## **CASE STUDY**



# 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 trubs. 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.

**66** 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. **99** Mr Munshi, Owner, Al Easha Laundry

\*Based on XConnect figures May-December 2018 \*\*Linen processed in Hydrofinity machin

## 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





### SUSTAINABLE LAUNDRY | SUPERIOR CLEAN

#### SAVE WATER

The Hydrofinity 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<sup>™</sup> are added to the drum to provide mechanical action and attract & remove stains, leading to a superior clean. To minimise environmental impact, the XOrbs<sup>™</sup> are reusable, lasting 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 what 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 & 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.

#### Hydrofinity EMEA

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## MONTHLY SAVINGS\*



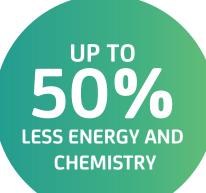
**305k Litres** Water



ANNUALLY, THAT'S OVER...

# **3.6 Million Litres** of Water Saved!

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



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