

Hunter Laundry - NSW

Martin McMurray is not someone who puts up with below par performance.

He proved this when he established Hunter Laundry as a direct result of experiencing poor quality and service from other laundries he was using when he owned and operated Patrick Plains Estate, a boutique 5 star guesthouse in the Hunter Valley.

So it is no surprise that as his new business grew, it was second nature for Martin to be on the lookout for any initiatives that would improve the quality and service he provides. And just like any business owner it was critical for him to always look for ways for his operation to be more productive, more efficient and cost less to run.

In 2005 he was introduced to the benefits of ozone technology at Launtext. Time spent researching the pros and cons amongst industry suppliers as well as his competition served him well in making a business-changing decision. In September 2008, Martin met the team from Ozone Technologies who introduced him to their OTEK laundry system. A combination of logic, fact, simple guarantees and extensive laundering knowledge provided the catalyst for him to proceed with ozone technology by the end of the year.

The benefits that ozone technology and the OTEK laundry system have been delivering at Hunter Laundry have transformed their business. Greater



Martin McMurray and the team at Hunter Laundry

productivity in washing, drying and ironing has meant increased capacity, business growth and savings in labour costs. Whiter linen and softer towelling means a higher quality service and more satisfied customers. A reduction in gas, electricity water and chemicals usage means a demonstrable and significant cost saving. A further beneficial outcome is a reduction in greenhouse gas emissions helping the business reduce their carbon footprint.

Despite an attractive rental option provided by OTEK which requires no capital outlay, Martin decided to purchase the system outright due to its very low

cost compared to other ozone systems. It paid for itself in a very short period of time which means Martin gets to enjoy all the benefits for no more outlay.

High quality products and top notch service are essential to Martin and his approach to business so it was very reassuring for him to work with a likeminded team at OTEK.

He was particularly impressed with their excellent after sales technical and general laundry advice. In fact he's so pleased with the system he will happily welcome interested businesses to his laundry to experience it first hand.

Annualised benefits from the OTEK System

- 60% reduction in energy costs
- 16,000kg of CO₂ emissions saved
- 40% reduction in water usage
- 2,000 less machine hours
- 900 less man hours