



ELEVATE YOUR
HOSPITALITY
WITH PREMIUM
LINEN HIRE

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MAYUR SONI

"Let Us Elevate Your Hospitality Business!"

"Green Solutions For A Sustainable Future"

We are dedicated to minimizing our environmental footprint and contributing to a more sustainable future for the hospitality industry. Our sustainability initiatives showcase our commitment to eco-friendly practices.

1

Sustainable Materials



By using Ozon System which has won Queen's Award in 2021.

2

Eco-Friendly Cleaning



3

Energy-Efficient Operations



By using Hot water system.

4

Recycling And Waste Reduction



"How We Stand Different"

01

We will provide dedicated 5-time par level stock with daily delivery. (Not to mix your stock with any hotel)

02

All stock given will be as per brand standard & brand-new purchased only for hotel. This is not pool stock at all.

03

No emergency charges for any delivery.

04

No hidden cost, Invoices are simple total delivery minus reject is total amount of invoice.

05

All linen is washed and packed separately as per hotel requirement.

06

Our cages are metal and foldable. Option of plastic is available.

07

Flexible delivery time as per House Keeping needs.

08

No minimum use charges or no minimum invoice charges. Very flexible contract terms.

09

No minimum invoice charges.

10

Simple linen management system which saves tremendous amount of time for House Keeping team & House Keeping Management which helps reduce labour percentage from House Keeping.

11

Monthly stock taken on first week of each month with House Keeping team.

"Exceptional Value, Unmatched Quality"



ABOUT US

Our expertise & commitment to customer care delivers value through service with high level of precision & personalised attention.

CWLU has been in linen business for over 5 years, providing superior quality, exceptional value & unmatched reliability.

MISSION



Our mission is to provide the highest quality linen solutions to our clients. We are committed to delivering impeccable service, unmatched convenience & eco-friendly practices.

VISION



We envision a future where our services set the benchmark for quality, convenience & responsible stewardship, making every business a more comfortable & sustainable place.

VALUE PROPOSITION

Extensive Range Of High-quality Linen

- Customers have the freedom to choose from a variety of pricing options & packages tailored to their specific needs. We have dedicated linen to each client not whole stock.
- The extensive range offers a wide variety of linen products, including bed linens, table linens, bath linens, apparel & more.

Significant Cost Savings On Linen Hire

- We implement efficient linen management systems to track the use, condition and turnover of linens. This helps prevent loss & ensures that linens are used effectively.
- Regularly audit & control of your linen inventory. We maintain an optimal balance to avoid overstocking or understocking, which can lead to unnecessary rental expenses.

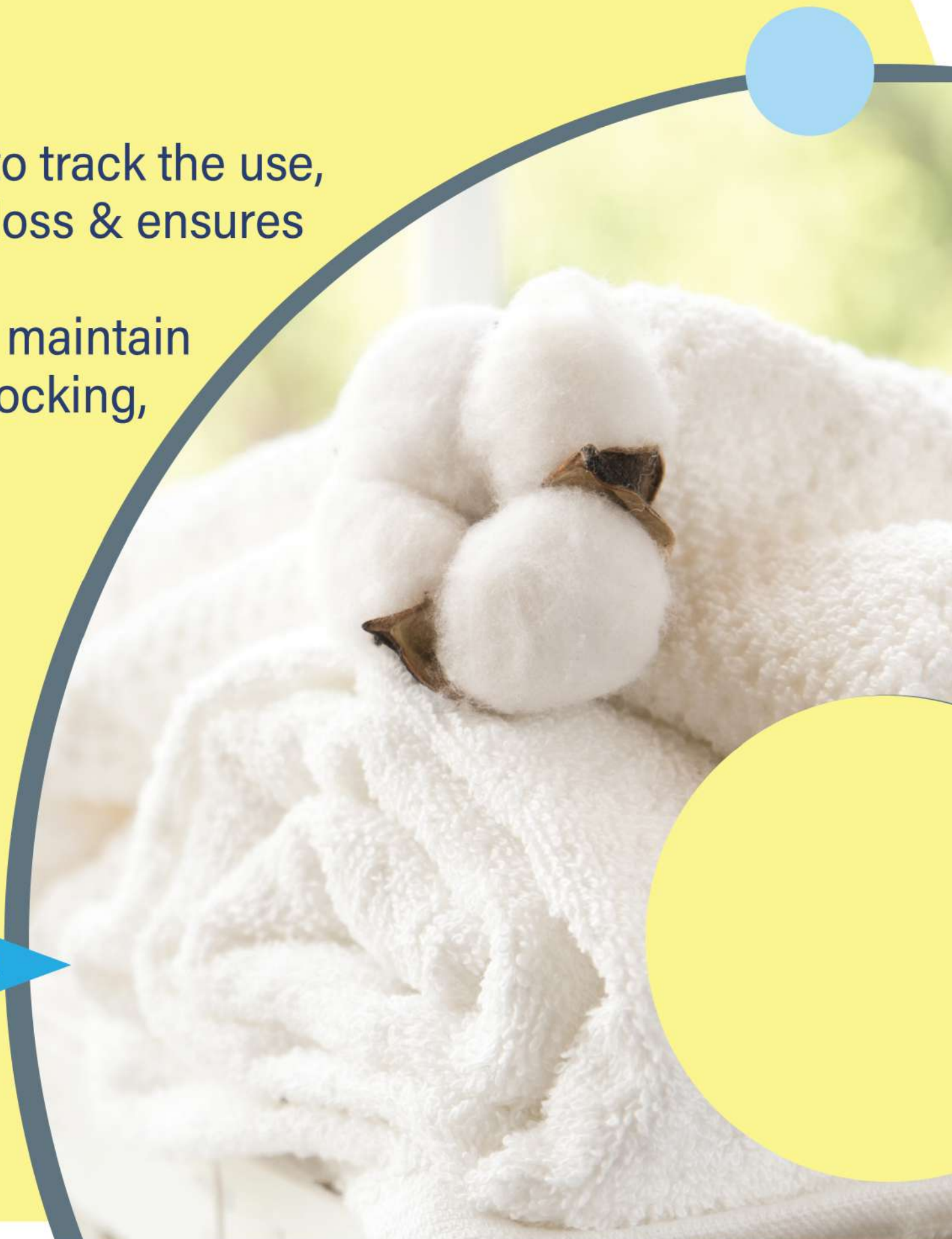
Competitive Pricing With Flexible Options

- Competitive pricing means customers can save money compared to higher-priced alternatives.
- Flexible options enable customers to choose the level of features or services that match their budget, leading to potential cost savings.

Customizable Packages Tailored To Your Needs

- Includes bundled packages, which can save customers money when they hire multiple related products or services together.

"Your Vision, Our Linens - A Perfect Match."



"Comprehensive Linen Solutions"

Comprehensive Linen Solutions is our commitment to providing all-encompassing services for your linen needs. We understand the importance of a hassle-free experience, which is why we offer a wide range of solutions designed to make your life easier. With our comprehensive approach, you can expect top-notch quality, convenience & reliability, all under one roof. Experience the peace of mind that comes with our holistic linen solutions, ensuring your linen needs are met with excellence.

Linen Rental For Hotels, Restaurants, Gyms, Hospitals, Spas And Many More

Our linen rental services cater to a wide range of hospitality settings, including hotels, restaurants, gyms & spas. We understand that each of these establishments has unique linen needs and our services are designed to provide tailored solutions for all.



Versatile Selection For Every Hospitality Setting

We take pride in offering a versatile selection of linens to meet the specific requirements of each hospitality setting. Whether you need luxurious hotel bedding, durable restaurant table cloths or soft spa towels, our inventory is curated to ensure we have the right linens for your business.



Convenient Delivery And Pickup Services

To make your experience as seamless as possible, we provide convenient delivery & pickup services. We understand the importance of having fresh, clean linens readily available & our team ensures timely and hassle-free deliveries while also handling pickup and laundering.



Expert Linen Care And Maintenance

Our commitment to quality extends to expert linen care & maintenance. We use industry best practices to ensure that our linens are well-maintained, clean & in excellent condition. Our processes not only preserve the life of the linens but also meet the high standards of cleanliness required in the any industry.



Responsive Customer Support For Your Peace Of Mind

We understand that in the hospitality industry, time is of the essence. That's why we provide responsive customer support to address your needs & concerns promptly. Our dedicated customer support team is here to ensure your peace of mind, so you can focus on providing the best service to your guests without worrying about your linen supply.



"Luxury Linen For Memorable Stays & Experiences"

Our commitment to luxury is reflected in every thread, ensuring that your guests enjoy an unparalleled level of comfort and sophistication. From opulent bedding that promises restful nights to exquisite table linens that set the stage for unforgettable dining experiences, we provide the linens that turn ordinary moments into cherished memories.

Premium Linen Selection Crafted For Comfort And Style

Our commitment to providing a premium linen selection is centered around the idea of offering both comfort & style. We carefully curate our linens to ensure that they not only feel incredibly soft & comfortable but also exude a sense of sophistication and elegance.

Hygienic & Eco-Friendly Materials

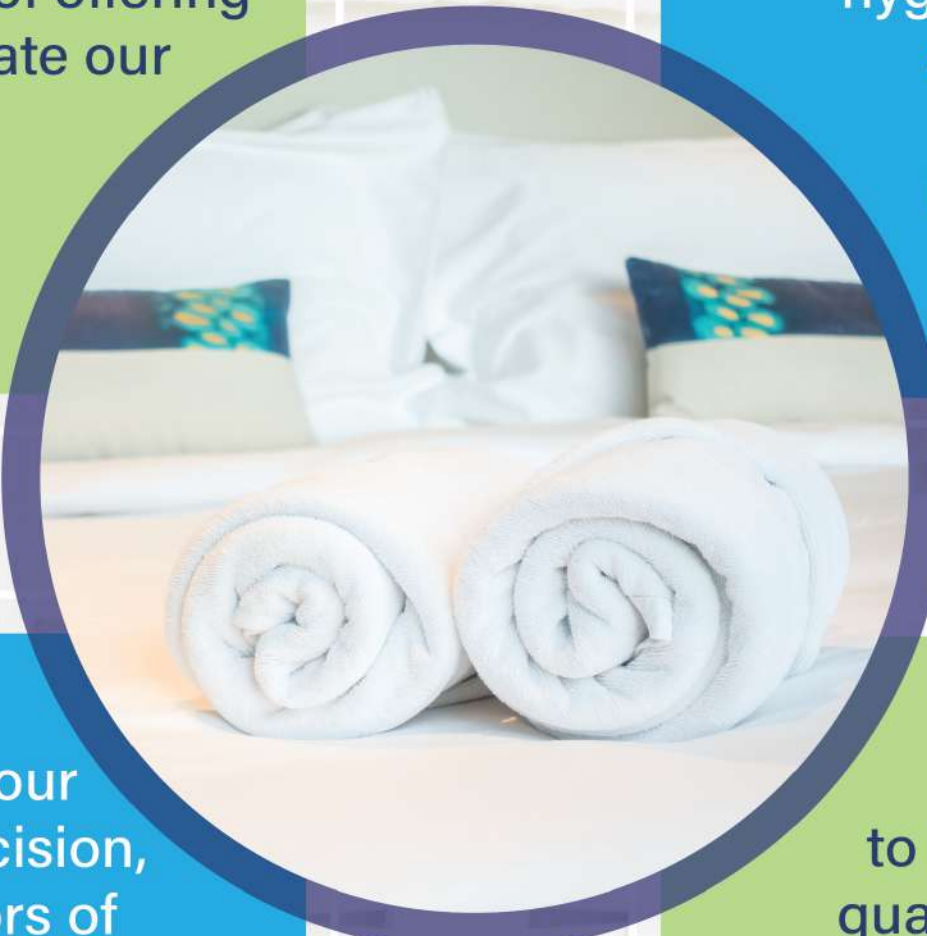
We select materials that are not only safe and hygienic for use in various settings but are also eco-friendly. We believe in making a positive impact on the environment by choosing sustainable & responsible sourcing & manufacturing practices.

Impeccable Craftsmanship in Every Thread

We take pride in the craftsmanship of our linens. Our linens are crafted with precision, ensuring that they stand up to the rigors of daily use & maintain their beauty & durability.

Stringent Quality Assurance Standards Ensuring Excellence

From the initial selection of materials to the final product, we maintain rigorous quality control measures to guarantee that our customers receive only the best.



"Careful Linen Maintenance & Eco-Friendly Practices"

We understand that meticulous care is essential to prolong the life of linens and maintain their pristine condition. Our team employs eco-friendly practices at every stage of our linen maintenance process, from cleaning to storage. We believe in reducing our environmental footprint while ensuring that the linens we provide remain fresh and hygienic.

Linen Cleaning & Care Processes

We utilize advanced and meticulous cleaning methods to ensure that your linens remain fresh, hygienic and free from any impurities.

Commitment To Sustainable Practices

Our focus on sustainability extends beyond just the linens themselves, encompassing every aspect of our operations to reduce waste and promote a greener, more eco-conscious approach.

Sustainability Initiatives & Certifications

We strive to meet & exceed industry standards for eco-friendly practices. By holding certifications & actively engaging in sustainability initiatives, we offer our customers the assurance that our commitment to a greener, more sustainable future is more than just words—it's backed by action.

Eco-friendly Linen Materials

We prioritize materials that have a minimal impact on the environment, promoting the use of renewable resources and responsible manufacturing processes.



COMPANY OVERVIEW

2016

LAYING THE FOUNDATION

In year 2016, CWLU was founded with a vision to provide exceptional dry cleaning & linen services in Birmingham, United Kingdom. Small, family-owned business with a commitment to quality & customer satisfaction.

2019

EXPANDING OUR REACH

This marked a significant milestone for CWLU. We expanded our services to reach a broader customer base, extending our service areas and offering a wider range of linen solutions.



2021

INNOVATING FOR EXCELLENCE

In 2021, we invested in state-of-the-art technology and environmentally friendly practices, setting new industry standards for sustainability & innovation.



Experience Bliss Beyond Compare



2022

CUSTOMER-CENTRIC GROWTH

2022 was all about putting the customer first. We actively sought feedback & made improvements based on their preferences. As a result, our customer satisfaction ratings soared, & we saw a significant increase in repeat business. CWLU played a historical role by providing linen for common wealth games in 2022.



2023

SCALING NEW HEIGHTS

In the most recent year, 2023, we experienced remarkable growth. We expanded our operations, opened additional branches in Moseley and introduced new product lines to better serve our customers. Expanded our property portfolio wider by acquiring Green Lane Industrial Estate in Birmingham, United Kingdom.





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**IT'S NOT JUST ABOUT
RENTING LINENS, IT'S ABOUT
ENHANCING
YOUR HOSPITALITY.**

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