

Red Squared Case Study – Towel Laundry



Challenge ...

Red Squared is committed to highlighting the benefits of in-house laundry versus outsourcing. We are striving to achieve a reduction in outsourcing for Housekeeping within hotels, with the aim of providing greater control and improving the quality of hotel linens and towelling, whilst ultimately reducing costs.

Solution ...

Red Squared offers a free of charge laundry analysis which will clearly show the advantages of having a complete in-house laundry operation or a small towel laundry operation.

We aim to cost effectively source the right laundry solution to service the unique needs of each hotel and to manage the installation process.

Results ...

Red Squared has carried out numerous analyses which have proven that in-house facilities continue to be advantageous on many fronts.

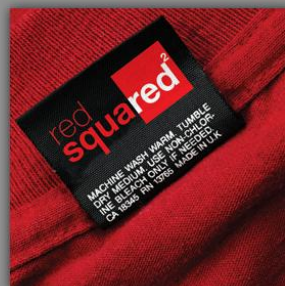
Time taken up by laundering can be halved, ensuring a significant monthly saving and enabling the staff to work more productively.



Client Comments ...

One 4 Star hotel said the following:

“Since following Red Squared’s recommendation of an analysis, and subsequently installing a new laundry facility, we have noticed a marked improvement to our in-house washing capability. We can now launder all of our chefs’ whites, bathrobes, face cloths and brasserie table linens. The new washer and dryer have also meant that we have saved an incredible amount of money over the last six months – a total of £3,500 on face cloths alone. In addition, we have also found that this facility enables us to be more efficient with our time and on average we are saving up to 8 hours per day.”



For your free laundry analysis please contact Red Squared:
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