

# western hotelier

YOUR HOTEL MANAGEMENT MAGAZINE

APRIL/MAY 2024 – \$8.95

www.westernhotelier.com



## FRANCHISE BENEFITS



**BEING PART  
OF THE RIGHT  
FRANCHISE  
MAY BE MORE  
IMPORTANT  
THAN EVER**



### **GAINING TRACTION**


ALBERTA'S HOSPITALITY INDUSTRY DISTANCES ITSELF FROM THE LOCKDOWN LOWS

### **SETTING THE STAGE**

ESSENTIAL EQUIPMENT FOR ELEVATING HOSPITALITY

### **AN INTEGRATED APPROACH**

NEW PMS AND POS SYSTEMS HELP HOTELIERS STREAMLINE OPERATIONS



CHOOSING THE RIGHT  
LINENS AND TOWELS  
IS PARAMOUNT TO GUEST  
SATISFACTION AND A MISSTEP CAN HIT  
MORE THAN JUST THE BOTTOM LINE

# THE BALANCE OF FEEL AND DURABILITY

A hotel room is a place to sleep, get clean, relax and feel comfortable. Without the right bed linens and towels, guests may be left with a distinctly unfavourable impression. While a hotelier may not want to hear how the towel was scratchy or the sheets were threadbare, finding out now — and selecting the right products to correct the problem — is a great deal better than seeing a negative review online after-the-fact.

What's one of the first things guests do when they arrive in their room? Sit on the bed.

That simple action tells them so much, especially as their hands run along the carefully folded-down sheets. Then, the guest gets up and uses the bathroom, drying their hands on the towel. With these two simple acts, they've immediately formed an impression of the property based on touching the textiles.

Rain Emily Zhang, director of Willowest Enterprises says it's the details that define the essence of luxury and comfort.

"The choice of linen and terry emerges as a pivotal element," she says. "These textiles transcend mere functionality, transforming into a canvas that embodies comfort and style."

Luxury boutique hotel, Azur, The Legacy Collection Hotel, in downtown Vancouver, needed linens and towels for the entire location according to Dasha Pilgui, senior marketing manager for the property.

"Our highest priorities revolved around achieving a delicate balance of softness and durability," she says. "As a high-end boutique hotel, we aimed to provide a luxurious experience for our guests."



Rain Emily Zhang,  
director,  
Willowest Enterprises





*Eden Textile notes adding polyester into the fabric decreases the weight, increases the durability and reduces drying time.*

*Mike Starett, vice-president and general manager, Eden Textile*

This balance is what every hotelier must navigate according to Mike Starett, vice-president and general manager with Eden Textile. Not every property needs the same plush, luxury Azur defined.

“The key points on towels will be weight, better known as GSM, or grams per square metre; and blend,” he says. “A plusher towel is typically a heavier towel. With weight comes drying time and other costs.”

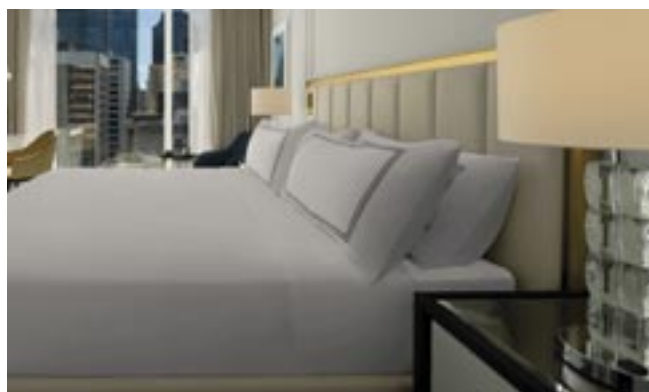
He notes that 100 per cent cotton towels are certainly desirable for many due to their softness, but adding polyester into the fabric decreases the weight, increases the durability and reduces drying time, while also typically reducing purchase costs.

“All those things work together in a grid to come upon the right spot,” he explains.

“There is a balance in there depending on who the end-user is.”

For Azur, the choice was products from Willowest.

“We have chosen Egyptian cotton linen



blended with a minimal portion of polyester for its opulent feel and practical functionality,” says Pilgui. “We also recognized the necessity for linens and towels that could withstand the rigours of frequent laundering in our industry.”

Zhang explains that linen is derived from resilient cotton fibres. The company was the first to introduce the combination of 80 per cent cotton blended with 20 per cent polyester to North American properties. It’s a far different product from polyester blends used in lower-end textiles.

“This unique blend retains cotton’s comfort, optimizes durability and eases ironing,” she says.

Heidi Luber, president and owner of Lubertex International agrees that textiles need to have a balance of properties.

“Thread count and weaving makes the difference,” she says. “Towels and sheets for hotels should be woven to be able to look and feel good as well as withstand harsh laundry.”

**eden textile**  
Comforts your guests will love

**Terry & Linen**  
**Top of Bed**  
**Window Treatments**



edentextile.com  
1-800-661-7239

*Azur, The Legacy Collection Hotel aimed to provide a luxurious experience for their guests with their towels and linens.*

Comfort, durability, aesthetics and sustainability are the most important elements in choosing the right towels and linens, says Pilgui. But this includes the products’ ability to retain those properties in the heavy-duty laundry environment Luber referred to.

“Ensuring that linens and towels maintain their quality and appearance after repeated use and laundering is essential for guest satisfaction and cost-effectiveness,” she says. “Aesthetics play a significant role in enhancing the overall ambience of the guest room adding a touch of elegance and sophistication to the guest experience.”

As Starrett explains, high-end properties may want a 100 per cent cotton towel, but three-star properties will find many poly-blends satisfactory for guest expectations and the experienced delivered.

When he discusses linens, he notes that thread count is often the conversation starter, but blend plays a role here as well.

“You’re generally looking at thread count,” he says. “But blend is quite important with sheets. Cotton is the softness and polyester is the durability.”

Polyester also gives stain resistant properties.

While a property may be tempted to go for the highest thread count available to achieve a sumptuous feel, he says there is such a thing as too high of a thread count in hospitality.

“If you start getting above certain kinds of thread counts, while the smoothness factor still stays high, it gives up durability,” he says. “You’re going to see your products failing faster.”

He advises the 300 thread count range is typical for a hotel guest room. Zhang notes thread counts of 300 to 350 with a sateen weave tend to be best.

A sateen or percale finish for linens is the way to go, says Luber and she points to her company’s sustainable cotton bedding as a great option.

“Any supplier can offer sheets and towels at competitive pricing,” she says. “Hoteliers should feel confident in their supplier that the quality is good. Spending a little more to have better quality and consistency will be better in the long run.”

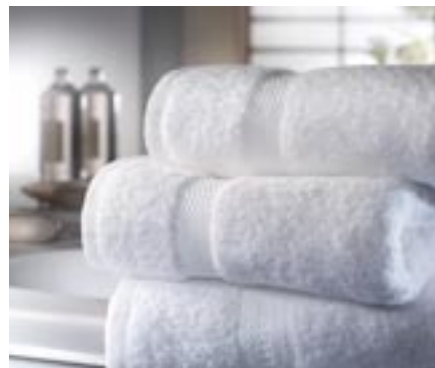
She advises properties to do wash tests to allow them to better understand the quality they are getting in a product as well as identifying consistency.

Consistency is also a major factor for Starrett.

“We have multiple lines to match the various types of customers and industries that we have,” he says. “By owning our specs and developing our own products, we’re able to maintain our own consistency year over year. The quality stays the same.”

This aspect of consistent quality saves time and money for a property. Housekeeping staff can take less time weeding through products to find those that are suitable for the room. Early disposal of products is also reduced when quality textiles are part of the program.

Ensuring products stay suitable also includes following washing instructions, which is a key point for Zhang, who advises “careful washing.”



*Lubertex International notes that textiles need to have a balance of properties. Heidi Luber, president and owner, Lubertex International*

**No other brand even comes close**

**Electrolux provides the highest quality results and lowest cost per wash.**



Global leader **Electrolux** sells more than 60 million products in 150 countries every year.

Call today to learn more. Ask about special financing.

**(604) 940-8668 • (888) 872-0777**

sales@cold-stream.ca • www.ccsi-laundry.com