



PRESS RELEASE

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T/CK online laundry service – now also in Basel

Life is too short for chores such as washing and ironing. Luckily there's T/CK, the online laundry service. Following a successful market launch in Zurich last autumn, the start-up company is now being introduced in Basel and is expanding its service.

Washing, ironing and folding take up lots of valuable time, but aren't exactly a lot of fun. This is where T/CK comes to the rescue – the online laundry services from the Mibelle Group. The industry subsidiary of Migros has been producing detergents and cleaning products for over 80 years, making it a qualified expert when it comes to the topic of laundry.

The company launched the service in Zurich last autumn and has already attracted 2,000 registrations and a loyal customer base of regular users. "The response was huge!" reports Nicole Di Rubbo-Ronzani, Managing Director of T/CK. "Our business thrives from the feedback of our customers. We've had a lot of positive feedback, which helps us to develop and motivates us to move forward. We are also happy to receive negative criticism, as this helps us to become even better."

Following its successful market launch, T/CK is now being introduced in Basel at the beginning of June. As Basel is the home of many major international companies, a high level of demand is expected for the online laundry service. In addition to a German language version, the website will therefore also be available in English for the first time. Another new service that will soon be available is the T/CK app. Customers will then have T/CK with them wherever they go, enabling them to place an order with the laundry service anywhere, anytime. Features include a handy text message service notifying the customer when the laundry will be delivered.

Great emphasis is also being placed on sustainability. T/CK cooperates exclusively with local partners, enabling optimal logistics routes that are ecologically and economically planned. Attention is also being paid to ensuring that the laundry service providers only use as much detergent and hot water as necessary.

T/CK couldn't be easier to use. Simply register online and place your dirty laundry in a bag. T/CK will collect the laundry from the requested location, take it to the laundry service provider and then return it to you two days later clean, ironed and smelling wonderfully fresh. On request and for an additional fee,



collection is possible within 30 minutes. The convenient service takes care of the entire laundry process for customers and even saves them the trip to the laundrette or dry cleaners.

Shortly after the launch in Basel, T/CK will also be introduced in Bern. Other potential locations currently being considered are the cities of Geneva and Lausanne in western Switzerland.

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Mibelle Group is the joint brand name for the Migros companies Mibelle AG in Buchs, Mifa AG in Frenkendorf, Mibelle Ltd in Great Britain and Ondal S.A.R.L. in Sarreguemines, France.

As a full-service customer brand manufacturer, the Mibelle Group serves the three business units Personal Care, Home Care and Nutrition. With the business unit Mibelle Group Brands, it is also active in the development and management of exclusive brands in the cosmetics sector. As an independently operating business unit, Mibelle Group Biochemistry is specialised in the research and development of active ingredients for cosmetic applications and has an outstanding reputation in the cosmetics industry worldwide.

The Mibelle Group is the number three manufacturer in the European proprietary brand market. The Group has around 1,200 employees and generates an annual turnover of 440 million euros and is part of M-Industry.