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**E | X | P | R | E | S | S** January 1-15, 2013  
₹ 40

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FORTNIGHTLY INSIGHT FOR THE HOSPITALITY TRADE

VOL 8 | NO. 6 | PAGES 108

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## BeePee Group showcases innovation in linens, to launch miracle towel

EH STAFF – Mumbai

With presence in six continents of the world and with an export market which covers more than 70 per cent all over the world, BeePee is launching heavy sponge spandex for chairs.

"In the second half of 2013 we are planning to launch a major miracle towel which will be a boon to the hospitality industry. These towels will be ultra durable as a result of which the pile threads cannot be pulled out of the towels," said Anup Poddar, director, BeePee Group.

"Hospitality is a growing and an important segment to our business. We have a

whole department catering to the segment in our organisation," he added. They also cater to hospitals, airlines, cruise liners, etc. BeePee is an organisation offering linens and linen management of the hospitality industry.

"We take pride in our decades long experience of quality management and high standards of service to the industry. Our customer base in India includes the who's who of the industry including the Hyatt Group, Taj Group, Imperial, Starwood, Marriott, Oberoi and many more," said Poddar. Beepee offers the entire linen solution which includes bed, bath linen and table linen. In bed linens, they offer a wide range of fabrics using 20's to 80's count

from 120 to 800 TC fabrics. They offer plain, twill, satin and jacquard weaves as per the needs of the customers. Towels for bath linen start from 550 GSM to 630 GSM in various standard sizes, shower curtains in water repellent finishes are also part of BeePee's range.

"All our products are eco-friendly and we recently launched a new range in all our products which are microbe-free. The micro-organisms like bacteria, fungus, algae and yeasts which grow in favourable condition like dirt, fiber, warm temperatures, humidity perspiration, spills, skin, etc can lead to odour and health hazards leading to several diseases and infections. These are

eliminated in our range of products. Thus we say, "we produce the products that protect you," added Poddar.

"In addition to the above



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we have services for stand alone properties and corporate guest houses. We provide complete solution for products from Rubbermaid-USA for F&B/kitchen/waste management/housekeeping and cleaning," he mentioned. BeePee Group also has a food division which specialises in high end bread additives and dessert mixes from Zeelandia Netherlands, chocolates and high end butter substitutes from Italy. Customised mini bar options and signature bar snacks are a part of their range. "We also provide complete laundry chemicals to help maintain highest quality standards and give best returns on investment in quality linen," Poddar informed. ■