



“We look for linen that is pristine because we sell luxury in our hotels and that’s what we need, we need luxury linen which CLEAN supplies on a daily basis.”

Cesaltina De Andrade, Group Housekeeping Manager



EDWARDIAN HOTELS

LONDON

Hotel Name:

Edwardian Hotels London

Hotel Type:

4- 5 Star Luxury Hotels

Location:

London, Manchester & Heathrow

Hotel Details:

2,500 Bedrooms across London

Over 250 Bedrooms in Manchester

Function rooms

Spa & Gym

Restaurant

Bar/Lounge

Serving Laundry Sites:

Camberley & Banbury

Results :

Introduced Streamline for stock control management Increased hotel labour efficiency. Exclusive & high quality linen and towelling Reliable linen service

Introduction

Operating under the Radisson Blu hotel brand, Edwardian Hotels London live and breathe luxury hotels. Their single ambition is to deliver one thing: a truly exceptional experience for their guests. Each Radisson Blu Edwardian, London property has its own distinctive atmosphere and each its own story to tell. The relationship with CLEAN goes back a long way, in fact it began almost 30 years ago.

Solutions

The current range of bedroom linen and towelling products supplied were chosen following an in depth question and answer session with Edwardian Hotels London. This helped to discover not only what products were best suited to their guest needs but also to identify the pressure points with linen supply and what CLEAN was able to do to address these. The hotel group has over 2,500 guest rooms at 11 sites across London and more than 250 rooms in Manchester. That’s a lot of linen and towels and requires a consistent linen supplier who can deliver on time every day without fail.

“Clean linen is vital to our operations. If we don’t have clean linen, we can’t make beds. If you can’t make beds, you can’t sell rooms. Without it, you can’t survive. We have a good partnership with CLEAN over the years we’ve built up great relationships with the team. They can cater to very bespoke needs for instance we’ve just entered into a pool stock of 350 thread count linen which is unheard of in the industry, something no other company out there will do.”

Cesaltina De Andrade, Group Housekeeping Manager

Constant reviews, conference calls and on-site visits ensure CLEAN are able to identify and rectify any issues. This proactive approach is a key characteristic of CLEAN where both the laundry and each hotel work together to ensure optimum levels of stock.

The 11 London sites are supplied by CLEAN’s site in Camberley which in peak operating periods can deliver more than 1 million linen items per week. The Manchester hotel is supplied from CLEAN’s laundry site in Banbury.

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Quality

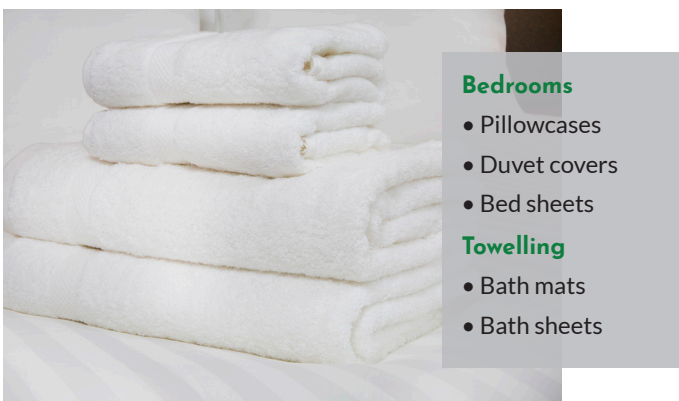
Over the years London Edwardian Hotels has worked with CLEAN good relationships have been built up. In addition to reliability, the hotel group needed quality from their linen supplier.

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Product Range

CLEAN has a range of price and quality options to suit to every customer. Radisson Blu Edwardian chose CLEAN’s range of Oria Microcheck bed linen and coupled it with luxurious Isabella towelling and bath mats. Suitable for hotels Oria Microcheck adds a touch of class to any guest room. It is made from silky soft cotton rich 350 thread count percale weave fabric, ensuring it feels cool and fresh against the skin. The 100% cotton 600gsm Isabella towelling and 900gsm bath mat have an elegant look and are soft and fluffy to the touch making them ideal for all 4 and 5 Star hotels.



Bedrooms

- Pillowcases
- Duvet covers
- Bed sheets

Towelling

- Bath mats
- Bath sheets

Environment & Efficiency

CLEAN is finding that more and more of its customers want to talk to them about corporate social responsibility:

“Camberley is industry-leading in its utilisation of energy and its efficiency. We are health and safety compliant, our products are ethically sourced.”

Kevin Godley, CEO, CLEAN

Dedication to reducing their environmental footprint has seen CLEAN win a Green Apple Award for Environmental Best Practice following a 38% reduction on their carbon footprint in the last two years.

CLEAN is able to deliver the vast quantities of linen required for busy hotels with its network of 7 laundry sites throughout the UK, 145 delivery vehicles and 1,400 strong work force.



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