



“What our customers experience, is what really drives us and the industry forward. I wouldn't hesitate to recommend CLEAN.”

Anthony Kingdon - General Manager - Brend Collection

## SAUNTON SANDS

HOTEL | SOURCE SPA & WELLNESS

**Industry:**

Hospitality

**Location:**

Multiple locations across the UK

**Service type:**

Supply and Launder Linen and workwear

**Delivery Frequency:**

Various

**Serving Laundry Site:**

Yeovil

**Results:**

Reliable collection, laundry, and delivery service.

**Type of Linen:**

Oria

**Type of Workwear:**

Coolmax Chef Jackets,  
Chefs Trousers  
Apron (Butcher Bib).

CLEAN is proud to support the UK hospitality industry. Situated in North Devon, Saunton Sands Hotel is the flagship hotel for the Brend Collection. As one of the UK's leading linen and workwear rental companies, we value long-lasting relationships based on transparency and integrity. Anthony Kingdon (Saunton Sands Hotel General Manager) explains how CLEAN supports the hotel with freshly laundered Oria bed linen as well as kitchen uniforms, which consist of Coolmax Chef Jackets, Chefs Trousers and Butchers Style Bib Aprons.

## Stunning location

The Brend Collection is a family-run company. It has eleven hotels in the group, with multiple locations stretching across the South West of England. Saunton Sands Hotel, in particular, overlooks three miles of breathtaking sandy beaches and Braunton Burrows, an area of outstanding natural beauty. Saunton Sands Beach is internationally renowned as one of the world's top surfing destinations.

## Hotel accommodation and facilities

Saunton Sands Hotel offers a variety of accommodations with 95 rooms for guests to choose from. Guests can select sea-facing deluxe rooms or family suites that provide breathtaking views of the Atlantic Ocean. Guests who prefer self-catering can opt for the hotel's apartments, which have full access to all the hotel's facilities.

Guests are welcome to enjoy the phenomenal Source Spa and Wellness facilities. The Spa boasts an indoor pool, gym, six treatment rooms, a relaxation area, thermal suite, steam room, sauna, and vitality pool, all of which offer one of the best views in the country.

The hotel has two dining options, led by Executive Head Chef Mathias Oberg. The restaurant has been honoured with two AA Rosette Awards and offers a daily a la carte menu.

As part of the Brend Collection, Saunton Sands Hotel is committed to providing its guests with the best possible service and accommodation. The hotel not only focuses on providing outstanding comfort but also aims to create memorable experiences that will entice guests to return again and again.

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## CASE STUDY

# SAUNTON SANDS HOTEL

# CLEAN

LINEN & WORKWEAR

Part of the **ALSCO** family

## The Challenge

Spearheaded by Ania Sala (Saunton Sands Hotel Housekeeping Manager), the busy housekeepers operate quietly in the background, allowing guests to absorb the luxurious surroundings and natural beauty the hotel offers. Using a linen supplier who is flexible enough to cope with the requirements of such a prestigious venue is an essential part of the operation.

The importance of linen to the hospitality industry cannot be understated. High-quality bed linen is the fundamental element for any hotel to ensure their guests are comfortable and well-rested.

The pressure to maintain the level of service from a kitchen awarded 2 AA Rosettes requires a workwear supply from a company that shares the same ethos - To deliver unwavering quality and always go the extra mile.

Any service disruption can have detrimental results on their business.

Saunton Sands Hotel chose to use CLEAN's linen and workwear supply service due to our high-quality range of bed linen and kitchen uniforms, dependable delivery service and speedy reaction to any enquiries the hotel team might have.

## The Solution

In late 2021, CLEAN was introduced to the Brend collection. Following the introduction, CLEAN provided bed linen samples to the management team and arranged a visit to the Yeovil laundry, allowing them to assess its operations first-hand.

The Brend Collection team fell in love with the luxurious feel of CLEAN's top-of-the-range Oria linen. The bold 300-thread count linen, made from 100% cotton, offers a luxurious sateen weave which is silky-smooth to the touch. Not only does our Oria bed linen add a lush feel to the hotel beds, but it also helps to elevate the overall guest experience by helping to ensure a good night's sleep.

The housekeeping team at Saunton Sands Hotel were delighted to learn that using CLEAN's Oria brand linen also has a vast timesaving aspect. The housekeeping team's hectic and often time-sensitive operations require quality linen, which will cope when handled under pressure. Due to the soft nature of the linen, changing the duvet covers can be achieved with less fuss, ensuring a faster turn-around of the rooms.

CLEAN also supply the hotel's kitchen staff with fresh, clean garments on a regular, dependable delivery service. The garments include Coolmax Chef Jackets, Chefs Trousers and Apron (Butcher Bib). The Coolmax Chef Jacket offers both short and long-sleeve variations and provides maximum comfort with its well-thought-out design. The Coolmax back panel helps to keep the wearer cool by promoting air circulation and allowing body heat to escape.



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## Onboarding

In April 2022, CLEAN successfully installed all the bed linen and kitchen workwear and mobilised the service to become the official supplier to Saunton Sands Hotel.

Switching to a new supplier can be a daunting task, as businesses often anticipate an element of uncertainty. However, our team of experts in new contract mobilisation ensured that the transition to CLEAN's linen and workwear supply service was seamless and did not affect the hotel operations in any way.

Anthony Kingdon explains: "Obviously, when you go to a new supplier, there are going to be some teething problems, but CLEAN came back to us with a solution to these problems, and we were able to iron out any difficulties that we had at the time".

## The Result

CLEAN now exclusively supplies Saunton Sands Hotel with fresh bed linen and kitchen uniforms.

Our flexibility has made things easier for Anthony Kingdon and the Saunton Sands Hotel team. The housekeeping and kitchen staff know that CLEAN will take care of any unforeseen issues to ensure smooth hotel operations.

Since our initial introduction, CLEAN is now proud to supply linen to six hotels within The Brend Collection. These hotels are Saunton Sands Hotel, The Park Hotel, The Imperial Hotel, The Barnstaple Hotel, Royal & Fortescue Hotel, and The Royal Hotel.

We are delighted to have formed a strong partnership with The Brend Collection and we look forward to being their supplier of choice for the foreseeable future.

