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Miele
PROFESSIONAL

Leeds United Case Study
Keeping the mighty whites 'White'

The Organisation

Leeds United have competed at the top level of English football since the club was formed in the 1920s and enjoyed success at home and at European level over the years. They are Leeds' only professional football team and they have loyal following with most home games seeing an average crowd of 25,000, rising to up to 38,000 for some games. Therefore it's essential that the team not only play well for their fans, but also look great in their kit.



The Challenge

The management team wanted to make sure that the players' kit matched the results on the pitch. It was not acceptable for first team players to go onto the field in grubby off-white shirts and shorts and as their nickname "The Whites" suggests – bright white kits were the results they were looking for.

Laundry assistant for Leeds United FC Claire Sheard has been washing the kit for stars such as Gary McAllister, Alan Smith, and Nigel Martyn for a number of years. However, she was beginning to experience problems obtaining a clean white finish on the kits she was washing. Claire needed the players' kit to be clean, fresh and readily available, but some of the grass and mud stains were just not being removed from the kit.



The Solution

Initially, the laundry requirements of the Club were assessed to understand what results were required and also what volume of kits needed to be washed and how often. Then the most appropriate washing machines, detergents and stain removal solutions were recommended to give the Club and Claire the results they were looking for. This also included training to understand which wash programmes to use and how to load the machines for optimum wash performance.

That was over 13 years ago and Claire is still washing the players kits. However over the years the Club's requirements have changed and JTM Service have worked with them to make sure that the wash quality remains as good as it did when the machines were first installed.



They now have four Miele commercial washing machines and three Miele tumble dryers, at their training complex at Thorp Arch, just outside Leeds. The Miele machines easily handle the daily average of 30 loads during the frantic football season (that's over 500 washes a month!), and the recent introduction of the Auto-ject laundry detergent automatic injection system means the Club has seen their laundry spend per wash reduce and the whiteness of their kit improve.

The Auto-ject system, which connects to each of the washing machines, injects just the right amount of detergent into the machine, so skin does not have to come into repeated contact with chemicals, and the detergent is injected in the correct amount at the precise time in the cycle. In addition, the Club has a maintenance contract with JTM Service which provides 24 x7 support as well as regular servicing of the machines to make sure they stay in tip top condition.



Quote

“Since we started working with JTM Service 13 years ago we have never encountered any problems. I know everyone at the company by name and cannot fault the personal service we receive. I get no complaints from the players, which makes my life easier.”

Claire Sheard - Laundry Assistant
Leeds United Football Club

“I am delighted that we continue to have a strong working relationship with Leeds United Football Club. Given the commitment and quality JTM Service has demonstrated to the laundry facilities, we have been awarded the dishwashing equipment contract at both Elland Road and the Training Academy at Thorp Arch. This amounts to some 10 dishwashers and we will be installing the efficient Auto-ject system here too.”

John Middleton - Managing Director
JTM Service

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0800 652 5692 or visit our website at
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