

BUSINESS

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Wilderness Resort installs new laundry to save on utilities, use fewer chemicals

Officials from the Wilderness Hotel & Golf Resort announced last week that the resort has begun using ECOWASH Premier Ozone Laundry Systems in an effort to become more environmentally conscious.

According to Joe Eck, general manager for the Wilderness Resort, "We chose the ECOWASH commercial ozone laundry system because in addition to being environmentally smart it offered a number of cost savings. It does not require hot water, which

in and of itself will provide significant utility savings. Plus, it will also reduce our chemical and detergent use at least 35 percent; and we anticipate a reduction of overall water consumption by as much as 35 percent."

Andrew Rupnow, president of The Ozone Company headquartered in McFarland, said, "Based on an analysis of the Wilderness Resort's old laundry system, the ECOWASH system is anticipated to deliver a cost savings of nearly \$83,000 in less than one year, with the major-

ity of this savings coming from reduced utility costs."

Ozone, commonly known as O₃, is simply three atoms of oxygen linked together (O₂ + O₁ = O₃). This simple but powerful molecule is naturally used by the earth to clean the atmosphere. Ozone is chemical-free, non-combustible and converts back into pure oxygen shortly after use. In this commercial ozone laundry system, ECOWASH uses an oxygen concentrator, which converts air into 90 percent pure oxygen. The ozone

generator then separates oxygen atoms using an electrical arc and reassembles them into groups of three - this is ozone. The ozone is made soluble by a unique diffuser and when it is injected into the water in the washing drum, it immediately begins attacking soils and bacteria. Ozone is more effective and kills bacteria more quickly than hot water or other harsh chemicals, such as chlorine bleach. "The ECOWASH system provides not only hard cost savings, but addi-

tional advantages such as reduced wash and dry time; superior disinfection and extended textile life and quality. We save our customers money and natural resources through the use of ozone technology," said Rupnow.

The new ECOWASH system is part of a new in-house laundry division the resort has created. Other changes at the resort include guest room renovations and painting throughout the resort.