



## What has professional cleaning to do with selling high quality wines?

**Sint-Martens-Latem / Belgium, January 2007** - The owners of Rouseu Kaapse Wijnen made quite some change to their original business. Mr. and Mrs. Rouseu had been selling goods through a grocery shop for many years. And they also offered fruit from the South African Cape region to their customers. It did not take too long until some of their regular clients asked about wine from the same region.

Understanding these demands when wines became more popular, they have then opened up Rouseu Kaapse Wijnen in 1986.

Once approaching the wine store at the outskirts of Gent in Sint-Martens-Latem, Belgium, the environment changes. All of a sudden one sees itself in a little different world. In the middle of the village the building really looks like a real Wine estate rather than a shop.

There are over 280.000 bottles of South African Wines stored in the warehouse as well as a representative selection in the attractive store itself.

Mr. and Mrs. Rouseu are supported in their business from their two daughters as well as their two sons in law plus another 2 employees for the warehouse.





The Rouseu Kaapse Wijnen wine showroom

The monthly volume being moved can be divided into 70% sales into Belgium and 30% for export. Countries like France, The Netherlands, Lettland, Luxemburg and Malta are amongst the most important ones today.

The Belgium sales can be separated into 4 categories:

- 40% directly through the shop itself
- 40% through catalogue business
- 5 % through internet
- 5 % other

So there is a lot of moving bottles, boxes and pallets involved. This automatically leads to the question, what has professional cleaning to do with selling high quality wines?

The answer may be simpler than most people may think. Pallets and boxes create a lot of dust when moving them around. "Dusts are dirtying the bottles and lower the perceived value of the high quality wines" Mrs. Rouseu states. "We want our customers to enter a clean and tidy shop when they come to by for their pleasure".

The reasons for buying a HEFTER TURNADO 55 as their solution had been straight forward: "High Quality had been a must followed by flexibility through cleaning close to the

shelves and pallets" Mr. Rouseu underlined the decision they have been taking six months ago. "And reducing dust through scrubber drying cleaning with a strong vacuum is healthier for us and our staff".

Areas that are difficult to access and that always had to be reworked by hand, for example corners and niches, can be mechanically cleaned very easily. The TURNADO 55's scrubber/suction head, which can be turned by up to 200°, enables easy cleaning both between stored goods and in the transport areas. Even when the machine is reversing, the scrubber/suction head always turns automatically into the correct working direction.

One of Mr. and Mrs. Roseau's most interesting task must be to travel to South Africa on a regular basis to stay in touch with the wine makers directly and gain even more knowledge about the outstanding wines. On a regular basis they are invited to participate in the Cape Winemakers Guild for rigorous screening and blind testing of newly offered vintages.



Cleaning close to edges - one of the strong features of TURNADO 55.

#### Further information:

Rouseu Kaapse Wijnen  
Kortrijksesteenweg 147 - 149  
9830 Sint-Martens-Latem  
Belgium

Contact:  
Mr. Rouseu (Owner of the company)  
Tel.: +32 (0) 9 - 222 34 45

www.rouseu.be  
E-Mail: info@rouseu.be

**HEFTER CLEANTECH GmbH**  
Marketing  
Am Mühlbach 6  
83209 Prien am Chiemsee



Mrs. Rouseu and Mr. Rouseu with  
Werner van de Wynkele (middle) from  
atimo, Belgium.

Tel.: +49 (0) 80 51 686 - 175  
Fax: +49 (0) 80 51 686 - 179  
E-Mail: cleantech@hefter.de  
www.hefter-cleantech.de

**HEFTER Cleantech TURNADO 55 PRO**

