

# Sneaker Cleaning Case Study

- London based stand-alone Dry Cleaners
- One outlet / No online service - Started to offer Sneaker Cleaning to existing customers as a service around February 2021
- Strong 'word of mouth' advocacy + Social Media + in-store promotion to drive awareness and trial
- Average throughput 40-45 units per week / £80K+ revenue pa

**w'air was introduced into stage #1 cleaning as a trial in May 2022.**

## Results

- Reduced average cleaning phase timing by about 30% (cutting the average cleaning stage time to 40mins from 1hr). Converting this to labour rates, w'air drives a cost saving of c.£4.00 for each clean.
- Able to clean certain substrates better than any alternative method (i.e. deep mesh)
- Less abrasive to surfaces thus protecting materials through the cleaning process

## Outcome

- The w'air system is now used for all primary stage cleaning operations.

