

# Long-Lasting Laundry

*New chemical solutions and cleaning techniques save hoteliers money by reducing utility costs and extending the life of linens*

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**L**audry is one of the most expensive areas of a hotel operation. Hoteliers are constantly looking for an edge, whether it be finding a way to reduce the amount of water used per load or the amount of heat needed to warm washing water or dry linens.

Luckily for hoteliers, the industry is full of clever laundry innovators, forward thinkers always tinkering with their machines and chemical processes, trying to develop the next great solution. Never before have washers and dryers been more efficient, and cleaning solutions more friendly for the environment.

### Spray and Wash

UniMac is one of the leading laundry equipment manufacturers, which earlier this summer introduced a pair of innovations for the company's UW 45 and UW 65 washer-extractors. OPTIspray Rinsing Technology allows operators to minimize water use with highly effective rinsing. UniMac National Sales Manager Bill Brooks used "a shower versus bath rinse" analogy to describe the solution.

"With a bath rinse, you fill the basket with water and you're sloshing the clothes around, the water drains and the sediment settles at the bottom, which leaves you with a ring around the tub," he said. "We're doing a slow spin through a spray. Water is pulled through the load and drains out so you get a much cleaner, faster and effective rinse."

The exclusive technology delivers optimized rinsing through unique bath and spray rinse intelligence, which can provide a 12 percent faster cycle rinse time and increased throughput. OPTIspray's spray nozzle pulls wash chemicals and dirt through

the load, effectively removing them. Alternatively, a bath rinse dilutes chemicals and dirt, leaving residue behind on the linens.

When operators combine OPTIspray with one of the nine new ECO Cycle wash programs, the machines consume as much as 39 percent less water. Brooks said these specific ECO Cycles are tailored for linen loads that are lightly soiled, which actually accounts for a significant amount of daily laundry.

### Little Laundry Helpers

In the United Kingdom, Xeros has developed an ultra low-water solution involving polymer beads, each about the size of a grain of rice. Inside the company's proprietary 60-pound washer, more than 1 million beads are released into the drum for cleaning, which then removes the beads from the clothes once the cleaning is complete.

By combining the polymer beads' molecular structure with a proprietary detergent solution, the beads absorb dirt from soiled items. The company boasts water, energy and detergent savings of 70 percent, 50 percent and 50 percent, respectively.

Over the course of the last year, Xeros has begun pitching the idea in the United States with some success, installing its solution at the Hyatt Regency Reston in Reston, Va. Xeros made its formal U.S. debut earlier this summer at the Clean Show in New Orleans where executives were met with

Xeros CEO Bill Westwater



some skepticism about the solution.

"This is entirely a unique technology. The whole point of Xeros is genuine innovation," Bill Westwater, Xeros CEO, said. "It's very credible given people can see no one has done polymer beads before. It was a challenging and cynical audience because you're washing in an entirely different way."

Westwater said the Xeros solution can prolong linen life because the beads can remove stains from linens other conventional solutions cannot, and do so in a less rigorous fashion.

Xeros will exhibit its solution later this year at the International Hotel, Motel & Restaurant Show (IHMSR) in New York City.

### Mean Green

Many companies now realize not just the environmental benefit but also the marketing advantage of offering "green" or "eco-friendly" products to a growing class of younger consumers who appear more conscious of what they purchase and consume.

Manufacturers of laundry detergents and liquids have over the course of several years adjusted their formulas to reduce harmful chemicals from their solutions. However, these solutions can sometimes be ineffective and perhaps worse for linens depending on what manufacturers use to replace those harmful chemicals.

Agaia (pronounced A-guy-a) CEO Benjamin Shell, a self-described "serial entrepreneur" who worked with a team to develop the Safari web browser for Apple more than 10 years ago, received a patent earlier this summer for another innovative product – a cleaning solution called Evolve. Shell said Evolve "represents one of the most significant advances in cleaning in the last 100 years."

"[Evolve] not only matches the chemical but also consistently outperforms every cleaner, de-greaser and laundry detergent. It's a complete game changer," he said. "Everyone wants to remove chemicals from the process. Up until now, you could buy some green cleaners but they are not as effective and often not cost-effective. Evolve outperforms the chemicals and charges less than the chemical-cleaning product."

Evolve is manufactured exclusively from plants, vegetables and other all-natural ingredients grown in the United States. Evolve utilizes the same hydrogen-bonding used by living organisms for respiration and reproduction to affect a powerful attraction to unwanted materials at the molecular level. When applied, Evolve seeks out, surrounds and captures contaminant molecules, locking unwanted materials into a readily biodegradable suspension, where nature takes over and naturally degrades everything. Once removed, contaminants are unable to recombine or redeposit on surfaces from which they have been removed.

Minnesota-based Phillips & Associates, Inc. an international consulting and engineering firm specializing in the textile maintenance industry, conducted a study in which Evolve was shown to extend linen replacement costs 10 times over other laundry cleaners. Additionally, while the



A suite of Evolve cleaning products by Agaia

typical commercial laundry uses up to six different chemicals for each load of laundry, Evolve's formulation reduces this to two.

world in which we work and live in. Consumers and companies alike are beginning to demand safe, renewable cleaning products." ■

Agaia says Evolve can reduce water consumption by 50 percent and water heating costs by 60 percent. A typical 300-room property using Evolve could see a savings of up to \$100,000 a year in linen replacement costs.

"We were very intentional in naming this new technology Evolve, because it is time that we evolve how we clean the planet," Shell said. "It is no longer necessary to rely upon harsh, poisonous chemicals to clean the

## Cleaning Industry Managers Value Relevant Online Information from Vendors & Partners

Procter & Gamble Professional released in June the findings of its national "Digital Usage in the Cleaning Industry" survey, which queried 405 cleaning industry professionals and decision makers. The survey's findings revealed that cleaning industry managers look to vendors and partners to develop and offer valuable, business-relevant content. When asked about the types of media used for work-related reasons, 65 percent of respondents say they have used training videos and 34 percent of respondents have used product review videos, while the same proportion (34 percent) say they have used archived webinars. Of the nearly two-thirds (65 percent) of people who have used training videos, 63 percent say they prefer working with vendors or suppliers who provide them.

- 71 percent say they have shared video training content with colleagues.
- 71 percent report that video training is well received in their organization or company.
- 63 percent say that they prefer working with vendors or suppliers who provide training videos.
- 69 percent wish that a greater variety of vendor/supplier training videos were available.
- Of the 35 percent who do not currently use training videos, four in 10 would consider using them as part of employee training on cleaning processes and procedures.

"While in-person support still remains the preferred training method of cleaning industry managers, training videos are widely used, and have even greater audience potential if the content is available online," Kevin Wenzel, associate marketing director, P&G Professional, said. "We strive to provide ongoing efficient and effective solutions for businesses. Our online resources, along with our customer service phone support, are helping customers get the information they need quickly and easily so they can keep their business moving forward without waiting for a representative to provide on-site support."

To view the full report from P&G Professional's Ipsos survey, please visit <http://ipsos-na.com/news-polls/pressrelease.aspx?id=6171>.