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Marge Trumfio of Watersedge Bed and Breakfast in Lake Geneva, Wis.



Mike Marks of Carvers on the Lake, in Green Lake, Wis.



bed & breakfasts

B&Bs Remake Laundries, Cut Water Usage in Half & Double Production

Located in the coastal, Cape Cod community of Provincetown, Mass.—where resources are fragile and water is priceless—the four-diamond Crowne Pointe Historic Inn & Spa embraces water-saving technologies to keep profit margins robust. So, when co-owners David Sanford and Thomas Walter opened the Inn’s new Shui Spa, they knew better than to install a traditional, home-style top-load washer to clean sheets and towels. Instead, they opted for a high-efficiency Continental washer-extractor.

By choosing the 20-pound capacity, front-load Continental Aurora over a top-load washer, David estimates the spa saves 40 percent on detergents and softeners; 30 percent on gas; and 20 gallons of water per load—more than 200 gallons per day.

“The town closely monitors water usage and charges ridiculous prices per gallon,” says David. “You use 50 percent less water with an Aurora when compared with a home-style top-load washer,” he says. “I can’t see any property not using a commercial washer, even with just 10 rooms.”

At the seven-suite Watersedge Bed and Breakfast, on the shores of Lake Como in Lake Geneva, Wis., owners Dominic and Marge Trumfio agree. But, here, it’s not the water prices that are out of line. Rather, it’s the costs associated with getting rid of it. “Every morsel of used water goes into a holding tank and has to be pumped out once a week,” says Marge. With each service the Watersedge incurs around a \$100 charge.

The same holds true at Carvers On The Lake Bed and Breakfast, in Green Lake, Wis., where owners Mike and Mary Marks fork out \$85 for the removal of every 6,000 gallons of wastewater.

Both B&Bs also replaced their old top-load washers with Energy Star-rated Auroras. “Because the Aurora uses half the water, it also uses less salt to soften the water and less fuel to heat the water,” says Mike.

Compared with most toploads, the Aurora takes on bigger loads and removes more water during extract, according to Fritz Baenen of OPL Services, a Continental distributor in Green Bay, Wis. “The front-load Aurora is a soft-mount machine, which makes it easy to install in unconventional locations, including historic homes and inns,” he says. “But it also extracts water at speeds reaching 300 G-force. The high extract removes more water and can cut resulting dry time by up to 50 percent.”

At the 100-year-old Watersedge—a hideaway B&B with 400 feet of lake frontage—it took 60-70 minutes to dry a load of towels, says Marge. Now, thanks to higher extract, a load dries in 40 minutes. Despite the B&B’s growing clientele, Marge cut the number of loads per day from 30 to 15, thanks to her new washer-extractor.

Similarly, since its opening five years ago, business at the Crowne Pointe has surged 20 percent annually. “The mere fact that the washer has automatic injection has saved us a huge amount of money,” says David, who estimates a 40 percent cut in chemical usage. “The housekeepers always

thought more was better, when it wasn’t. We had complaints from customers that our sheets smelled like perfume, because of too much softener,” he adds.

By updating their on-premise laundries with Continental industrial washer-extractors designed to cut overhead, the Crowne Pointe, Carvers and Watersedge have cut chemical usage by 40 percent and water consumption by 50 percent per load. More unexpected was the new machine’s ability to double production, thanks to high extract speeds that cut dry time and a slightly larger basket capacity to accommodate heavier loads.

The savings are so significant at the Crowne Pointe that David is pulling the properties’ remaining toploads to make room for high-efficiency, industrial machines. And after just three years, Mike reports that Carvers has realized a complete return on its Aurora investment.

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