



VINE HOTELS

EXPERTS IN HOTEL
MANAGEMENT AND DEVELOPMENT

Industry:

Hospitality

Location:

Multiple locations across the UK

Service type:

Supply and Launder Linen

Delivery Frequency:

Various

Serving Laundry Site:

Nottingham and Yeovil

Results:

Reliable collection, laundry, and delivery service.

Type of Linen:

Lucia and Microstripe

Introduction

Vine Hotels is a leading-edge hotel management, advisory and development company. They specialise in multi-layered management solutions for branded and independent hotels and venues.

Working alongside hotel owners, property developers, local authorities, investors, and administration teams, Vine Hotels deliver a dynamic range of services for the properties in their portfolio. CLEAN proudly supply six (6) of Vine Hotels with the linen.

What makes the Vine Hotels different

Through many years of experience within the hospitality industry, the team at Vine Hotels have developed a deep insight into how to develop, manage and maximise the potential of a property. By gaining a detailed understanding to each property, they are able to design tailor-made business strategies that add significant value.

CLEAN’s Linen Supply service

CLEAN’s first opportunity to showcase the quality of our [hotel linen supply service](#) came about after Vine Hotels acquired The Mercure Dolphin Hotel in (2021). At the time, CLEAN were already positioned as the incumbent supplier for the hotel. Once the acquisition was complete, CLEAN were approached by Vine Hotels to discuss whether the capacity of our laundry would allow for the incorporation of several other hotels within the group in the Sheffield area.

Of course, CLEAN relished the opportunity to strengthen the alignment, and after the initial meeting, we set out to gather the necessary information to fully understand the linen requirements for each additional property. This information pertained to the bed configuration, the frequency of linen use and the location for each property. It was decided that the group preferred to use a combination of CLEAN’s Lucia brand and the Microsripe bed linen.

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CASE STUDY

VINE HOTELS



Part of the **ALSCO** family

Our [Lucia](#) range of plain bed linen offers guests everyday comfort and fulfills the demands of busy establishments. Benefiting from a 130 thread count cotton rich blend, this range offers CLEAN's usual quality at an excellent price. The Lucia duvet covers includes hand holes. This greatly aids housekeepers when changing duvet covers and reduces the task time.

CLEAN's [Microstripe](#) bed linen is a durable cotton rich range providing a distinctive contemporary look to any guest room. Using a 250 thread count mercerised cotton rich fabric, the smooth percale weave ensures this range is soft, crisp and smooth against the skin.

Geographically, [CLEAN's Nottingham laundry](#) was perfectly positioned to process the required linen and to make for easy delivery according to an agreed schedule for each of the Sheffield properties.

Our CLEAN representatives liaised closely with the team from Vine Hotels, providing them with samples from our different linen ranges. We even arranged to dress up one of the bedrooms using our linen to give the team a first-hand insight to the quality they could expect from CLEAN.

Onboarding

After the initial contracts were formulated, CLEAN conducted the standard pre-installation process which involved double checking all the details of the contracts and ordering the additional linen to include in the pool. Once all the boxes were ticked, an installation date was determined and agreed upon by both parties.

The installation of linen is quite a detailed operation which involves removing of all linen belonging to the previously supplier from the property. The team then proceeds to replace each item of linen on each bed; as well as restocking each shelf and storage area with CLEAN's linen within each property.

To mitigate any unforeseen circumstances, CLEAN' Customer Service Manager and Sales Manager for the Sheffield area oversaw the entire installation process from beginning to end. This involved keeping the old supplier's linen separate from the new CLEAN linen supply and to assist in restocking the shelves and storage areas.

The Result

CLEAN is now the dedicated supplier of crisp, clean linen to six (6) of the properties within the Vine Hotels group. These include Mercure Kenwood Hall Hotel, Best Western Mosborough Hall, Mercure Dolphin Hotel, Best Western West Bromwich, DoubleTree Hilton Sheffield Pk and Whirlow Brook Hall.

Our resilience and determination to find the best solution has proven that Vine Hotels are able to rely on CLEAN's linen supply service. Through open communication and transparency, CLEAN constantly strive improve our service value to Vine Hotels. Our team of professionals is always just a phone call away to rectify any unforeseen issues to assist hotel operations to runs smoothly.

CLEAN are proud to have formed a strong partnership with Vine Hotels and we look forward being their supplier of choice for the foreseeable future.



Mosborough Hall



Whirlow Brook Hall



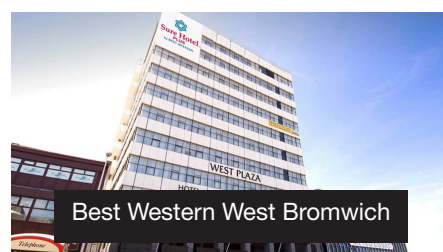
Mercure Dolphin Hotel



Mercure Kenwood Hall Hotel



DoubleTree Hilton Sheffield Pk



Best Western West Bromwich