



A Laundry Game Changer—Recyclable, One-Time-Use Linens

By **Glenn Hasek** - January 26, 2018



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It takes a lot for me to call a new product or process a game changer in our industry but the new recyclable—yes recyclable—sheets, pillow cases and duvet covers being produced by [Pürlin, LLC](#) are just that. Can you imagine reducing your laundry load and related costs by about 50 percent? Offering your guests linens that are high quality, hypoallergenic and that have never been used by any other guest—every single time a guest stays in that room?

My [article posted this past week](#) explains these new products. I had a chance to sit down and chat with the lodging industry veteran behind Pürlin this past week—Richard Ferrell, President of the Sarasota, Fla.-based company. Anyone with doubts about what Richard is doing should talk to him. He has the recycling of linens all figured out and is very passionate about the huge positive environmental impact it is going to have.

As mentioned, Pürlin products are not laundered. After being used by a guest they are picked up to be 100 percent recycled. Made of high-quality microfibers designed to simulate cotton—the same as those used in products such as baby diapers and athletic wear—the sheets and pillowcases are produced and recycled by companies based in Florida and North Carolina. Once heated to 500+ degrees Fahrenheit, the linens are liquefied and become the ingredients for making brand new sheets, pillowcases and duvet covers, thus resulting in zero waste.

A Paradigm Shift

“This will forever change hotel laundry,” Ferrell says. “You will never sleep on a sheet or pillow case that anyone has ever used. It is a paradigm shift that will change the way hoteliers and travelers think about bed linens.”

Each Pürlin sheet and pillowcase is hypoallergenic and saves water—selling points for any green hotel—and Pürlin will offer tent cards for use in guestrooms to explain the advantages of the linens. “We believe that Pürlin bed linens will be viewed as an amenity by the guest,” Ferrell says.

Several years ago, Ferrell attended a conference on water. “It really made me understand the global problems of water and heightened my concern for fresh water which is not a renewable resource,” he says. “I learned that it takes 2,800 gallons of water to make one queen-size cotton sheet.” He thought there must be a better way. Today, it takes less than one gallon of water to make a Pürlin sheet. Pürlin linens are delivered folded and ready to use, generating additional laundry savings.

Quality-wise, Ferrell says, “Our sheets are softer than most hotel sheets because they are spared from the

grueling laundering process that hotel sheets must endure.”

Hoteliers Will Save in Many Ways

Assuming the sheets and pillowcases account for 50 percent of the laundry load, a typical 300-room hotel requires 1.5 million to 1.7 million gallons of water per year to wash those linens, resulting in the creation of 1.5 million to 1.7 million gallons of wastewater. By eliminating 50 percent of the laundry load, Pürlin linens will reduce the costs that have been associated with laundering the bed linens i.e., labor, detergent and chemicals, water and wastewater, electricity, etc., and best of all it eliminates the expensive cost of bed linen replacement.

In a recent analysis done for the Las Vegas hotel market, if all 169,100 hotel rooms were using Pürlin linens, approximately 850 million gallons of water per year would be saved, thus eliminating the creation of 850 million gallons of waste-water per year. Pürlin linens have the potential to significantly reduce the load on water management infrastructure.

Pürlin sheets and pillow cases are currently being tested in Florida and Pürlin is already fielding queries from hospitality and health care organizations in anticipation of their rapidly approaching midyear 2018 fulfillment schedule. The intention is to begin rolling out the program in central Florida. The Orlando market alone has approximately 115,000 hotel rooms, 20,000 time shares and 26,000 vacation home rentals, which when combined represent an estimated 385,250 beds. Thus, the potential demand from this market alone could justify the building of a Pürlin Closed-Loop Center in Orlando where the linens will be manufactured, distributed and recycled. Eventually, there will be regional Pürlin Closed-Loop Centers located throughout the United States.

Ferrell says the cost of using Pürlin will be at or below what a hotel typically spends for purchasing and maintaining bed linens. Because Pürlin linens are recycled after each use, the hotel owner will never have to replace damaged or worn linens again.