



UPGRADE YOUR BACKWASH AREA AND YOU'LL IMPROVE NOT ONLY YOUR CLIENT EXPERIENCE BUT ALSO YOUR BUSINESS.

Maletti's comfort-focused shampoo units means you can improve the client experience and create a range of new treatment and colour services your clients will love.

Upgrading your backwash area is actually a cost effective way to improve your salon and add new services and with a bit of forward planning, it can be fairly easy and not impact your daily business.

The backwash unit is the centrepiece of your shampoo area and the more adjustable it is, the more comfortable it is for the client and the operator. Motorised recline and leg-rests deliver real comfort, while adding massage takes relaxation to a whole new level.

The size of the basin is important too – a good, deep basin is better for long hair and for applying toners and treatments. Plus, the plumbing needs to be accessible.

Maletti has a wide range of high-end and affordable backwash units that come with a variety of features and functions and in designs and sizes to suit every salon.

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Plus the furniture manufacturer has experience in creative, practical interior spaces, so their design team can help with fresh, practical ideas on the look and layout of your shampoo area to turn it from a mundane necessity to a revenue generating luxury.

You should try to partition off the shampoo area to make it feel more private too. Add softer lighting, lower the music and add scented candles and it will help to create a relaxing atmosphere.

With their help you could make your post-colour and regular shampoo experiences far more pleasurable, plus you can offer an increased range of conditioning treatments, all of which will keep you client's happy and help set you apart from the competition.

Soon your clients will be begging for long colour services, just to spend more time at the backwash.

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