

Why invest in good quality linen?

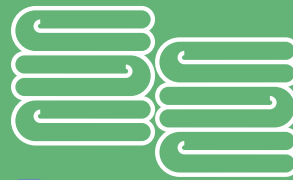
THOUGHTFUL LINEN PURCHASE AND CARE SUPPORTS:



COST SAVINGS

\$100,000

is the amount that a 150-room luxury hotel can **spend on linen laundering** over one year, with 25% of that cost due to the linen itself.¹



30%

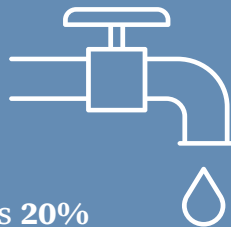
Linen replacement **cost savings** from buying good quality linen.²

^{1,2} Diversey, 2016

RESOURCE SAVINGS

20%

Textile care consumes **20% of water** and **17% of energy** in luxury hotels.³ A low temperature wash process can reduce water and energy use while extending linen life.



40%

Estimated **energy and resources** wasted by hotels.⁴

³ Metabolic, 2017
⁴ WWF&IBLT, 2015

CUSTOMER SATISFACTION

95%

Of business travelers believe that hotels should implement **“green initiatives”**.⁵

5–20%

Increase in **customer satisfaction** due to better quality linen.⁶



⁵ Deloitte Hospitality Report, 2015
⁶ Diversey, 2016

To maintain customer satisfaction, save resources and reduce linen cost, visit diversey.com/solution-finder/laundry-solutions-and-systems for support with linen purchase, care and recycling.