

CLOSE COLLABORATION BETWEEN TESTORP AND BEIRHOLM CONTRIBUTES TO LAUNDRY CAPACITY GROWTH OF 80%

At Beirholm, we would like to share one of our greatest performance stories to date. It shows just how much impact a close partnership can bring when optimizing the laundry processes and rethinking the product assortment.

The story began in Berlin about 6 years ago. Facing competition from other laundries, our partner - Testorp - needed to grow. Growth was to come from new customers. For that to happen, a new product assortment was needed, and the capacity of the laundry needed to grow.

At that time, Testorp was at a laundry capacity of 15 tons a day. The problem? As you might have guessed, expanding the laundry, which is situated within Berlin, was impossible.



So how do you grow when you cannot expand your laundry in terms of square meters? You look inwards to increase your operational efficiency.

Together with Testorp, we began a close collaboration and formed an operational efficiency plan that we boiled down to 3 steps:

Beirholm
Context Engineered Textiles

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1. Understand Testorp's laundry context
2. Leverage BeirTex® textile performance technologies to increase efficiency
3. Deploy our modular design concept based on a small range of laundry-fit textile qualities to increase laundry capacity and bring in new customers

Along with implementing new laundry machinery technology, **this plan helped Testorp grow from 15 to 27 tons a day – a 80% output increase.** Purely based on efficiency gains in the laundry.



BeirTex® is a performance technology integrated into linen and terry products. It increases laundry performance through reduced processing times and lasts longer than comparable products in the market

Today, Testorp takes up the competition with other laundries in Berlin, within the healthcare as well as hospitality market. New potential customers show great interest in the innovative, modular design concept delivered with a high, personal service level.



Concept boxes with modular design concepts for healthcare and nursing homes (left) and hotels (right)

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The journey has just started. And we are looking forward to further increasing performance together with Mr. Benjamin Testorp. Thank you for your close partnership and trust. And thank you for the extremely exciting journey that we have been on so far.

About Beirholm:

Beirholm engineers high performance textiles, create trendy designs, and leverage our sustainable sourcing platform to bring you - our laundry partners, hotel, restaurant, care home, and hospital customers – an optimal linen solution that fits your context. We call this partnership model "Context Engineered Textiles". Together with likeminded partners, we achieve new heights.

Visit our website to [learn more](#).

About Testorp:

Testorp is a family-owned laundry with more than 140 years of history and tradition. Today, the laundry is run by Mr. Benjamin Testorp, the 5th generation. Testorp's customers span the healthcare, nursing home, and hospitality sectors. With its customer-centric approach, laundry expertise, and strong focus on high-quality performance textiles in trendy designs, Testorp has been on an impressive growth journey, which the laundry expects to continue.



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