

## **The Opura Advantage – energy saving, infection-free laundry from Advance**

*Stand N1916a, ExCeL London, Feb 28 to March 4*

### **Hotelympia 2010 product launch**

[Advance Laundry Equipment](#) will use Hotelympia to launch its Opura system to the hospitality market. Opura tackles the two key issues in laundry, resource consumption and hygiene, and delivers real, measurable advantages in terms of energy efficiency, quality results and infection control.

More and more sites, from hotels to care homes, are bringing laundry in-house in order to reduce costs and improve efficiency. The Opura system is designed to meet the needs of the market, combining an advanced ozone system with cutting-edge laundry equipment to reduce energy, water and soap consumption dramatically.

The Opura system is also a market-beater in terms of infection control. It is the only system to have been certified by Campden & Chorleywood Food Research Association (CCFRA), which showed that Opura can kill C.diff, MRSA, and E.Coli, in both viral and spore states, to a level that cannot be achieved using traditional thermal wash processes.

Ozone is fast – much faster than, for example, chlorine – and destroys bacteria, including spores, at wash temperatures as low as 55C (as opposed to the 75C most systems use). In addition, it opens the fibres of the fabrics, which means the detergents can get right in and work more effectively, so less soap is required, less water is required, and wash cycles can be shortened. All of which add up to significant savings for any user. Plus, this 'opening of the fibres' enhances the feel of the wash, making fabrics 'fluffier'.

However, the ozone system is only part of the Opura advantage. The washing machine itself features a resource-saving system that weighs each load and only uses as much water, energy and soap as is needed – so consumption is kept to a minimum.

In live tests for a leading healthcare group, conducted over 12 weeks, just two 16.5kg Opura washers showed potential savings of £5,690 per year.

To ensure top quality results, the Opura system uses special detergents manufactured by RP Adam.

The Opura system will be on show on stand N1916a. Members of the Advance Laundry Equipment team will be on hand throughout the event to talk to visitors.

Advance Laundry Equipment is part of the Advance Group. For more information on the Grandimpianti range and the Opura system contact Advance Laundry Equipment on 0800 597 7427 or visit [www.advancegroupuk.co.uk](http://www.advancegroupuk.co.uk).

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