

**KIMS DRY CLEANING  
FACTORIES CHAIN**



# ABOUT US

**KIMS is Ukrainian laundry and dry cleaning chain providing top-quality service:**

**DRY CLEANING  
CLOTHES AND MORE**

**LAUNDRY**

**SHOES REPAIR**

**CLOTHING REPAIR**

**LEATHER AND FUR  
ITEMS, BAGS  
AND SHOES  
RESTORATION**

# OUR JOURNEY

1996

The first dry cleaner in Odesa

2006

The new production hall. Gaining an experience in the city bedroom community

1998

Opening the second production hall with reception in Odesa city center

2009

The new production hall. First experience with full cycle dry cleaning in shopping mall

2001

Opening the specialised leather and fur processing workshop in Odesa

2010

Selling our first franchise. Launching KIMS dry cleaner in Dnipro



2011

Opening our first in-house enterprise in Kyiv

2011

Opening a franchise enterprise in Cherkasy, the reception point chain development

2013

Opening a franchise enterprise in Irpin, the reception point chain development

2017

The signing of a franchise dry cleaner launch agreement in Mykolayiv

2016

Opening the second production hall in Kyiv

2016

Opening a franchise enterprise in Lutsk, the reception point chain development

2021

Opening a new production hall with an area of 700 sq m in Kyiv.

2019

Opening a franchise dry cleaner in Krivyi Rig

2018

Opening a franchise dry cleaner in Brovary

Opening a franchise dry cleaner in Kharkiv



2022

Opening your own enterprise  
in the city  
of Khmelnytsky  
with a production workshop

2022

Starting your own in Vinnytsia and  
Chernivtsi, Kamianets-Podilskyi

2023

Plans to enter the EU market

Anti-ransomware Windows

Чтобы избежать заражения, перейдите в

Windows



IQOS



OH MY LOOK!



HELEN MARLEN  
ANDRE TAN



THEY TRUST US

# OUR MISSION

TO BE A ROLE MODEL OF PROFESSIONALISM  
IN THE DRY CLEANING AND LAUNDRY SPHERE

TO CONTRIBUTE TO THE INDUSTRY  
BRINGING IT UP TO THE WORLD STANDARDS

**TO BE A №1**

EXPERT IN UKRAINE AND TO PASS THE KNOWLEDGE TO OTHERS



# OUR VALUES



## LEADERSHIP

Our company priority is to be the leader in our sphere and to develop continuously

## EXPERTISE AND PROFESSIONALISM

We are true experts in our sphere and we constantly enhance our professionalism

## ENTHUSIASM

We are truly passionate about our work. Each of us is interested in our common result

# OUR VALUES

## **HONESTY AND GOODWILL**

We are always friendly and honest to each other, clients and partners

## **EXCEPTIONAL DISCIPLINE AND APPEARANCE**

Our key staff participates in developing and establishing company rules. Each member of our team is equally responsible in the implementation of these rules

## **RESPONSIBILITY**

In order for our company to achieve success we need responsible people who finish what they start and are ready to give each other a hand

**Our staff, branches and workplaces are our face, which is why their exceptional and well-schooled appearance is crucial**

# Why are we better than the others?

Long-term experience

Well-known brand

Prestigious professional reputation

All the possible types of dry cleaning: cleaning with perchlorethylene, eco cleaning (hydrocarbon cleaning, cleaning in silicone solvent, using Intense and Sensene solvents, aqua cleaning)

The most innovative equipment

Only German chemical detergents

Innovative technologies that allow us to process the widest range of goods and to satisfy clients' demands

All the technological processes are ecological

Having several price ranges. We offer various clients programs which allows us to satisfy the wide range of customers



# Our eco projects and innovations

KIMS always strives to make the production as efficient, environmentally and health friendly as possible. Our experience is embodied in the ECO-enterprise concept.

ECO-enterprise means minimal upfront investment, latest generation of equipment and the highest quality of all the products and stains cleaning due to innovative technologies and chemicals.

**OUR ECO-TECHNOLOGIES ARE EFFECTIVE,  
COST-EFFECTIVE AND  
ENVIRONMENTALLY FRIENDLY**



The image features the KIMS logo at the top, which consists of a blue bird-like shape with a green leaf inside a circle, followed by the text 'KIMS' in blue and 'ЕКОЧИСТКА' in green on a white background. Below the logo is a top-down view of a white washing machine with its door open. The drum is filled with fresh green leaves, and the word 'ЕСО' is printed in large white letters across the center of the leaves. At the bottom of the image, there is a blue and green slogan in Ukrainian: 'З ТУРБОТОЮ ПРО ЛЮДЕЙ ТА НАВКОЛИШНЄ СЕРЕДОВИЩЕ'. In the bottom right corner, there is a small icon of a hand cursor pointing to the text 'KIMS.COM.UA'.

**З ТУРБОТОЮ ПРО ЛЮДЕЙ  
ТА НАВКОЛИШНЄ СЕРЕДОВИЩЕ**

[KIMS.COM.UA](http://KIMS.COM.UA)

# Our eco projects and innovations

KIMS cares not only for the clothes cleanliness but also for the protection of the environment. In November 2017 we launched a project aimed at polyethylene waste collection in order to recycle it. In May 2018 we organised the first ever Ukrainian mass plogging in Odessa and helped people to become healthier making the world a cleaner place at the same time.

**Our life approach attracts young, active and modern clients!**



# FRANCHISE SET

Today speaking of franchise we mean a certain format, a set of rules and duties - a set that is sold by the franchiser to the franchise owner.

When buying a franchise one gets a precise copy of the proven and business system.





**WHAT'S INSIDE**



# KIMS LOGO

Our logo is a flying bird inside a circle, implemented in white, blue and green.

Each of these elements ensures an identity of a brand that cares for the environment. It's laconic and bold, filled with pristine cleanliness like KIMS business reputation.

The logo is performed in the spirit of modern graphic tendencies and in a complete accordance with the modern design



**BRAND  
IDENTIFICATION  
SYSTEM**



# SIGN

The logo is perfectly integrated into the building exterior making it noticeable and clearly connecting it to the brand style





# TOTAL IDENTITY



Branded interior solutions

# PRINTED MATTER



# BAGS AND PACKAGE



# VEHICLE



A corporate vehicle branding is an image communication tool that increases brand visual recognition.

To solve this problem we use the main elements of the KIMS updated brandbook: the logo and the sense identifier.



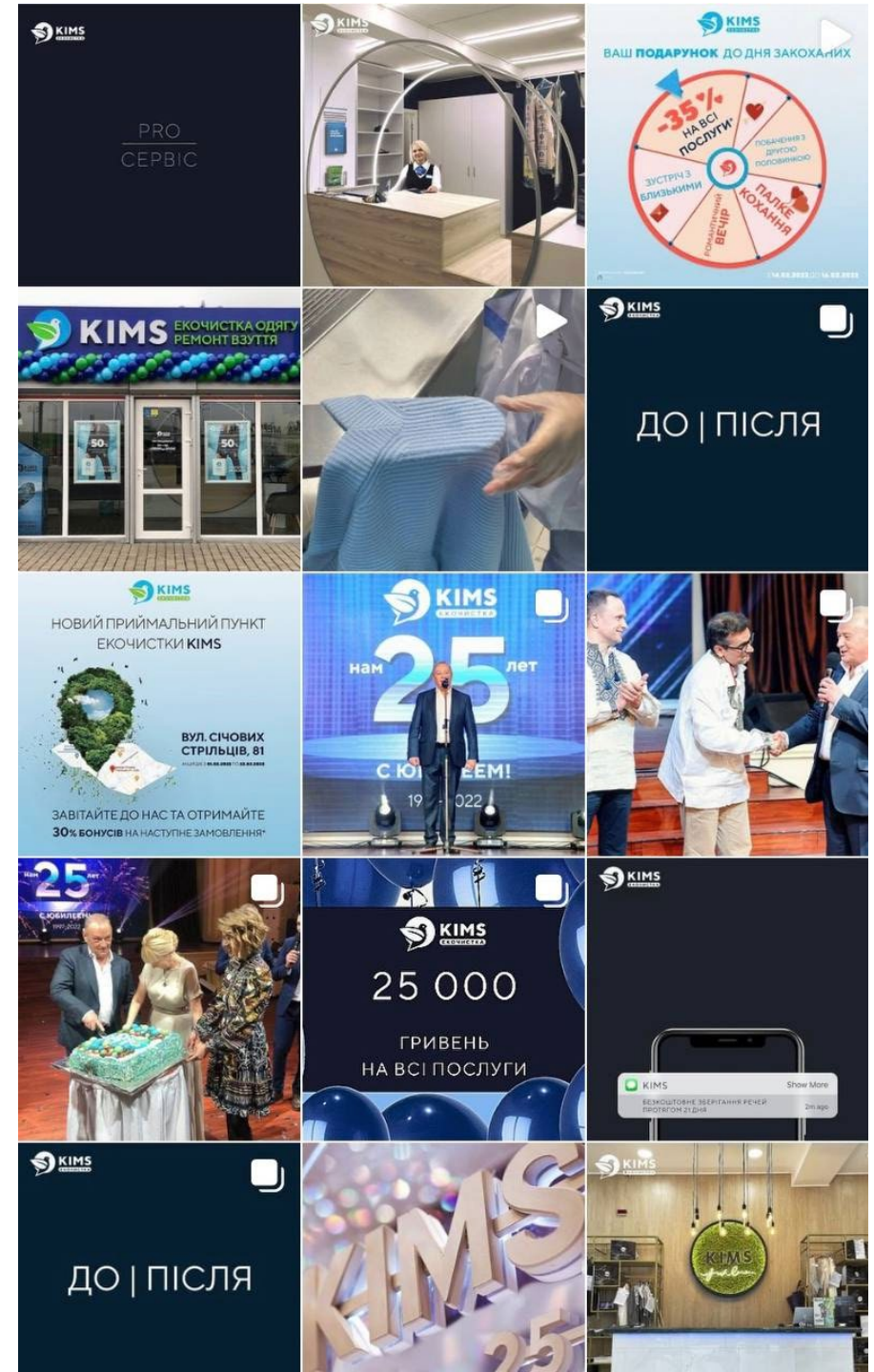
# SMM STRATEGY

We know how to help people and our planet (being #1 experts and not only in dry cleaning). We are proud of how innovative our technologies are (as we are excellent professionals) and we treat our clients' needs with great care.

Mutual dialogue

An open dialogue will assist in understanding the customer needs, solving the actual problems and finding mutual interests

Creating our own communication channel

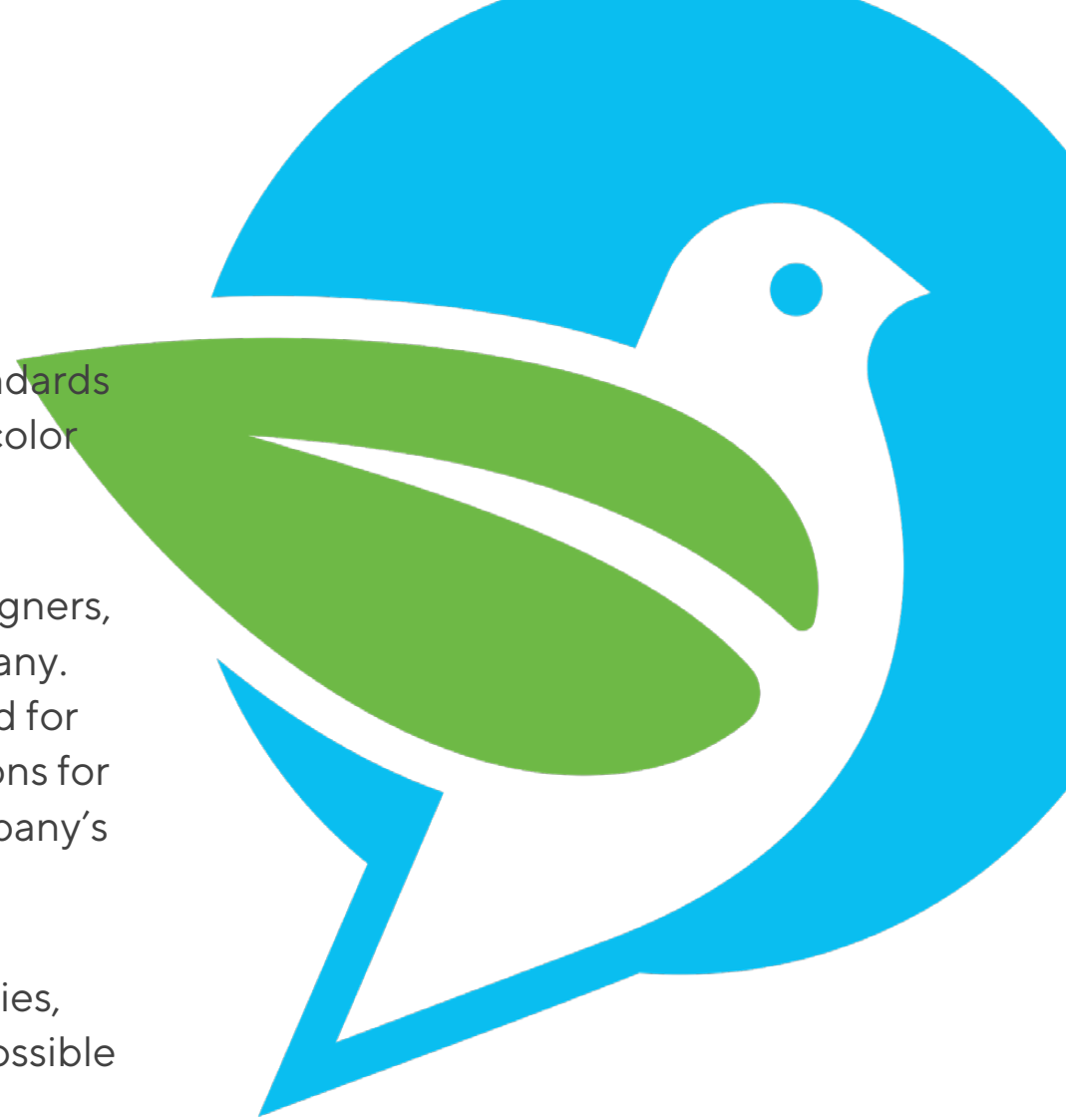


# GUIDELINE

You receive a detailed logo using guideline which includes the set of standards and instructions on the application of the logo and slogan, their font and color performance and correct applying to various advertising media

The guideline is a technical handbook for the in-house and freelance designers, advertising managers and various agencies in cooperation with the company. The technical aspects of the work with the brand are thoroughly described for them. The brand philosophy delicately completes the technical descriptions for the technical manager's better understanding and immersion to the company's activity

The guideline gradually facilitates cooperation with the advertising agencies, printing houses and any advertising media producers and excludes any possible mistakes in the company's visual communications.



**ADVERTISING STRATEGY,  
MARKETING AND  
PR SUPPORT**



## **MARKET ANALYSIS AND POSITIONING RECOMMENDATIONS**

When buying a KIMS franchise one gets a document that includes market analysis for their region, detailed recommendations on the positioning and pricing policy along with the detailed short-term (1 year) and long-term (3 years) marketing goals.

## **MARKETING PROMOTION STRATEGY**

You get a well-designed marketing strategy that works specifically for your region.

We define the main business goals for you, provide a specific client image, describe the main advertising communicative goals.

During the enterprise launching we assist with the communication channels selection, provide the prepared advertising campaign for market entry which includes the conception, design and the texts for the necessary advertising media.

**ENTERPRISE TRIM  
LEVEL, TECHNICAL  
AND SERVICE SUPPORT**

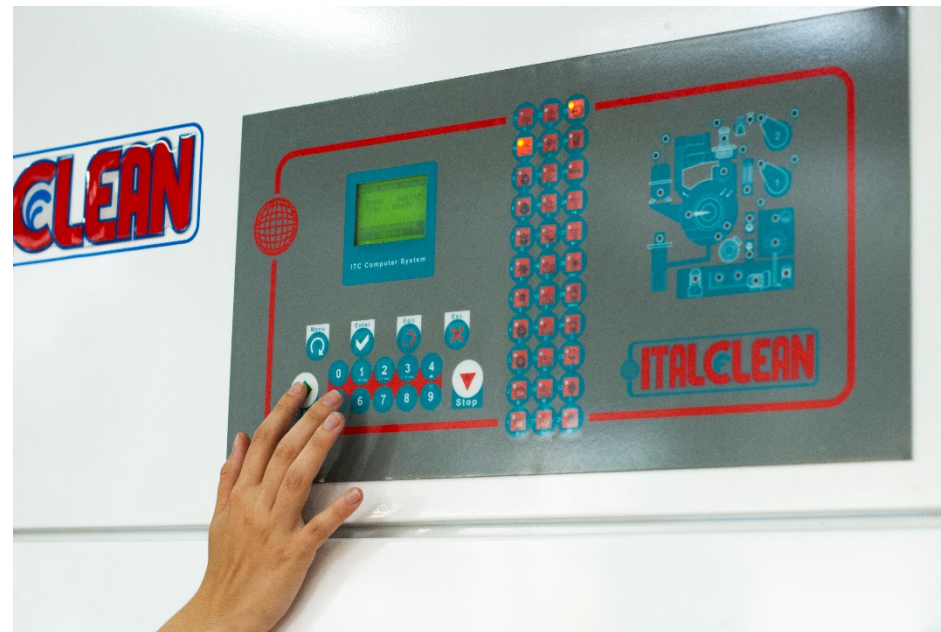




# EQUIPMENT

KIMS is the exclusive representative of the best German and Belgium equipment and supplies manufacturers for dry cleaning factories and laundries in Ukraine, such as Ipso, Veit, Hawo, Büfa, Easy Clean, Ital Clean, Seitz and many others. Our partners are internationally recognised leaders which constantly refine their production. Their innovative solutions and developments outpace the market and can truly be named the technologies of the future.

Being our partner you get a possibility to staff the enterprise of any complexity and performance category with an optimal value for money.



# CHEMICALS, SUPPLIES AND SPARE PARTS

KIMS offers chemicals from the best international manufacturers - Seitz and Büfa. Stain removers, enhancers, clean-up products, leather cleaning and dyeing products, aqua cleaning - everything to ensure a dry cleaning factory or a laundry everyday performance.

In our company's assortment there are many various accessories crucial for everyday performance: marking materials, pressers and steam mannequins clothing, stain removal and ironing supplies, mesh nets, carts, assembly lines and many more.

In order to support your enterprise working capacity and your equipment full operational capability KIMS supplies any spare parts provided by the companies we represent from Kyiv and Odessa warehouses all over Ukraine.





# SHOE REPAIR EQUIPMENT

Hardo. The best friend of good shoes.

The German company Hardo is well known since 1932 and has proved to be a great shoe repair and orthopedic shoe equipment manufacturer.

The Hardo equipment allows to improve the quality and speed of shoe repair, decreasing the dependence on the working employees' qualification. New toe caps, extra sole layer, patches, sole end thorough processing - this is only a small part of the processes that can be performed with Hardo equipment.

Using such equipment it's possible to launch a repairing workshop. However, even if you own a small area no larger than 10-12 m<sup>2</sup> you can still use it for Hardo repairing workshop with a capacity of 150 pairs a day.

Hardo is a modern shoe repair equipment meeting all the technical progress standards and demands.



## LAYOUT AND DESIGN

Considering the size and details of the premise, its technical characteristics and existing communications we develop a detailed plan of equipment arrangement and connection paying utmost attention to the premise ergonomics and compactness for every franchisee. As a result you get a project that fully corresponds to all your demands.

## ENTERPRISE LAUNCH AND TECHNOLOGICAL STANDARDS

KIMS assumes all the franchisee's enterprise launching processes - from the premise selection to equipment installation.

Buying KIMS franchise set you get all the technological standards for textile and leather dry cleaning, laundry and shoe repair.

Company in-house technologists conduct trainings based on KIMS' own enterprise and after franchise enterprise is launched they conduct regular trainings and consultations for the employees there.

## SERVICE SUPPORT

Our company owns a service department in Ukraine's various parts. It performs warranty and post-warranty equipment maintenance, supervising, installation and repair works.

All the experts were trained at the German and Belgium equipment manufacturing enterprises we represent. Each service department expert participates in regular training sessions and skills development workshops which is why we guarantee not only the quick but also an extremely efficient service support for our clients.

## HUMAN RESOURCES

We launched the personnel education school within KIMS dry cleaning factory and laundry chain. We offer the training for any existing position: from receptionist to fixer within a large operating actual enterprise. We conduct educating seminars, training sessions and workshops held by German and Belgium experts on a regular basis. We can also offer various forms of seminars to our franchise partners: installed equipment handling workshop within your enterprise, any operating KIMS chain enterprises or directly at the manufacturer's base in Germany or Belgium.



# DOCUMENTS GOVERNING THE ENTERPRISE ACTIVITY

Buying KIMS franchise set you get all the documents necessary for the personnel efficient work during all the enterprise stages, namely:

Enterprise organisational structure

Business processes description

Job descriptions

Personnel qualification demands

Motivational programme

Company corporate ethics description

Clients service standards





KIMS, Dmitrivska st, Kyiv





KIMS, Velyka Vasylykivska st, Kyiv





KIMS, Mechnykova st, Kyiv





KIMS, Velyka Vasylykivska st, Kyiv



# REALIZED PROJECTS



KIMS franchise dry cleaner in Dnipro



KIMS franchise dry cleaner in Kryvyi Ryg



KIMS franchise dry cleaner in Lutsk





KIMS franchise dry cleaner in Mykolayiv

# KIMS - THE GEOGRAPHY OF CLEANLINESS





**THANK YOU  
FOR YOUR ATTENTION!**

