

I MAGAZINE



Third Edition October 2023

*Why a Magazine?
Why IMagazine?*

*To tell you about Imesa, to tell you about us.
To bring you inside our Ideas.
To guide you through the Information of the moment.
To show you where our Inspirations come from.*

*Because if we were water,
we would invite you to dive into the blue of our world,
into the blue of IMESA.*

October 2023



inside the blue



MENU

Made in
Italy

★
Hotel
★

MANUFACTURER SINCE 1968

WASHING



High spin Washing machines LM 8-11 Kg
High spin Washing machines LM 14-18-23 Kg
High spin Washing machines LM 26-32 Kg
High spin Washing machines LM 40-55 Kg
High spin Washing machines LM 70-85 Kg
High spin Washing machines LM 100-125 Kg
High spin barrier Washers D2W 18-23 Kg
High spin barrier Washers D2W 30-55 Kg
Low spin hard mounted Washers RC 11 Kg
Low spin hard mounted Washers RC 18-23 Kg
Low spin hard mounted Washers RC 30-40 Kg
Low spin hard mounted Washers RC 55-70-85 Kg

DRYING



Tumble Dryers ES Easy Line 10-14-18 Kg
Tumble Dryers ES Easy Line 23-34 Kg
Tumble Dryers ES Smart Line 10-14-18 Kg
Tumble Dryers ES Smart Line 23-34 Kg
Tumble Dryers ES 55-75 Kg
Tumble Dryers GL ES GREEN 10-14-18 Kg

FLAT IRONING



Flatwork Ironers FI Easy Line ø 25-33 cm
Flatwork Ironers FI Smart Line ø 25-33 cm
Drying Ironers MCA ø 30 cm
Drying Ironers MCM ø 50 cm

TANDEM



High spin Washing machine +
Tumble Dryers TDM 11/11 - 18/18 Kg

PROFESSIONAL



High spin Washers PROEasyLine 6-8 Kg
Tumble Dryers PROEasyLine 6-8 Kg
Professional steam Iron Easy Iron
Professional ironing Table Easy Table

VISIT US

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55 years of IMESA: from product based business ★to service based business★

Carlo Miotto - President IMESA SpA -



IMESA celebrated its 55th birthday. The journey, which began in September 1968, was long, inspiring, exciting, difficult, challenging, but undoubtedly full of satisfactions. These days the IMESA family is preparing for a new important event, HOST Milan 2023, with the same passion of 55 years ago and with clear goals to achieve.

How does it feel to be a 55-year-old company?

While personally I would not mind being a little younger, IMESA longevity is something that makes me proud and highlights the experience and resilience. On September 16th our colleagues and their families gathered to celebrate IMESA's birthday. It was a beautiful day and we strongly wished to live it together with our collaborators, with their wives, husbands and children as a family. In the frame of a lovely and warm late summer day, it was exciting to see how an event, planned to be simple and unsophisticated, brought fun for everyone. Adults and younger people have fraternized and chatted enjoying same spit-roasted meat; children have run around the ice-cream cart and everybody have bustled around the futsal table, indulging in warm hugs of victory at the end of the day. Music could certainly not be missing: our great rock band, newly formed for this occasion by four colleagues of ours, made everybody dance and sing along the notes of rock'n'roll. The band name? It couldn't be more appropriate: THE DIRTY CLEANERS.

What we risked losing during the pandemic was instead the party's leit motiv: the pleasure of being together in the simplest and basic way, making us feel part of a great project and a great group.

IMESA's history goes back a long way and retracing it all in this interview would be impossible. Let us therefore talk about the last 5 years. What happened in IMESA?

The last 5 years have been full of important changes, and most of all we have developed the ability to foresee when these changes may be of substantial importance for us.

Let's start from our product range. Since we are one of the very few Italian companies to produce everything in-house, over the years we have been able to improve our skills as manufacturers and as designers, whether it be washing machines, dryers or ironers. Today our products enjoy a renewed and recognized RELIABILITY, the result of experiences, falls, rebirths and, above all, important investments.

Reliability is synonymous with durability and in order of last a machine must be built with reliable materials and thoroughly tested technologies. A feature of our range has always been to be made with safe materials; today we are constantly looking for new components that can give a added value to the product and that are in line with the concept of sustainability in all its forms.





What guides IMESA's path?

The desire to “listen” and put the Customer at the center. Today's consumers have a renewed sensitivity with respect to past generations and they downgrade the price variable to a role of minor importance, in favor of a reliable and timely SERVICE as indispensable presupposition in every business relationship.

A service is reliable when it is managed with professionalism and when it offers guarantees of result.

A service is timely when it reduces customer waiting time and when it avoids a laundry to face downtime that corresponds to costly unproductivity.

At IMESA we have interpreted this need by developing a series of digital services aimed at the customer and aimed at his satisfaction. Starting from the Touch Screen interface, which offers an infinite choice of customisable programs, you go through the remote control of the machines in WI-FI on the IMConnect web portal, up to the App Laundry for You that offers different environments of dialogue, consultation and action for the customer.

“OPEN DAY event is the ideal opportunity to host customers at home, listen to them and learn from them”

After 55 years of activity can we define IMESA an expert in laundry?

You can never know enough! Nowadays the market around us moves so quickly that the label of “expert” must be earned and constantly updated in the field.

Until a few years ago IMESA was known as the Italian manufacturer of professional laundry facilities. Our business was the product. Today, customers rely on us because we talk to them about laundry process and not only about washing machines. The washing machine is the essential tool to implement a series of factors that, by interacting with each other, lead to an excellent laundry treatment process.

To achieve this result, laboratories and professional roles were born in IMESA to test cycles, analyze tissues, study detergents and learn how to treat all kinds of dirt specifically and professionally.

What most satisfies us is the sharing of knowledge and experience with our customers, which translates into data sharing through the web portal IMConnect, for a common goal: to act quickly and effectively and continuously improve the product to achieve excellence in the laundry process.

This creates the need to have our own line of detergents to be able to offer the customer a complete service, but above all a method of work tested and approved by us.

OPTIWASH®, born a couple of years ago as a basic laundry detergent line, has been enriched with new products since this year; a complete line that allows us to target many sectors with specific programs.

Important upcoming dates?

We are ready for HOST Milan 2023. This October sees us engaged both in this important international fair dedicated to the Ho.re.Ca sector and also in an OPEN DAY event that will take place at our headquarters in Cessalto, dedicated to customers in the Tourism and Hospitality sector.

We will have guests from all over the world and it will be interesting to compare with them, with their different habits and experiences.

Contamination is essential to improve. As I have already said, the will to listen is what most influences our company evolution and there is no better opportunity than hosting customers at home to listen to them and learn from them.

★ Easy and Smart ★

TREND, NEED, OPPORTUNITY?

Alessia Miotto - Vice President of IMESA SpA -

Alessia Miotto guides us in the discovery of the products range, in particular the Easy and Smart lines, the new born in IMESA.

The terms Easy and Smart are part of the current language and we find them increasingly in professional contexts. IMESA has also adopted these two adjectives to define two different versions of the same product; what are the needs that have guided you towards this choice and what opportunities have you identified?

At IMESA, the focus has always been on our customers, their needs and desires. From the first corporate leitmotiv “A life by your side” to today’s “Designing your clean”, it is clear that our product development has as common denominator the needs of the market. As a company we sell in over 70 different markets in the world and we address many different sectors where users are also different in age, training, professionalism.

From such a varied and differentiated market was born the input to diversify our product in order to meet the needs of both customers more interested in technology, product performance monitoring and high innovative standards, and also of a clientele more concentrated on robust, performing but technologically simpler machines.

In this choice we also confirm what is our peculiarity, being one of the manufacturers of “taylor made” products; each customer finds in our products the best combination to meet his needs.

Let’s go into detail of the Easy and Smart products. Which IMESA lines are affected?

The IMESA lines concerned are currently tumble dryers and ironers. In the ES tumble dryers series we offer an Easy line complete with analog control unit and digital thermostat for temperature control, with the possibility of changing the drying parameters once the programme has started.



Alternatively, the Smart line is available, technologically advanced and with drum rotation reversal as standard from the smallest size. The Smart tumble dryers are equipped with IM10 touch screen interface that allows infinite drying solutions, automatic temperature and humidity control, the ability to change the parameters during the drying programme and the multi-step heating function that ensures optimal temperature management and greater care in the treatment of fabrics to favour a longer life of the same.

The Smart version can also be equipped with IoT for remote control of the machine via wi-fi and data access through our Laundry for You app.

As for flatwork ironers FI series, we have designed a very simple and linear Easy line for those who do not have special necessities but only need a unit analog control with digital thermostat that allows the adjustment of the ironing temperature.

The Smart line has many more features: IM10 touch screen interface complete with an infinite library of customizable ironing programs, the inverter as standard for electronic control of the ironing speed and automatic variation of the same according to temperature, as well as the modification of the parameters of ironing also after the programme has started. In addition, in the Smart line we have a linear drive system for the control of the ironing pressure and a homogeneous quality of ironing on all the fabric length. The roller coating is in NOMEX, particularly resistant to high temperatures. The IM10 touch screen computer allows the connection of the machine remotely by installing the IoT card.

SIMPLICITY AND INTELLIGENCE,
two sides of a concrete solution

Let's talk about IMESA, what is Easy and what is Smart in the company?

The word Easy compared to IMESA immediately reminds me of our flexibility and versatility. We aim to be a company with well-defined processes but not heavy or excessively bureaucratic, an Easy company.

Dialogue, a fundamental element for a company to function in unison, is constant and rapid. Opportunities for comparison and collaboration are a succession in our days because we believe that the continuous contamination between teams is fundamental to make us Smart.

Easy is the mood you breathe in all occasions of celebration, not least the party for our 55 years celebrated this September, where we brought together all the families of our company in a day of music, games for children, good food and a fierce "football table" tournament!

Living in an Easy mood is only possible when people are Smart and we have this great luck. People who never stop, who constantly evolve in their skills and responsibilities. An agile organization, made up of people who know how to contribute to the success of the company.

Investing in people is what makes us most proud, even more than investing in machineries and those who know us know that in our factory we always want the best equipment to produce our machines for our customers worldwide. Machineries that are always modern and avant-garde, Smart and always more sustainable.

At IMESA we aim to realize a Smart work in an Easy mood, a way of working agile and fast, because today more than ever we understand how important time is and how fundamental it is to quickly give answers and solutions.

We achieve this through continuous research innovation, constant technological progress, a continuous evolution of the product, especially in terms of performance.

But everything must happen in an Easy climate because we do not want to lose what is our nature: a small company born 55 years ago that has been growing to become what it is today, but remaining in its depths always a family business where people are the most important capital.



SMART PEOPLE
FOR AN EASY COMPANY



A TRIP WITH IMESA

and with **Pajntar**

Your destination is never a place, but a new way of seeing things. (H.M)

Travelling is emotion. Give your guests the emotion of a fragrance and softness, conquer them with the clean and the beauty of bright colors, use well-preserved fabrics: these are details that make the difference, are small cuddles that make the customer satisfied and happy, but above all are synonymous with professionalism and quality.

Our partner Pajntar from Tolmin - Slovenia - knows this very well:

We started in Ho.re.Ca as experts in sale, installation and maintenance of professional kitchens. Over the years we have specialized in the Zanussi Professional brand for kitchens and in the IMESA brand for professional laundry solutions. Our strong point is the competence and knowledge of the product: our company is primarily staffed by specialized technicians who, through a punctual and excellent service, are daily alongside customers.

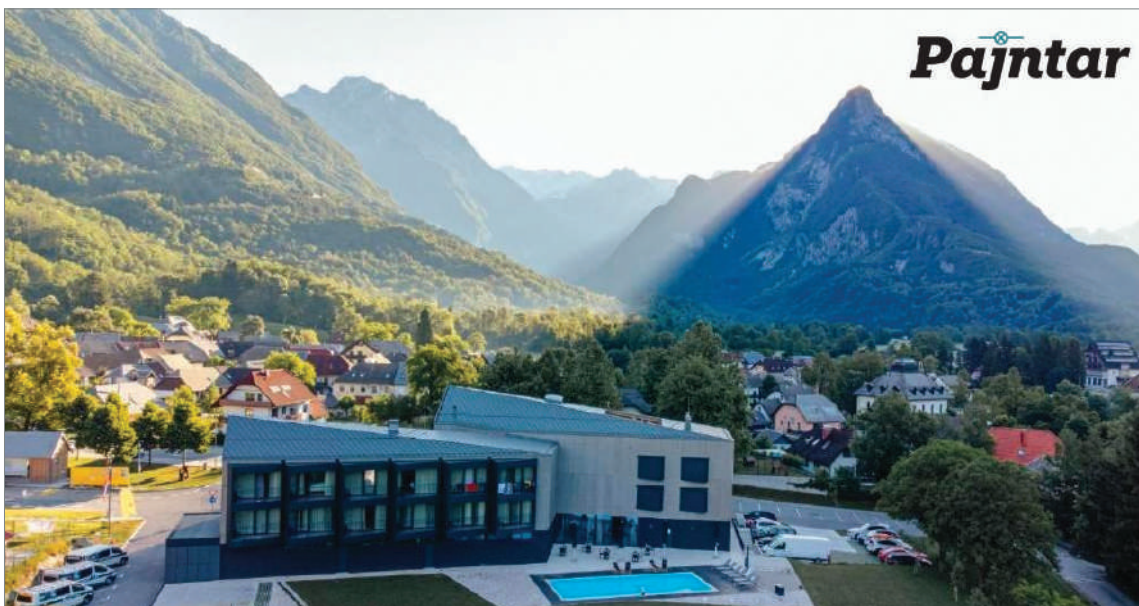


Photo: view of the Hotel Soča in Bovec (Slovenija), an alpine village in the upper Soča Valley, and the FI IMESA flatwork iron line..

Based on your experience, what are the new trends of the tourist market? What are the needs of the tourist facilities?

Compared to a few years ago, we find a significant desire of the market for the establishment of in-house laundry facilities, thus equipping itself with a customized fleet of machines that can meet the specific need for productivity.

The increase in active tourism is also the reason for an escalating demand for self-service laundry facilities, not only in campsites, resorts and residences, even in hotels.

Leveraging the Imesa brand allows us to effectively address these market needs, with many washing, drying and ironing solutions

Our customer support starts from the sizing phase of the laundry, whose main objective is to identify the correct equipment on the basis of dedicated productivity, space and time.

Installation, maintenance and service are our daily bread, always punctual and efficient.

Here some pictures of three supplies:

Kotlar Family Restaurant - Kobarid -

We recently renovated their laundry facility by installing an high spin washing machine LM series and a tumble dryer ES series for the treatment of tablecloths, napkins and uniforms of the staff.

Hotel Soča - Bovec -

In this new hotel the laundry includes the Professional line PROEasyLine (washing machine + dryer) and the FI flatwork ironer series for ironing bed linen.

Koren Camp and Glamping - Kobarid -

It opened the in-house laundry during this summer season, fully equipped with IMESA machines.



Photo: a lodge of Koren Camp and Glamping in Kobarid.



Photo : top - LM high-spin washing machine and ES series tumble dryers.
below - Pajntar's staff at work.



Research, Sustainability and Enterprise: ★ NO SLOWING DOWN! ★

Luca Cestaro - R&D Manager of IMESA SpA -

Luca has been part of the IMESA family for many years and knows “vices and virtues” of the company. With him we discover the R&D Team, its activities and its people.



Luca, let's start with a very simple question. What does the R&D team, or rather, what does IMESA R&D do?

IMESA SpA may seem a complex reality. As I often like to say, it is a company that contains five factories, one for each product line to which we add an extensive mechanical workshop. This is because IMESA is a company that takes care of realizing every single part of its machines: as we like to repeat to the customers in visit “**enters the metal sheet and exits the finished product!**”

IMESA R&D is therefore the collector of these different realities, each with its needs, often very different from each other. Each productive part of IMESA needs appropriate and dedicated tools, but all parts of the company have as common denominator a shared mode of work: continuous improvement.

In recent years, the role of R&D has evolved entering more and more in the context of the production process.

Role evolution involves an evolution of skills.

Definitely. To achieve the results that can be seen today, we need the right people, new forces or people with experience, able to change and adapt. In addition to people we need the right tools and where the tools are not available, come into play the ability and sometimes the fantasy to understand what is needed to work better and with increasing efficiency. These are the conditions that allow us to make the tailor-made product that our dealer needs, which in turn brings the wishes of its customers.

How important is it to have an efficient and prepared R&D?

Having an efficient R&D means having capable people, who take an active part in designing and improve their operating procedures. In the context of a project they have priorities in mind

and focus on the final result. Given the characteristics of IMESA, this means not only product engineering, but also the ability to manage all business flows, from design to assembly. It is no coincidence that “design for assembly and manufacturing” is one of our strengths. All the efforts would be useless if there was not an R&D LAB that tests and homologates solutions and products, in addition to a production that supports, interprets and collaborates in the best realization of components and process control.

The alignment of the entire chain, from the order by the customer to the delivery of the machine, is the keystone that has developed in these last years interpreting the Lean philosophy and applying it in its different declinations in the IMESA reality: problem solving and scrum are just examples of everyday IMESA activities.

Sustainability is an inflated term: media, school, politics, communication and advertising, there is no environment that does not make use of it. The risk is that this word, a label that contains and represents important values, loses its effectiveness due to too much use. How does IMESA deal with this issue?

Indeed, the word sustainability is often misused: the marketing of companies has learned to use it, but it is clear that an excellent slogan is not enough to define a company as a true and authentic champion of sustainability.

This light use of the concept of sustainability does not apply to many young people and older people who care about the planet and do not miss an opportunity to really give meaning to their actions and their choices, to the word sustainability and the contents associated with it.

There are several ways in which IMESA declines its sense of responsibility trying to continuously increase the opportunities to improve its behavior while respecting the environment. It acts as a medium-sized enterprise, putting on track small and big actions. It acts on the products putting at the center of the new projects the aspect of energy efficiency, focusing on objectives that provide excellent results in the face of lower energy expenditure, or through a “life cycle assessment” evaluating the impact environmental. IMESA also exercises its sustainability in internal services, such as the virtualization of the entire communication process related to R&D and the total elimination of paper (an example of all the elimination of paper drawings). It does this in everyday logistics, optimizing material transfer processes and reducing related energy expenditure. Sustainability is also in the small actions, in every single office, for example collecting glass, plastic and paper in a differentiated way.

Sometimes you don't need big resounds: even small gestures, those of everyday life, are enough. After all, a company is like a big family: the behaviors and the small daily choices, or the big decisions in the technical aspects of the products, or even the technological selections in the processes, all have a common denominator: the awareness of individuals and of the company to do everything in our power to make sustainable products and the activities linked to it.

Doing business today: does human capital or digital technologies weigh more?

Today it is almost a given assumed that business is linked to digital technologies, precisely because any user of machines or services lives in a world permeated by digital. The digital world is declined through different aspects of IMESA work and product: from the virtualization of internal activities to the collection of big data through the IoT of the machines.

However, for a product that is increasingly customized and built with very high levels of variability and modularity, human capital becomes even more important than it has been in the past. We need men who are passionate about their work, and, as a company, we need to be able to attract young professionals who, in their career, can be proud of the fruit of their work.



From left: Luca Cestaro, Marco Celeghin, Matteo Bettarello, Fabio Fadel, Simone Vian, Simone Lovatti, Irena Tusha, Massimiliano Boggian, Sandro Gerotto, Enrico Coppo.

Team building is not an easy task for a company these days. Lifestyles and market opportunities lead to job mobility which can often destabilise the programs of a company.

For a company, the choice of the right people has become an increasingly demanding activity and has highlighted even more the importance of human capital.

A discriminating and winning point is to be able to convey to our potential future collaborators that IMESA is on the right track: sustainability, the value of time, planning, the value of human relationships and the working environment are part of our DNA. From this point of view we have had the opportunity to develop dedicated working relationships: roles for which, until a few years ago, an alternative way of interpreting work commitment would have been an insurmountable taboo.

This too has become a challenge, and there's no need to remind that an enterprise is always made by individual people and, increasingly, by their ability to work in teams. Digitalization is of course important but a valuable enterprise, be it large or small, rests its foundations on the personality and professionalism that its employees put in the field and on the ability of the entrepreneur to know how to get the best out of each of them.

To explain the meaning that I attribute to human capital, at every level, and the fact that for me it is a key element in the success of a business, I give this example:

I like the idea of walking among the desks of R&D or through departments of IMESA production and hear an affirmative answer to my question:

“Would you buy today the machine that you're helping build?”

HOW WE MAKE IT?



Why don't we tell our customers how an IMESA machine comes about? We could talk about components and their functions, how we build them and how we have improved them over the years. We could tell the difficulties and the successes through the words of those who design, build and test the machines. Who better than them?

Is this how our HOW WE MAKE IT? headline came to life, designed for the web and social networks, on a day of ordinary production in front of one of the many assembly lines operating in IMESA 3.

IMESA 1, IMESA 2 and IMESA 3, is how we "affectionately" call the three macro-areas that make up the entire production area of IMESA.



IMESA 2 is the oldest area, a building born in 1988, expanded first in 1994 and then in 1998 reaching the total area of 7,600 square meters. In 2004 we bought the space we call IMESA 1 whose surface is 2,000 square meters, while in 2013 we added the IMESA 3 building for a total, to date, of 17,200 roofed square meters and over 20,000 square meters of open space.

That is why it is worth telling how we make our machines.

This journey begins by touching the raw material.

IMESA 1 is the sheet metal processing department (2D laser, punching, bending, warehouse) with metal shaving removal area.

In IMESA 2 features the laser tube, a three-dimensional laser that allows to work tubes up to 230 mm in diameter and length 6 meters, allows you to mark, engrave and perform the inclined cut. 3D laser changes the way we design machines because it allows more and more complex processing.

Now let's go weld!

In the welding area there are 8 manual welders, two welding robots and a tacking robot. Manual welders are undoubtedly the backbone of IMESA for the production of special pieces. Taylor made means making unique pieces, designed for the specific customer and IMESA can do it!

The outer drums of our machines, for example, are laser cut and, after calendaring them, we TIG weld the bundles.

The two edgebanders we have are machines designed to meet our specific needs related to the preparation and assembly of the bottoms of all outer drums and drums of machines up to 40 Kg.

And here the pool groups are prepared: finally that set of components that is the soul of the product comes to life.

In IMESA 2 a NEW PAINTING PLANT, produced by the world leader of cabins, has just been inaugurated. Why a new paint plant? As is the case for almost all the production phases, IMESA has always managed the painting of all the production in-house. The previous system was from 1998, less performing, slower and above all required longer maintenance, even during color change. In short, the flexibility that feeds and guarantees the satisfaction of our customers began to fade. It is worth describing a painting process because the first impact we have with any kind of product is its aesthetics. Careful and precise painting influences the customer's perception of quality.

The process begins with a 3-step washing plus rinsing of the raw pieces to be painted; a clean and residue-free surface favours a correct grip of the paint powder. After a drip break, the pieces enter a drying oven that works with air at 150 °C. and then switch to cooling. The washed and dried piece is brought back to temperatures suitable for the actual painting phase.

160 mt chain for a sliding speed that can reach 4mt/minute. The piece enters a painting booth where an optical reader reads the exact geometry of the piece and 8 guns realize the painting optimizing the use of the product and reducing waste. Dust consumption is significantly reduced also thanks to a cleaning system that provides for the total recovery of the dust dispersed during the painting phase. The new plant is also much greener; thanks to better insulation, energy consumption and dust emissions in atmosphere are reduced. Curing at 180°/200°C is the last step of the process.

The speed of operations and the excellent quality of the result have fully satisfied us from the beginning and we are sure that this quality will be widely appreciated by our customers.



From right: Petro Andreychuk, Flavio Cincotto, Ennasri Abdelfattah, Modou Diop

IMESA 3 includes most of the assembly lines range, reorganized according to the lean philosophy.



What to expect from IMESA again?

In addition to inviting all readers to read what has already been published in the past in our HOW WE MAKE IT? headlines, we warmly recommend they follow our updates to find out what's new in the IMESA range.

And if you want to touch and see with your own eyes, YOU ARE ALWAYS WELCOME IN IMESA.

Is this a dirty job? Proud to do it best ★★

The treatment of flat linen, clothing of staff and guests is a daily activity and essential for tourist facilities, requiring expertise and professionalism. Let's see together how IMESA processes the washing of the different types of fabrics with the use of detergents OPTIWASH® by IMESA, in combination with EVO.line washing machines.



TREATMENT OF BED LINEN

Most bed linen in hotels is white, or in any case of light color, and treating it at its best means preventing graying of tissues, get a very good white point and disinfect it. Once washed, the linen requires a perfect ironing for a well made bed.

The OPTIWASH® detergents ideal for washing sheets and pillowcases are: TEN Enzymatic detergent, SUPER TEN Alkaline detergent, OXYE TEN Stain remover and sanitizer and FLUFFY TEN Softener.



TREATMENT OF TOWELS

Bath towels are subject to multiple types of dirt such as organic dirt, creams and make up, all difficult to remove if not treated with specific programs. Too high temperatures can damage the fibers and cause energy waste; therefore, it is necessary to use dedicated cycles both in the washing phase and in the drying phase. The softness and the scent are fundamental characteristics in the towels and very appreciated by the customer. The OPTIWASH® detergents ideal for washing towels are: TEN Enzymatic detergent, SUPER TEN Alkaline detergent, OXYE TEN Stain remover and sanitizer and FLUFFY TEN Softener.



TREATMENT OF DUVETS AND QUILTS

Getting duvets always candid and perfectly sanitized with the right process is possible. More and more hotels choose to use duvet interior with duvet cover or double sheet to ensure hygiene and safety, preferring it to the bedspreads and heavy quilts more difficult to wash and sanitize.

The OPTIWASH® detergents ideal for washing duvets are: TEN Enzymatic detergent, SUPER TEN Alkaline detergent, OXYE TEN Stain remover and sanitizer and FLUFFY TEN Softener.



TREATMENT OF LINEN FOR RESTAURANTS

Tablecloths and napkins are stained with sauces, oils, fats, lipstick, wine, often colored spots that are difficult to eliminate, especially if the tablecloth is colored. In addition to effective washing, it is important to restore the ideal pH of the tissues to avoid the onset of allergies and irritations in contact with the skin. How to do?

With OPTIWASH® we solve the problem by using the following products: TEN Enzymatic detergent, SUPER TEN Alkaline detergent, CHLOR TEN Bleach and stain remover and OXYE TEN Stain remover and sanitizer.



UNIFORM TREATMENT OF KITCHEN AND CLEANING STAFF

The care of the work uniform is important because, in addition to transmitting the image of professionalism and cleanliness, ensures a level of adequate hygiene during the performance of the activities.

The uniforms of the staff, in particular those used in catering, are stained with particular substances, such as fats, which can ruin other linen and for this reason it is advisable to wash them always separately.

The OPTIWASH® detergents that guarantee the desired result are: TEN Enzymatic detergent, OXYE TEN Stain remover and sanitizer and FLUFFY TEN Softener.



MOP FRINGES AND MICROFIBERS TREATMENT

No less important is the treatment of cleaning tools such as mops, fringes, microfibers and rags. Sanitizing is the watchword. OPTIWASH® presents a choice of programs for microfibers, fringes in particular Mop, such as washing at 60°C, washing at 60°C with impregnation or just impregnation that aim at cleaning and preservation of fibers. The recommended products are: TEN Enzymatic detergent, SUPER TEN Alkaline detergent and OXYE TEN Stain remover and sanitizer.

Properly treated laundry “helps to save the planet”. More and more often in the bathrooms of hotels around the world there is a sign that invites us to make our own precious contribution: use towels more than once, preserve the water, turn off the lights when they are not needed.

The hotelier, through an intelligent management of its internal laundry, can contribute to the care of the environment thanks to professional machines, specific and short cycles for a correct use of energy and water and professional detergents active at low temperatures. IMESA supports its customers by offering its intelligent EVO.Line machines with targeted programs in combination with the OPTIWASH® line detergents.

Laboratory tests guarantee its absolute effectiveness.



OPTIWASH®
Performance optimizer by IMESA

Discover our detergents line on www.imesa.it

TOUCH Point

Accessing data in real time provides inestimable value, helping us to be more productive. IMESA through the IMConnect web portal and the Laundry for You app reduces time and space by allowing easy and fast access to data and information.



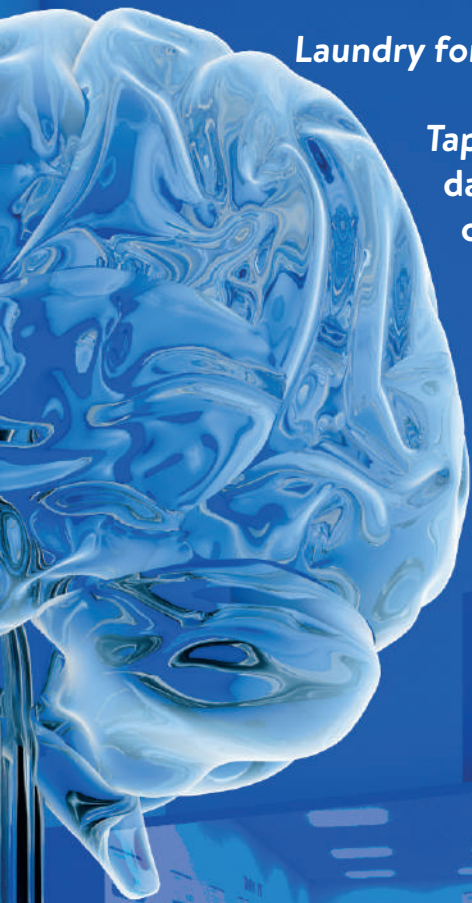
- CHECK
- ACT
- ANALYZE
- COMMUNICATE



Laundry For You, the app that allows to check the status of the machines in real time, detect alarms and anomalies and access consumption statistics through aggregated or environment-specific data.

Laundry for You PAY, the app dedicated to self service to pay conveniently from mobile.

Tap.Tech label, available on washing machines up to 32kg, through NFC technology exchange data between machine and mobile; an area dedicated to technicians, immediate and easy consultation.





**The quality of hospitality is measured
by care and attention to the customer,
even in the smallest detail.**

*designing **your** clean*

IMESA in the WORLD



SIGEP 20-24 JANUARY 2024
RIMINI EXPO CENTRE
ITALY

THE DOLCE WORLD EXPO

45th International Trade Show
of Artisan Gelato, Pastry,
Bakery and the Coffee World

ORGANIZED BY
ITALIAN
EXHIBITION
GROUP

20 - 24 JANUARY 2024, Rimini (Italy)

**THE Manchester
CLEANING
SHOW 2024**

13-14 MARCH • MANCHESTER CENTRAL

Delivering a cleaner and safer environment

13 - 14 March 2024, Manchester (United Kingdom)

 **FHA 22-25**
OCTOBER 2024
HoReCa SINGAPORE EXPO

22 - 25 October 2024, Singapore

gulfhost

05-07 NOV 2024
DUBAI WORLD TRADE CENTRE

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