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## Burnus wins Linencraft laundry contract

Category: Cleaning & Hygiene

### Under the 3-year contract, Burnus will supply Linencraft with laundry chemicals and dosing equipment

Burnus General Trading LLC has recently secured the prestigious three years' contract for supplying laundry chemicals and dosing equipment to Linencraft, the Emirates Flight Catering laundry.



"We are proud of this hard-earned achievement. Despite being in the Middle East market for only four years, we have managed to pull this off based on the strength of our products coupled with the mix of best available technology and services that we provide to our valued customers," says Abderrahim Cedrati, General Manager, Burnus General Trading LLC, Dubai.

Burnus has been in the local market since 2006 and enjoys strong support from the parent German company in terms of research and development and customized equipment manufacturing as well. Acquiring this laundry contract is a matter of great importance and significance as Linencraft is an ultra modern industrial laundry facility; spread over 13,000 square meters with a capacity of 92 tons per day.

Linencraft caters to the Airline, Hospitality and Institutional industry. Linencraft processes over 290,000 pieces of linen and garments per day. To keep pace with the phenomenal growth in the laundry and dry cleaning business, Linencraft is currently undergoing a major expansion programme.

"Our staying power in the market today despite the financial climate is our investment for the future. The customers are mostly reluctant to meet with new suppliers. Customers want to see a reliable supplier. If they are to contemplate changing suppliers, reliability matters a lot and when a customer is satisfied with the products and services, he expresses himself and the word spreads," explains the General Manager.



He further adds, "Our strategy is simple. We reduce the over-heads without compromising on the quality and pass on the benefit to our customers. Linencraft is the largest player in the Middle East and it was a great challenge to secure this contract. Our scope consists of supplying chemicals, dosing equipment and the support services which include the installation, maintenance and the regular checks or providing service towards any contingency. We would like to take this success forward, for it will now be easier for us to expand in the Middle East region."

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