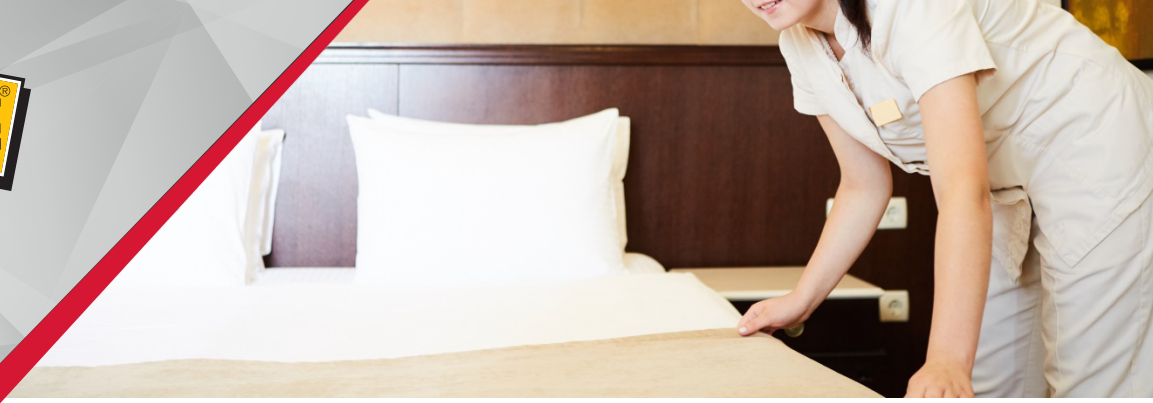




Custom
Printed
Products



CASE STUDY

Hospitality Services

Post-it® Custom Printed Notes help national hotel chain differentiate their brand by drawing attention to the daily cleaning of duvet covers.

Situation

A national hotel chain was searching for a way to let their guests know that they clean their bed covers and linens on a daily basis. The hotel had been doing this for years but they were not communicating this service to guests who often wondered about the frequency of the cleaning. The hotel wanted a way to let the guests know the bedding had been laundered and connect the attention to detail with their overall brand.

Solution

We worked with the customer to develop a Post-it® Note which was left on the headboard in the guests room each day the room was serviced. The note pointed out that the bedding and the duvet cover had been cleaned.

The solution allowed:

- A quick visual for the hotel to reinforce their cleanliness standards .
- Extra space on the note for the housekeeping staff to leave their name or a quick note.

Outcome

The daily notes were a hit with the hotel guests and the simple communication was touted across the hospitality industry.

In addition:

- The hotel decided to produce four versions of the daily note so guests would see alternating messages during longer stays.
- The hotel strengthened their brand with their customer base and built loyalty with guests who enjoyed the extra attention to clean rooms.

