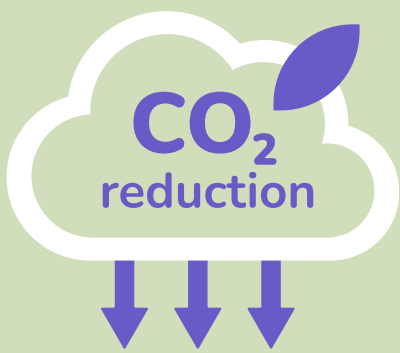


# easydry

## KEY BENEFITS

to the Hotel Sector\*

### ADOPTING EASYDRY TOWELS CAN DELIVER...



up to **43% less**

CO2 emissions **through the laundry and production process.**

that's **14.1 thousand** kgco2eq annually



**Save 81%**

in fresh water through **the laundry and production process.**

that's **3.03 million** litres annually

## HOW?

### CURRENT TOWEL USAGE IMPACT...

**CO2 Emissions:** Traditional Hand Towel usage for the average hotel annually results in circa **33,359.32 kg of CO2 emissions** due to transportation and laundering.

**Water Usage:** Traditional Hand Towel usage for the average hotel annually results in circa **3.76 million litres of water** consumption due to laundry and production.

**Energy Consumption:** circa **5,622 kWh of energy** is used yearly in the laundry process.

**69,825**  
usages

Annual usage of towels in the average UK Hotel\*



By making the simple switch to Easydry your hotel can instantly make a difference!

## EASYDRY VS COTTON

#### Material

100% recyclable, biodegradable AND compostable.

#### Performance:

3 x more absorbent than cotton towels for quicker drying.

#### Texture:

Kinder to the skin and hair cuticle – less abrasive than cotton towels.

#### Hygiene:

Exclusive individual use for each guest.

#### Environmental:

No laundering required delivering savings in water, energy and CO2 emissions. No chemicals or pesticides used with Easydry, unlike those used in production of cotton. We offer a detailed break down of your unique savings.

Welcome to the future of towels, the better way to dry...

[www.easydry.com](http://www.easydry.com)

\*the average hotel is based on a UK hotel of 100 rooms with an occupancy rate of 80%. Each room using a hand and body towel per night.