



Miele

Could your hotel benefit from an **on-premise laundry?**

**A step by step guide for hotel owners,
managers and housekeepers**

A great laundry = a happy guest

What do you think matters most to your guests about their stay with you? What's going to make them come back time and again, and ensure that any review they make on TripAdvisor is a positive one?

According to our recent research conducted with hotel owners, managers and staff like yourself, it's actually the bedroom that has the greatest impact on how your guests feel. Not only this but cleanliness of the room, and the bedding itself, are guests' two highest priorities of all.

What this shows is just how critical the right laundry processes are to your hotel's reputation. Despite the laundering of bedding, towels and other guest linen being a behind the scenes operation, effective laundry was more closely linked to guest happiness than any other hotel objective in our survey.

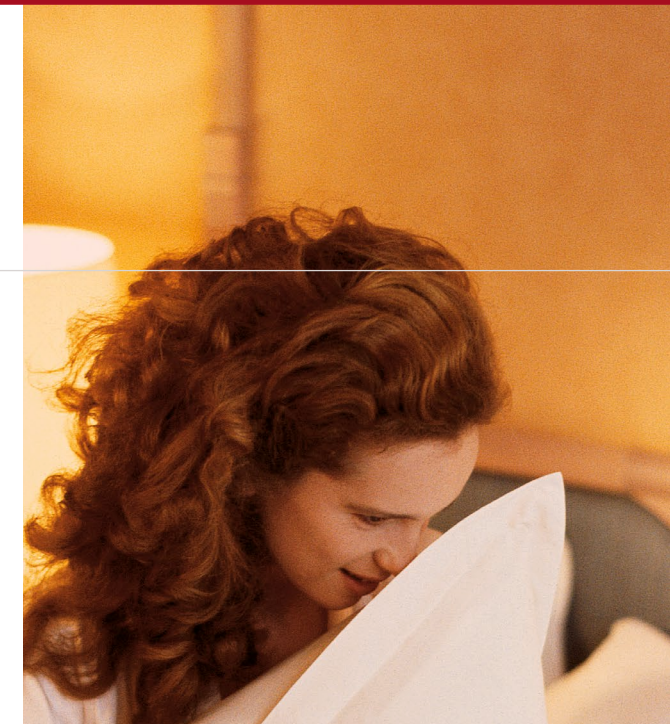
Is your laundry process squeaky clean?

While good laundry processes are vitally important, it's not always easy to get it just right. Many hotels are using a mix of on-premise laundry facilities and outsourced services, but when it comes to quality laundry such as bedding and towels, these are more commonly outsourced. However, only half of our survey was highly satisfied with laundry cleanliness and less than half were very happy about the speed of the process, its quality and how much it costs.

Moving these laundry processes in-house could result in more control of the process, reduced cost, higher quality and faster turnover. All great benefits you can easily realise, if only you had the space for an on-premise laundry and the staff to manage it.

When we consult potential hotel customers and help them to calculate the benefits of going on-premise, they're usually pleasantly surprised by how little space is actually needed and how the lifetime costs can actually be much lower than outsourcing.

That's why we've created this guide – to help you consider exactly what a new or bigger on-site laundry facility could do for your own hotel's reputation, as well as your bottom line. We hope you find it useful and a good starting point to the small changes that could make a big difference.



TOP 10 GUEST PRIORITIES

- 1 Cleanliness of the bedroom
- 2 Cleanliness of the bedding
- 3 Welcome reception
- 4 Value for money
- 5 Easy booking process
- 6 Good temperature control in their rooms e.g. a/c
- 7 Good technology in the bedroom e.g. wifi, TV, radio etc.
- 8 Quality of hotel facilities e.g. pool, restaurant, bar
- 9 Well insulated bedroom e.g. minimal noise
- 10 Hotel stars

Delve inside to find...



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but are you
achieving it?

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Quality counts but are you achieving it?

Guests put bed and bedlinen quality above anything else on the wish list for a great stay. So it goes without saying that a high quality laundry process is something all hotels should strive for. But while your laundry processes may currently be good, can you say they are great?

Many of the hotels in our survey outsource bedding and guest towels but quality standards were often considered to be an issue. And given that hotels told us that achieving consistent, high standards in the day to day running of the business is their number one priority there can be no room for error when it comes to the all-important area of laundry.

Quality right, on-site

An on-premise laundry allows you to be hands-on in maintaining the extremely high standards your guests demand, for example:



Ownership of the laundry means you can ensure quality



Your linen stays on site, so you can manage it



You can instil quality values in your laundry staff



Reduce other quality issues such as slow room turnaround

So how do you get quality right on-site? Our research indicates where some of your current challenges may lie.

Firstly, you need appliances that are up to the job. Reliability was hotels' most important factor when choosing on-premise appliances, yet 39% of hotels are using domestic washing machines and 35% are using domestic tumble dryers. 45% also said damage to washed items was an on-site issue.

Commercial appliances are built to last for considerably more cycles than domestic ones are, and high quality commercial machines will also look after your fabrics.

Secondly, you need to put strong support and maintenance standards in place. 52% of hotels told us their on-site laundry was impacted by their machines needing regular repair. So it's necessary to look at the aftercare service that your chosen manufacturer provides.

And finally you need to ensure your employees follow the correct procedures and also know to make thorough quality checks as standard. For instance, 30% of hotels reported that white goods were sometimes not used correctly –staff uniforms being washed with guest bedding, for instance.

An on-site laundry can lead to high quality and improved guest experience, but the right appliances, aftercare and practices are all critical.

TOP 5 FACTORS in hotel laundry provision



The cost efficiency challenge

There's no doubt that every penny counts when it comes to running a hotel efficiently. Hitting revenue and profit targets and managing costs and cash flow were the second biggest challenges facing hotels in our survey.

If you're managing laundry you'll know this is no exception; while quality needs to be maintained, it has to be achieved as cost effectively as possible. In fact, around nine out of ten hotel staff we spoke to said cost was highly relevant to their laundry choice.

Understandably, due to sheer volumes of laundry many hotels send their bedding and guest towels offsite. However, only one third were very happy with the cost and so it's important to ensure that you are achieving the right balance of cost and quality.

So is laundry outsourcing really cheaper?

With all of the appliances, repairs, utility bills and additional staff required to run an on-site laundry it may be common for hotels to think outsourcing is cheaper. Yet, many times when we help hotels forecast the equivalent cost of bringing laundry in-house, they discover the potential financial benefits

Choice of appliance is absolutely key to a cost effective on-site laundry. After all, this requires a large capital investment so it's important that you choose a brand known for quality and longevity; you should be looking for stringent quality testing processes and a long lifespan to ensure you get your money's worth.

Equally, load capacities, energy ratings and water usage are other key cost factors to consider when choosing your machines.

And did you know that if you choose appliances that are listed on DEFRA's Water Technology List, you may be able to claim 100% of the cost back at the time of purchase? This means that the full cost of new laundry appliances could be deducted from your hotel's profit before tax, making on-site laundry even more attractive.

On-premise cost benefits



Lifetime costs of the appliances & associated services will be lower than outsourcing



Staff who manage the outsourced relationship could be running the laundry



Energy efficient appliances can mean lower than anticipated utility bills



Large load capacities can reduce the total cost of laundering each item

Only 33% of hotels say they are very satisfied with the current cost of their laundry provision

Cost is hotels' **2nd most common** laundry process challenge

For **89%**, the cost of outsourcing is an important factor in choice of laundry provision

Speed: beds ready, every time!

When it comes to hotel laundry challenges, turnaround times are where the pressure is really felt. In our survey this was the most common major concern and bedroom turnover was also housekeepers' number one headache. 90% of you also told us that the speed at which laundry could be done impacted your choice – whether that's offsite or on your own premises.

But again, in many cases the reality is not what hotel employees like you need it to be. There's even more dissatisfaction with laundry speeds than there is with things like cleanliness and hygiene. This is impeding at least a quarter of hotels in their ability to meet strict room turnaround timescales.

Remember that all-important guest experience? You simply cannot afford to leave laundry timescales to chance or let them slip. Clean sheets need to be on every bed, on-time and every time.

On-site *means* on-time

Moving your laundry on-premise can make you more productive and ensure that the sheets, towels and pillowcases arrive before your guests do.

To ensure your on-site laundry runs like clockwork you need to think about the features of the appliances you put into it as well as their reliability record and service and maintenance terms.

The right washing and drying cycle times are critical. It's important that your machines offer a wide variety of cycle choices, so that different laundry items can all be handled as efficiently as possible and to the correct standards. However, you should ensure that appliances are also fit for use by relevant staff. A large choice of programmes may confuse users, resulting in the

wrong cycles and delays. Some manufacturers offer cycle customisations and shortcuts to ensure machines are used correctly so these issues are avoided.

Load capacities are another key consideration. Machines need to be able to handle large bulk loads but these can differ considerably with different products on the market. A reputable manufacturer or supplier will be able to tell you which range of load sizes is most efficient for your hotel size and type.

Don't forget to also look into the reliability of your chosen appliance manufacturer. Fewer breakdowns will mean less delays to your laundry. And finally, ensure that you have the right aftercare contract to keep machine downtime caused by repairs to a minimum.

On-premise speed benefits



Cut out the time it takes to transport laundry to and from an outsourcer



Stop competing with other hotels; create a self-managed laundry facility



Improve work-flow between your laundry and housekeeping teams



Potentially reduce the quantity of linen and towels that you need to buy

90% of hotels say that turnaround speeds are a vital factor to their choice of laundry provision

Only 45% are highly satisfied with the current speed of their laundry processes

1 in 4 hotels struggle to meet guest room turnaround timescales due to slow processes

Finding space when it's at a premium

So, you've addressed all the cost, speed or quality concerns you might have had about bringing more laundry on-site. Now the big question is where exactly are you going to put this laundry and how much room is it going to take up?

In reality this is probably the main challenge facing many of you. Space is at a premium in most hotels and of course, the more space you can sell to guests the more profitable you can be. In our survey hotel owners and employees told us that limited space was their number one laundry challenge and the reason a third didn't process theirs on-site. However, given that 89% of you want to retain more control of your laundry processes, what if you make room and reap the rewards?

Finding and making the best use of your on-site laundry space options is the right place to start. Specialist laundry equipment suppliers can help with site surveys and layout suggestions, creating laundry designs and also specifying the best machines for the job.

In terms of your choice of appliance, aiming for a high load capacity to space ratio is obviously key. Capacities and cycle times both impact the amount of laundry your

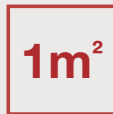
available space can output, showing why your machine choice is absolutely critical.

Some commercial washing machine manufacturers have developed innovative models which are designed to cope with large loads despite having a relatively small footprint. Miele's Little Giants range is a good example.

Lack of space is a key limiting factor in the development of on-site laundries, **however it can require less room than you'd think**



Innovative machines help you maximise the space available



The minimum space requirement can be as little as 1m²



A cubby hole, cellar or unpopular guest room are all possibilities

61% of hotels say they are affected by a lack of good offsite laundries in their locality



On-site laundry successes

While many hotels share similar challenges around their laundry provision such as quality, cost, speed and space, every hotel is different in terms of how these issues affect them and which are most pressing. But one thing is common – from the largest hotel chain to the smallest B&B, all can benefit from on-site laundry.

Here are some examples of hotels large and small which have already taken the on-site approach and are realising the rewards.

The Langham, London

One of the largest and best known hotels in the capital, The Langham, London has 380 guestrooms and is renowned for its service and standards of excellence. For 150 years, The Langham, London has enchanted royalty, dignitaries, and celebrities. Renowned for its legendary service, Europe's first "Grand Hotel" continues to reign from London's West End.

The Langham was looking to refurbish its on-premise laundry of three washers and two dryers, mainly used for processing personal laundry for guests and staff, as well as towels and face cloths. Its machines were getting old and requiring

constant repair; the hotel approached Miele for help.

Replacement machines needed to be high quality and reliable. Based on its existing good relationship, the hotel appointed Miele's partner First Choice Marshalls to install two PW6241 commercial washing machines and two PT8503 commercial tumble dryers and also provide after sales service and maintenance.

Commenting on the installation and machines, The Langham's Chief Engineer, said, "We chose Miele as we wanted to guarantee reliable equipment that would last for years and produce exceptional results."

"Miele and FCM provided a fantastic service, and the turnaround time for the installation was so quick. The machines are easy to use and we've already noticed a huge improvement in the end result of laundry processed. We would definitely invest in Miele products again and recommend them to any business looking to upgrade their on-premise laundry."



On-premise laundry successes

The Old Vicarage



The Old Vicarage, a boutique country house bed and breakfast, is a small business with high standards. Awarded 'Best Bed and Breakfast in Wales' by the Welsh Tourist Board soon after opening, it is recommended by many industry publications including Lonely Planet and The Rough Guides.

It was vital that the bed and breakfast was kept spotlessly clean – including its laundry. It also became apparent that the towels and bathrobes needed replacing, having been flattened and coarsened by the domestic top loading washing machine that was being used. The owners wanted to ensure that the luxury texture, weave and pile of their high quality towels were maintained.

Having carefully researched the market, the owners decided to buy a Miele Professional Little Giant machine that would wash thoroughly and quickly at high temperatures and yet maintain towels' original softness.

Since the installation of the Miele Professional appliance The Old Vicarage has reported a remarkable difference to the day to day running of their business. The time it takes to process the laundry has been dramatically reduced, resulting in a much quicker turnaround time for room changeovers. Speed has not meant that the end results have been compromised, with towels and linen retaining their original soft and fluffy quality.

Candacraig House



Candacraig is an exclusive Scottish country house, immaculately presented to the highest standards.

As an exclusive use venue catering for guests' important events, quality and service are of utmost importance. When it came to laundry however, Candacraig used off-site services which led to some compromises on quality, as well as speed and cost. Candacraig also wanted to introduce a guest laundry service, which could not really be supported offsite, for similar reasons.

An on-site laundry was the obvious answer and Candacraig installed a pair of stacked 8kg washing machines and tumble dryers in a spare corner of its cellar. With limited space it had initially thought accommodating

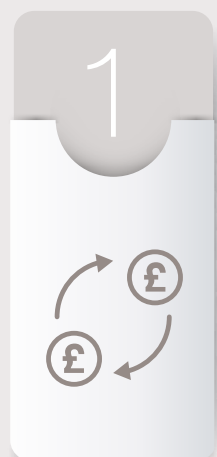
this would be an issue, but it was pleasantly surprised to learn how little space was actually required for its laundry output.

Now handling laundry onsite, Candacraig can maintain full quality control – ensuring its Egyptian cotton linen is washed to high standards using preferred detergents. As a result its linen longevity is significantly improved and there are sustainability and environmental benefits too. Avoiding the many round trips to and from off-site facilities some distance away has also saved valuable time and money. Candacraig has also been able to introduce reliable guest laundry services with the machines able to handle many different fabric types safely.



Six steps to on-premise

We hope you've found this guide to on-premise hotel laundry really useful and a good starting point for mapping out the things you need to consider and the benefits you can achieve. To conclude, why not check out these six simple steps to moving your laundry on-site. **Or if you'd like more help from us directly, [move straight on to the next page to get in touch](#) >**



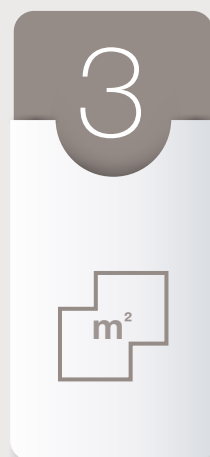
Compare the costs

A cost comparison of on-site versus outsourced is vital so that you can explain to budget holders why this method is worth pursuing. This will give you all the necessary facts and figures at your fingertips. At Miele and through our official Partners we can work with you to provide detailed cost calculations based on your hotel size and guest capacity.



Calculate your machine requirements

Once you've proven the cost benefits and got the go-ahead you need to consider which appliances are right for you. Which features and functions do you require to meet your needs? Manufacturers like Miele and our Partners can advise you on the best match whether it be for speed, quality, volume or a mixture of all of these.



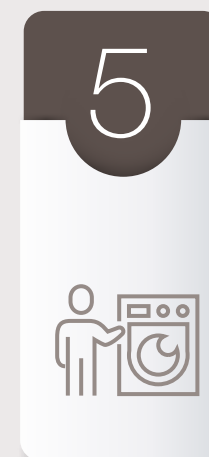
Consider the spaces you could use

Space is at a premium so consider what options you have. Is there a communal room that isn't utilised? An unpopular bedroom? A cupboard or corner of the kitchen that's not needed? Laundries can be fit into all sorts of spaces very flexibly.



Set quality targets and standards

If you're moving from outsourced to on-site laundry provision you're going to need to think about how this is managed and what performance indicators and efficiency benchmarks to introduce. These are important decisions to make to ensure smooth running and quality output.



Think about staffing and training

You've got a plan for how to run the laundry but you need to staff it too. Do you have existing people who could take on this role or will you need to hire new? What skills and experience are you looking for to ensure high quality and efficiency?



Consult an expert

Most of all, don't feel that you need to go it alone. There is a wealth of expertise out there among trusted manufacturers such as Miele and our specialist commercial Partners. They can assist you right from beginning in determining if on-site is right for you, through to installing and maintaining the equipment.

Need further help? If you've still got questions we'd be happy to answer them.

[Get in touch!](#)

The Miele logo is displayed in white, bold, sans-serif capital letters on a red rectangular background.

For more information on how to bring your
laundry on-site and under control, visit

www.miele.co.uk/pro/hotels

Or contact us on **0330 333 4582**
or by email at **professional.info@miele.co.uk**

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