



# Case Study

The importance of Sustainable cleaning solutions, including SURE, at the QO Hotel in Amsterdam



**SURE**  
THE SAFE CHOICE FOR EFFICACY







## Situation

The QO Hotel located in Amsterdam is leading the transformation and at the forefront of innovations in hospitality as one of Europe's most sustainable hotels.

The QO has achieved platinum certification from the Leadership in Energy and Environmental Design organisation (LEED) which provides a globally recognised symbol of sustainability, while providing a framework to create healthy, highly efficient and cost-saving green buildings.

The QO is a 'living' hotel, where every element has been carefully chosen to celebrate and respect the planet's resources. Consisting of 288 designer rooms, the QO offers customers a luxurious urban retreat that has been created to seamlessly bring the natural world inside. The Housekeeping Manager Naomi Bakker explains their philosophy: "The challenge and inspiration for the QO was to develop a luxury hotel that incorporates a greener way of doing things. This extends from the structure of the building to every single part of the hotel's operations. Very few hotels operate in this way in prioritising the use of recycled materials, or materials that can be recycled. Our strategy is one of sustainability but without any compromise for guests in the luxury and lifestyle we provide. This is essential, even though we work very differently from other luxury hotels which have a one-time use economy."

From intelligent windows to the rooftop greenhouse - which is a living illustration of their fundamental principles of reducing environmental impact – the QO is an embodiment of the hotel's dedication to circularity. Ensuring every aspect of the hotel stays aligned to this vision means that there are many of these circles of sustainability involved, prompting what Naomi Bakker describes as a process of constant questioning: "What can we do differently to recycle more things and make what we use last longer? How do we operate to stay in line with our philosophy?"

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## Challenge

With the responsibility of ensuring the highest cleaning standards at the QO, Naomi was tasked with implementing a sustainable cleaning regime. She began looking for a partner with the right range of safe and sustainable products, and the industry expertise to help deliver this key programme.

## Solution

Foremost of the QO's requirements was in limiting the hotel's daily usage of chemicals, with Naomi highlighting potential environmental damage from drainage flows and subsequent waterway and ocean contamination. Also paramount was a healthier and safer regime for cleaning staff who might typically be exposed to strong odours and chemical concentrates, with any contact a possible cause of skin damage and allergies. However, nothing was allowed to obscure the fact that the core requirement was in getting the hotel cleaned to an exceptional standard. The QO use Diversey's Ozon water and Microvezel for daily room cleaning and TASKI machines for building care, but needed something for deep and periodical cleaning.

From her considerable experience as an Executive Housekeeper, Naomi had worked with Diversey before. With a clear appreciation of the company's products and the ongoing support they offer, Diversey proved both an easy and appropriate choice. "I asked them if they had something in line with our story?" she states; "I didn't want heavy chemicals; I was looking for chemicals that weren't technically chemicals, so Diversey introduced us to their SURE line. No other company that I spoke to had a specific sustainable product as organic and bio-degradable and as completely in line with our sustainable thinking."

Diversey's SURE cleaning range is a comprehensive line-up of plant-based, 100% biodegradable cleaning products that contain no artificial dyes, perfumes, quats, chlorine, phosphates or oxide compounds. They provide safety and sustainability without compromising on performance to meet all of the hotel's daily cleaning requirements for kitchens, facilities and personal care. Reflecting the QO's ethos, SURE products are typically derived from renewables - the by-products of the agro-food industry.

As Executive Chef, Alexander Brouwer has responsibility for kitchen hygiene. This includes the Persijn - the QO's all-day ground floor Dutch eatery – and Juniper & Kin, the hotel's cocktail and food bar. He describes the QO's commitment to transparency and circularity: "We prioritise the local, seasonal and sustainable, working together with our local suppliers and community, or source straight from our rooftop greenhouse, like an urban farm." Sustainability is emphasised: the cuisine offered is cooked with methods that are as natural as possible and this is mirrored in the kitchen cleaning regime.

Alexander confirms the hotel's commitment to Diversey's solutions: "We are 100% SURE in our food outlets. Here we use SURE products in our dishwashers; as our preferred surface cleaner and for cleaning the kitchen floor. We also use Diversey hand care products where the disinfection is already incorporated into the product, so it was only necessary to fit one dispenser." He confirms: "Diversey had the right solutions at the right time. Diversey's advice ensures we don't overdose or use too much of the SURE range, which is saving us money and contributes to our sustainability."

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## Results

Naomi Bakker is clear about the QO's satisfaction with the SURE range: "The SURE range works for us across the hotel, doing exactly what we want the individual products to do: whether that be cleaning bathroom scale, living room materials, or a wooden floor. It's also important that everyone can work with SURE without masks, and preferably without gloves - other than for hygienic reasons." She also stresses the benefit of the SURE line's unfragranced composition: "We don't want strong smells of chemicals and it give us the opportunity to attach any fragrance into a guest's room not connected with the chemicals we are using."

While waiting for the installation of the hotel's water system, small bottles of products were used, with five litre bottles implemented to refill them; which quickly revealed the inefficiencies and waste of manual dilution. Once the water system was connected Diversey's dispensing system was employed. "If one person mixes it means different ratios. With dispensers it comes out in the right range and mixed the way that Diversey intend. The three main benefits of Diversey's dispensers are less waste, proper dosage of materials and also it is so much easier for the cleaning team."

As for the support the QO received from Diversey? "Before we opened we didn't have a physical building so contacted Diversey and they invited us over to their training lab. Our whole team were over there for a week of training on site with the machines and all the Diversey materials. We can also reschedule the training once our team is complete; for new members of staff and to retrain the others." Alexander Brouwer is similarly appreciative: "Diversey fully supported us to install dispensers, the dishwasher machines, and in how to use them. Any problems and we only have to call and Diversey are here."

Naomi Bakker concludes: "We are really happy with Diversey's products and would recommend them to all organisations. The SURE range is good to work with and good for Mother Nature. They completely correspond with our sustainable ambitions at the QO. We don't think that you need to compromise on luxury to be meaningful; we think it's crucial that sustainability and luxury co-exist and Diversey's sustainable products are key to enabling us to achieve our vision. Their cleaning products are safe for people and kind to the environment which we need to protect for the benefit of future generations."



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