

Fabrizio Ward +



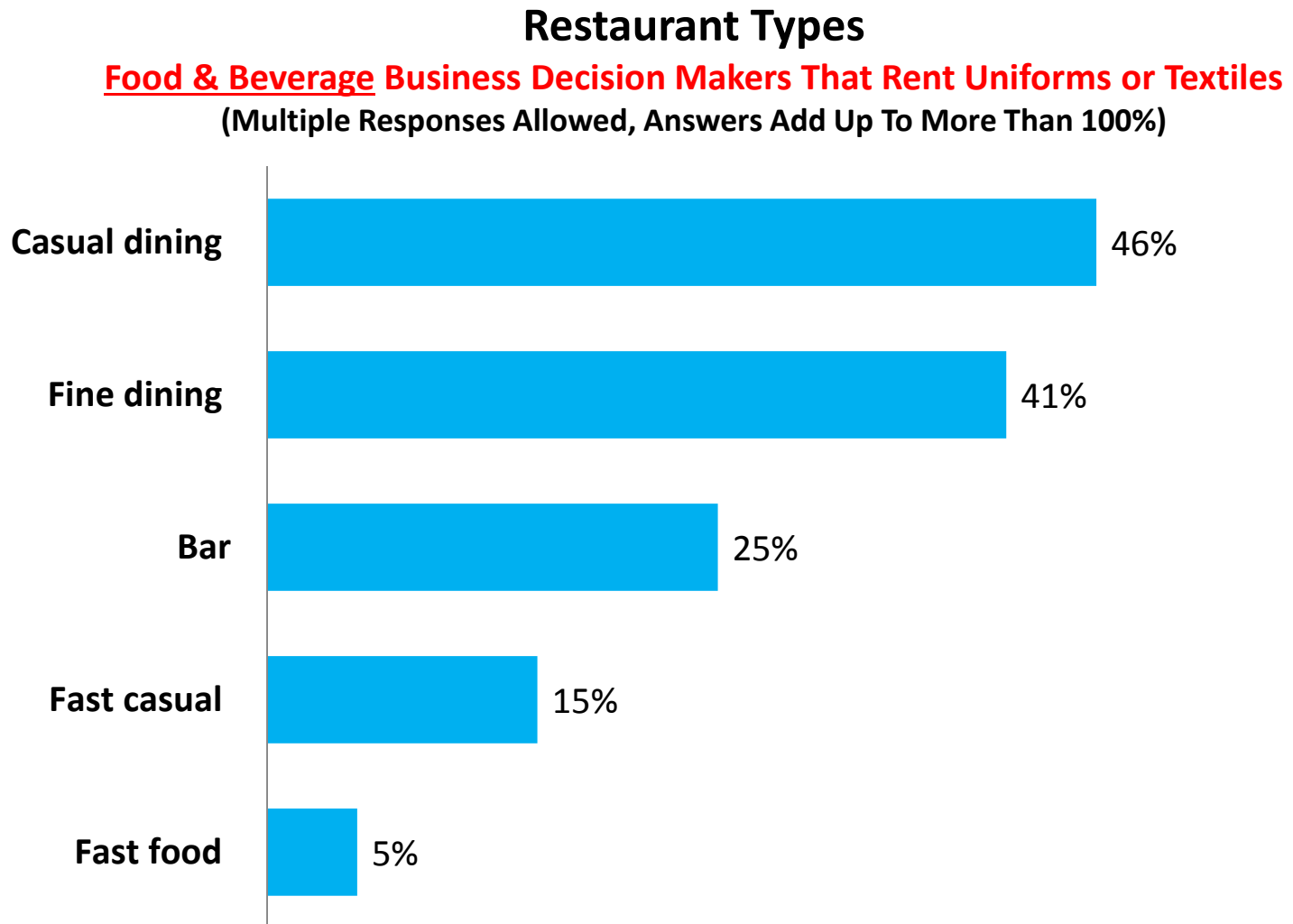
Business to Business Survey of Uniform and Textile Rental Decision Makers

March 2015

Methodology

- Online business to business survey of uniform and textile rental decision makers in the Healthcare, Hospitality, Food & Beverage, and Industrial industries.
- Sample size of n200:
 - Food and Beverage, n59
 - Industrial, n50
 - Healthcare, n50
 - Hospitality, n41
- All participants either rent uniforms or reusable textiles, with the exception of hospitality participants, who were allowed into the survey regardless if they rented textiles or uniforms.
- Survey conducted February 24 – March 7, 2015
- Participants recruited from an online panel company

Casual and Fine dining restaurants are the most represented establishments.

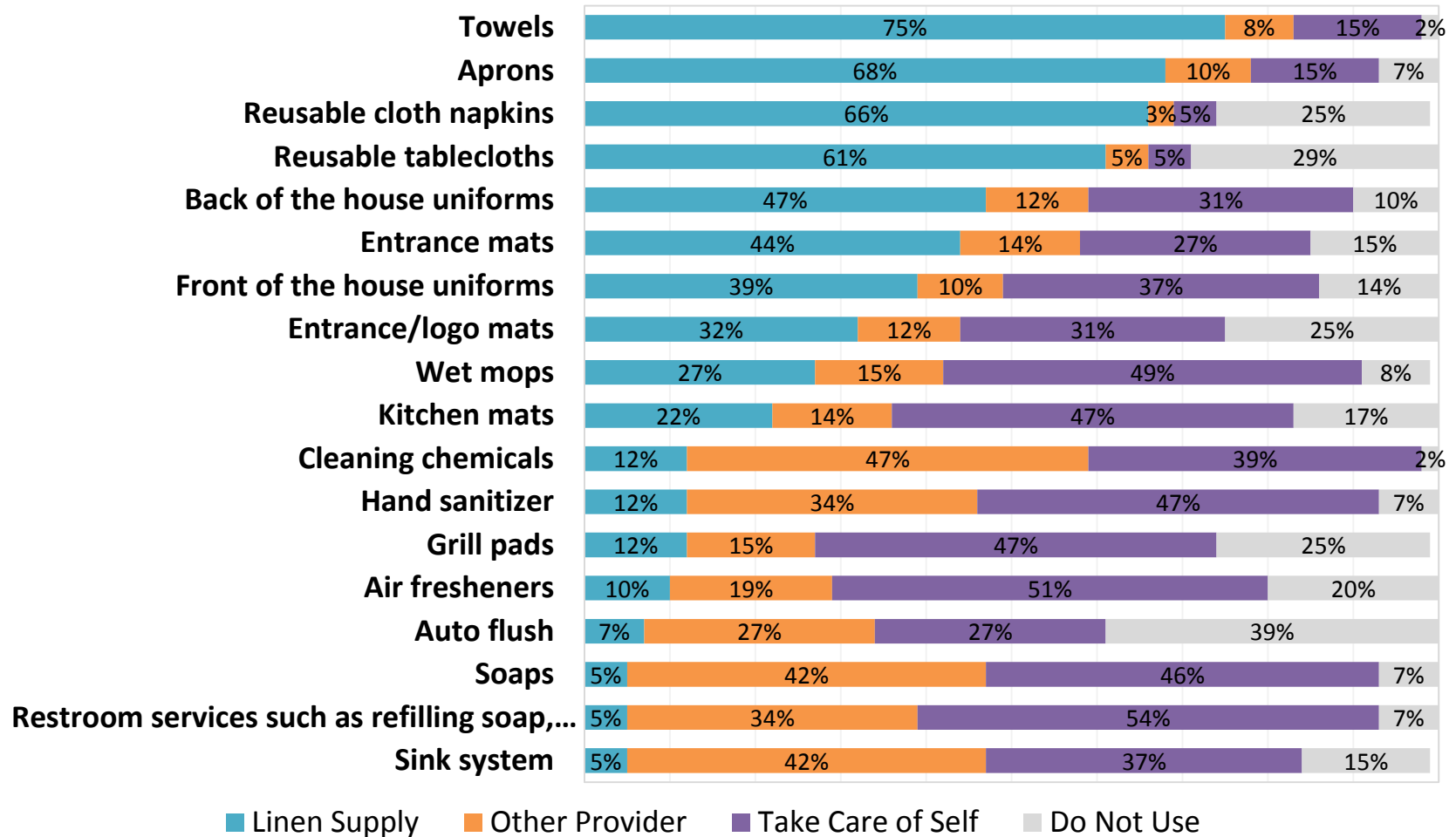


F1. Which of the following best describes the type of restaurant or restaurants in which you work?

Food & Beverage Product Use & Supplier

Products Use & Supplier

Food & Beverage Business Decision Makers That Rent Uniforms or Textiles



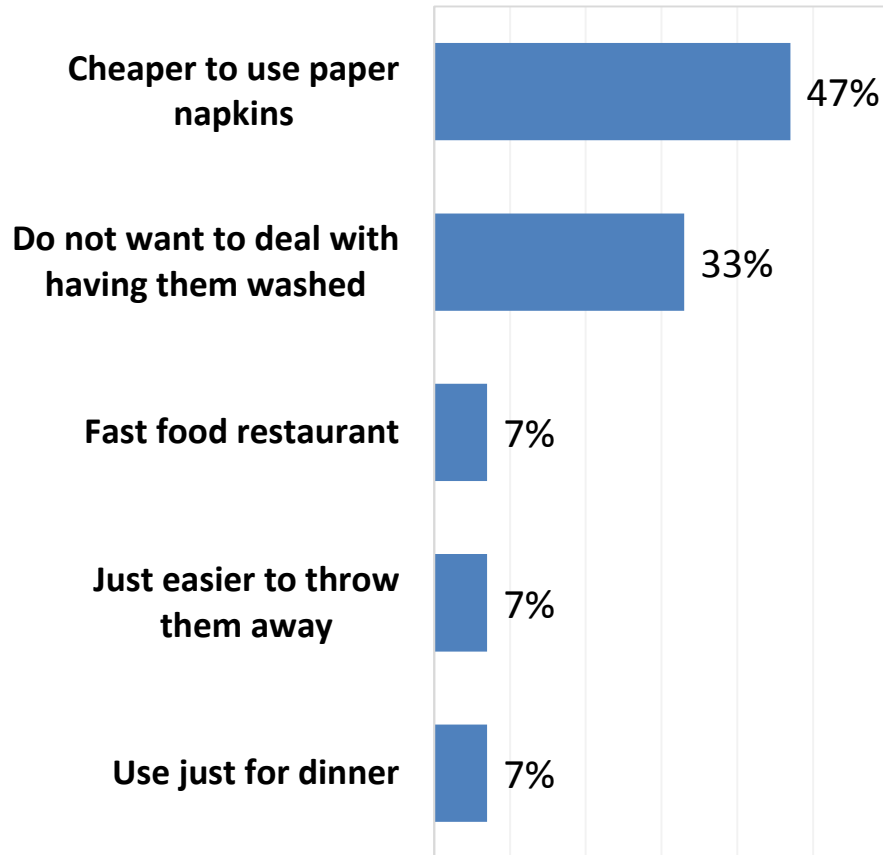
F2-19. Please indicate whether any of your restaurants contract for the product or service listed, and if so, please indicate if you contract that product through your linen supply provider or another provider. If your restaurant does not use the product please just indicate so.

Cost and convenience are the most frequent reasons for not using reusable napkins. Style is the top reason for not using reusable tablecloths.

Food & Beverage Business Decision Makers That Rent Uniforms or Textiles

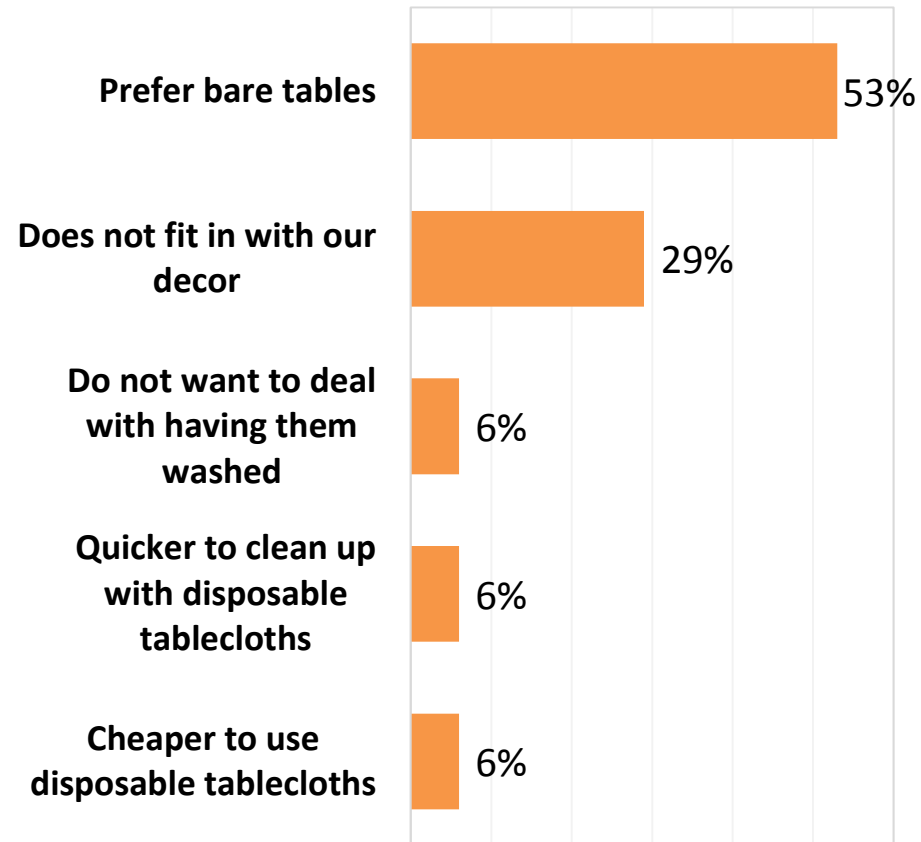
Reasons Not Using Reusable Napkins

(n15)



Reasons Not Using Reusable Tablecloths

(n17)



F20. Which of the following comes closest to the main reason you are not using cloth napkins?

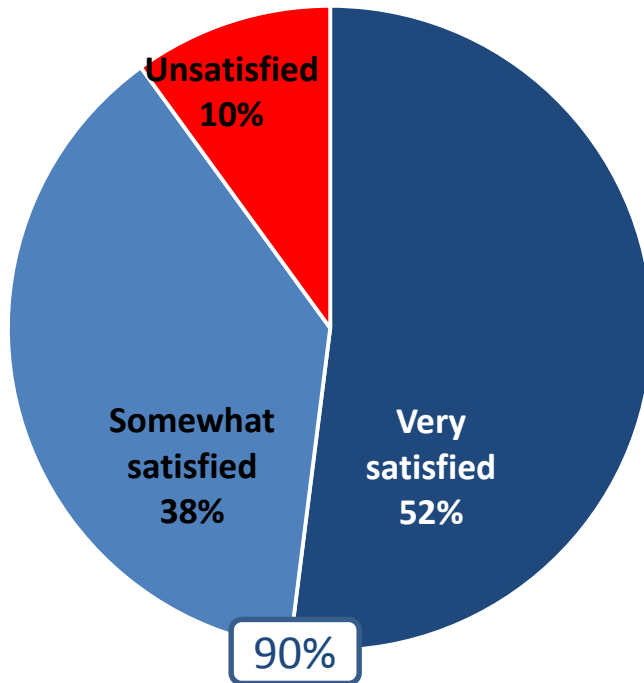
F21. Which of the following comes closest to the main reason you are not using reusable tablecloths?

Almost all restaurants that contract a linen provider are satisfied with the quality of the textile products and facility services. In fact, a majority are very satisfied with their service.

Food & Beverage Business Decision Makers That Rent Uniforms or Textiles

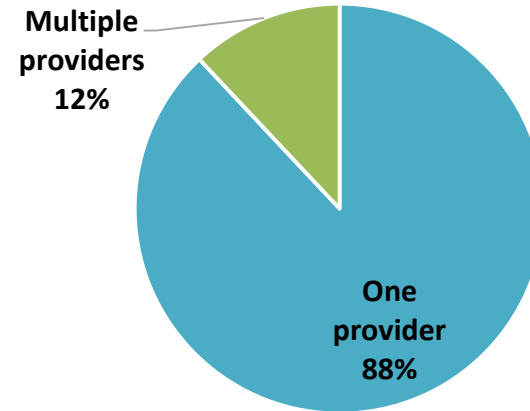
Textile Provider Satisfaction

(n42 Has Textile Contract)



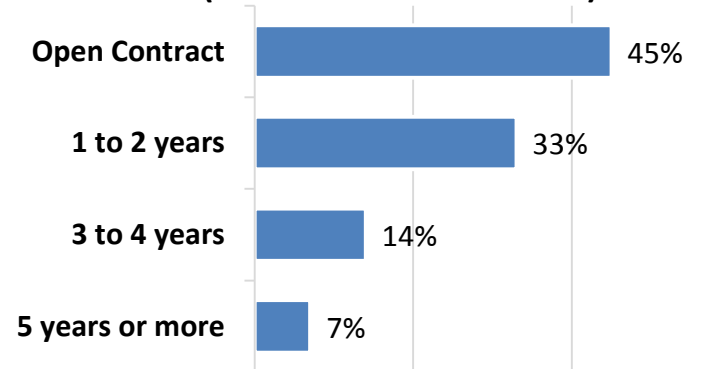
Number of Textile Providers

(n42 Has Textile Contract)



Linens Contract Length

(n42 Has Textile Contract)



F24. Overall, how satisfied are you with the quality of your reusable textile products and facility services?

F23. Do you use one or multiple providers for your reusable textile products?

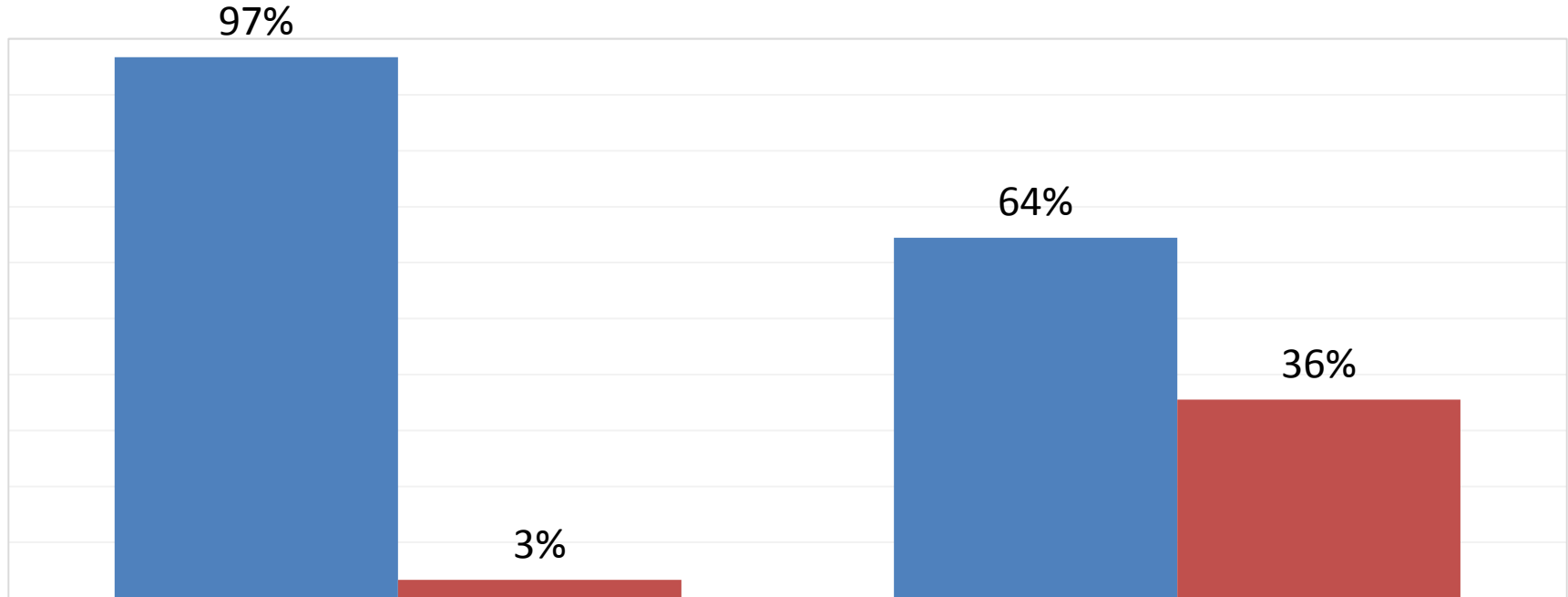
F22. When you first signed the linen contract how many years did the contract cover?

Restaurants save time and money by renting reusable linens.

Two thirds of these businesses with an opinion, agree that customers are willing to spend more money at a restaurant that uses reusable tablecloths and napkins.

Statement Agreement Among Those With An Opinion

Food & Beverage Business Decision Makers That Rent Uniforms or Textiles



Restaurants save time and money when renting reusable linens by eliminating costs for inventory, laundry, and man-hours to manage the process.

Customers are willing to spend more money at a restaurant that uses reusable tablecloths and napkins.

■ Agree ■ Disagree

F25-26. Next you'll see a series of statements about contracting reusable textiles. For each of these, please indicate whether – based on your experience – you would agree or disagree with the statement.