



It's Good to Go Green

Superior, Sustainable Laundry

Give your customers
exceptionally clean
towels and linens, while
conserving precious
natural resources
and saving money.

Hydro
finity™

Sustainable
Fabric Care Technologies
from Xeros

Green Travel is Here

Green travel is not a passing trend. Awareness of our **fragile environment** is at an all time high. With nearly 1 billion tourists traveling the world each year, it's more important than ever for travelers to **minimize their individual impact** on the **earth's natural and cultural resources**. Travelers are choosing eco-friendly alternatives that **reduce their carbon footprint** in an effort to do their part in **preserving our environment**.

The **benefits** of green travel for hotels are significant ranging from **cost savings** to gaining **competitive advantages**.



84%

of tourists prefer to book an eco-friendly accommodation
([Booking.com](https://www.booking.com))



40%

of travelers are willing to spend an extra \$10 a night to sleep in a sustainable resort
([Agoda.com](https://www.agoda.com))



1.6B

eco-inspired trips will be taken by 2020
([UN World Tourism Org](https://www.unworldtourism.org))

What Makes A Hotel Green?

Although we know guests prefer green hotels they also expect luxury, cleanliness and comfort. So greening up a property takes considerable thought, planning and initiative.

Genuine green hotels support the three pillars of sustainable tourism:

- Environmental
- Social
- Economic

Hotels are making efforts to go green and increase sustainability by implementing the following:

Farm-to-Table Dining 🍷 Solar ☀️ Wind Power ⚡

📄 OCCUPANCY SENSORS 🍷 GREEN LAUNDRY OPERATIONS

💡 Light & Temperature Controls 🚿 LOW-FLOW SHOWER HEADS 🌊

Green Cleaning Products ♻️ Recycle ♻️ Compost

Certify your hotel through one of these global organisations

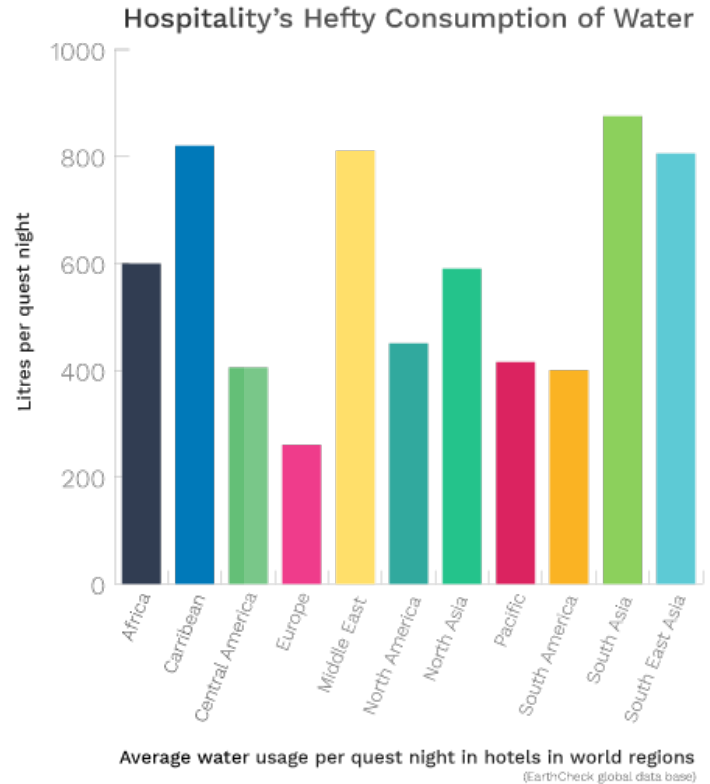


The Need for Green Laundry

Driven by a concern for dwindling environmental resources, consumer demand, and potential cost savings, **more and more hotels are implementing green initiatives.** The hospitality industry's consumption of water and energy is immense. One area of **focus** for hoteliers in **reducing the use of these precious resources** is **laundry operations.**

On top of water and energy used with traditional laundry systems – heat, detergent and conventional mechanical action all lead to garments **losing their “new look”** color and even wearing out, which **causes hotels** to have to **replace inventory.**

Guests rate hotels based partly on the linens in their room. To meet guest expectations, it is **critical** that **towels, bedding and table linen** are **sparkling clean, fresh-smelling,** and in perfect condition. Therefore, any truly sustainable laundry solution must deliver **superior cleaning** while **extending linen life.**



An Easy Solution To Go Green

Benefits of Near Waterless Laundry System

Hydrofity's near-waterless solutions empower hotels and industrial laundries to reduce their environmental footprint while reducing costs, increasing linen life and surpassing customer expectations with a superior clean. The **near-waterless wash** process **replaces up to 80% of water** and up to **50% of the energy** used as compared to traditional machines using stain absorbing XOrbs™. These unique spheres employ a **gentle yet effective mechanical wash action** on linens, ensuring powerful dirt and stain removal results for a **visibly superior clean**. XOrbs can even wash in ambient temperature water,

eliminating the need to heat water, creating additional energy savings and keeping linens looking newer for longer.

This new wash process provides a more **uniform, gentle cleaning action**. Garments crease less in the wash, less detergent is spread evenly, and all the cleaning is conducted at lower temperatures, leading to **fabrics looking newer for longer** and an extended garment life. The technology is proven to remove tough stains that hoteliers often encounter including make-up, food, and blood often in just one wash. Hoteliers report **fluffier towels, whiter linens, and crisper table cloths** after switching to the Hydrofity system.



Reduced
Water
Consumption



Reduced
Energy
Consumption



Improved
Cleaning
Performance



Softer, Whiter
Linens Look
New For Longer



Simple, Reliable
Support From A
Single Supplier

About Hydrofinity

Hydrofinity provides **sustainable water-saving laundry** and **fabric care solutions** to hospitality, leisure and industrial laundries. The company's **near-waterless solutions** are being used worldwide in large hotel chains such as Marriott, Hyatt, and Hilton hotels and resorts.

Operating globally, Hydrofinity is a division of Xeros Technology Group, who aim to **sustain the world's water supplies** for future generations. Driven by the principle that water is essential and precious, Hydrofinity helps businesses **reduce** their **environmental footprint** while **creating substantial cost efficiencies** in their laundry operations.



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