

Rentokil

Ehrlich | Presto-X | Western

CASE STUDY:

Odor Management

A breath of fresh air: Boosting customer and employee satisfaction with odor management

The Smell of Trouble

Unpleasant odors on your property, whether indoor or outdoor, detract from your brand experience and ultimately drive people away, leading to serious problems including:

-  Operational disruption
-  Customer complaints
-  Negative reviews and loss of business
-  Attracts unwanted pests
-  Unpleasant work environment and employee turnover
-  Friction with neighboring properties
-  Damage to your brand reputation

THE CHALLENGE:

Warmer seasons make odor problems worse

Like any luxury hotel, Rentokil's client, a first-class, 4-star property in Tennessee, takes pride in providing memorable experiences to its guests. Wrapped in unmistakable Southern hospitality, the establishment is well-known for its extraordinary attention to detail and small touches to deliver unparalleled value to its clientele. So, when operating an expansive trash-compacting room and active receiving area at the more than 500-room property met with the Southern warm and humid climate, the engineering team quickly sought out a solution to get ahead of the issue.

The products that humans discard each day – from food to face wipes and everything

in between – contain bacteria and other pathogens. As temperatures rise, these bacteria grow faster, pushing an increasing number of odor molecules from the bacteria into the air. Humidity, or the measure of how much water vapor is in the air, also increases odors. Water vapor traps odor molecules, meaning that they linger longer in humid air than they would in cold air, ultimately increasing the amount of time that our noses can detect them.

Adding to this challenge is odor's link to pest issues. Flies, cockroaches, and rodents can be attracted to odors, both pleasant and unpleasant. Therefore, with increasing odors comes a rising risk of pest activity.

SEE HOW THE CHALLENGE WAS SOLVED →



THE SOLUTION:

Testing the GENIE Max Odor Management System

In middle Tennessee, average monthly high temperatures are over 70° F for more than half of the year. Beginning in April, the average temperature hits 71° F, crescendoing to a whopping 90° F in July, before finally dropping to below 70° F again in November. Humidity experiences a similar dramatic rise. In early spring of 2022, the hotel staff detected an odor issue was beginning to increase from these problem areas and reached out to Rentokil for assistance.

Rentokil assessed the property's compactor room and receiving area and determined that a trial of its GENIE Max Odor Management System would be viable.

Unlike other odor management systems on the market, GENIE Max can manage

odors in spaces of up to 600,000 cubic feet on a single control panel that can seat up to 4 nebulizer heads. Rentokil could treat both areas with only 2 nebulizer heads, using air lines to reach the needed dispersal points.

The team proposed using the patented GENIE Max Grapefruit Fresh scent. This light product is used to convey micron-sized droplets that react with odor molecules to neutralize them. In tests, Grapefruit Fresh was shown to reduce trash odors by up to 48 percent within 15 minutes. GENIE Max's customizable program features would also allow the property staff to adjust the intensity and frequency of scent as temperatures rise or trash challenges increase.

What makes GENIE Max different?

- No heavy masking agents – true odor neutralization
- Air tubing minimizes the need for electrical requirements
- Programmable for time and intensity dispersal
- Wide-ranging coverage – up to 600,000 cubic feet on a single control panel
- Protection with full-service maintenance and care from Rentokil

THE RESULT:

Immediate boosts in customer and employee satisfaction

In the hospitality industry, reducing friction is critical to increased guest satisfaction, whether that be offering a seamless check-in process or eliminating unpleasant odors or pests that can disrupt someone's stay, lead to negative reviews, and ultimately detract from their experience with a brand.

Improving the work environment can also have benefits for employees, something that matters more than ever in the current labor market. Repeated exposure to odors can trigger health issues such as headaches; eye, nose, and throat irritation; asthma and other breathing issues; and more.

Within hours of the GENIE Max Odor Management System being in place, the staff noticed a difference. After a

week, the property's decision makers determined it would be implementing the solution moving forward.

But it's perhaps what happened during a summer power outage that speaks most loudly about GENIE Max's ability to boost customer and employee satisfaction. The hotel's Director of Engineering tells the story:

"Everyone used to complain about the smell, but since we put it in the GENIE Max system, I haven't heard a single word. One day the power went out and the machines were off – it was an instant reminder of how much of an impact they have. The trash odor was just awful. As soon as the power came back, within minutes the room smelled great again. It's a super product."

Stop odors for good at your business.
Visit rentokil.com/us or call 866.483.5166.

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