

Frontloading the environment for better results

Billed as the largest laundry company in Asia, Smartable Laundries is reducing the consumption of water and power of the laundry process

BY MANDY WONG

CESL Asia is a local company dedicated to cultivating a more environmentally friendly city with its top-tier green service solutions. The latest development of the company is to invest in a laundry company - Smartable Holdings Limited - and employ new equipment to reduce the consumption of water and power. Laundry consumes a large amount of water: washing one kilogram of clothing the traditional way, for example, uses 30 litres of water. The laundry process includes pre-wash, wash and rinse. Pre-wash is an initial stage to preliminarily clean dirt and dust off the surface of clothing. The company employs a new system to control this stage, recycling water that's been used in the rinse stage. In this way, water consumption is significantly reduced to 5.5 litres, while one kilogram of clothing is washing.

Diesel and gas are both applicable as fuel for the industrial boiler used by Smartable. The company uses ultra-low sulfur diesel in daily operation. In order to eliminate as much air pollution as possible, gas will serve as their main energy source in the future, according to the development of relevant supporting facilities. The boiler is also able to recover heat that is used to heat laundry water, reducing energy consumption by 40%.

In terms of the chemicals used for laundering, all meet international standards. Having been filtered twice, related sewage is ready to be discharged, while PCE used by the dry-cleaning machines will also be treated hermetically in order to prevent air pollution, reducing the environmental impact, as well as cutting down energy consumption.

Loads of demand

The president and CEO of CESL Asia, Mr. Antonio Trindade, said the purpose of

investing in Smartable Laundries is to diversify the company's business profile as the owner of Smartable Laundries has switched to other industries, and CESL Asia has been providing facilities management services to associations in both private and public sectors of the territory. As a company dedicated to the development of the environmental industry, CESL Asia considers the investment to be in compliance with the development trend of the company.

The laundry segment of Smartable Holdings Limited provides services to most of the international high-end resorts and casinos throughout the city. It processes more than 70 tons of linen and a whopping 30,000 staff uniforms daily. Responding to the golden opportunities arising from the thriving Cotai Strip, the company anticipates doubling its current output volume, and expanding its personnel to 600 in the years to come.

Mr. Trindade said that the laundry company under CESL Asia's management is focusing on hiring locals as the company believes that by working and training employees can develop operational knowledge and master customer service skills, continuously enhancing their competitiveness, thus the overall quality of manpower can also be improved. In this way, he contends, the company not only contributes to the diversification of the local economy but boosts the competitiveness of local residents.

A number of large hotels will be operational over the next two years. The demand for laundry services will increase, Mr. Antonio Trindade says, and the company predicts [great] demand in the future. As such, they have been prepared for one year, planning future development. It's possible to compete for manpower, the company believes, as long as they can offer associates favourable jobs and training opportunities, providing enough hands to cater for future growth. ■

