

PUREZZA™

PREMIUM WATER

CASE STUDY

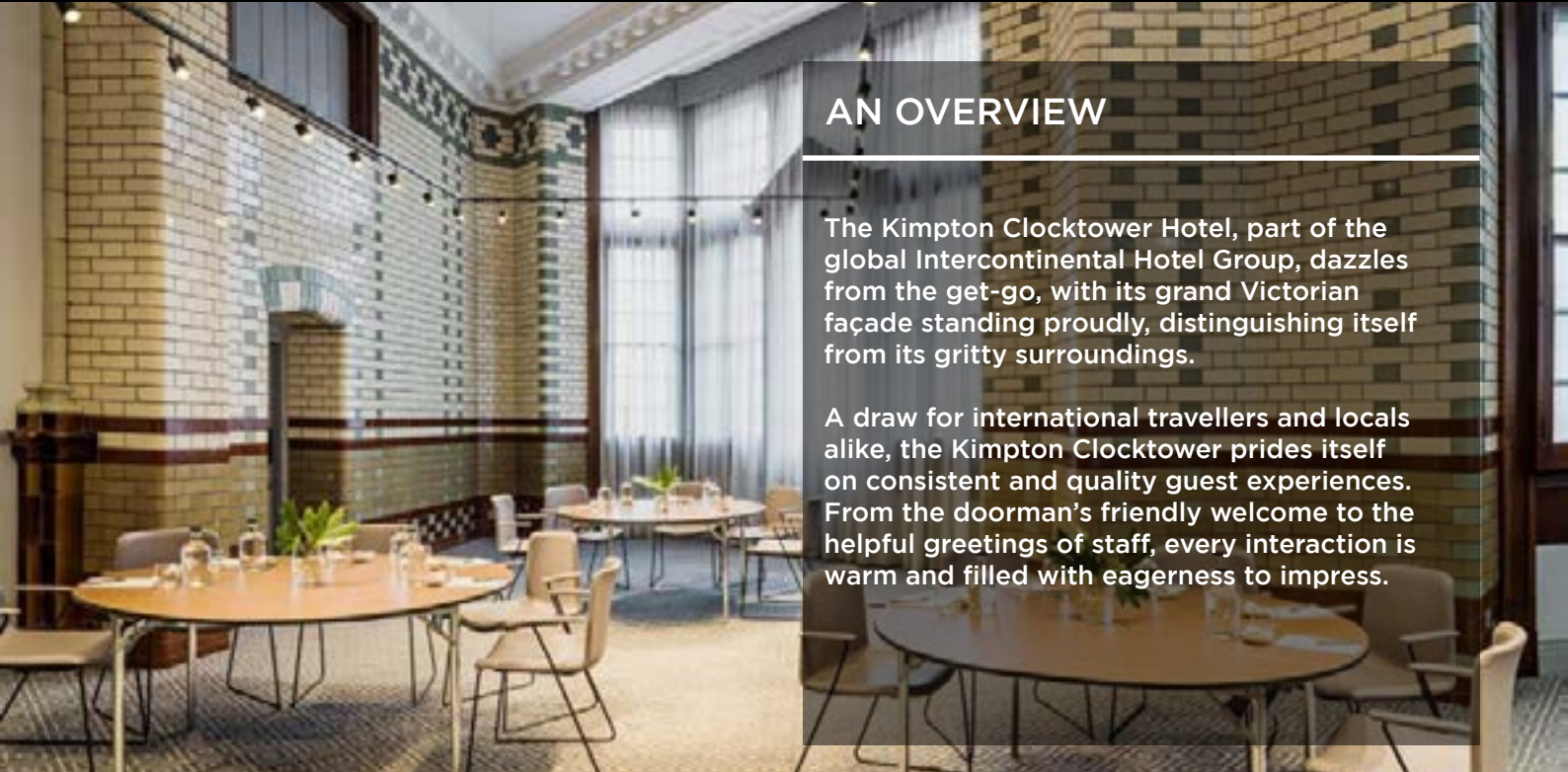
KIMPTON

CLOCKTOWER

HOTEL



# CASE STUDY: THE KIMPTON CLOCKTOWER HOTEL



## AN OVERVIEW

The Kimpton Clocktower Hotel, part of the global Intercontinental Hotel Group, dazzles from the get-go, with its grand Victorian façade standing proudly, distinguishing itself from its gritty surroundings.

A draw for international travellers and locals alike, the Kimpton Clocktower prides itself on consistent and quality guest experiences. From the doorman's friendly welcome to the helpful greetings of staff, every interaction is warm and filled with eagerness to impress.

## THE CHALLENGES

### **COSTS OF SINGLE-USE PRE-PACKED BOTTLED WATER**

Incurring ongoing transportation and delivery costs of bringing in pre-packaged mineral water. The labour required to manage the ordering, receiving, packing and disposal of the mineral water.

The total cost of using pre-packaged bottled water impacted the bottom-line negatively.

### **STORAGE**

Valuable storage space was used to store the mineral water. Constant running to and from the storage room to fetch water.

### **WASTE AND DISPOSAL**

Excessive waste was created by using single-use water bottles and the disposal of these bottles increased costs and was not sustainable. Sustainability and reducing carbon footprint Customers support businesses that seriously

consider their impact on the environment and who demonstrate how they are reducing their carbon footprint.

The volume of pre-packaged water disposed of was extremely wasteful and increased carbon footprint dramatically.



### THE SOLUTION

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The Kimpton Clocktower Hotel was looking for improvement in three key ways:

- Reduce costs associated with pre-packaged bottled water
- Minimise its carbon footprint
- Free up storage space taken up by bottled water

After reviewing its current supplier as well as other suppliers, Purezza Premium Water was chosen as the preferred solution over the competition.

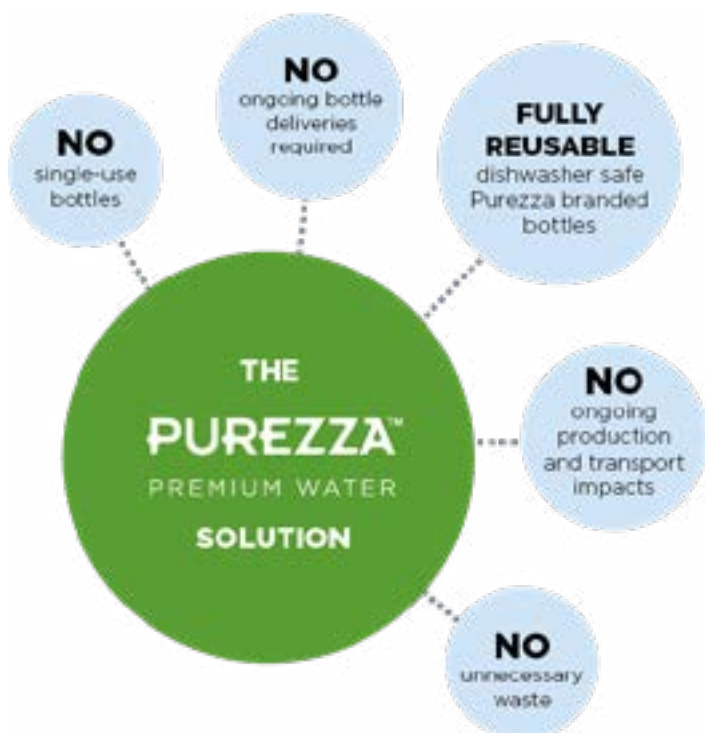
#### PUREZZA SUPPLIED

Installation of 2 x Purezza high-volume sparkling and still water dispensers in conference and banqueting areas.

Supply of sparkling and still re-usable serving bottles.

Not only was Purezza the most cost-effective and supportive partner, but the great pricing, flexibility and service further reinforced the decision to choose Purezza as the preferred supplier.

The quality, sustainability and affordability of the Purezza solution ensured a smooth transition, making the changes for staff easier and minimising any impact on the business.



The Kimpton Clocktower was able to achieve its objectives by:

#### 1. Saving costs and increasing profit opportunities.

Purezza is more cost-effective with a flat monthly fee as opposed to expensive bottled water

#### 2. Reducing carbon footprint.

Removing single-use bottles as well as carbon emitted by delivery vehicles  
Reduction of waste

#### 3. Saving valuable storage space.

Installing the Purezza system No longer space needed to be set aside for storage of pre-packaged water bottles and pallets

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*DIRECTOR OF  
CONFERENCE,  
BANQUETING & SPECIAL  
EVENTS, ANDREW  
CRAGGS, SAID -*

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The Purezza Water system is used for the Events Department as we have two systems - one caters for the conference side of the business and the other for the ballroom and the banquets.

As part of the team's set up and preparation, we fill the bottles we need for the next day and keep them in fridges (both Still and Sparkling).

We have enough bottles as spares ready to cater for the refresh function at lunch times and then we fill them up through-out the afternoons.

Before we used this system, we bought in 750ml bottles of mineral water and then we had to regular order this, take deliveries and store the bottles. Now we don't have to worry about waste and the disposal of the empty glass bottles which is also a cost saving.

Corporate clients like to see venues that think about the environment and this is an easy way to demonstrate commitment as all guests will see and come into contact with the hotel's own bottles branded water.

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# PUREZZA™

## PREMIUM WATER

### THE SUMMARY

The Purezza solution has been instrumental in allowing the Kimpton Clocktower Hotel to meet its ambitions to not only provide a more sustainable solution for supplying drinking water to its guests and customers but has also been able to make significant cost reductions along the way.

As other hotels in the Intercontinental Hotel Group move towards removing single use bottles from their operations, it is clear that Purezza will be there to meet and exceed the needs.

The success of the Purezza systems in banqueting, have led to discussions between Purezza and both the Director of Conferencing and Banqueting (Andrew) and the General Manager (Johan) for phase 2 – implementing Purezza in guest bedrooms.

Purezza solutions are versatile and allow venues to capitalise across various operations. And as a sustainable alternative to pre-packaged in-room bottled water, Purezza facilitates the venue's green goals as well as satisfying their customer's demand for more sustainable brands and concepts.

“Moving from delivered bottles of mineral water to using the Purezza machines has shown a clear saving in both money and staff labour in busy events-lead operations.

Working with Darren is a pleasure, and he took time to make sure we chose the best option for us here at the Kimpton Clocktower Hotel.”

**ANDREW CRAGGS**  
DIRECTOR OF CONFERENCE, BANQUETING  
& SPECIAL EVENTS



### INTERCONTINENTAL HOTEL GROUP

Intercontinental Hotel Group is committed to proactively tackling waste across their hotels globally and minimising their environmental impact.

Some of those initiatives include:

- removing single use miniature bathroom amenities, across all brands
- soap recycling
- minimising food waste
- recycling linen and furniture
- eliminating single-use plastic bottled water by partnering with suppliers such as Purezza

**IHG®** Hotels & Resorts



# THE PUREZZA RANGE



P1 Bar - Series B



Campione Dispenser



Petalosa Bottle Range  
Still & Sparkling  
750ml and 350ml



P1 Bar - Series B



P1 Bar - Series E



P1 Firewall® Bar  
Classe Series



P1 Bar - Series E

# PUREZZA™

PREMIUM WATER

Phone number: 0333 323 2735

For more information on our products and services, please visit our website:

[www.purezza-water.co.uk](http://www.purezza-water.co.uk)