

# Hydrofinity™

Sustainable  
Fabric Care Technologies  
from Xeros

NEW CUSTOMER SPOTLIGHT

£73k

TOTAL SAVING  
PER YEAR

SAVING  
1.7m

LITRES WATER  
PER YEAR

81%

REDUCED WATER  
CONSUMPTION

SAVING  
70,376

KWH ENERGY  
PER YEAR

IMPROVED

WASH QUALITY  
AND SOFTNESS



MARRIOTT  
LONDON HEATHROW

## London Heathrow Marriott

UK | Sustainability Savvy Premium Airport Hotel





## BACKGROUND

- The London Heathrow Marriott is **committed to sustainability**, winning numerous awards and commendations
- It has previously introduced a granule-based dishwasher system, LED lighting, cooking oil filtration, electric car charging, rooftop solar panels & wind turbine and reusable glass water bottles in the conference centre & bedrooms amongst other initiatives

## CUSTOMER CHALLENGE

To improve wash quality & linen life whilst meeting sustainability goals

The hotel were processing some laundry on-premise & outsourcing the rest, but lack of control over wash quality made them look to move more in-house.

With performance, guest satisfaction and sustainability the key requirements, they extensively researched the market and found a system that would help them meet their tough sustainability goals whilst delivering the wash quality they demanded.

## SOLUTION

A system that uses up to **80% less water & 50% less energy**

After examining the benefits of the Hydrofinity ultra-low water washing machine, and speaking with other Marriott hotels who already use the system, the London Heathrow Marriott got in touch with the company and explained their requirements.

An Account Manager worked closely with the hotel's team and showed that if they were to bring their laundry in-house with Hydrofinity, they would improve control and quality, reduce costs and make substantial savings on water & energy.

After several months with the machine, this has been proven.

*"Marriott and Hydrofinity have a shared vision and passion for our sustainability."*

*We set clear goals on saving energy, reducing water and using sustainable resources. Hydrofinity help us to meet these."*

Ron Vos, General Manager, London Heathrow Marriott





## SUSTAINABLE LAUNDRY | SUPERIOR CLEAN

### SAVE WATER

The Hydrofinity system uses up to 80% less water than a traditional machine. Just a single 36kg machine running 14 cycles a day can save up to 2 million litres of water each year.

XOrbs™ are added to the drum to provide gentle mechanical action, effectively removing stains and leading to a superior clean. To minimise environmental impact, the XOrbs™ are recyclable and reusable, remaining in the machine for thousands of washes.

### REDUCE ENERGY CONSUMPTION

A substantial cost of in-house laundry is the energy used to heat water. Hydrofinity has 2 key advantages over traditional machines:

- Significantly lower water consumption, so less water to heat
- It cleans at lower temperatures, reducing the need to heat the little water that is used

### MARKET-LEADING RESULTS & REDUCED COSTS

Award-winning Hydrofinity technology is proven to remove tough stains, typically in just one wash. It also extends linen life, washing at lower temperatures and using less detergent - this means less shrinkage and wear and tear on expensive sheets and towels.

Whilst lowering utility bills, the system also reduces detergent and maintenance costs. Indirect savings include linen replacement and staff costs. Less pre-treating and sorting frees up staff.

## SUMMARY

<b>1</b> 20kg Machine	<b>393</b> Hotel Rooms
<b>13</b> Cycles per day	<b>7</b> Days per week

### BEFORE

Robes and health club towels processed in-house. Face cloths and hand towels out-sourced - unhappy with outsourced quality.

## MONTHLY SAVINGS

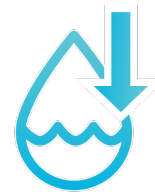
(4/2/19 onwards, when hand towels were brought in-house)



**£6,326**  
Costs

(£1,826\* on Water, Energy, Chemicals & Maintenance, plus £4,500 on previously outsourced laundry)

**6,027 kWh**  
Electricity



**143,013 Litres**  
Water

## ANNUALLY, THAT'S...

**1.7 Million Litres**  
of Water Saved!

*Enough to refill a reusable water bottle for **3.4 Million Heathrow passengers** every single year...*



**MARRIOTT**  
LONDON HEATHROW

**OCT 2018** Bath robes & health club towels moved to new Hydrofinity 20kg machine

**JAN 2019** Brought face cloths in-house with Hydrofinity

**FEB 2019** Hand towels brought in-house with Hydrofinity





**MARRIOTT  
LONDON HEATHROW**

**About the Customer**  
London Heathrow Marriott

Experience sophisticated style and great service close to London Heathrow in this newly renovated, welcoming hotel. With every amenity today's busy traveller needs, each of the updated rooms offers plush bedding, a Smart TV, high-speed Wi-Fi access and soundproof windows. This premium airport hotel boasts top notch meeting & event facilities and a popular on-site Italian restaurant, as well as friendly, professional staff.



The hotel boasts numerous accreditations and pursues ambitious sustainability goals under the **Serve 360: Doing Good in Every Direction** initiative.



MARRIOTT INTERNATIONAL  
**AWARDS of EXCELLENCE**

Sustainability Initiative Highlights

**Energy**

- Hybrid Windmill & Solar Power System
- Greenhouse
- LED Lighting
- Voltage Optimisation
- Extractor Fan Control
- Entech Program
- TRIAD Initiative
- Power Demand Reduction Strategy

**Water**

- Granule Pot-Wash System
- New taps
- Smart metering
- Rainwater harvesting
- High efficiency dishwasher
- Smart planting
- Water filtration unit
- Energy saver kettles

**Waste**

- Waste Management Tracking System
- Food Wastage Reduction System
- Paper wastage reduction
- Toner recycling
- Reusable food service items
- Cooking oil recycling machine

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These savings are site specific. Results vary based on factors including previous machine type, ambient water temperature & type of laundry being processed.