



# Case Study



MNH is proud to have been awarded Regional Laundry Provider Contracts for all United Airlines' ports across Asia Pacific. It has been a real pleasure for our mobile Network Performance Team to work in partnership with United's dynamic Regional Procurement Team to provide a single point of contact to performance manage all areas of their Laundry Service Chain.

## PROFILE

### Customer:

- United Airlines - a major American airline headquartered in Chicago, Illinois. United operates a large domestic and international route network, with an extensive presence in the Asia-Pacific region.
- United is a founding member of the Star Alliance, the world's largest airline alliance with a total of 28 member airlines.

### Region:

- Asia Pacific, initially in Auckland, Sydney, Melbourne, Guam (Western Pacific), Incheon (South Korea) and Chengdu (Western China).

### Challenges:

- United required a cost effective, well-managed laundry service supported by comprehensive management information and operational support in remote ports, along with a number of new port start-ups.

### Solution:

- Consistently high product standards, stock control and financial savings with detailed BI reporting from MNH's specialist IT system ROTIX®.
- A single point of contact for all ports across the laundry network supported by a mobile Network Performance Team and Laundry Service Chain support and expertise.

*"MNH's independent status as Specialist Laundry Chain Managers means United receive a professionally-managed service, best-in-class laundry network and significant cost savings".*  
Beth Mohr, Sr. Category Manager, Procurement, United

## PROJECT IN BRIEF:

Due to MNH's Global Laundry Network and experience as an **independent Laundry Provider**, United Airlines approached MNH to initially manage major ports across Australasia, followed by more remote ports throughout the Asia-Pacific region. With more and more ports coming onboard, United also wanted operational experience and support to manage the longer-term complexities of their global network.

## CHALLENGE

With a prestigious airline such as United operating from a large number of Asia-Pacific ports, an efficient and consistent laundry provider is key to keep costs down and to control the onboard customer experience.

Product quality and consistency is key in remote ports and United looked to MNH to help them to achieve this network wide, putting an end to feast and famine stock levels whilst giving total cost visibility and control.

## SOLUTION

Operating in partnership with United's dynamic regional Procurement Team, MNH's Network Performance Team provides a single point of contact to performance manage all areas of the laundry service chain.

MNH's global network and specialist laundry management IT system; ROTIX® standardises United's Laundry Supply Chain, driving savings through reduced wash volumes and inventory usage.

MNH's mobile Network Performance Team worked closely with several incumbent suppliers to improve service levels and quality, whilst introducing new laundries to offer choice, increased capacity and competitive pricing.

## BENEFITS

Backed by our mobile Network Performance Team MNH delivers...

- Reduced costs via best practice processes in this notoriously difficult-to-manage service chain.
- Total cost visibility and control.

- Improved onboard quality and product consistency.
- Single-point managed service level across all ports.
- New product launches and new port start-ups.
- New laundry providers introduced to offer choice and drive savings.
- Improved communication and visibility around stock levels enabling better forecasting and budgeting and an end to feast and famine stock levels.
- Improvements in standards and processes.
- Better control and regular reporting on onboard collection procedures reduced waste and costs.

MNH continues to expand its Global Laundry Network adding United Airlines to a long list of premium carriers looking to reduce costs, improve quality and management information in this area.

We look forward to expanding our services to additional United ports later this year.

MNH manages laundry networks for the world's biggest airlines.

Let us provide you with a reporting dashboard and operational support to reduce costs and gain true control over your Laundry Network.

For more information or a service proposal call 0333 322 0171 or visit our website [www.mnhscs.com](http://www.mnhscs.com)