

Cold Facts

3

Laundry industry's first independent Linen Life Study compares ozone cold-water system with traditional hot-water methods

*EcoTex*₃
The Cold Water Catalyst

Cold Facts: Industry's first Linen-Life Study documents potential for replenishment savings with EcoTex

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The industry's first extensive, independently conducted study to determine the ability of cold-water ozone laundering to extend the useful life of linens - a major expenditure among hospitality, healthcare and numerous other institutions, reveals a resounding advantage versus traditional hot-water methods.

California-based ClearWater Tech, LLC, will present results of a six-month study conducted by North Carolina State University's Physical Testing Laboratory - College of Textiles, at a Clean Show Press Conference on Thursday, June 20 at 10 a.m. in New Orleans' Morial Convention Center. Joining ClearWater Tech President and Founder Cameron Tapp will be Dr. Jan Ballard, Extension Specialist and Supervisor of the Physical Testing Laboratory, who directed study procedures.

Testing utilized EcoTex™ ozone technology and its application format in comparisons with traditional laundering of pillowcases and terry towels. EcoLab supplied chemicals and collaborated on the chemical formulas for wash programs used in the study.

Significant differences in every area

Materials were tested for Pilling Resistance, Tearing Strength using ASTM methodologies, plus textile Whiteness

using AATCC (American Association of Textile Chemists and Colorists) Test Method 110. Samples were compared with a Control using each laundering method for pillowcases as well as towels, over 50 wash cycles.

Results with EcoTex ozone in nearly all cold wash waters exceeded those with traditional hot water methods in every test category, with a composite average advantage of over 10 percent. Comparative scores and study details are spelled out in "Cold Facts," a summary report that can be obtained from ClearWater Tech (booth 3163) at the Clean Show, or by contacting the company at www.ecotexlaundry.com or (805) 549-9724. A more extensive white paper also is available.

"Consistent differences revealed by these tests," notes ClearWater Tech's Tapp, "can translate into significant linen replenishment savings for users who utilize cold-water EcoTex ozone systems."

Study confirms observations by industry veterans, who note bottom-line value

Linen Life Study results come as no surprise to veterans such as Juan Marcano, President and CEO of Rite-way Linen Services in Port St. Lucie, Florida. Rite-way serves a variety of customers, including high-end hotels

and resorts. Acknowledging that many factors contribute to linen life, Marcano's experience points to linen replacement at an annual rate of 20-30% with traditional OPL (On-Premise Laundry) operations.

"That's a lot of money for a 100-room hotel working with three pars (sets of linen). Our EcoTex ozone process can reduce that replacement by about half, to 12% - 15% a year, which is a huge difference. It's an even bigger savings for a 300-room resort (another Rite-way client) that will purchase \$8,000 to \$10,000 in terrycloth linens per month."

Marcano's figures dovetail with those from contemporaries operating laundries in-house or outsourced by hospitality, healthcare, and other institutions.

"Our initiative in commissioning this long-overdue study has provided important evidence of still another bottom-line advantage of EcoTex Advanced Laundry Oxidation systems," sums up Tapp. "Along with its tremendous energy and utility savings plus disinfection benefits, preserving customer linen investments offers huge payback. Many of us have known this for a long time. Now we have scientifically documented data to prove it."

To read the original 16-page document, please contact ClearWater Tech, and we'd be happy to email it to you - sales@cwtozone.com.