



Industry Profiles



Industry Target Summary



Age	25-34	22%
	35-44	46%
	45-54	22%
	55+	24%
Gender	Male	50%
	Female	50%
Education	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 3rd party cleans better** than an in-house launderer **OR that a 3rd 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.**