



CASE STUDY

Award Winning Best Western Hotel Upgrades Laundry with Girbau

07 April 2009 – The Best Western Valley Hotel in Ironbridge, Shropshire, recent winner of the Hotel of the Year at the Best Western Great Britain Hotel awards, has upgraded its laundry with the help of Girbau UK, part of Girbau Group the world-leading manufacturer of commercial and industrial laundry equipment. The new laundry is already delivering productivity savings of around 20% and is helping the hotel to cut bills for water and energy consumption.

The hotel's old laundry equipment had become outdated, unreliable and was in need of replacement. In order to maintain its record of excellence in customer service, the management approached Girbau UK for guidance on the best equipment to meet its needs for daily washing of linen, towels and bedding. As a result it purchased two energy-efficient 14kg capacity HS6013 high speed washers, a twin stacked dryer and a 1 metre width roller iron.

“The new Girbau laundry equipment is so much better, it's been quite a revelation, “ says Joanne Boddison the hotel's Director-General Manager. “We've already seen productivity savings of at least 20% and our energy consumption is down markedly too, which is good for our green credentials. Most importantly our laundry is now consistently cleaner and better finished than it was before.”

The independently-managed 44-room Best Western Valley Hotel beat more than 280 other UK hotels in the Best Western award, which was judged on the basis of quality assessments made both by Best Western and independent assessors such as the AA and regional tourist boards. Most crucially it also incorporated the feedback of guests. The Best Western membership represents over 4,000 hotels worldwide.

