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# How forward-thinking hoteliers can love linen longer

Innovations in cleaning and stain removal to maximise the life cycle of commercial linen.





## Foreword

Regenex is a multi-award-winning industrial laundry service company. Calling upon its heritage in textile scouring and expertise in chemistry, the team have developed a complex but gentle multibatch cleaning process that can remove heavy stains and discolouration from up to 80% of commercial linen, that would otherwise be condemned.

A recent report from UNEP 2017, looking at Swedish LCA (Life Cycle Analysis), stated the following: if one in five garments had their life extended by just 10% then an estimated 64 million tonnes of textiles would be diverted from landfill, potentially saving three million tonnes of CO2 and 150 million litres of water every year.

With Regenex's stain removal capabilities, 'loving linen longer' can help hotels save on the substantial cost of replacement linen, as well as greatly increasing their green credentials by extending the life of this precious resource.

In this guide, we will uncover how hospitality businesses can cut costs in the long-term and boost their sustainability rankings by getting the most out of their existing laundry stock.

**Paul Hamilton, technical director**  
**Regenex**



## Why constantly replacing linen can affect your hotel's bottom line

Did you know that the value of linen in a standard hotel room costs approximately the same as a customer pays for a night's stay? In a recent report from the Textile Services Association (TSA) it was found that 50% of linen doesn't last over four months, which is a concerning figure when the majority of commercial laundries write off linen over a three year period.

The bedding and towels in a 'mid-range' room – with two sheets, a quilt cover, four pillowcases, two bath sheets, two bath towels, and a bathmat – would cost over £50 at current bulk wholesale rates.

That's the equivalent of a stay at a budget chain on off-peak nights. Where linen is of higher quality and rooms are more expensive for guests, the numbers are still similar.

While a marked sheet here or dirty hand towel there might not seem a big deal in terms of value to replace, those costs can soon add up – and eat into already-stretched budgets very quickly.

Here at Regenex, we can remove those marks and revive stained linen, enabling it to adorn many hotel rooms for numerous future washes. We consistently return 75 to 80% of items to stock. Where we cannot lift the most stubborn marks, we offer dyeing services, ensuring hospitality, healthcare providers, and commercial laundries can get the most out of every single piece of linen.

80%

of linen returned  
to stock

# The top three culprits that wreck hotel rooms



Black marks from the wheels of suitcases. It's not uncommon for guests to place their luggage on the bed to unpack, so even strategically placed runners across the foot of the bed don't always manage to prevent this.



False tan and make-up on pillowcases, bedding, and towels – a year-round problem that hit the headlines back in 2023, tan-streaked linen is hard to avoid when people are dressing up to look their best for special occasions away from home.



Concrete, paint, or plaster – from the boots or overalls of contractors after a hard day on site.

Even rust and dirt from laundries' own cages used to transport linen can cause marks – and this is hard to avoid now that single-use plastic covering is rightly being minimised, to help the environment. In addition, mould spots can be an issue when linen is temporarily left outside.

Overall bed cost

**£28.67**  
£9.95 per kg

**New!**

Two pillows: **£1.58** (£7.76 per kg)  
King sized flat sheet: **£10.81** (£9.60 per kg)  
King sized duvet: **£14.70** (£10.90 per kg)

Overall bed cost

**£10.09**  
£3.50 per kg

regene<sup>™</sup>

Two pillows: **£0.71** (£3.50 per kg)  
King sized flat sheet: **£3.94** (£3.50 per kg)  
King sized duvet: **£4.72** (£3.50 per kg)

"First and foremost I'm delighted with the savings to our business. Linen represents a significant cost on our bottom line. Beyond that, it's important that we can extend the life of our linen rather than dispose of it early. 81% of our previously soiled linen is now returned to us, and the remainder is recycled. Quite frankly, I'm baffled why anybody in our industry isn't already using Regenex."

**Glenn Ackroyd, CEO,  
uSnooz.com**



## A quiet evolution in saving carbon

As the UK continues on the race to reach net zero, organisations large and small are facing increasing pressure to acknowledge that they are responsibly disposing of items that they can no longer make use of. However, according to the well-established and government-backed Hierarchy of Waste, reusing an item is considered to be the preferred choice over using the earth's finite resources to manufacture something new.

The same can also be applied to hotels and small accommodation lets in particular — maximising the lifecycle of commercial linen can not only help to reduce expenses for business owners, but it can also assist in cutting carbon emissions and lessening the amount of textile waste going to landfill in the long run too.

Evidence of this sea change is all around. Lloyds Bank, for example, has recently announced it will not fund new oil or gas projects. Financial institutions that do not steer clear of non-environmental practices are increasingly being called out — such as current investigations into some lenders' links with deforestation.

Whether a hotel or restaurant chain can access essential funds — or win game-changing contracts with other, environmentally-minded players — is beginning to rely more heavily on their ability to provide evidence of sustainability considerations.

# Our four areas of service



Stain removal of white linen for the hospitality sector



Stain removal and re-whitening of workwear garments



'Topping up' and re-dyeing of shade for coloured tableware



Expert solutions to individual and laundry-specific stain removal problems

Want to find out more? Contact us today.

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Founded in 2017, Regenex has reached its first target milestone of successfully returning 1,000 tonnes of linen back to its customers - saving 3K tonnes of carbon in the process.

