ shops, generating average profit margins exceeding 75%.

With low cost installation and operation of the service, coupled with superior performance standards, the system has resulted in high levels of repeat business for dry cleaning partners.

We provide our dry cleaning partners with on-site training and specialist advice and guidance on proven and effective ways to promote and grow the service.

The Supercrease® system has proved to be an excellent add-on sale and profit generator with a support package of training, assistance and advice to match.

Benefits

- High Profit Generator
- Full Training and Support
- Operator Friendly
- Easy to Use
- Low Maintenance
- Environmentally Safe

William Munro CLEANERS SINCE 1865

5àSec

Johnsons Cleaning with care

Persil service

Sketchley

Stay sharp

This term

with trouser creases that last

Supercrease®
The **permanent crease** for **clothes**

Johnsons Cleaning with Care

Look sharp

Stay sharp

with trouser creases that last

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