



“ We get great reviews based upon the crisp clean linen therefore we can be confident that this positive feedback is contributing towards our guest return visits. Would I recommend CLEAN? I can sincerely say, yes. ”

Marcus Appleton, Deputy Chief Executive



Hotel Name:

Union Jack Club

Hotel Type:

Members Club

Location:

London

Hotel Details:

290 Bedrooms

Function rooms

Small library

Restaurant

Bar/Lounge

Serving Laundry Site:

Camberley

Results :

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

Introduction

The relationship between the Union Jack Club and CLEAN began in March 2012 following the Union Jack Club's rigorous assessment of several linen providers. As a charity and therefore a not-for-profit organisation, the concept of value is the foundation of the Union Jack Club's operations and CLEAN's premium yet affordable service and stock management and linen ordering system – Streamline – ticks all the boxes.

Quality & Efficiency

Whilst the Union Jack Club was established on the principle of delivering accommodation at the most affordable prices, quality is never an afterthought. With affordability the aim, rooms prices start at no more than one day's pay for newest recruit to HM Armed forces. Working towards the Union Jack Club's operational objectives, CLEAN initially introduced its Lucia range of bed linen to provide affordability while supporting the venue in offering the very best guest experience

During the competitive tender process, CLEAN was commended for its superior yet valuable service – something that remains true today. Signing an initial two-year contract, the Union Jack Club soon renewed its partnership with CLEAN for a further three years. Having continuously monitored customer feedback, the positive impact on the customer experience CLEAN's linen proved to have was significant. Moreover, the relationship and mutual understanding has fostered by the assignment of a permanent account manager.

Providing hotels and clubs with a diverse product range that offers customers the option of a 'pick and mix' approach to the three linen and towelling lines available, the Union Jack Club now opts for CLEAN's Isabella range. The chosen mix of products includes plain 200 thread count percale sheets and pillowcases and the stylish cotton rich Isabella Satin Stripe duvet covers with luxurious and durable towelling and bath mats finishing the look.

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“ Changing to a new provider is a leap of faith. The impact that CLEAN can have on the Union Jack Club is greater than the impact that we can have on CLEAN. ”

Marcus Appleton, Deputy Chief Executive

Trust & Reliability

As a vital service to hotel operations, reliability is paramount when sourcing a linen supplier. Here at CLEAN we understand that a failure to deliver clean linen can have devastating effects on your business, which is why we always go above and beyond to ensure we always deliver a service experience of the highest standard.

Empathy between both the customer and a supplier is important as CLEAN invests time in understanding our customer requirements.

Working closely with the Union Jack Club, CLEAN studied their day-to-day operations to ensure fluctuating demands are always met. Using Streamline data, CLEAN can understand a hotel’s occupancy trends and ensure the supply of linen correctly corresponds with demand.



Bedrooms

- Pillowcases
- Duvet covers
- Bed sheets

Towelling

- Bath mats
- Bath sheets
- Hand towels



Dining

- Tablecloths
- Napkins

Kitchen & Serving

- Oven cloths
- Glass cloths
- Waiter’s servers
- Kitchen cloths



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