



THE WAVE

Beach Detail

Spring 2010 Newsletter

Volume 4 Issue 1

Setting PAR Levels Why do we recommend at least 3 par? Are we calling your office to say, “you are out of pillowcases!” Or, “you are short 100 queen sets to make your order.” And, “you don’t have enough inventory to make your sets—you need to buy 30 dz queen flat sheets and 50 dz bath towels”.

When the level of inventory is set to low, you don’t have enough PARS in stock. What is a PAR? This is defined in Housekeeping Management, a textbook by housekeeping professionals M. Kappa, A. Nitschke, and P.Schappert, as the “total number of each type of linen that is needed to outfit all guestrooms one time”. By linen, we mean all the sheets and towels needed if you rent the house or hotel room to full capacity. This is also know as a **house setup**. When figuring the house setup, the number should be set at your 100% occupancy for several days. If you change linens daily, you need to take that into account to determine your house setup, or one PAR. Also, you should include requests for extra linen, cribs, sofa beds, and rollaway beds.

Too often inventory numbers are set below the maximum capacity of rental properties, rather than at the highest capacity possible for each property. Housekeeping Managers should consider three factors, when they calculate the number of PARS for linen inventory—the laundry cycle, replacement linens (stained, torn, etc.), and emergency situations. What is installed in the property is ready to use (the house setup). The second PAR is your soiled linen on the way to the laundry. Your laundry processor will have you third PAR—a full turn of linen— in process or transit back to you.

Whitecap Linen recommends that our COG customers (Customer Owned Goods) have AT LEAST 3 full PAR in their inventory. Unfortunately, 3 PAR does not really allow for emergency situations, shorter stays, or unexpected turnover. 3 PAR has only allowed for the very basic movement of your linen.--one on the bed, one dirty, one in process / transit from the laundry. Part of Whitecap’s commitment to our customers is that we want to get your linen back on your shelves as quickly as possible to allow you to function smoothly and efficiently. We do encourage all our customers to expand their inventory to the 3 PAR level as their minimum. This insures you a full PAR to work with as your dirty and freshly processed PARS are in transit.

Sample Calculation to Establish Par Level

For this sample, let’s assume that we are outfitting 300 king beds, and 300 en suite bathrooms, accommodating 2 guests per bed, for a property management firm.

2 guests x 300 beds =	600 towel sets	300 king sheet sets =	First par as House Setup
On Stock Shelves =	600 towel sets and 300 king sheet sets =		Second par on shelves
Soiled Linen to picked up =	600 towel sets and 300 king sheet sets =		Third par as soiled

Total Inventory Level at 3 PAR would be 1800 Towel Sets and 900 King Sheet Sets. Your House Set Up is installed in your properties. Your second PAR on the shelf covers emergency needs, like last minute check-ins, replacement needs, and damaged linen to discard. Your third PAR is being processed, or in route back to your site. Your inventory is constantly rotating, wearing evenly, and covering your needs.

Inventory Q & A

Counting inventory with *absolute* accuracy is nearly impossible—your linen is constantly moving. Items are riding in housekeeper’s cars; damaged or worn items are discarded regularly; and loss from renters’ neglect and misplacement is unavoidable. But, there are a few things you can do to minimize errors and increase accuracy when you inventory.

When should our company take inventory? At Whitecap, we inventory as soon as the season slows down in the late fall. We’d recommend you do the same, as soon as you get a slow week in September or October so you can dedicate one or two days just to that task.

Why so early? This gives ample time to plan purchases (fill in mismatched items, replace damaged and worn linen that was discarded), do buying plans within next year’s budget, and get bids in from vendors, before issuing purchase orders. Large linen orders need a manufacturing lead time of at least 3 months—4 is best—to be sure your new stock arrives for use by early April. That means you need to order your linen in December, for the next year.

How do you “fill in” your stock? All clean linen is stored in sets, ready for use—this makes it easy to inventory. Odd items that can not be made into a set need to have pieces ordered to complete those sets. This will “fill in” the stock, and make all the inventory available for use. Damaged items should be pulled and discarded prior to storage so they will not be part of the inventory, or the mismatched linen. Your inventory count should tell you where you need to “fill in” to replace those damaged goods. That will be the mismatched items you need to order. (Example: you discard 36 twin flat sheets due to mildew stains and rips. When you count, you will have 36 twin fitted sheets, and 36 pillow cases that will not be part of sets in stock. You will order 36 twin flat to be able to make those 36 sets of twin sheets.)

You stress accuracy—why the big deal?

If the inventory count is not as accurate as possible, then your PAR level is not accurate. That means you will be short during the height of the season. If your company has unique specs for your linen, you may find you can’t buy extras in a timely manner to relieve your shortage at the last minute, due to short production runs of your particular styles. Accurate counts will help you minimize these problems.

Got any tips on counting? Yes—count everything you have. Don’t skip beds that are made, or your mismatched items. Don’t guess how many might be on that high shelf. Double check everywhere extra linen may “hide”—count it all. Then, label what you counted to prevent duplicating. Try NOT to use counted items until all counting is over, incase you have to

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recount an area. Counting in a very short period, like one or two days, gives you a better chance of not disturbing your stock until you know if you need to recount. You can precount any area you know you will not be disturbing, such as new linen in cartons, or a block of houses or rooms you may close for the fall/winter. Stay organized with like items together to minimize errors in math, and speed your inventory along to reduce the time needed to complete the count. Last, be sure that as much of your stock as possible is on the shelf, and ready to count. The more often you have to adjust your count to add or subtract items that may be in use, in route, or discarded, during the counting process, the less accurate your inventory will be.

We use our house configuration list as our PAR. That will work only if all changes are entered so the configurations are accurate. We often find that home owners make changes to their houses, and forget to mention it to the rental managers. The next time you go to make those beds, you suddenly have 2 kings, instead of 2 queens in that house. If you have 10,15, or 30 homeowners do that, you may have a serious inventory problem. And, your house configuration is only one third of the linen you need. You will still need to do an accurate inventory every year, to keep your PAR up to the correct level.

What about shrinkage? You mean loss that is not from damage or stains? We call them “mysterious disappearances” in the commercial laundry and linen rental business. By whatever name, you have to allow for some shrinkage, or loss, in your PAR. We can’t get away from that fact. Figure your shrinkage from prior years’ inventories, as an average of your loss from the last 2-3 years. If your total is close to 25% of your inventory, including your discards for damaged and worn inventory, then you are equal to the industry standard for annual linen replacement numbers.

Having 3 PAR in inventory will cover your company in the event of high shrinkage, emergency situations, and some errors in inventory. It gives you a chance to correct the problem while still serving your customers efficiently. The tourist based environment we all work in depends on good customer service to keep those customers coming back each year. Having a helping hand with that, in the form of a 3 PAR, will relieve the stress that shortages cause during the height of the summer season.

*Lloyd Newell said,
“Hoping and dreaming
of a better world are
not enough if we are
unwilling to work; but
when we work towards
our dreams, wonderful
things can happen.”*



Whitecap Employees are good cooks, bringing lots of good food for the luncheon.

Saying Goodbye—

Whitecap Linen and Beach Detail are sad to announce the resignation of Gale Midgett, Customer Service assistant to Mark Yacobi. Gale is taking a job in Powell’s Point, which allows her to eliminate her commute to our Columbia office. Her Customer Service skills were an asset to our company, and she will be greatly missed. Gale became part of our “family”— we wish her all the best with her new job, but look forward to staying in touch with her in the future.

Gale Midgett and Mark Yacobi at her Goodbye Luncheon



A Short Survey

Whitecap Linen and Beach Detail are asking for constructive feedback from all our valued customers. Since your time is limited, there are only a few questions below. Please take a moment to answer these simple, but important questions. Cut this section out and mail, hand to your delivery driver, or enclose with your payment. Our mailing address is: 117 N. Davenport Farm Road, Columbia, NC 27925

1. How satisfied are you with services that you receive from Whitecap Linen?
Totally Satisfied=10 9 8 7 6 5 4 3 2 1=The Least Satisfied
2. How satisfied are you with our company over all?
Totally Satisfied=10 9 8 7 6 5 4 3 2 1=The Least Satisfied
3. Do you have a suggestion for improving Whitecap Linen or Beach Detail services? _____

Business Name: _____ Contact: _____

Please know that the information that you provide is for the sole purpose of improving our services for you, our customers. Your answers will remain confidential. Thank you for your response.



NEW SUPPLY PRODUCTS

In the winter of 2009 we added the Vellux Plush Blanket, Santa Barbara Cotton Thermal Blanket, and Custom Tagged Pillows (with your Company information on the tags). Supply listens to your needs, and looks for products that meet our customers standards for appearance, price, and durability.

Martex Hospitality Bedspreads in 5 prints and 6 solid colors are available, as well as 3 print patterns by Ganesh. Delivery takes approximately 14 days. Duvet covers and inserts are also now available from Supply. 1888 Mills' Magnificence Duvet Cover in a tone on tone stripe, 100% Cotton Sateen, is a luxurious statement for a bedroom. The light weight Insert is non-allergenic, and can be machine washed. Specs on these items are available to customers by e-mailing info@whitecapssupplyco.com. Keep watch as Supply continues to add quality products to make your life easier.



Martex Print Bedspreads, Above

Thanks for letting us know what you need, and for shopping with Whitecap Supply Company!



Solid Martex Bedspreads, available in Rose (pictured left), Bone, Chianti, Forest Green, Khaki, Navy, Pale Green, and Slate



The 3 Ganesh Prints Available

Reminder—We are E-Mailing Newsletters Now— We want *everyone* to get an email copy so *please* send your email address to info@whitecaplinen.com. Type the words "NEWSLETTER ADDRESS" in the subject line. Also look for the newsletters on our web site at www.whitecaplinen.com.

Let's Here It For The Beach....Detail, That Is—

Have you watched a favorite movie, and wondered, "How'd they do that?" The production crew, set designers, editing people, and others did all the work to put the scenes together to make that movie. Without them, the movie would just be a jumble of taped acting scenes.

Beach Detail Bed & Bath is our silent production crew working in the background—they do a great job supplying linen to a number of large realty companies, working behind the scenes of all the hustle and bustle during the summer season. They make your guests' stay comfortable and hassle free with freshly made beds and fluffy towel sets—then go pick up that used linen, and replace it for the next guests. Unseen, but very efficient.

The staff at Beach Detail is in full swing for the 2010 season. Training for returning bedmaking crews was held the first few days of April. This is an annual event for them, to ensure all crews perform up to Beach Detail standards. A new procedure for this year will be wrapped towel sets. This will ensure the freshness of each set. Guests will find them at the foot of each bed, or near roll-aways, sofas, or trundles—easily seen and accessible.

Beach Detail works hard to give quality service. Thank you to all our customers—we wish you a "full house" for 2010!

Ronda Forbes (on right) reviewing a bedmaker's schedule.



Coming Attractions....



Look for them in your area soon!

The Disappearing Linens

Any one who rents linen deals with their mysterious disappearance. One or two pillowcases, a wash cloth, or hand towels seem to evaporate. Guest have "borrowed" them or left them somewhere along the way during their stay. Steve Craig had a great blurb in the VRHP Newsletter of October 2007 about this subject. This is a reprint from our 2008 spring newsletter—it seemed a great time to revisit this issue.

"How do you keep guests from taking linens? Many of you would say that guests do not steal linens. And I would agree. They may well "take" them but they do not "steal" them. In drive-to destinations like Carolina beaches, Florida beaches, etc. (versus Aspen where people primarily fly) linens can vanish for many reasons. But guests do not consider it as stealing. Guests "use" pillows to enable the kids to sleep comfortably on the drive home and the pillow just happens to have a pillow case. Many use pillow cases as kind of a duffel bag to hold dirty and /or wet clothes. The hand towel may be on the golf bag ring. Some of the bath towels may be lying on the beach where they were left. So do our guests place bath towels in a bag and take them home? I seriously doubt it. But the linen still travels from where it is suppose to be and it is exposed to serious staining. You may well be wondering how you could put a stop to any of this. Yep, it is hard. And the only way I know how to do it is to advise guests in some fashion that linens are not to be abused. Many companies now place a card in each bath room and the kitchen. Here is the wording on my favorite advisory card: *The linens in this unit are intended for the personal care of our owners and guests. They are not to be taken from the unit or abused in any way or replacement costs could be assessed.* Yes, it is vague and not very specific, but I happen to like that. And the company that uses it claims to have had great results."

We get many customers asking how linens travel. While vacationing last fall in Kill Devil Hills, one of our employees made an interesting observation. Her rental house was part of a row of 3 nearly identical houses, the rest of which were occupied by one large family group, moving between the houses like it was a large estate. Toys were thrown from pool to pool, along with extra towels for the kids. Later she noticed that the houses were owned by different property management companies. That was a revelation on how those towels were "lost" from one company, and "found" by another.

Whitecap Is Pleased To Add These New Customers

Bluewater GMAC in Emerald Isle, NC
The Islander Motel in Emerald Isle, NC
The Flying Melon on Ocracoke Island, NC
Pizzazz Pizza, with 4 Locations in
Corolla, Duck, Kitty Hawk & Nags Head
The Inn on Pamlico Sound in Buxton, NC

Beach Detail Welcomes These Rental Home Owners.

David Billie Bruce Harrison
Maggie Smith Becky Vernon

Thank you all for allowing us to serve you!

Reaching Out A Helping Hand After the devastation in Haiti following the major earthquake, calls went out across the world for help. The most basic items had to be sent for all their citizens. Whitecap Linen and Beach Detail participated in a local drive to gather much needed supplies for Haiti. A donation of Beach Detail and Whitecap Linen owned items was sent out with other local contributions. We often have customers ask what to do with their miscellaneous items—we encourage you to do the same. Our prayers are with the Haitian people as they recover.



Company Directory

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Rick Foister, General Manager, Whitecap Linen X. 203
Mark Yacobi, Sales and Customer Service X. 206
Donald Montgomery, Transportation X. 211
Judy Norman, Payables X. 216
Wanda Davenport, Receivables X. 210
Angela Brickhouse, HR, Purchasing, and Marketing venues X. 209
Willie Mae Tillett, Reception X. 212
Wayne Mauffray, Maintenance X. 205
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