



CASE STUDY: LOWERING LAUNDRY'S IMPACT

Reducing the environmental footprint of hotel operations at Radisson Blu through the Clax Advanced laundry solution.

Radisson Blu® hotels and resorts worldwide are doing their part to help conserve and protect the earth's priceless water supply with the hotel company's Blu Planet initiative. As part of Blu Planet, Radisson Blu hotels are constantly looking for new technology and solutions to reduce the environmental impact of their operations.

THE CHALLENGE

In the United Arab Emirates (UAE), water is especially scarce. Located in one of the driest areas on earth, most of the UAE's drinking water comes from expensive sea water desalination. At the same time, UAE per capita water consumption is much higher than other parts of the world.

With this in mind, the Diversey Care team approached Radisson Blu to do a pilot project in its Dubai Deira Creek hotel in the UAE. The hotel agreed to test Diversey Care's Clax® Advanced system, a new low-temperature laundry solution that maximizes efficiency in hotel laundries.

In a typical hotel, laundry operations is one of the areas with the highest consumption of water and energy. At the Radisson Blu Hotel, Dubai Deira Creek, for example, laundry operations manage approximately 10 tons of linen per day during peak seasons. Any means of driving greater efficiencies has a huge benefit for the environment as well as the hotel's bottom line.

GLOBAL WATER SCARCITY



1 IN 10
people lack access
to clean water*
*water.org

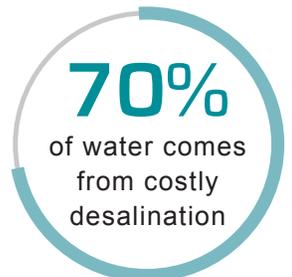
1%
of the Earth's surface
water is fresh water



UAE WATER WOES



360L
UAE daily use
of water per person



200L global daily use
of water per person

SOLUTION

The Radisson Blu Hotel, Dubai Deira Creek agreed to work with the Diversey Care team on a 4-month trial using the Clax Advanced system in their laundry operations. Compared with traditional methods, Clax Advanced allows laundries to maintain the same level of cleaning while eliminating one rinse cycle and washing at a lower temperature. This leads to less water consumption and less labor time. Lower water temperatures also mean the hotel uses less steam and electricity to heat up the washing machines.

RESULTS

After carefully monitoring the results of the pilot, the Radisson Blu Hotel, Dubai Deira Creek found the Clax Advanced laundry solution significantly reduced water and energy consumption as well as the hotel's carbon footprint. The pilot also found the system reduced effluent and CO₂ emissions. Overall, the hotel achieved a 10 percent savings, which represents USD 26,000 in annual net operating cost, with greater operational efficiency across key metrics. In the medium to longer term, these operational benefits also help extend linen lifetime by a third. This in turn reduces the global footprint of growing and producing cotton linen, a very water, energy, and chemical intense process.

“WE HAD SAVINGS IN ALL AREAS. THAT’S NOT ONLY A REDUCTION IN OUR CARBON FOOTPRINT AND WATER FOOTPRINT, THAT’S ALSO A REDUCTION IN EXPENSES. I HIGHLY RECOMMEND EVERY HOTEL TO USE CLAX ADVANCED IF THEY HAVE AN IN-HOUSE LAUNDRY.”

–Bob Busman, room division manager,
Radisson Blu Hotel, Dubai Deira Creek

REDUCTIONS



ANNUAL SAVINGS

5.1M liters of water saved
at hotel over 12 months

equals



2 Olympic size
swimming pools

14K persons' daily
need in UAE



54K

fewer wash loads
per year