



Culligan® Success Story National Hotel Chain

A national hotel chain implemented Culligan® water softener solutions to eliminate limescale buildup, improve the customers’ experience, reduce labor costs and protect their boiler investments.

Customer:

National hotel chain develops, owns, and operates hotels in the United States and Canada. The company has 682 hotels with approximately 76,000 rooms.

Description of Business:

This national hotel chain is one of the largest hotel chains in North America serving customers in the mid-priced extended stay segment.

SITUATION / OPPORTUNITY:

The hotel chain needed a solution to address hard water conditions effecting guest experience and the hotel chain’s bottom line. Visible mineral buildup left behind by hard water was difficult to clean and stained in-room fixtures. That meant increased chemical costs and cleaning time, plus a negative impact on the customers’ perception of the hotel chain. In addition, hard water was creating scale buildup in the piping systems, which had the potential to create long-term, negative effects and void the warranties on the water boilers.

To improve their customers overall experience and reduce cleaning efforts and equipment repairs to fixtures and boilers, the hotel chain needed a commercial water softening solution that could seamlessly fit into the hotels’ existing frameworks.



END-TO-END SOLUTIONS.

Superior service with every order.

Every customer is important. And every customer is different. With a partner like Culligan® Commercial, you can expect a water treatment plan as original as you are. And like you and your business, we pride ourselves on supporting our solutions with ongoing expert service.

Solution:

Culligan® professionals visited the hotel chain locations providing equipment solutions and ROI's resulting in the installation of water softeners at approximately 100 individual properties. In each market, Culligan® was able to tailor the softening solutions to each area's specific water needs.

Equipment installed:

Full Line of Culligan® Commercial Water Softeners

The Results / Customer Benefits:

Not only did soft water provide a superior experience for guests, it made cleaning easier, prolonged the life of boilers, and saved on electricity, cleaning, and detergent usage. The final result translated to even greater cost and labor savings.

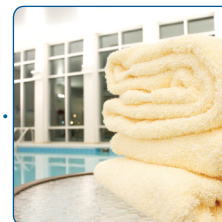
In addition, the warranties on the boilers were left intact, which meant that future repairs would not automatically impact the hotel chain's bottom line.

Benefits:

- Improved guest experiences
- Improved guest experiences
- Durable, reliable soft water solutions
- Experienced with solving the challenges that come with high-capacity water softening
- Proactive and thorough site inspections at all stages of the process, from initial scope through installation, maintenance, and servicing
- Proven solutions that maintain boiler efficiency, extend the life of your linens, and reduce use of laundry detergent to improve operations and save money

Annual Saving and Benefits:

Detergents & Chemicals	Up to 50%
Spend on Linens	Up to 40%
Boiler Energy Savings	Up to 17%
Boiler Chemical Savings	Up to 20%



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For 80 years, Culligan® has made better water. Our global network, comprised of 800+ dealers and international licensees in over 90 countries, is dedicated to addressing your water-related problems. As a worldwide leader in water treatment, our sales representatives and service technicians are familiar with the local water conditions in your area. Being global and local position us to deliver customized solutions to commercial and industrial water issues that affect your business and your bottom line.

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