



After installing a softener, Holiday Inn experienced annual savings of 20% in full operating cost for hot water alone.

Customer: Holiday Inn Express Hotel and Suites (formerly Baymont Inn & Suites), Lewisville, Texas

Description of Business: Targeted mostly towards business people who are there for short stays. Offers executive suites and access to business services.

Contact: Gene Smith, General Manager

Situation/Problem: Holiday Inn replaced 2 sets of recirculation pumps for their boiler in 2 years, costing a total of \$3000. These pumps are used to continuously circulate hot water throughout the large hotel. Hot water accelerates scale build-up and causes equipment malfunction or damage.

Gene was familiar with Culligan, since it's a well-known name and called us to see if we could solve his problem.

Solution: Prevent scale build-up by softening the water

Equipment Installed: Side-mount Softener

Results/Customer Benefits:

This customer has experienced extensive benefits beyond the solution to the original problem.

- "At current gas price levels of \$1.00/therm, it costs us about \$95 to heat 10,000 gallons of water. Without our softener this would be in the range of \$119," contends Gene Smith.
- Monthly calculated savings of \$720 which more than pays for Holiday Inn's investment in the softener and its salt requirement in less than 1-1/2 years.
- Annual savings of 29% in fuel operating cost for hot water. In addition, saving significant amounts of money by keeping their boilers scale free.
- Although occupancy has increased 18% over the past two years, linen purchases have decreased 19%.
- Linens look and feel better
- Detergent usage in the laundry was reduced by 32%
- No more need to use CLR (acid used to break scale/lime) to clean their showers.
- Reduced spotting and scaling keeps their property looking sharp
- Reduction of cleaning time by about 4%
- They have not installed a replacement pump since the softener was installed, over two years ago.

Culligan Advantages:

- Water analysis performed.
- Sales representative provided research papers on energy savings from New Mexico State University and WQA (Water Quality Association).
- Sales representative used a consultative sales approach to thoroughly understand the customer's needs, assess the situation and provide on appropriate solution.

The Culligan logo is written in a blue, cursive script font. The word "Culligan" is followed by a registered trademark symbol (®).

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