

Towels cleaning in the health club: a financial and environmental headache – and opportunity

By João on October 21, 2013 at 8:00 am

Posted In: [Ch 19 - Cost Management, Value Creation And Sustainable Development](#)

Buy our book [here](#).



By: [EvelynGiggles](#)

As I was entering my local health club, I noticed a sign about a change of policy. I thought it really showed how environmental and financial savings can go hand in hand. A chat with the health club director confirmed this.

Until last year, the health club provided one – sometimes two – towels each time a member visited the club. With a membership at around 1.000, the €1.500 monthly costs (with a tendency to increase) to clean the towels were becoming significant. In addition, the around 400 available towels had to look good, so they had to be regularly replaced. A specialized company collected and returned the towels – using fuel for the transport and, of course, using an enormous amount of detergent to clean them.

From a financial and environmental point of view, this arrangement was not brilliant – and it was probably not strictly necessary. After all, probably not too many people wash their home towels every time they use them.

However, simply stopping to provide towels was likely inappropriate – after all, members were somewhat expecting, and were used to, not having to use their own towels. The health club had to maintain members' value perception. So, what to do? Any idea? Next week, you'll find out what this club did – and the management accounting behind it!

However, simply stopping to provide towels was likely inappropriate – after all, members were somewhat expecting, and were used to, not having to use their own towels. The health club had to maintain members' value perception. So, what to do? Any idea? Next week, you'll find out what this club did – and the management accounting behind it!