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UK's leading launderers turn on Xeros for superior cleaning, environmentally-friendly washing system

Xeros is moving a step closer to a full-scale commercial launch of its revolutionary polymer-based washing system following highly successful trials at Jeeves at Belgravia and Watford launderers + cleaners.

The field trials show that Xeros' next generation washing system delivers superior cleaning performance to conventional commercial washing systems, as well as significantly reduces energy, detergent and water consumption.

Xeros provides a revolutionary cleaning process that uses polymer beads to 'attract' stains. The gentle flow of small polymer beads acts just like hand washing, tumbling with the washload and transporting stains off garments to be locked into the bead molecular structure. This exceptional environmental system uses only a fraction of the water, energy and detergent that is required for conventional cleaning.

Ray Lambert, Managing Director of Jeeves of Belgravia, said: "The overall cleaning performance has far exceeded expectations. Stain removal during commissioning was superior on standard industry commercial laundry stain monitors when compared with Jeeves' standard wash cycles."

Mark Johnson, Production Director of Watford launderers + cleaners Ltd, said: "We have found that the trial of the Xeros machine has worked exceptionally well and has even exceeded our expectations. It proves that we can save water, energy and chemicals and this has got to be good not only for Watford Laundry and the industry, but also for the environment."

Jeeves of Belgravia

Jeeves primarily tested luxury brand cotton shirts, plus assorted items such as silk jackets, chinos, denim jeans, sheets and duvet covers, settee covers, towels and bathrobes.

Jeeves reported superior cleaning on all stain types, while reducing its overall environmental impact. Water savings were up to 80 per cent. Detergent use was cut by over 50 per cent. Power / heating levels were reduced by a third in most washes, all without compromising cleaning performance.



The Xeros system created additional benefits for Jeeves, which improve operational efficiency and cleaning potential.

Tests on delicate substrates confirmed that the Xeros polymer beads improve fabric care— a function of the gentle mechanical action of the beads on the cloth surface and the low wash temperatures made possible by Xeros. Washloads were also less tangled. Together, this means that clothes put through the Xeros system will stay newer for longer.

The Xeros system cut ‘re-work levels’ by over 50% on shirts due to its superior cleaning performance. Jeeves also reduced the amount of ‘pre-spotting’ work that it needs to carry out to remove individual stains.

Watford launderers + cleaners Ltd

Washloads put through the Xeros system by Watford included fine linens typical of the five-star hotel market that it services. These ranged from chef’s whites, table linen, towelling robes, sheets, duvet and pillowcases to cleaning cloths and plastic mats, but also included much heavier soiled items such as car mechanics’ overalls.

The superior cleaning performance of Xeros versus conventional commercial washing systems was most evident on the most difficult to clean items. For example, the odour-intensive, heavily stained mechanics’ overalls were not only cleaned, but also de-odourised by Xeros. Furthermore, the high visibility stripes sewn into these overalls were much less worn after Xeros washing. Chef’s whites and white table linen were brighter through Xeros, even when washed at lower temperatures and with less detergent than a conventional system.

The combined commercial and environmental benefits of Xeros impressed Watford launderers + cleaners Ltd. Xeros achieved excellent cleaning performance at temperatures 10 - 20 °C lower than conventional cycles. Water savings again reached 80 per cent on various washloads. Detergent dosages were 50 per cent to 80 per cent less.

The company was also able to ‘recover’ table linen that would ordinarily need to be discarded by customers due to heavy staining. For example, in one wash Watford recovered dozens of pieces of table linen that conventional washing had been unable to clean. If Watford were to repeat this on subsequent washloads, it could save its customers many thousands of pounds per year. And, like Jeeves, Watford was able to eliminate a level of pre-treatment that not only saves on labour costs / time, but also improves fabric care.

Bill Westwater, Chief Executive of Xeros Limited, said: “Jeeves of Belgravia and Watford launderers + cleaning Ltd demand the best for their customers. The results that they have achieved in cleaning performance, alongside the reductions in energy, water and detergent use, demonstrate that Xeros is well-placed to become the global standard for environmentally-friendly, superior, commercial washing and cleaning.”



Notes to editors:

Jeeves of Belgravia and Watford launderers + cleaners Ltd conducted field trials in parallel between July-September 2011 using typical customer washloads.

First established among Belgravia's grand terraces in 1969, **Jeeves of Belgravia** is today the garment care specialist of choice for a discerning international clientele that includes royalty, haute couture houses and stylish individuals. It offers gentlemen and ladies an unmatched personal valeting service and has developed the skill required to ensure the safe cleaning and maintenance of its clients' entire wardrobe.

Founded in 1907, **Watford launderers + cleaners Ltd** is one of the UK's largest independent commercial laundry operations. Based in Watford and headed by the fourth generation of the Ross family, the firm primarily serves the hotel and hospitality sectors, providing outstanding cleaning and customer service. Clients include some of the capital's best known four and five star hotel groups.

Located at the Advanced Manufacturing Park (AMP) in Sheffield, south Yorkshire, **Xeros Limited** is a relatively new company that has commercialised a globally relevant technology which originally came out of pioneering work by Professor Stephen Burkinshaw at the Textile Design department of the University of Leeds. Xeros has raised over £6 million in funding from private investment and government R&D grants to commercialise the technology. Xeros was named 2nd in the top 50 "2010 Best Inventions" by TIME magazine; winner of 'Best Technological Breakthrough' in The Climate Week Awards 2010; listed in WWF's survey of global "Green Game-Changers"; and selected as one of only 19 best fast-growing "Clean & Cool" companies to go on a government sponsored mission to Silicon Valley (February, 2010).

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