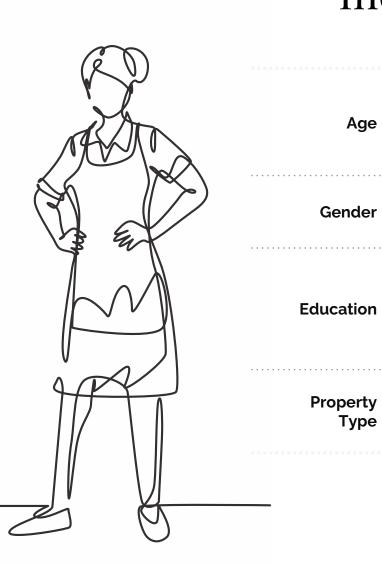


# Industry Profiles



# **Industry Target Summary**



35-44 46% 45-54 22% 55+ 24%

Gender Male 50% Female 50%

> High School 14% Technical school 4% Some college 22% **College graduate 42%** Graduate school 18%

Property Type Hotel 82%
Motel 8%
Resort 8%

% Own / Rent...

84% / 14% Towels

76% / 18% Sheets

76% / 20% Pillowcases

72% / 24% Bed Linens

**Employees at Organization:** 

30% 50 or less

20% 51-100

20% 101-500

30% >500

# **PSYCHOGRAPHICS** agree

84% How my company impacts the environment is important

78% I feel appreciated in my job

74% I think of what I do as an essential service

70% Community involvement is a priority for my company

68% I prefer working in a team

66% When making contracting decisions, I look at quality more than

cost

62% I feel secure about the state of my company or organization

62% I tend to try new methods or technology before others do

## **UNIFORM AND TEXTILE BELIEFS**

**Image is Key**. For 88%, Uniforms are about the image of the business and are strongly linked with trustworthiness (82%) and approachability (88%).

Superior washing and managing linen loss are 'essential' reasons for choosing to outsource linen services. **64% say they are currently wrestling with linen loss**, with 40% saying it has become even more of a problem since Covid.

Among current customers, outsourcing linen maintenance is solidly connected to cleaner linens, saving time, better for the environment and easier management.

However, those who do not outsource do NOT believe that a 3<sup>rd</sup> party cleans better than an in-house launderer OR that a 3<sup>rd</sup> party company will ultimately create efficiencies related to time or linen loss.

**Opinions are split** on whether outsourcing saves money, and current non-customers especially don't believe there are cost savings.

## **BEHAVIORS**

Tier 1 priorities for selecting a textile contractor:

- Price and pricing transparency (84% and 90%)
- Delivery reliability (90%)
- Quality control (86%)
- Customer service (90%)
- Agreement flexibility (88%)
- Electronic invoicing (86%)
- Reputation (84%)

Proximity (60%), years in business (54%), and product innovations (64%) are lower in importance.

Despite being of personal import, 'Commitment to the environment' does \*not\* present as a Tier 1 priority.

Uniform and textile maintenance comes up more frequently for Hospitality than some of the other industries. About half say it comes up at least once a day, with 7/10% saying uniforms/textiles maintenance comes up multiple times a day.

Though 84% state their costs have gone up (the highest of any industry), 82% still say that they are having a positive experience with their contractor.