



IntelliLinen™

# Case Study

## IntelliLinen Program at Minoa Palace Resort & Spa





## Challenge

The Minoa Palace Resort & Spa is a 5-star hotel in the city of Chania in Crete. Built in 2002 by the Mathioulakis family, it covers 35,000 sq. m. and is comprised of two main buildings, including 1254 rooms and suites, four restaurants, four bars, a spa and a wellness centre, as well as communal and private pools, a mini club, and much more. It offers a variety of high-end facilities and bespoke services to customers to provide a tailor-made and individual experience to all its customers.

In a hotel of this quality and scale, presentation and cleanliness are absolutely paramount in ensuring everything runs as it should. With as many rooms and facilities as they offer, the hotel goes through over one and a half tons of linen in any given day, which can be quite a challenge. What is necessary is a laundering system that is both eco-conscious and cost-efficient, whilst still being able to keep up with the vast quantity of linen that the housekeeping teams will need to launder throughout the day.

“The challenge is to have clean linen and be cost-efficient and environmentally friendly. We need to monitor our business and improve the way we operate in order to be more efficient with our laundry,” explains Christos Giasiklis, General Manager at the Minoa Palace Resort & Spa.

By using lower washing temperatures to reduce operational costs and environmental impact, The Minoa Palace Resort & Spa had already trialed and implemented Diversey’s Clax® Advanced Program for a number of years. They were keen to see if there were any other programs they could introduce to further decrease costs and make their laundering system more eco-friendly and sustainable.

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## Summary

Five-star hotel, Minoa Palace Resort & Spa, wanted a more efficient, cost-effective and eco-friendly solution for their laundry operations. Seeking help from Diversey, they implemented the IntelliLinen program. This program consists of a smart dispenser for accurate dosing of detergents and remote monitoring capabilities to allow real-time tracking and statistics of the laundry operation, right down to energy, water and chemical consumption.



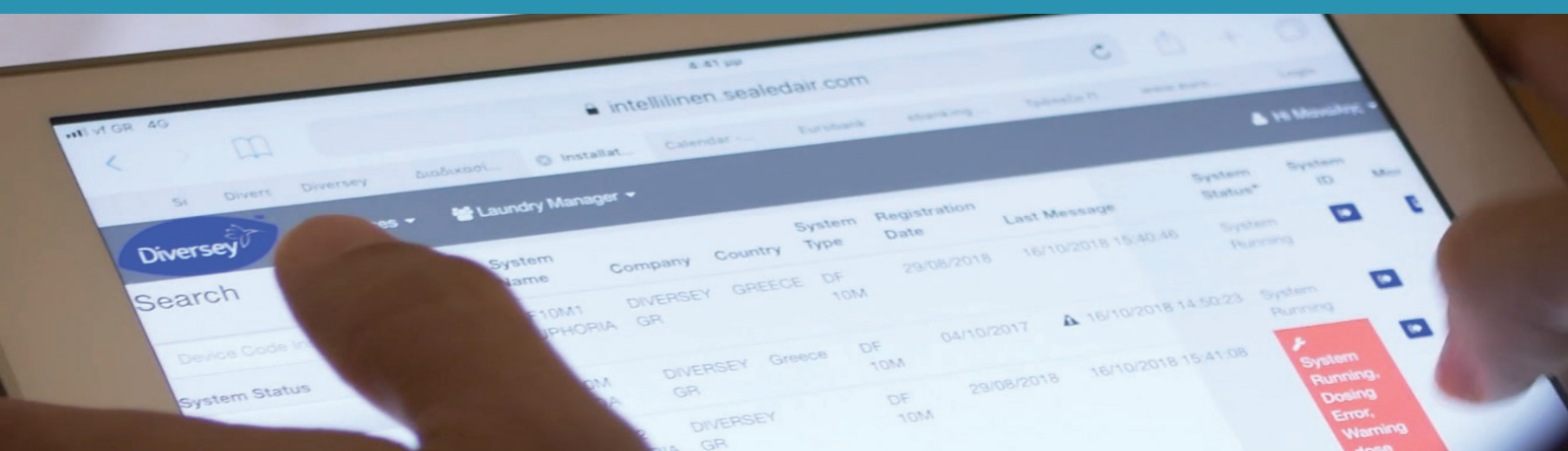
## Solution

After discovering the Diversey IntelliLinen program – a program which seeks to help hotels further manage their laundry operations with reliable dispensing systems with real-time remote monitoring capabilities – the Minoa Palace Resort & Spa were excited to see how this new program could help benefit their business. They decided to implement this program last year, alongside the pre-existing Clax Advanced Program, to see how it could best help them become even more efficient, and it has already provided incredibly positive results.

Switching over to the IntelliLinen program has been straightforward for the hotel and has provided them with an overview of the consumption of energy, water and chemicals at their fingertips. With access provided on a smart phone or tablet to view a full table of statistics, it's been easy for the hotel to track and manage their laundry operations.

“The main benefit is I have all the information I need 24/7. I have accurate dosing on the machines and our quality management has risen,” says Laundry Manager, Christos Perakis.

The IntelliLinen program is a sustainable laundry programs that Diversey offer to clients in order to help them maximise the efficiency of their laundry operations. With its innovative technology, it can spot any operational inefficiencies at a glance. It can show clients where water and energy consumption can be reduced and chemical dosages can be more consistent, while helping to decrease re-wash levels and avoid under usage of machines. It's transparent and easy-to-interpret statistics, which along with Diversey's expert oversight, can show where action needs to be taken immediately to help keep operations lean, sustainable and efficient without losing quality and performance.



# Results

The IntelliLinen program has helped to revolutionize the way the Minoa Palace Resort & Spa handles their laundry operations. With greater statistics available quickly and easily, it's been effortless to make adjustments and further increase the efficiency of the overall operation, meaning less re-wash and better wash quality. It has even allowed the resort to have in-depth views on the productivity of a specific washer to see where they could further maximise their efficiency and reduce costs.

“By having our laundry management monitored by the IntelliLinen program 24 hours a day, we can control the water we use, the dosing of chemicals and it helps us a lot with our sustainability strategy,” says Christos Giasiklis.

As well as the statistics monitoring and ability to manage the laundry system more effectively, the Minoa Palace Resort & Spa has also found that Diversey have been a great help if there are any issues they encounter whilst using the program.

“Diversey is always open. We can call them or send them an email and we always get direct answers. If there's an error or a mistake, we can get information immediately so we can fix the problem,” Christos Giasiklis continues.

By being able to control the laundry operations in real-time, the Minoa Palace Resort & Spa is able to accurately track its productivity and act quickly when there is a problem to minimise any disruptions. This allows them to focus on its sustainability targets and reduce the impact on the environment. “The IntelliLinen program is an innovation to our job and of course, I would recommend it to other customers around the world,” says Christos Perakis.

