

"Linen is not merely a cost to be controlled; it is a business asset to be maximised."

"The future belongs to hotels that turn every thread, every drop of water and every rupee into measurable performance, meaningful sustainability and an exceptional guest experience."

ANSHUL GUPTA
Founder, QuickClean Laundry Systems



UNDERSTANDING THE TECHNOLOGY BEHIND PERFORMANCE

Tommaso Origo, Managing Director, Electrolux Professional Thailand, and Marco Pesce, APAC Commercial & Business Leader, Electrolux Professional, Singapore shared insights into the company's approach to technology, innovation and the evolving needs of the hospitality industry. The highly interactive session gave delegates an opportunity to engage directly with the Electrolux team, explore the thinking behind professional laundry equipment and understand how innovation is responding to the realities of modern hotel operations.

The conversation gained another dimension during the visit to the Electrolux Professional plant in Rayong, Thailand. Delegates experienced the engineering and manufacturing behind the technology used in their daily operations, while direct interaction with the team connected real-world hotel challenges with innovation.

As Marco highlighted, the next chapter of professional laundry is about making operations more intelligent.

"Connected equipment, real-time data and automation can give teams visibility into resource use, productivity and maintenance. The future is not just about better machines; it is about better decisions."

MARCO PESCE, APAC Commercial & Business Leader, Electrolux Professional, Singapore

MAKING EVERY THREAD COUNT

Sustainability emerged not as an abstract ambition but as an everyday operational responsibility. Water, energy, chemicals, linen lifespan, rewashing and maintenance all influence the environmental and financial performance of a hotel.

Sareena Kochar, Senior Vice President – Housekeeping at The Lemon Tree Hotels, brought the focus back to the life cycle of linen.

"The future is about making every piece of linen last longer, using fewer resources and creating less waste. Sustainability must run through the linen's entire journey."

SAREENA KOCHAR, Senior Vice President – Housekeeping, The Lemon Tree Hotels

This is also where housekeeping's role is evolving—from a function traditionally viewed as a cost centre to one with a measurable impact on business performance. Linen management, in particular, offers an opportunity to connect operational decisions with the wider economics of a hotel.

For India's expanding hospitality sector, this shift carries particular relevance. As hotel portfolios grow and operations become more sophisticated, owners and operators will need to look beyond individual equipment investments and consider the complete ecosystem of people, processes, technology and service.

5 THINGS
THE SUMMIT HIGHLIGHTED
ABOUT THE FUTURE OF HOUSEKEEPING

1. HOUSEKEEPING IS BECOMING A STRATEGIC FUNCTION
Housekeeping is moving beyond a behind-the-scenes operation, with growing importance across guest experience, manpower, costs and efficiency.



2. LAUNDRY IS ABOUT MORE THAN MACHINES
Efficient laundry starts before the machine runs. Volume, planning, people, processes and service all shape operational performance.



3. TECHNOLOGY WORKS WHEN IT SOLVES REAL PROBLEMS
The focus is shifting from equipment alone to solutions that respond to real hotel operations, efficiency and resource needs.



4. SUSTAINABILITY STARTS WITH EVERYDAY DECISIONS
Water, energy, chemicals, linen life, rewash and maintenance are everyday operational realities where better decisions can create meaningful gains.



5. PEOPLE ARE THE HEART OF THE OPERATION
Technology enables better processes, but people make them work. The summit created a platform for professionals to exchange experience and ideas.



THE PEOPLE BEHIND PROGRESS

Perhaps the most valuable contribution of the summit was the opportunity to bring different perspectives into the same room. Electrolux Professional connected delegates with technology and global expertise. SOHO strengthened the professional community and gave housekeeping leaders a platform to share their experiences. QuickClean brought its understanding of laundry operations into the conversation, connecting practical challenges with solutions.

But the real value of such gatherings often extends beyond presentations and plant visits. It lies in conversations between peers, the exchange of ideas across markets and the realisation that the challenges faced by one team may already have been solved by another.

Because the future of housekeeping will not be shaped by technology alone. It will be shaped by the people who understand the operation, the leaders who recognise its strategic importance and the partnerships that turn knowledge into action.

Every fresh towel has a journey. Every crisp sheet has a story. And behind every perfect stay are people whose work may go unnoticed, but whose impact is felt in every guest experience.

In Thailand, that work finally took the spotlight.

QUICKCLEAN
LAUNDRY SYSTEMS

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