

*TEXTILE RENTAL SERVICE FOR THE BEST*

**SALESIANER  
MIETTEX**

# **SALESIANER MIETTEX GAST**

**„Textile rental service in the hotel  
business – economical and hygienic  
alternative to self-sufficiency“**

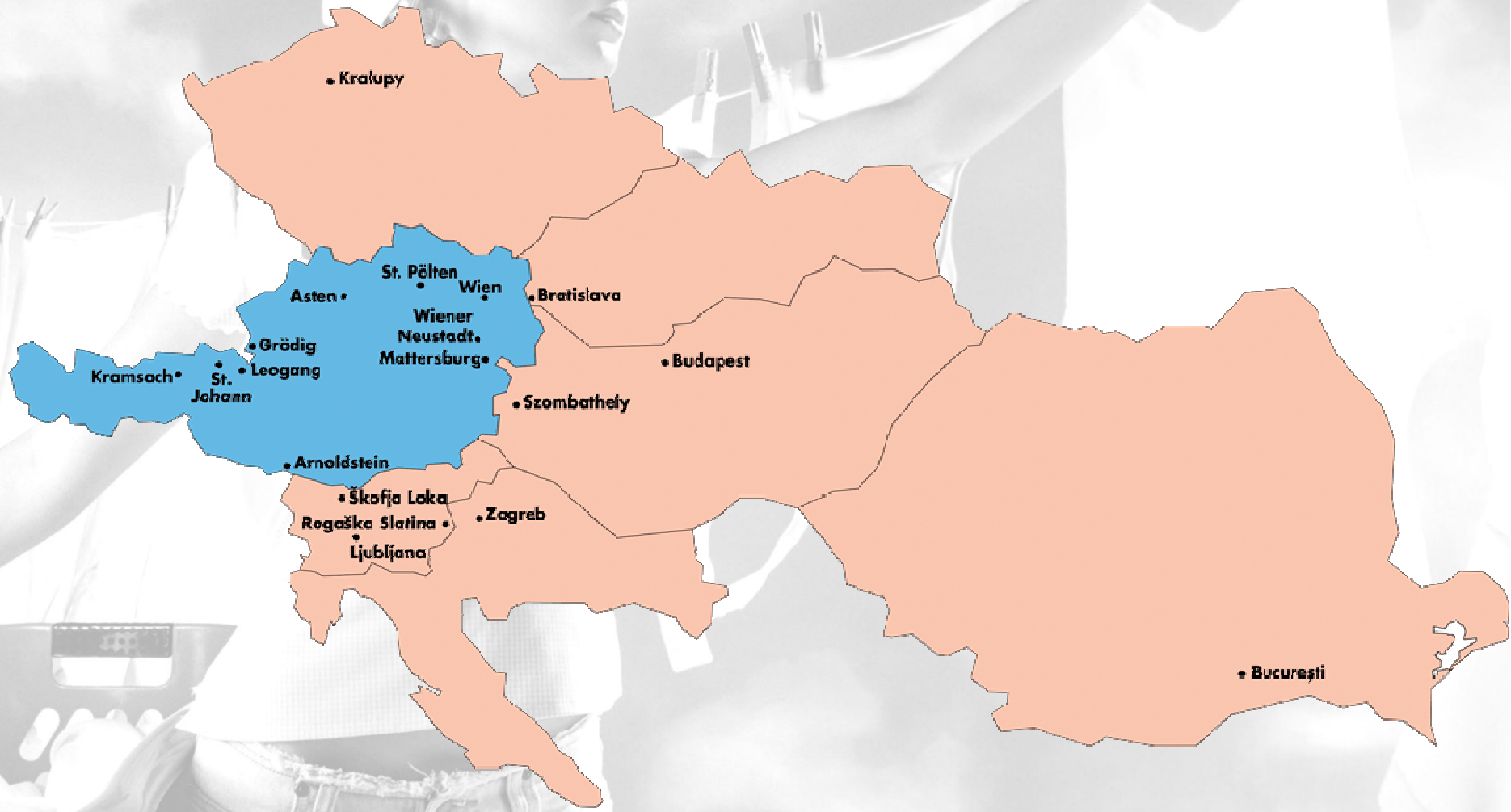
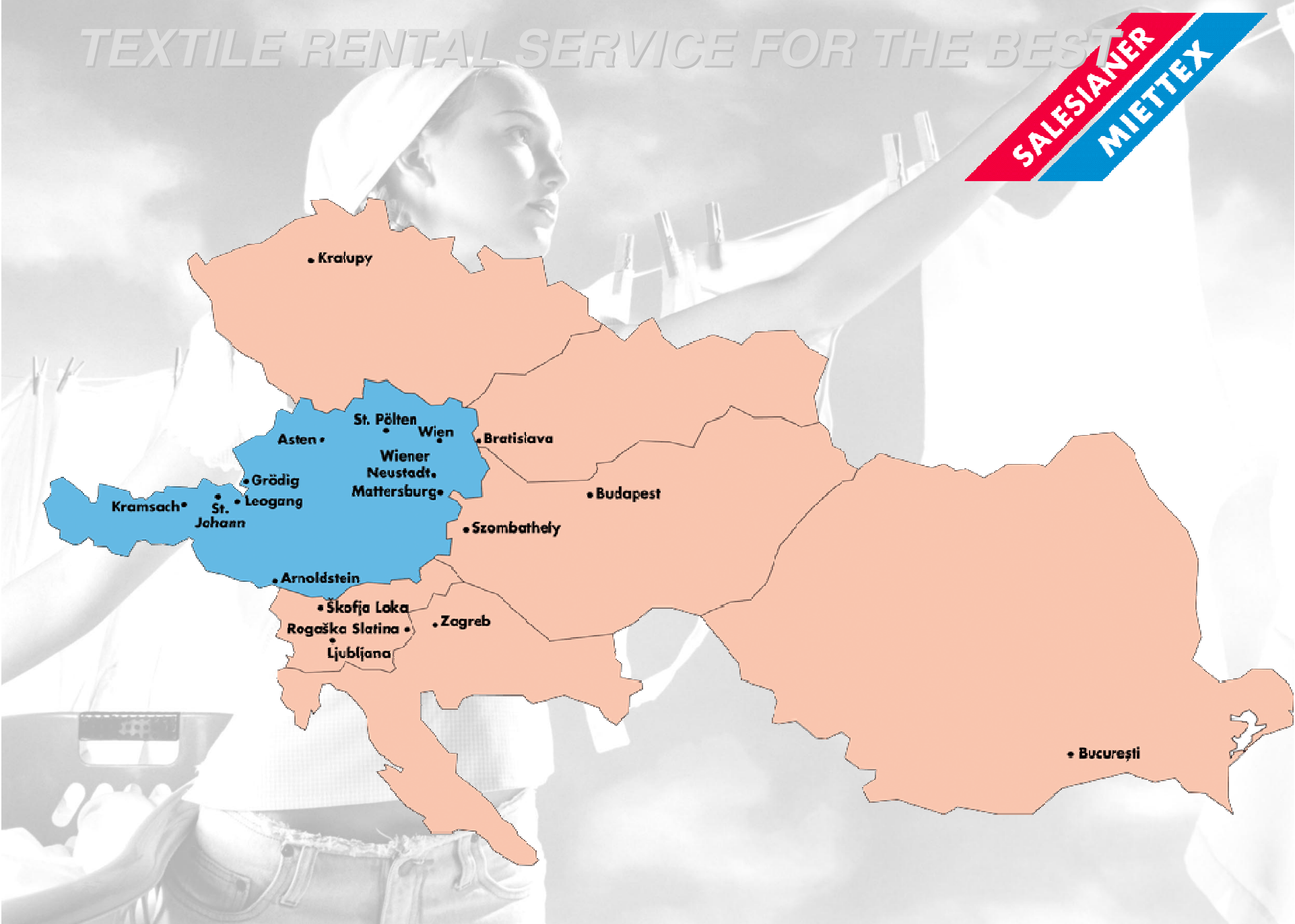


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- Outsourcing
- Types of laundry service
- Customer relations
- Life expectancy of textiles
- Customer expectations
- Market potential
- Hygiene
- Conclusion

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## **Facts**

- 6th district of Bucharest (Metro Militari)
- Area: 23.000m<sup>2</sup>
- Size: 6.500m<sup>2</sup>
- Capacity: 22 tons a day in two shifts  
(1<sup>st</sup> increment)
- Investment: 10 mio €

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## **Key data Salesianer group**

- Turnover 109,5 mio €
  - 30% hotels
  - 25% hospitals
  - 25% workwear
  - 20% washroom hygiene, mats
- Employees: 1.700
- Processing Capacity: 260 tons/day

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## **Outsourcing**

- Freedom to concentrate on running your business
- Cost advantage
- Turning fix cost into totally variable and transparent ones
- Regaining space

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## **Outsourcing-guru Michael F. Corbett:**

**“outsourcing is much more than a cost reduction device. It is a company philosophy, a strategy leading to corporate success. It combines the expertise of the hotel operator with the expertise and capabilities of the service provider. This is a powerful tool in today's competitive market”.**

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„The loner adds, the one who cooperates with the right partners multiplies.“

Published opinion of a German business executive

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## **Types of laundry service:**

- In-house laundry
- External laundry services
- Textile rental service

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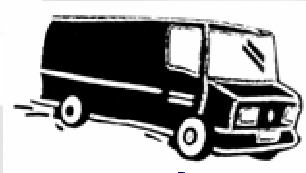
## Scope of service:



Consulting



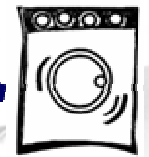
Delivery of clean linen



Collection



Integration into system



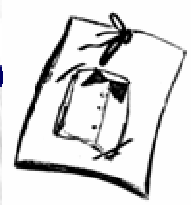
Laundering



Checking



Repairs or new textile



Sorting folding packaging

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## **Customer Relations**

- Proper items
- In the expected quality
- In the correct quantity
- At the right time
- With the right price
- To the right place

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## Calculation of uses per year

(city hotel, example: sheet)

- 70 % occupancy rate:  $365 \times 70\% \rightarrow 255$  occupied rooms per day and year
- $\emptyset$  guest stay: 1.6 nights  $\rightarrow$  room is rented 159 times per year to different persons
- double room (single beds) with 1.2 guest nights: every bed is occupied only 0.6 times per night
- demand of 95 sheets per bed and year
- stock: 4,5 per bed;  $112 : 4,5 = \mathbf{21}$  uses per year
- (other impacts: king size bed, improper use, abuse, theft, rewashes, mechanical damage, loss of colour ...)

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## **Reference Customers in Bucharest**

- Intercontinental
- K&K
- Lev Or
- NH Hoteles
- Novotel
- Radisson SAS

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**Thank you for your attention**