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January 2012

Dear Customer,

2012 is going to be an exciting year.

Included is your 2012 Osca Customer Handbook with some minor updates from the 2011 booklet that reflect some changes at Osca, but nothing significant to the way we deliver our service to you.

The most significant change coming up in 2012 is that we have bitten the bullet and are having a go at using our 25 years of experience to take the next step with Osca and expand by creating new Osca Ironing franchises.

Designed very much with our customers in mind, we are hoping as the franchises roll out to be able to offer you a choice of Perfect Ironing from the Osca workshop and a budget service from Osca Ironing franchisees who will work from home with lower overheads.

We will inform you as soon as bookings become available.

Have a Happy and a Prosperous New Year,

Luke, Eve and Osca



**OSCA**  
**PROFESSIONAL**  
**IRONING SERVICE**

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# INDEX

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INTRODUCTION

BOOKINGS

PICK-UP AND DELIVERY

OSCA CREDIT TERMS

WHAT HAPPENS TO YOUR GARMENTS AT OSCA

ITEM CATEGORIES

OSCA IRONERS

OSCA TRAINING

OSCA SHIRT

COMPLEMENTARY SERVICES

WHEN THINGS GO WRONG

ENVIRONMENTALLY AWARE

FEEES AND HOW TO AVOID THEM

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CUSTODIANS OF THE ART OF IRONING

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## INTRODUCTION

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Established 1986

Osca is one of Melbourne's own traditional family businesses.

Built from the ground up by a husband and wife team, dedicated to the principles of providing the highest of quality and service, it is now in its second generation.

In 2009 Osca reached a landmark of ironing a millionth shirt.

Our ability to consistently deliver the highest quality of ironing is due to our focus on maintaining a dedicated workshop staffed by professional ironers.

The Osca Workshop is a happy place where the Art of Ironing is taught and applied to perfection in a positive and encouraging atmosphere.

Our focus is on providing the best for our customers.

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## CUSTODIANS OF THE ART OF IRONING

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# IRONING BOOKINGS

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Telephone bookings message bank  
**(03) 9850 8535**

On-line bookings  
**bookings@osca.com.au**

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## REGULAR BOOKING

Weekly or Fortnightly

- Reliable Pick Up and Delivery times.
- Preferred Ironer.
- Consistent quality.
- Service tailored to Customer's Unique Needs and Requirements.
- Unconditional Quality Guarantee.

## CASUAL BOOKING

Call as you need

- Flexible booking times.
- Delivery times subject to ironer availability.
- Unconditional Quality Guarantee.

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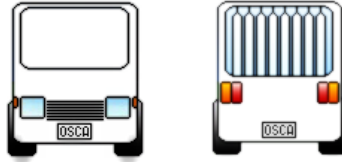
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## PICK UP AND DELIVERY

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For your Convenience, the Oscala Pick Up and Delivery vehicles  
are on the road two mornings and five nights a week.

Generally arriving at your door within 15 minutes of the pre-arranged time.

Morning run (AM) times between 8:00 AM and 11:00 AM

Evening run (PM) times between 5:00 PM and 9:00 PM

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SUBURB	MON	TUE	WED	THU	FRI
ARMADALE	PM	PM	PM	PM	PM
BALWYN	PM	PM	PM	PM	PM
BALWYN NORTH	PM	PM	PM	PM	PM
BRIGHTON	X	X	X	X	PM
CAMBERWELL	PM	PM	PM	PM	PM
CANTERBURY	PM	PM	PM	PM	PM
CARLTON	X	X	PM	PM	X
EAST MELBOURNE	X	X	PM	PM	X
HAWTHORN	PM	PM	PM	PM	PM
IVANHOE	AM	PM	X	X	X
KEW	PM	PM	PM	PM	PM
KEW EAST	PM	PM	PM	PM	PM
KOORYONG	AM PM	PM	PM	AM PM	PM
MALVERN	PM	PM	PM	PM	PM
MELBOURNE ST KILDA RD	X	X	X	AM	PM
RICHMOND	X	X	PM	PM	X
SOUTH MELBOURNE	X	X	X	AM	PM
SOUTH YARRA	AM PM	X	X	AM	PM
TOORAK	AM PM	PM	PM	AM PM	PM

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## CREDIT TERMS / PAYMENT OPTIONS

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### **COD**

The Osca driver can be paid on delivery by cash or cheque.  
Cheques should be made out to **Osca**.

### **EFT**

EFT transfers should be made within 7 days of the invoice date.  
Please use your '**booking name**' as the reference.

Account Name	Osca
Bank	Westpac
BSB	033 365
Account Number	281 221

### **7 DAYS**

Regular weekly customers may choose to send payment in the next week's ironing basket.  
A secure zip-up wallet can be provided on request.

### **MAIL PAYMENTS**

Osca, P.O. Box 326, BALWYN NORTH, VIC 3104

### **"FORWARD DEPOSIT" OPTION**

Minimum opening balance of \$200.00

**Save between 3% and 15% off your ironing bill.**

(Discount tables are available on request.)

A monthly statement can be requested.  
(A statement fee applies to accounts in debit.)

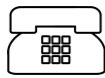
### **LATE ACCOUNTS**

Late fees apply to accounts in arrears.  
Osca reserves the right to decline a booking.

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# WHAT HAPPENS TO YOUR GARMENTS AT OSCA

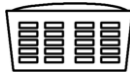
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Call or email for a booking.



A spotless Osca van arrives to pick up your basket.



Any loose garments are tucked in with a cover cloth.  
The Customer Wish Card joins the basket for its journey at Osca  
to inform everyone of the customer's wishes.



On arrival at the Osca Workshop, each basket is checked, garments are counted, sorted by type and colour and allocated for the appropriate ironer.  
The garments are then prepared for ironing; pre-dampened as necessary with water or starch according to the customer's individual wishes.



The garments are then ironed to perfection  
by the best ironer to match the customer's needs and wishes.



When completed, the ironing is Quality checked and recounted.  
Only when the customer's wishes have been met, the presentation is right  
and the item counts match, are the garments readied for dispatch.



An Osca van arrives at your door at the appointed time  
to deliver your perfectly ironed garments.

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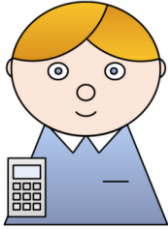
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## ITEM CATEGORIES

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**Osca Ironing invoices are itemised for the purpose of accuracy and consistency.**

Item Categories are calculated on the time it should take a Professional Ironer to iron a particular garment to perfection in the most reasonable time.

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**A** Hankies, Napkins, Place mats, T-towels, Toddler t-shirts, shorts etc., or other garments of similar ironing time requirement.

**B** Pillow cases, T-shirts and Polo Shirts, Jumpers, Wind-cheaters, Children's school shirts, vests, some short sleeved shirts, plain shorts, Leg-ins & Track-suit pants, and other garments of similar ironing time requirement.

**C** Most Business shirts, casual shirts, short sleeved blouses, school shirts, pants, jeans, tailored shorts, plain straight skirts. Frilled, Damask or linen pillowcases, overlays and other garments of similar ironing time requirement.

**D** Some Cotton Business shirts, Dress or dinner shirts, Silk and Linen shirts, Long sleeved blouses, Some school dresses, plain skirts, Culottes, Tailored trousers and linen pants, Small tablecloths and other garments of similar ironing time requirement.

**E** Skirts & plain dresses, School dresses. Small round tablecloths, Cargo Pants, Flat single bed sheets and other garments of similar ironing time requirement.

**F** Dresses, Pleated skirts, Full Circle skirts. Most tablecloths, fitted or flat bed sheets, Single doona covers and other garments of similar ironing time requirement.

**G** Pleated dresses and pleated full circle skirts. Some large fitted or flat bed sheets, large doona covers and elaborate or lace banquet tablecloths, Battenberg-lace tablecloths and other garments of similar ironing time requirement.

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Garments requiring less preparation and/or ironing time than normal, may be moved down a category at the ironer's discretion to better reflect the time taken to complete the garment.

Garments requiring more preparation and/or ironing time than normal, may be moved up a category at the ironer's discretion to better reflect the time taken to complete the garment.

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## OSCA IRONERS

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The Osca Workshop is crewed by a team of highly motivated, Osca trained professional ironers.

All Osca Ironers receive training and must achieve a professional level of skill before they can iron a customer's basket without supervision.

Osca ironers are selected for their personality - honesty, integrity, commitment, diligence and for taking pride in their work.

Ironing is a skill that can be taught and cultivated. There is only one way to iron at Osca, and that is the 'Osca Way'.

(See the “Osca Training” page)

The Osca Workshop is a happy and supportive environment, filled with uplifting music. Osca ironers enjoy taking part in team building activities: putting a jigsaw puzzle together or having a theme day, where costumes and the sharing of specific foods at lunch instils joyous laughter.

Half an hour each morning is reserved for the team to participate in body maintenance disciplines that include Yoga, Pilates, Alexander Technique, Dance, Meditation, Massage and Bowen Therapy.

Working from a central location the Osca team is dedicated to using their skills and abilities to reflect the Osca philosophy of excellence in quality and service.

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## OSCA TRAINING

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The Osca Ironing Training Program has been developed over many years in view of Ironing being a Professional Skill that encompasses everything from hygiene and maintaining one's mind and body fit, to a perfectly ironed shirt; with absolute attention on providing the best care and service to the customer.



You can be assured that when you send your garments to Osca Ironing, your ironer is fully versed in :

**Cleanliness and hygiene,**  
**Safe equipment use and maintenance,**  
**Fabric recognition and Specific manufacturers' care instructions.**  
**Garment requirements,**  
**Understanding the Customer Wish Card,**  
**Pre-dampening, Starch preparation and application,**  
**Various ironing techniques for specific garments and their particular needs,**  
**Achieving the perfect single sharp crease on each sleeve or trouser leg,**  
**The use of a sleeve arm for full round sleeves,**  
**Handling of weaves, knits, lace, pockets, pleats, frills, cuffs and appliqués,**  
**Ironing over a Raja or Cotton cloth,**  
**Correct techniques of handling small and large bed or table linen,**  
**Folding techniques as well as final presentation.**

Osca Ironers are encouraged to work together in a Network by sharing experiences and attending regular training days ensuring that the collective ironing skills are always up to date.

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# THE OSCA SHIRT

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## STARCH

Evenly pre-dampened all over with light Osca starch and water mix.  
Heavier solution of starch applied to Collars, Cuffs and the Placket.

*Made daily, Osca starch dilution can be varied to customer wishes.*



## THE COLLAR

Starting with the back of the collar, ironing from the edges to the middle, the collar is shaped to a firm finish.

With a light touch of steam to clearly define the fold.

Presented with a collar insert to maintain shape during transport.



## THE SHOULDER PANEL

Shoulder panel and yoke ironed flat without a middle crease with particular attention to the seams, ironing flat and re-setting to original shape with a slight tug and a firm press of the iron.



## SLEEVES AND CUFFS

Sleeves are aligned to the lower seam, lightly stretched to re-set and ironed flat with a single defined sharp crease for men's shirts and round sleeve for ladies shirts.

Round cuffs ironed on the inside with a shot of steam and a touch of iron on the outside for a firm finish.

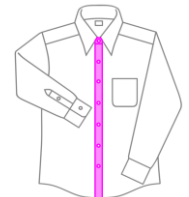


## FRONT PLACKET

The placket is lightly stretched where necessary to re-align the fabric wrinkled by the washing process.

With a shot of steam and a steady iron it is held firm until flattened.

The steam is then fanned off for a flat, dry finish.



## SHIRT BODY

The front and back of the shirt is ironed to a smooth, soft finish with particular attention to the side seams to re-set the shirt body to its original shape.



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## COMPLEMENTARY SERVICES

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### **Independent Services Available along with Osca Ironing**

#### **Dry Cleaning - Penguin Dry Cleaners (est. 1947)**

1 week turnaround.

Osca uses the services of Penguin Dry Cleaners, Bulleen exclusively.

Selected for their consistent and reliable quality and attention to detail.

For items requiring Dry Cleaning, please separate from your ironing by placing it in a separate bag, complete the Dry Cleaning Check Slip (provided in your ironing basket each week) and include it with your order.

An Osca Dry Cleaning Bag is available on request for Osca Ironing customers.

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#### **Laundry - French's**

1 week turnaround

Osca uses the services of French's Laundry service via Penguin Dry Cleaners.

For items requiring Commercial Laundering, such as large table linen, please separate from the ironing, place in a separate bag, complete the Dry Cleaning Check Slip (provided in your ironing basket each week) and include it along with your order.

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#### **Mending and Alterations - SewBizz Sewing Solutions**

1 week turnaround

Osca uses the services of Lisa Mallia's SewBizz.

Lisa Mallia is a qualified seamstress with 25 years of experience, working under the umbrella of Penguin Dry Cleaners Bulleen.

For items requiring Mending repairs and Alterations, please separate from the ironing, place in a separate bag, complete the Dry Cleaning Check Slip (provided in your ironing basket each week) and include it along with your order.

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#### **NEW IN 2012 - OSCA FRANCHISEE**

48 hour booking

Designed as an Osca complimentary service to provide a budget option for garments that do not require the Osca Professional Ironing level of perfection.

**We will be advising the availability as new franchises become available during 2012.**

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## WHEN THINGS GO WRONG

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Despite every effort made to ensure mistakes do not occur, occasionally and regrettably, things may go wrong. Rest assured. At Osca we always accept 'our duty of care' when handling and ironing your garments.

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### **Ironing**

The Osca Unconditional Quality Guarantee applies to all Ironing garments during Transport, Handling by Osca staff and Ironing at the Osca Workshop. If a garment has not been ironed to your expectation or the ironer's best ability, please let us know as soon as possible. We will pick up the specific garment from you and have it re-ironed at no extra cost.

In addition, your ironing garments are insured against Fire, Theft and Damage from the moment we pick up your ironing to the moment we deliver it back to you.

Should a garment be damaged during transport or whilst being cared for in the Osca workshop, we will contact you in person at the earliest opportunity to discuss the best course of action to resolve the matter to your satisfaction. In case of an insurance claim, deal with the Osca office directly.

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### **Complementary Services - Dry Cleaning, Laundry, Mending**

Although every effort is made on Osca's behalf to ensure that Dry Cleaning, Laundry and Mending garments are handled appropriately, Osca Quality Guarantee and Osca business Insurance does not extend to garments while being handled by a third party.

#### **IMPORTANT :**

**For Osca to successfully represent our customer in an insurance claim against a third party, the 'Garment Instructions' note must be completed by the customer and placed along with the order. All other necessary records are maintained by Osca.**

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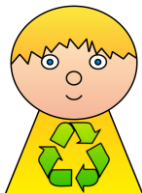
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## ENVIRONMENTALLY AWARE

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### Reducing the Osca Carbon Footprint

#### Starch :

At Osca, we use natural, Vegetable starch cooked daily to 'Grandma's' secret recipe. Entirely free of any chemicals perfumes and odours blended only with water, it easily washes out in a cold wash.

The starch consistency can be mixed to customer's individual needs.

#### Tools :

Pump spray bottles for all pre-dampening.



#### Workshop :

At Osca, we have abandoned the use of power hungry, commercial ironing equipment for ordinary domestic irons.

Achieving the same Osca High Standard of Quality through training and teaching of traditional methods of hand ironing.



#### 'Less power, more skill'.

The Osca workspace is lit by 'energy saving' globes.

#### Packaging :

To protect garments during transport we use EPI approved 100% degradable Garment Bags.

In 2005 Osca introduced Re-useable Cloth bags for Dry Cleaning and Laundry customers.

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At Osca, we are fully aware of the responsibilities we all have towards our environment. Some packaging is necessary for the purpose of delivering your ironing to you in a pristine condition.

Until we find a better way, Please help us re-cycle.

We invite you to return any unwanted packaging back to Osca for re-cycling and/or appropriate disposal.



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## CUSTODIANS OF THE ART OF IRONING

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## FEES

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### Fees & How to avoid them

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#### Pick Up & Delivery Fees

Osca **Pick-Up and Delivery** service is **FREE** with a regular ironing booking.

<b>Regular Bookings – Weekly, Fortnightly</b>	
Within our regular daily areas and times	\$ 0.00
Missed Booking / Unable to pick up or deliver	\$ 7.50
<b>CASUAL Bookings – Ring as you need</b>	
Within our regular daily areas and times	\$ 0.00
Missed Booking / Unable to pick up or deliver	\$ 7.50

**To avoid Missed Pick Up or Delivery Fees** simply advise our office when you do not require our service on a particular day. We can suspend our service until you need us again.

#### **To avoid a Statement Fee of \$2.00**

Charged when an account is in Debit at the end of the calendar month and an account statement needs to be issued, please pay your account within 7 days.

Check your weekly tax invoices for your running balance to avoid any extra charges, or keep a credit balance with a 'Forward Deposit'.

PLEASE NOTE : For 'Forward Deposit' enquiries, please contact the Osca office.

#### **Late Accounts of 30 days or more**

Late accounts incur fees and risk the suspension of our service.

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