



## Middle East's biggest laundry launched in Qatar

*Al Rayan Tourism Investment Company teams up with Paragon Laundry to launch state of the art commercial laundry operation in Doha, Qatar*

A new commercial partnership between Qatar-based Al Rayan Tourism Investment Company "ARTIC", a subsidiary of Al Faisal Holding, a major international business group with diverse interests including development of luxury hotels and leading UK laundry firm Paragon Laundry has witnessed the launch of the Middle East's largest commercial laundry operation.

The state-of-the-art facility in Doha, Qatar – which boasts features including recycling of its waste water - is operated by Paragon, under its New Gen export brand, and will provide commercial laundry services to Al Faisal's portfolio of hotels along with a raft of other commercial contracts in a multimillion dollar operation.

Modern Central Laundry is the first green commercial laundry service in Qatar and is the largest and most advanced of its kind and represents a "new era" in the approach to and management of commercial laundry in the region.

Quite apart from its remarkable size and capacity – the facility can handle over 700,000 pieces of laundry per week – the new facility Qatar operation has revolutionised the laundry sector in the region with comprehensive energy efficiency measures and state-of-the-art recycling equipment.

His Excellency Sheikh Faisal Bin Qassim Al Thani, Chairman of ARTIC commented: "We are delighted to announce the establishment of this important JV with Paragon Laundry. We believe that the services offered and green facility is an important addition to the local market and will complement the Government's goal to encourage the eco-friendly operations throughout Qatar."

Kevin Hamilton, General Manager of Paragon's Qatar operation, Central Modern Laundry said: "This plant is truly leading the market in every single sense. Not only is our Qatar operation the most modern, the largest and the most energy efficient laundry in existence in the Middle East, but we are pioneering the linen rental model in the region – something that is commonplace in the UK and could provide significant savings, both in time and money, for hotels and other customers in the Middle East."

Around 95 per cent of all wastewater from the plant's washing machines is reused, through an innovative ceramic filtration system combined with reverse osmosis. By using direct gas heating to heat key elements of the cleaning process and negating the need for a traditional boilerhouse, the plant also makes significant gas savings.

ARTIC and Paragon predict the laundry to reach full capacity within three to five years.

"Currently we have several commercial clients, most of which are hotels. Add this to the vast array of commercial opportunities," concludes Hamilton "and it really is a massive operation with near endless capacity and possibilities. It is an exciting time for both Paragon and Al Faisal Holdings, and I am proud to be a part of it."

-ENDS-

Notes to editors:

Al Faisal Holding is 'diversified group of establishments' delivering 'the finest quality services and products'. It has divisions including Education, Trading, Property, Services, Construction, IT and International Investment.

<http://www.alfaisalholding.com>

Al Rayan Tourism investment Company "ARTIC"

Al Rayyan Tourism and Investment Company "ARTIC" is a subsidiary of Al Faisal Holding , engaged in the development, acquisition, leasing of real estate with primarily focus in the hospitality sector and hospitality related services locally and internationally. ARTIC currently owns and operates a portfolio of 10 hotels, four of them are fully operational also quality food service catering company "Deliopolis" and Modern Central Laundry.

- **Paragon** as a group is recognised as an innovator and pioneer with various business units; started during the First World War the business transferred to Cheltenham from Birmingham in 1918 and has grown to a multi-site UK operation with factories in Kington, Herefordshire; Newport, Gwent; Nottingham; Ross-on-Wye, with a new laundry planned for Somerset later this year. The group employs more than 300 people and has a turnover in excess of £25 million.  
<http://www.paragon-laundry.co.uk>
- **Brilliantparagon** is the UK operation, and together with other shareholding businesses operates the national Brilliant brand across the UK  
<http://www.brilliantlaundry.com>
- **Dream Linen Services** provides premium quality products such as linen hire for customers including boutique hotels  
<http://www.dreamlinenservices.co.uk>
- **Special Occasion Linen** is the specialist table linen hire service for the hospitality sector, boasting a range of coloured fabrics  
<http://www.specialoccasionlinen.com>
- **New Gen** comprises operations in the Mideast and international markets.

<http://www.newgenlaundry.com> delivers services and products such as Dream Linen Services and Special Occasion Linen.

- **Paris Laundry Systems**, the laundry IT system which is fast becoming an industry standard for laundry operators worldwide.