

Diversey
A SOLENIS COMPANY

Simplifying Operations, Improving Resource Efficiency

How a leading luxury hotel in Londen achieved measurable business, operational and ESG outcomes through a strategic cleaning and hygiene partnership

As sustainability expectations, operational complexity and cost pressures continue to increase across the hospitality sector, leading hotels are seeking ways to improve efficiency, strengthen safety performance and reduce their impact without compromising guest experience.

This case study demonstrates how a leading luxury hotel successfully transformed its cleaning and hygiene program through a strategic partnership, delivering measurable business, operational and ESG outcomes.

Client:

One of the world's most iconic luxury hospitality destinations, recognized for its exceptional guest experience and uncompromising service standards

Sector:

Ultra-Luxury Hospitality

Challenge:

Simplify procurement and cleaning operations while supporting resource efficiency and safety objectives in cleaning processes and safety objectives

Solution:

Integrated Cleaning & Hygiene Program.

A property-wide program combining supplier consolidation, sustainable chemistry, smart dosing technology, floorcare innovation and expert-led support

Strategic Drivers

- Procurement simplification
- Supplier consolidation
- Sustainability improvement
- Employee safety enhancement
- Operational standardisation

*Client name anonymized at customer request

Increased eco-certified products

16.5% reduction in packaging-related CO_2e emissions*

Lower chemical consumption

Training & support

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Before and after



Before

- Multiple suppliers
- Broad product portfolio
- Traditional chemical program
- Manual dosing practices and Ready To Use products
- Complex procurement processes

After

- One strategic partner
- 21%* sku reduction
- Core chemical range transitioned to products certified under EU Ecolabel and/or Nordic Swan
- Smart dosing technology
- Simplified purchasing and supplier management
- Double-digit cost savings

The Challenge

One of the world's most prestigious luxury hotels was seeking to modernize and simplify its cleaning and hygiene operations while maintaining the exceptional service and cleanliness standards expected from a globally recognized five-star property.

Key Challenges

- Complex cleaning and hygiene operations are supported by a broad and diverse product portfolio.
- Multiple supplier relationships, resulting in increased procurement complexity, fragmented logistics and administrative inefficiencies.
- Reliance on traditional cleaning products and processes, limiting opportunities to further support sustainability objectives.
- Growing expectations around employee safety, chemical management and operational consistency.
- The need to improve resource efficiency and reduce operational costs while maintaining the luxury experience expected by guests.
- A desire to establish a strategic long-term partnership capable of supporting future operational and sustainability commitment

Aligning with the Hotel's ESG Commitments

As part of its broader commitment to the hotel's ESG commitments, the hotel was seeking opportunities to reduce its environmental footprint while maintaining the exceptional standards for which it is internationally recognized.

Sustainability priorities included:

- Supporting resource efficiency through reduced chemical consumption and waste generation
- Increasing the use of leaning products independently certified under EU Ecolabel and/or Nordic Swan
- Improving employee safety through safer cleaning practices and controlled chemical handling
- Delivering measurable resource efficiency improvements without compromising guest experience or operational performance

Against this backdrop, the hotel launched a comprehensive review of its cleaning and hygiene program to identify a partner capable of supporting both its operational and sustainability commitments.

Strategic Objectives

Alongside its ESG commitments, the hotel defined a set of clear commercial and operational objectives for the new partnership:

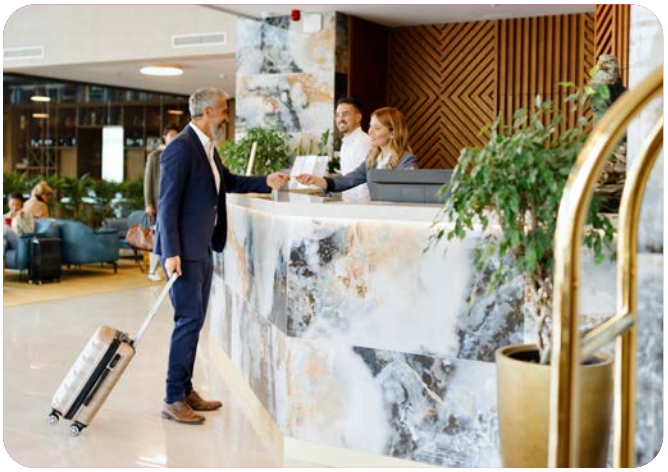
- Consolidate suppliers into a single trusted partner.
- Simplify procurement through fewer supplier interactions, invoices and ordering processes.
- Standardize cleaning and hygiene practices across departments.
- Improve operational efficiency and resource utilization.
- Support measurable sustainability and safety objectives.
- Deliver long-term financial and operational value without compromising guest experience.

The Process

The hotel undertook a rigorous review of its cleaning and hygiene program to identify a strategic partner capable of supporting its operational excellence and sustainability commitments.

The evaluation included detailed site assessments, stakeholder consultations, a three-month live operational trial, floorcare equipment demonstrations and safety validation through slip-resistance testing. Potential partners were assessed on performance, sustainability score, service capability and their ability to support a simplified, property-wide approach to cleaning and hygiene management.

The outcome demonstrated that Diversey's integrated hospitality solution could deliver measurable operational, safety and environmental outcomes related to resource use and waste reduction while maintaining the exceptional standards expected from a world-renowned luxury hotel. As a result, Diversey was appointed as the hotel's sole cleaning and hygiene partner.



The Solution

Diversey implemented a fully integrated cleaning and hygiene program designed to simplify operations, can support and enhance safety performance across the property.

The solution combined a streamlined and more sustainable* product portfolio, intelligent dosing technology, advanced floorcare systems and ongoing operational support to standardize cleaning practices across departments and improve overall efficiency.

*Introduction of ecolabelled cleaning solutions (EU Ecolabel / Nordic Swan certified), including formulations with a defined share of plant-based ingredients (Cradle To Cradle GOLD Certified) sheets

Key elements included:

- Portfolio optimizations and standardization through the introduction of leaning products independently certified under EU Ecolabel and/or Nordic Swan, And Cradle to Cradle Certified plant-based cleaning solutions.
- Smart dosing technology to improve accuracy, reduce resource consumption and minimize chemical and packaging waste.
- Advanced floorcare solutions to enhance cleaning productivity, consistency and safety across public areas and back-of-house operations.
- Training, implementation and continuous support to drive adoption, ensure best practice and maximize long-term performance.

Results & Impact*

Compared to the previous cleaning and hygiene program across the property, the hotel achieved:

Sustainability Outcomes

- Estimated 16.5% reduction CO_2e emissions*
- By optimizing the packaging configuration, the customer achieved an estimated 16.5% reduction in packaging-related CO_2e emissions compared to the previous packaging configuration.

  *The calculation includes cardboard, plastic and transport impacts and does not represent a complete product carbon footprint.
- 15.5% reduction in packaging waste (cardboard and plastic) calculated from reductions in product consumption and packaging optimization across the participating property. Achieved through packaging reduction, product portfolio optimizations and supplier consolidation, resulting in lower volumes of cardboard and plastic waste.*
- Expanded use of independently certified ecolabelled products (EU Ecolabel, Nordic Swan) within the core cleaning range, replacing conventional alternatives where operationally feasible

Operational Improvements

- 21% reduction in product range (SKUs), simplifying procurement, inventory management and operational standardization.
- 22% reduction in chemical consumption, achieved through portfolio optimizations and controlled dosing practices. *
- Transition to a single cleaning and hygiene partner, streamlining purchasing, service management and operational support across departments.

Safety & People

- 27% improvement in safety scoring*
- Reduced handling of concentrated chemicals
- Improved dosing accuracy and process consistency
- Simplified training and onboarding across departments

Business Value

- Double-digit cost savings, resulting from reduced consumption, product consolidation and operational efficiencies. *
- Reduced inventory complexity and training requirements, supporting greater consistency and easier implementation across teams.

About the Results

Results are based on a comparison of operational performance before and after implementation of the new cleaning and hygiene program. Indicators were calculated using product consumption data, packaging data, safety assessments and operational reporting from the participating property.

Results & Impact

Sustainability



16.5% reduction in packaging-related CO_2e emissions*

15.5% reduction in cardboard and plastic packaging waste

Core chemical range transitioned to EU Ecolabel and/or Nordic Swan certified products.

Operational efficiency



21% SKU reduction simplifying procurement

Single supplier model

Financial impact



Double-digit cost savings

Reduced inventory and training complexity

Strategic Partnership

Following implementation, Diversey continues to work alongside the hotel as its sole cleaning and hygiene partner, with a shared focus on continuous improvement, innovation and knowledge sharing.

The partnership is structured around regular performance reviews, joint sustainability planning and ongoing operational support, ensuring that the program evolves in line with the hotel's changing priorities and future ESG ambitions.

"This project demonstrates that sustainability, operational excellence and luxury hospitality standards do not have to compete with one another.

Through the right partnership, they can reinforce each other and create measurable value for hotels, employees and guests alike"

Craig Easton – Business Development Lead UK&I

Why This Matters for Hospitality

The challenges addressed in this project are not unique to one hotel. Across the sector, luxury and premium hospitality operators are under growing pressure to simplify operations, strengthen safety, control costs and demonstrate credible ESG progress often simultaneously. What makes this case relevant beyond one property is that it offers a replicable model: an integrated approach in which supplier consolidation, standardized processes and independently certified solutions become the foundation for measurable improvement rather than isolated sustainability initiatives sitting alongside daily operations.



Conclusion

For this hotel, the transition to an integrated cleaning and hygiene program delivered tangible outcomes across four dimensions: operational simplification, safety performance, resource efficiency and measurable environmental impact without compromising the service standards expected by its guests. Beyond the numbers, the project reshaped how cleaning and hygiene is managed on the property: from a fragmented, transactional model into a single, strategic capability aligned with the hotel's operational and ESG priorities. It is this shift from supplier to partner that turns cleaning and hygiene from a cost line into a driver of lasting value.

Looking to Achieve Similar Results?

Hotels around the world are facing increasing pressure to improve sustainability performance, simplify operations and optimize costs while maintaining exceptional guest experiences.

Whether your priorities include ESG performance, procurement simplification, operational efficiency or employee safety, Diversey can help develop a tailored solution aligned with your business objectives.

Contact our hospitality specialists to explore how an integrated cleaning and hygiene program could support your property .Learn more about Diversey Hospitality Solutions

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