



“
We change
the way we
do things
”

Mallorca
Laundry service
Reuse
Waste prevention



Polarier

Polarier is a family business specializing in laundry services exclusively for the hotel industry. Founded in 1975 under the name of Tilsa, it was first engaged in distributing industrial laundry machinery. Its founder, David Arbó, knew how to adapt to the market needs. Thus, he went from distributing to training hotel employees, until he saw that they preferred to outsource the laundry service. In 2007, Tilsa became Polarier. Today, the Arbó family is still in charge of this family business based in Mallorca, with offices in Mexico, Cuba and the Dominican Republic, generating around 600 jobs and with an annual turnover of approximately € 25 million.

Address:
Gremi Ferrers 37, 07009 (Mallorca)

Phone:
+34 971 900279

Web:
www.polarier.com



Polarier

David May
Strategy Manager

1. What values do you start from?

Polarier has always been able to adapt to market changes. We have a dynamic action plan and several strategic lines of work, all aimed towards sustainability. We launched this idea in 2007, when the company began a new stage.

2. What actions have you taken to achieve these values?

Firstly, and most sustainable is to use fewer resources. In this sense, we are committed to technology. Machines are essential to optimize energy and water consumption. That's why we have an investment policy that allows us to be more efficient and have a longer equipment life.

Training is also essential so that staff know how to use the machinery at its maximum performance.

Chemicals in our industry are important so we use sustainable and biodegradable products. In this way we help to extend the fabric's lifespan, one of the biggest waste sources in the hotel sector.

And finally, logistics. We have developed our own differential system called bags&sacas which are 100% recyclable and reusable plastic boxes that can last between 3 to 5 years. In this way we have been able to remove disposable plastic throughout the chain and prevent damage to clothing during transport and storage.

3. What does it mean to apply these actions, what is the return?

These measures are only sustainable in the long run if they generate synergies. The hotel sector is very efficient, working with very competitive costs. Our system allows us to differentiate ourselves from the competition because we are more sustainable and more efficient. Our logistics are more controlled and we increase the fabrics' durability.

Hotels that work with us need to change their usual way of working with a laundry service. We ask for their involvement to separate, use the sacks ... There are customers who do it sooner than others, but the concept is understood by 99% of hotels.

On the other hand, it is important to attract and retain talent in the company. People want to work where they feel they contribute something. Being more respectful towards the environment makes people who work with us proud.

4. How do you imagine the future?

The future is still not ready, but there's hope. There is an upward trend towards sustainability and we see it clearly: sustainability, technology, people. Some hotels that don't agree to work with us call us after a few years. It's not even a trend, it is a need for the future and the hotel sector is aware of it.

Fundació prevenció
residus i consum

Rezero

Rezero is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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