



Sustainable
Fabric Care Technologies
from Xeros

Al Easha Laundry

Fujairah, UAE

HIGHLIGHTS

- 3,655,028 litres* of water saved annually
- AED 60,147* saved per year
- Cleaner, softer, longer lasting clothes and happier customers

CUSTOMER CHALLENGE

To save water and energy and reduce utility bills

Al Easha laundry washes over 45,000kg of linen per month, that's enough to fill 141 laundry tubs. They wanted to replace some of their older laundry equipment with a more sustainable option whilst maintaining an excellent wash quality.

Hearing that the Hydrofinity machine had just launched in the UAE, they contacted local Partner **CIC Middle East** to discuss how the machines would benefit them.

SOLUTION

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

After a free site survey, a detailed savings proposal was approved by Owner Mr Munshi, two 36kg washing machines were installed.

A dedicated Account Manager from CIC Middle East worked closely with Mr Munshi and his team to ensure they were fully trained in using this cutting-edge equipment.

Hydrofinity machines can wash at ambient temperature so do not need a steam boiler to heat the water, unlike the other machines in the laundry. After just a month in use the customer noticed a big difference in water & energy consumption.

CUSTOMER SUMMARY

2	Machines
7	Cycles per day
7	Days per week
420kg	Linen processed per day**

REGION SUMMARY (UAE)

IN TOP 10 most arid states in the world

HIGHEST water consumption rates globally

“ Since installing 2 Hydrofinity machines in January 2018, we have been impressed with 3 things. Firstly, the **wash quality** has improved, the clothes are cleaner, softer and are lasting longer. Secondly, we have had a **great response** from our **customers** who feel the improvement in the wash quality. Thirdly, we have **saved over AED60,000** in 10 months, which will give a return on investment in under 2 years. ”

Mr Munshi, Owner, Al Easha Laundry





SUSTAINABLE LAUNDRY | SUPERIOR CLEAN

SAVE WATER

The Hydrofinitly system uses up to 80% less water than a traditional machine. 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 mechanical action and attract & remove stains, leading to a superior clean. To minimise environmental impact, the XOrbs™ are reusable, lasting for thousands of washes.

REDUCE ENERGY CONSUMPTION

A substantial cost of in-house laundry is the energy used to heat water. Hydrofinitly 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 what little water that is used

MARKET-LEADING RESULTS & REDUCED COSTS

Award-winning Hydrofinitly 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 & 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.

MONTHLY SAVINGS*



AED 5,012
Costs

305k Litres
Water



ANNUALLY, THAT'S OVER...

3.6 Million Litres
of Water Saved!

Enough to refill a reusable water bottle TWICE for everyone in Dubai

Hydrofinitly EMEA

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UP TO
50%
LESS ENERGY AND
CHEMISTRY

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* Compared against a typical conventional machine

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