

High-Quality Spa Towels

Bring Spa Laundry In-House With Hydrofinity

And Regain Control Of Quality

Hydro
finity



THE IMPORTANCE OF SPA TOWELS

The Link Between Towel Cleanliness
& Guest Satisfaction



PERFORMANCE & RESULTS

A Superior Cleaning Performance



ADDITIONAL BENEFITS

What Else We Deliver



WHO WE ARE

About Hydrofinity and XTG
What We Stand For

The Importance of Spa Towels on Guest Satisfaction



How Spa Towels Can Influence Guest Satisfaction

A high-quality towel is an essential part of your guest's spa experience. Whether your guest is taking a dip in the pool, detoxing in the sauna or unwinding in the relaxation room, towel quality is important for overall customer satisfaction.

A recent survey by Hydrofinitly showed that **73%** of guests would consider **not returning** to a spa if the towel quality was not up to standard.



The Problem With Spa Towels:

Removing Essential Oils

No-one wants to use smelly, oily, yellow towels. Unfortunately, the essential oils used in spas are notoriously difficult to remove and **holes** in "young" towels and stubborn **brown stains** are common.

As spa towels are one of the central points of the spa experience, if essential oils are not properly removed your spa will:

- Have **unsatisfied** guests
- Lose **money** because of linen loss



The Solution For Removing Essential Oils

Many hotels **outsource** the laundry of spa towels and robes but are **unhappy** with the quality.

We understand bringing all of your hotel's laundry in-house may not be an option. However, bringing spa towels in-house will take up **little space** and can often fit into your existing guest laundry giving you **greater control** over quality.

The Hydrofinitly Washing System is perfect for in-house laundries and offers **superior cleaning results** than the competition.



“ *Whilst traditional washing machines rely on high temperatures and harsh chemicals to get fabrics clean, the unique Hydrofinitly washing machine achieves a **superior result** without the harsh impact on the environment – or towels and linens.* ”

Mike Ferrand

Managing Director, Hydrofinitly

Hydrofinity Washing System: Performance & Results



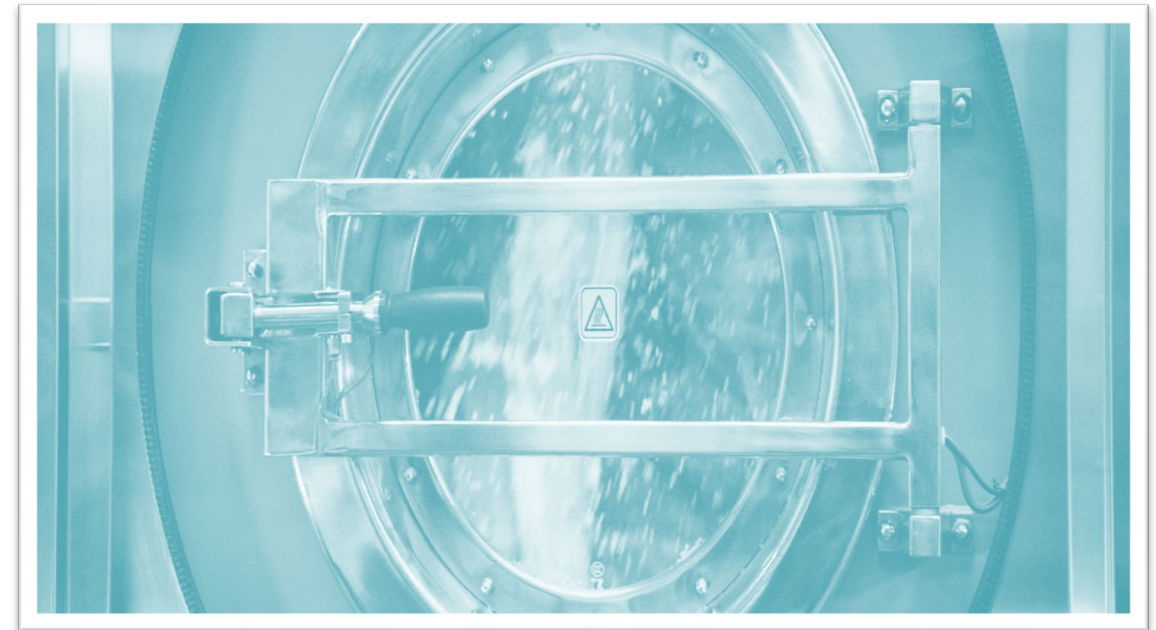
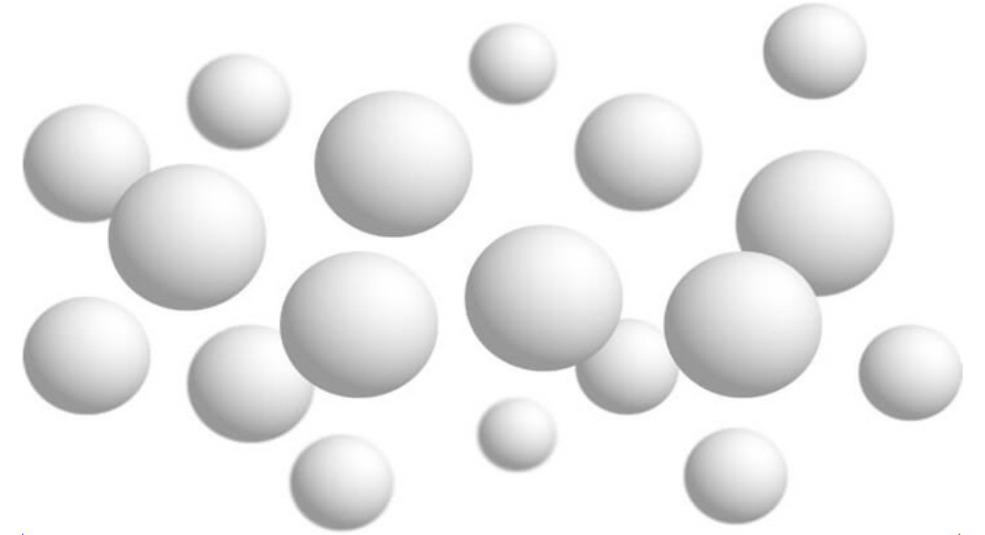
How It Works

The gentle yet supremely effective Hydrofinitivity system delivers **superior removal** of treatment oils thanks to millions of revolutionary XOrbs™ used in each wash.

These XOrbs are like tiny little hands and deliver a **gentle** mechanical action that removes dirt and stains.

XOrbs also replace a lot of the water used in a standard wash, this means **lower wash temperatures** can be used as there is less water to heat.

Hydrofinitivity



Top Photo: XOrbs™ - spheroidal shaped polymers which deliver better cleaning and fabric care

Bottom Photo: The Hydrofinitivity Washing System which uses XOrbs in place of water

What Customers Say

The Hydrofinity system is in hotel and spa laundries across the globe. Customers report the following benefits:

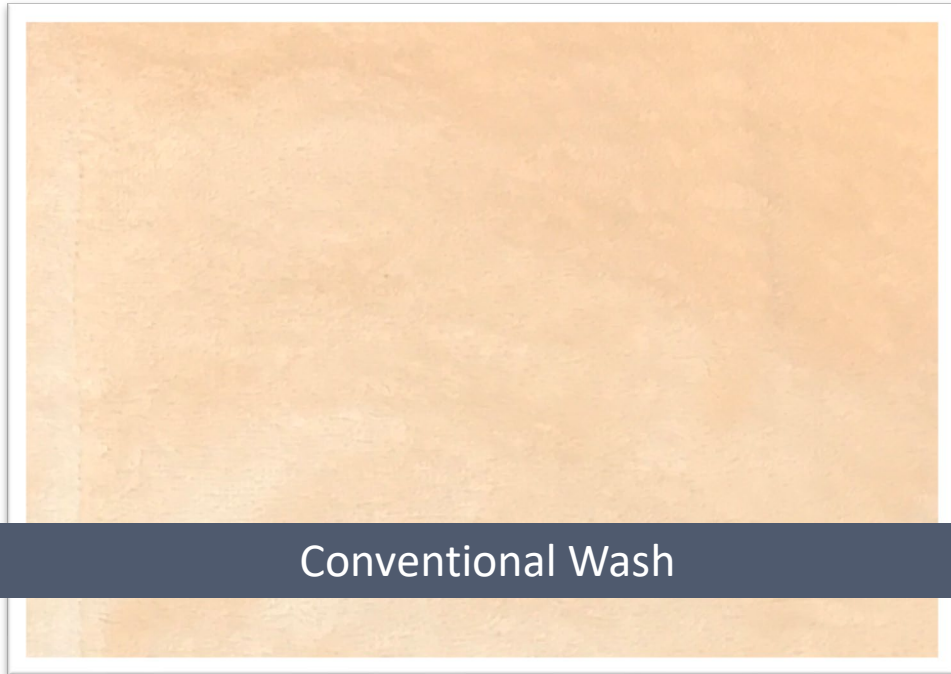
- Banishes aromatherapy oils
- Achieves **superior** cleaning results
- Minimises linen **loss**
- Washes at **lower** temperatures (40°C compared to 60 °C in traditional washing machines)

“*The Hydrofinity Machine has worked wonders in our spa laundry, our towels look like **new** after every wash. As well as saving a huge amount of water - which has contributed to significant **cost savings** - we also use far less detergent and energy than before.*”

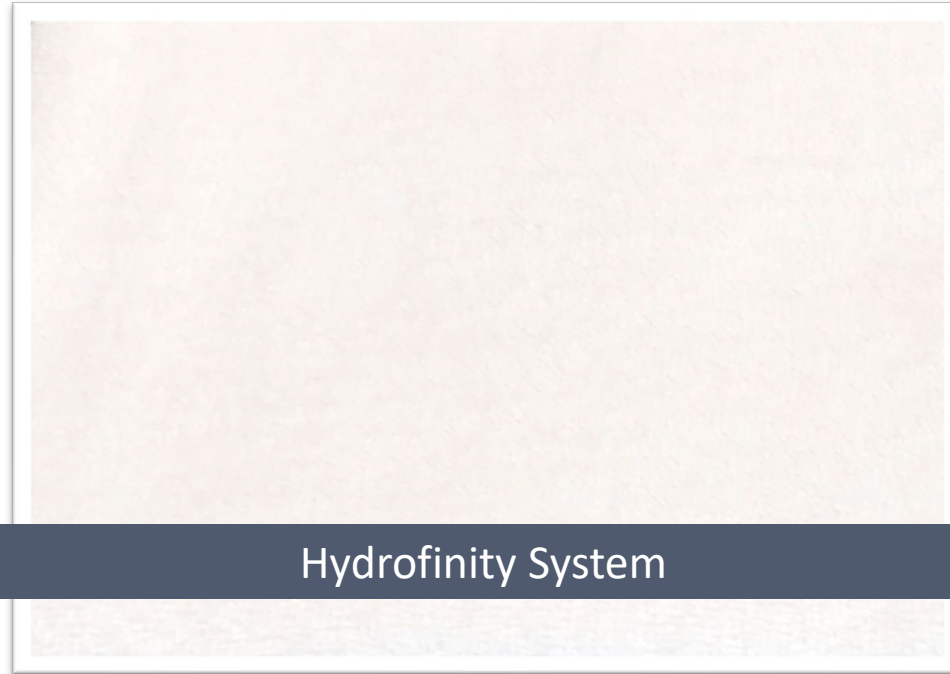
David Munson

General Manager, Whittlebury Hall

Performance Example – Removal of Essential Oils on Spa Towels

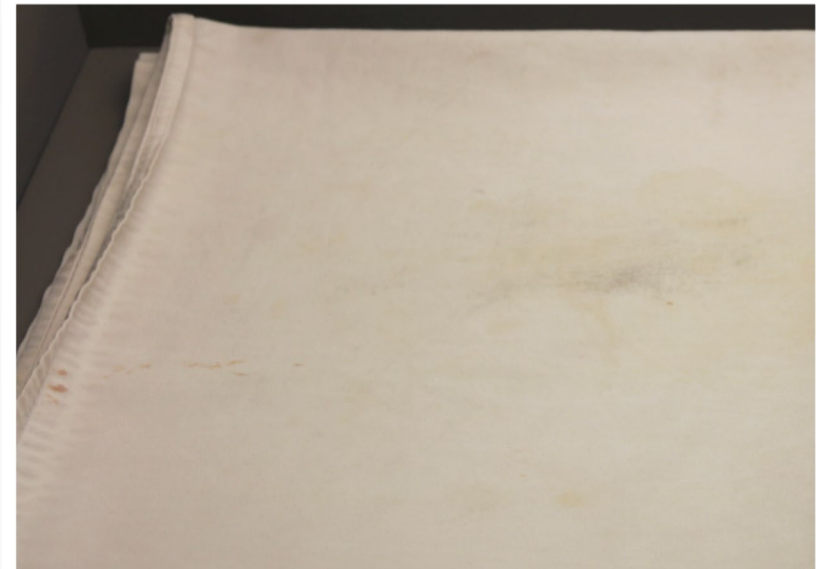


Conventional Wash



Hydrofinitivity System

Performance Example – Removal of Stains on Chef Whites



Conventional Wash



Hydrofinity System

Conventional laundry compared to the Hydrofinity system

Additional Benefits



Additional Benefits of the Hydrofinity System

Having Hydrofinity as a supplier doesn't just save you money and the costs of utilities...

Aftercare

- Hydrofinity customers receive a tailored package that can include the machine installation, financing, chemicals & XOrbs™, service/maintenance, training, and warranties, as well as our cloud-based **XConnect** system.

Linen Recovery programs

- Ultra-high performance washing to deal with the very toughest stains, reducing rejects and helping par stock management.



Don't Miss the Eco Spa Trend

Finally, ensure you **stand out** in a crowded marketplace.

The dramatic growth of so-called '**eco spas**' through investing in eco facilities, enables you to demonstrate to your customers that you are ethical and sustainable, thus increasing the value of your brand and driving more customers.

Our recent survey also showed that towels are a **key emotional touch point** for spa guests, with 77% of people saying that when they look for a hotel or spa, they actively search for places that have eco-friendly laundry facilities.

77%
of people

Actively search for
places that have
eco-friendly facilities

About Hydrofinity



Who Are Hydrofinity?

Part of the Xeros Technology Group (XTG)

- XTG develop game-changing sustainable technology in the laundry, textiles, and leather tanning industries
- Floated on London Stock Exchange 2014, raising £60m+

Xeros Cleaning Tech, now Hydrofinity, is the first trading entity of XTG

- We operate in 4 Continents across the world, with offices in the UK & USA
- Multi-award winning green business, including Edison, Rushlight and Climate Week awards
- Focus on Hospitality, Commercial Laundry and Industry



Hydrofinity Mission Statement

Driving Global & Local Sustainability by Empowering our Customers to Reduce their Environmental Footprint whilst also Reducing Costs, Increasing Turnover and Surpassing their Customers' Expectations.



PROGRESS

Advancement in all areas:
Technology, Sustainability,
Services, Processes, Global
Partnerships for Change



SUSTAINABILITY

Empowering Customers to
Reduce Consumption of
Water & Energy; Driving
Global Sustainability Awareness



CUSTOMERS

Working Closely with Customers
to **contribute to their Growth**
and Success, whilst reducing their
Environmental Footprint



CHANGE CULTURE

Flexibly responding to
Changing Customer Needs,
Industry Trends and
Regional Changes




RESPONSIBILITY

Caring for People and our
Environment, internally and
externally; Working with charities
and sustainability partners

5 Core Values

Thank You.

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