



NEW PERFORMANCE STANDARDS IN COMMERCIAL LAUNDRY

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Georges

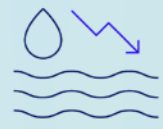
XEROS TECHNOLOGIES CASE STUDY — NOVEMBER 2023

XEROS
TECHNOLOGIES

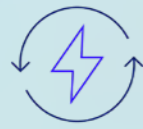
CASE STUDY:
COMMERCIAL LAUNDRY

SUBJECT:
GEORGES SAS

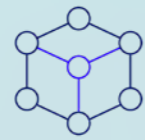
TECHNOLOGY:
CARE (XC)



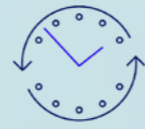
Significantly reduces water usage



Saves energy



Saves chemistry



Reduces cycle time



Saves money

BACKGROUND

Georges SAS is a commercial laundry service based in France. They specialise in the cleaning and maintenance of corporate clothing, specialised workwear and PPE.

Today, they process the clothing of over 55,000 employees for high-profile clients including SNCF, Renault Design, Bouygues, Notre Dame de Paris, Air France and EDF.

CHALLENGE

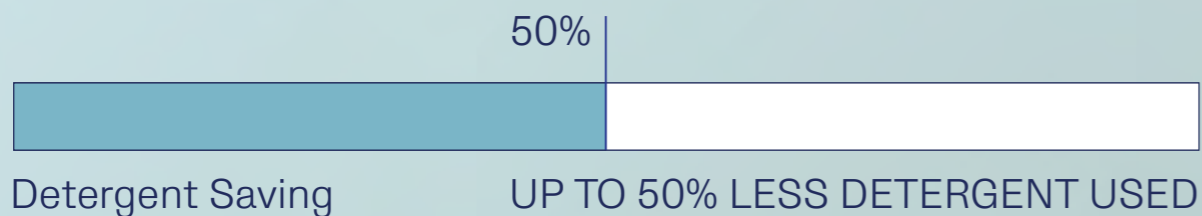
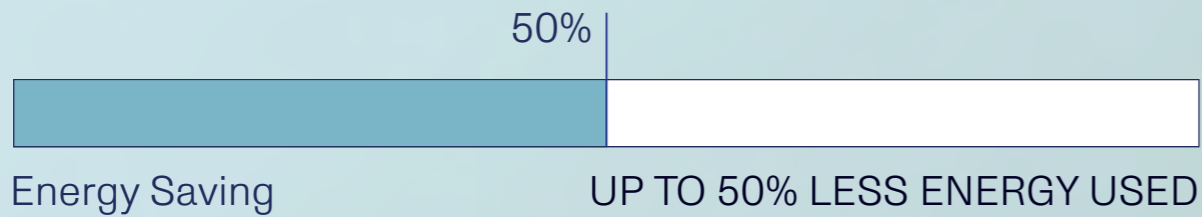
At the company's inception in 2015, founder Karine Da Silva reached out to Xeros for a washing machine solution that fit their core ethos - reducing water and energy consumption to take care of the environment as well as customers and their employees.

A solution that would be fundamental in building the business.

SOLUTION

Xeros presented an all-encompassing solution with patented Care technology (XC) - significantly reducing water, energy and detergent consumption while improving fabric care, allowing garments to last longer and be re-used rather than replaced.

Xeros worked closely with Georges to supply, install and service the initial machines utilised by the company. Today, Georges use 19 commercial washing machines equipped with XC technology - with 3 more due for installation by the end of 2023.



Improves wash performance



Elongates lifespan of clothes



Prevents shrinkage



Prevents pilling



Integrated into any machine

GARMENT LIFE EXTENSION

Whilst cleaning worker’s PPE garments following the Notre Dame fire and the Eiffel Tower restoration, it was found that the XC-powered process was able to effectively clean lead from garments. This meant the uniforms could be reused rather than disposed of, saving the clients substantial outlay by extending garment life.

SNCF, one of Georges’ key customers, have experienced around 20% (12 - 18 months) garment life extension since working with Georges and the XC technology.

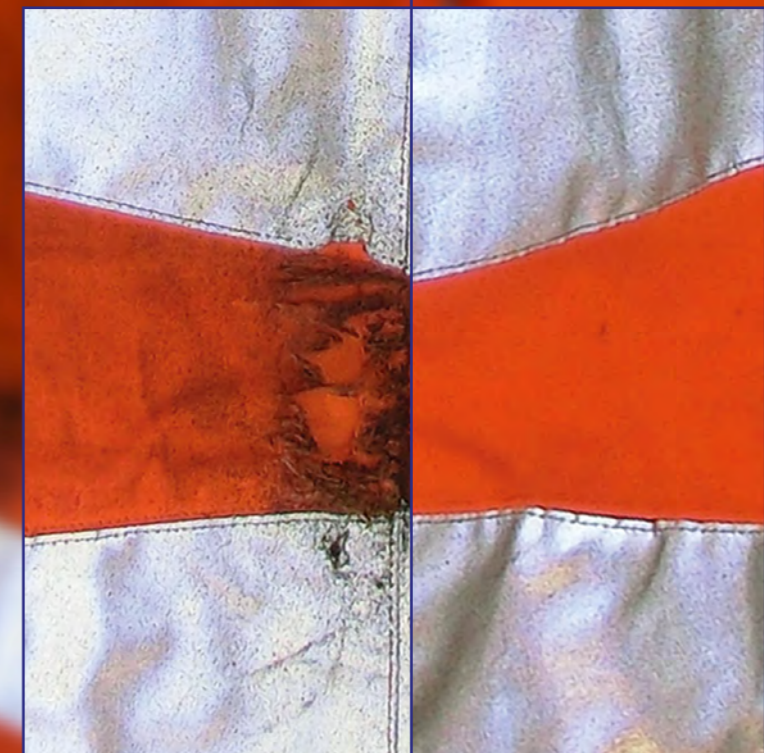
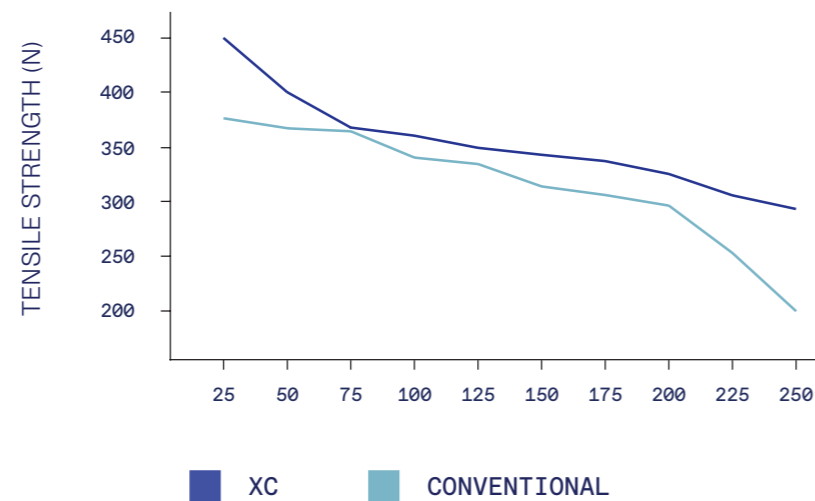
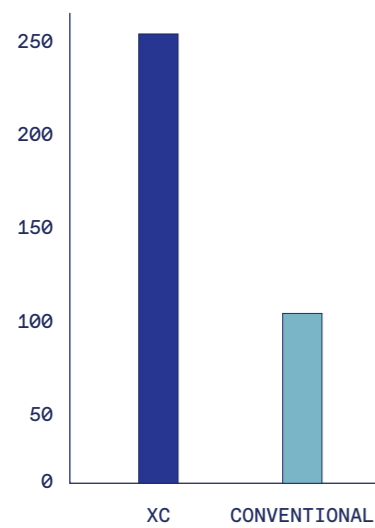
As a direct result of the XC performance, Georges have continued to grow and have successfully secured a portfolio of high-profile clients.

BTRA RESULTS

A study¹ conducted by BTRA (Bombay Textile Research Association) and IFB (the machines used by Georges) compared wash quality and utility consumption between machines fitted with XC technology against conventional IFB machines over 250 test cycles. In addition to the overall utility savings, it was found that:

- Whiteness levels in garments were maintained for up to 150% longer
- Tensile strength in XC-processed garments was improved by 37%

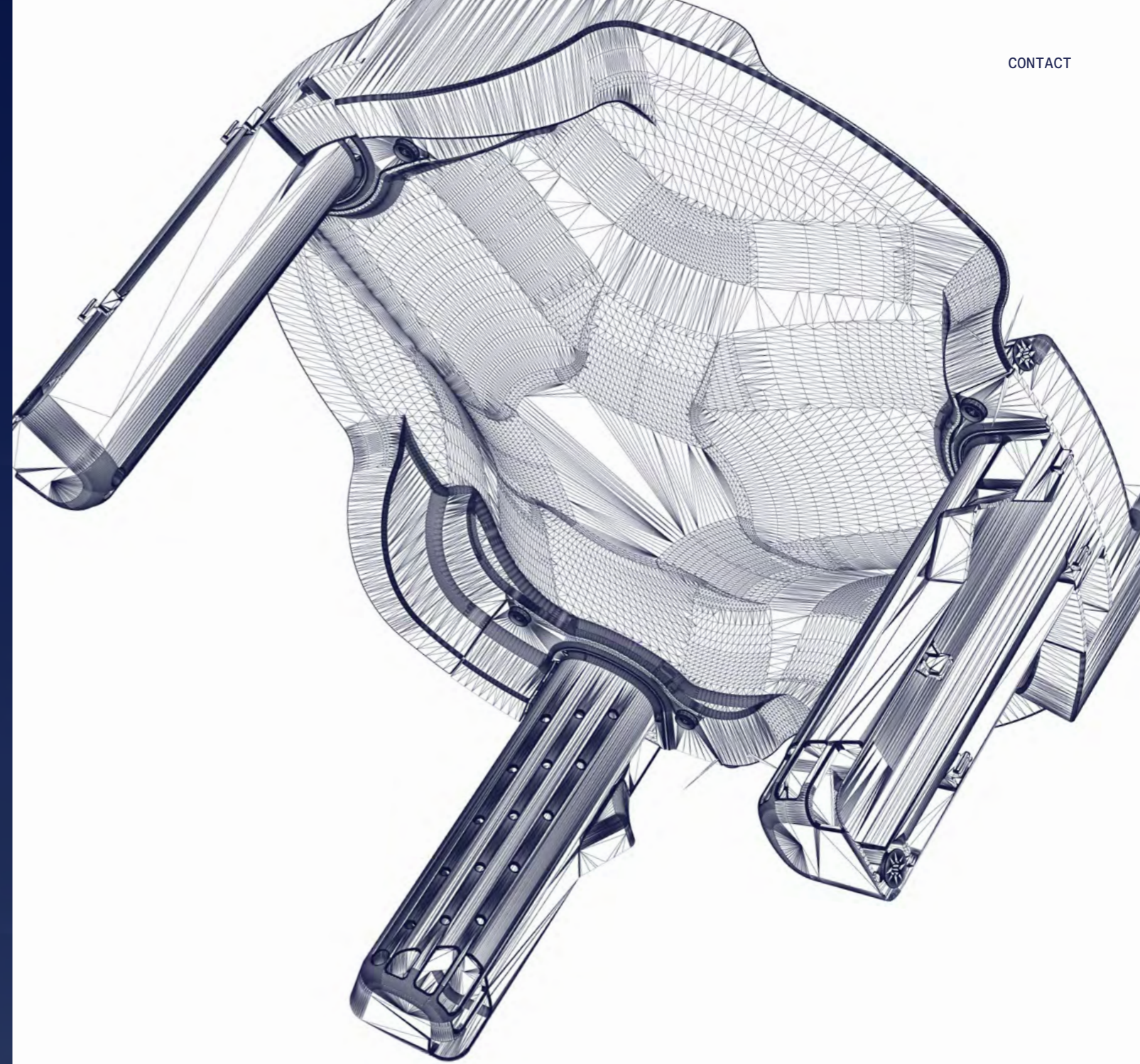
Maintained Whiteness (washes)



¹ IFB BTRA Final Report, 28/01/21, LalBahadurShastri Marg, Ghatkopar (W), Mumbai - 400086, INDIA

“Our partnership with Xeros is fundamental. We could not imagine choosing another technology to create and develop Georges. Preserving natural water resources and reducing energy and detergent consumption is essential for our planet and the clothes we wash.”

KARINE DA SILVA, FOUNDER AND PRESIDENT OF GEORGES SAS



For more information on how Xeros Care technology can revolutionise your business, please contact us:

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