

## CASE STUDY: VINOY RENAISSANCE ST. PETERSBURG RESORT & GOLF CLUB



### BETTER EQUIPPING VINOY

THE RIGHT LAUNDRY EQUIPMENT GIVES HOTEL GUESTS THE FEEL OF LUXURY

Though nearly 100 years old, the Vinoy Renaissance St. Petersburg Resort & Golf Club continues to impress guests with its five classic restaurants and spacious, well-appointed guest rooms. One of the amenities that contributes to the hospitality and reputation of the property is the quality of the linens. At the Vinoy, UniMac® on-premises washer-extractors and tumble dryers utilize the latest in laundry technology to efficiently and cost-effectively ensure all hotel linens exceed guest expectations.

In 2011, management became aware that the equipment, which dated back to the 1990s, could not keep up and started impacting the laundry staff's efficiency. To reliably serve the Vinoy's needs, Southeastern Laundry Equipment installed five 150-pound high-capacity UW washer-extractors and one 60-pound mid-performance UW washer-extractor, as well as four 170-pound ultrafast UT tumble dryers.

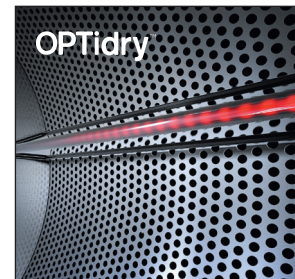
By selecting the new UniMac equipment, Vinoy operators have been able to take total control of the laundry facility with a wirelessly networked, UniLinc™ control system. The system, which monitors and manages machine performance and maintenance data, enables staff to select advanced programming of the wash cycles for fabric type and soil level, plus pinpoint drying times for the tumble dryers.

In addition to the increased efficiency that UniLinc offers, Vinoy also found that its tumble dryers equipped with OPTidry™ Over-dry Prevention Technology have saved the operation roughly \$30,000 annually in gas costs alone. This exclusive UniMac technology automatically stops machines once the load reaches the ideal level of dryness, which prevents staff from guessing and potentially over-drying linens.

The UniMac washer-extractors also helped to improve the Vinoy laundry facility's bottom line. The high-performance washer-extractors provide an advanced water management system that includes 30 programmable water levels. This allows laundry staff to precisely match wash cycle to linen type, which can help save thousands of gallons of water each year. In addition, the 150-pound washer-extractor's 300 G-Force extraction speed results in shorter drying times, further increasing throughput.

Though hotels such as the Vinoy may be best known for their classic design, changing times require these properties to exceed guests' expectations in all facets of their operation. Vinoy's use of UniMac laundry equipment proves it is possible to not only exceed these expectations but do so at the lowest cost of ownership.

**Learn more about how replacing equipment with new technology can help your bottom line at [unimac.com/vinoy](http://unimac.com/vinoy).**





## IMPROVE EFFICIENCY. REDUCE COSTS. MAXIMIZE GUEST SATISFACTION.

For more than 60 years, UniMac® has been manufacturing the most durable, reliable and efficient on-premises laundry (OPL) equipment. As the hands-down industry leader, laundry is all we do. We only make equipment for the OPL market. And we're focused on producing machines that deliver the lowest cost of ownership in the industry. Designed for ultimate efficiency, our industrial-strength equipment reduces energy and utility costs, minimizes downtime and optimizes throughput. With premium materials and world-class manufacturing, our machines outperform and outlast the competition.



Unmatched durability, performance and efficiency make UniMac the preferred brand for hotels, motels and inns all over the world. Technology advancements on our machines lead to lower energy use and greater productivity with shorter cycles and increased throughput. UniLinc™ controls, 400 G-Force extraction, OPTispray™ Rinsing Technology on our washer-extractors, along with OPTidry™ Over-dry Prevention Technology on our tumble dryers, combine to help employees quickly restock rooms with clean, dry linens. This leads to improved room turnover, heightened customer satisfaction and minimized operation costs.

Easy-to-use, innovative UniLinc controls — the most sophisticated, innovative control system on the market — give you complete control of your laundry room. Optional wireless access at site location allows



**SAVES \$3,900 PER YEAR\***

you to remotely monitor, manage and diagnose your machines from any Internet-connected computer. Comprehensive performance reports and maintenance data help you understand issues and make cost-saving adjustments, ensuring your laundry room is always operating at peak performance.



OPTispray Rinsing Technology takes efficiency to a whole new level. Available on all UniLinc cycles, OPTispray is a revolutionary technology designed to minimize the water required to rinse a load — using

39% less water than competitor brands — and reduces cycle time with highly effective rinsing, delivering 22% less residual wash chemistry in the load vs. competitor's best cycle. OPTidry Over-dry Prevention Technology stops tumble dryers once the ideal level of dryness is reached, eliminating utility and labor costs associated with over-drying loads and reducing your linen replacement costs by up to 25 percent. Together, OPTispray and OPTidry can save up to \$4,100 on utility costs per year.\*\*

With such cutting-edge technologies, UniMac machines deliver the fastest, most efficient wash and dry possible. And they're all backed by an industry-leading warranty and the largest, most knowledgeable distributor network in the business.



**For more information on how UniMac has helped the Vinoy Renaissance St. Petersburg Resort & Golf Club's laundry operation, visit [unimac.com/vinoy](http://unimac.com/vinoy).**

\*As compared to equipment with 100 G-Force.

\*\*Savings based on usage of UniMac UW65 High-Performance Washer-Extractors with OPTispray and 120 lb. Tumble Dryers with OPTidry.