

Case Study



MNH's web-based laundry management system ROTIX brings the aviation laundry sector into the 21st century! A specialist, consolidated laundry model, supported by rotatable supply chain expertise delivers significant cost benefits, standardised product process and improved service levels.

PROFILE

Customer:

- American Airlines

Region:

- Australasia

Challenges:

- A cost effective, well managed laundry service in remote ports.

Solution:

- Consistently high product standards and a single point of contact.

PROJECT IN BRIEF:

MNH competed in an open tender process to win the laundry contract for several new routes for American Airlines in Australasia. The key to the success of the contract was cost effective set up costs, consistently high product standards and service levels in remote ports.

CUSTOMER PROFILE

American Airlines is a major American airline headquartered in Fort Worth, Texas. Operating an extensive international and domestic network, American Airlines is the world's largest airline by fleet size and revenue.

American Airlines is a founding member of the Oneworld airline alliance, and coordinates fares, services, and scheduling with alliance partners British Airways, Iberia, and Finnair in the transatlantic market and with Japan Airlines in the transpacific market.

CHALLENGE

Due to MNH's global laundry network, American Airlines approached MNH to join the laundry tender process for the launch of 2 new routes from Sydney, Australia and Auckland, New Zealand in early 2016.

The main objective was to ensure laundry services were set up cost effectively and services were up to their usual high standards and well managed in these remote ports

The challenge involved with managing such remote ports would traditionally cost more to procure laundry services for an airline and cost more in operational resource in order to ensure a seamless start up.

SOLUTION

A consolidated laundry service was developed using MNH's extensive network of laundry partnerships combined with product expertise, an IT platform and CSR/performance management controls.

The global network of laundries enabled MNH to offer the client a new operating model whereby MNH assume the regional point of contact and accountability for all American Airlines laundry operations all at a lower than traditional price point.

BENEFITS

- Improvements in standards and processes.
- No longer is this product category ignored by the caterer and unnecessary margin added!
- A web based laundry management system gives better control, regular reporting, drives costs, standards and inventory benefits.
- A single-point of contact for a consolidated servicing operation.
- Best practice in this notoriously difficult-to-manage supply chain.
- Trusted supplier with proven track record for delivering great service and CSR controls ensuring product consistency and peace of mind.
- Improved communication and visibility around stock levels enabling better forecasting and budgeting.



MNH provides Global Headset, Amenity Kit and Laundry Servicing Solutions to the Travel Sector. MNH currently works with flagship carrier clients in America, the Middle East and both Southern and Northern Hemispheres.

For more information:
Call 01342 719290 or visit
www.mnhscs.com.