

PAPER vs. CLOTH

CLOTH BEATS PAPER - HERE'S PROOF

Research shows that customers associate tables set with cloth with...



Source: "Consumer Napkin Preference Study", Jackson Marketing Group, 2012.



PRICE FACTS

Customers use more paper than cloth napkins per meal.

What's the real cost of paper?

- U.S. consumers use an average of 2.5 paper napkins per meal. Paper costs vary substantially:
 - 2 ply standard paper napkin cost is \$0.03.
 - Linen-feel paper napkin costs are from \$0.07 to \$0.18 each.
- Diners use an average of only 1 cloth napkin per meal.
- Plus, there are additional soft costs for paper:
 - Waste removal & disposal cost.
 - Inventory cost.
 - Employee waste cost.
 - Effect on restaurant image.
 - Effect on satisfaction of the restaurant customer.

$$\text{\$} \underline{\hspace{1cm}} \text{ Paper Napkin} \times 2.5 \text{ Napkins/Meal} = \text{\$} \underline{\hspace{1cm}}$$

ENVIRONMENTAL FACTS



28%
was paper!

Be Environmentally Friendly!

- The EPA ranks Source Reduction (including reuse) as the most preferred, environmentally sound strategy for waste reduction.
- Paper products accounted for over 28% of all trash sent to the landfills - textiles were less than 1%.
- Each American consumes an average of 2,200 standard 2 ply napkins annually!
 - Using 315 million Americans, this is 693 billion napkins per year.
 - If everyone used an average of one fewer paper napkin a day, a billion pounds of napkins could be saved from landfills. Numbers include all usage - home, restaurants, etc.
- The EPA recommends that restaurants utilize “reusable utensils, dinnerware, napkins and placemats” as a key tactic for Source Reduction.
- Laundries participating in TRSA’s Laundry ESP program have decreased water usage by 39%, energy usage by 29%, and decreased carbon footprint by 29%.

Source (except for TRSA statistic): “Decision-Maker’s Guide to Solid Waste Mgt, Vol. II” 1995 & EPA MSW Facts and Figures, 2011.

AESTHETIC FACTS

Improve The Look And Feel Of Your Restaurant!

- 77% of U.S. consumers notice the way a table is set when visiting a restaurant.
- The most common U.S. consumer statements on why they preferred cloth napkins were:
 - “Cloth napkins are classier.”
 - “Cloth napkins provide a better restaurant atmosphere.”
 - “Cloth napkins do a better job cleaning because they are more sturdy.”
- The image-enhancing benefits of cloth to your restaurant are:
 - Cloth does not come apart in the customers hands.
 - Cloth does not stick to the customer’s fingers.
 - Cloth provides better protection to customer’s clothing.
- Restaurants have told surveyors they have seen their Cleanliness Ratings improve on their customer surveys after moving from paper napkins to cloth napkins. Why?
 - Because customers do not see piles of used, dirty napkins on tables that have yet to be cleaned.
- In a noise evaluation on bare vs. clothed table, the noise decibel reduction was 3 db on the clothed table vs. the bare table. (Milliken Internal Study)

Source: “Consumer Napkin Preference Study”, Jackson Marketing Group, 2012.

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