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High volume – Linen calculator helps hotels with their linen supply

By Gregg Wallis on May 2025

SUPPLY SIDE: BATH LINENS

As the hospitality industry gears up for the peak summer travel season—when more guests are in rooms, and pools and beaches are in full use—a key operational focus for hoteliers is ensuring an adequate supply of linens and towels.

Hospeco Brands Group, a company that is expanding its presence in hospitality supply through strategic acquisitions and an evolving product portfolio, has introduced a new digital tool designed to make the task easier.

The Hospitality Linen PAR Calculator helps hotels determine how much linen stock is truly needed—an often-overlooked but vital task for hotels of all sizes.

“The worst thing that can happen is running out of towels on a busy weekend,” said Ken Friedman, sales specialist, hospitality textiles, Hospeco Brands Group. “A lot of smaller hotels don’t have dedicated procurement teams. It’s up to the owner or GM to estimate linen needs, and that can be a challenge.”

The calculator helps solve this problem by using industry-standard metrics to recommend optimal PAR (Periodic Automatic Replenishment) levels. For most properties, a PAR of 3 to 5 is typical—enough inventory to support three to five complete room turnovers per bed or room.

“Hotels don’t operate at 100% occupancy all the time,” Andrew Moore, Hospeco Brands Group’s VP, marketing, who created the calculator. “The tool allows you to factor in average occupancy, set your PAR and input the number of rooms and beds. It then calculates exactly how much you need—not just sheets, but towels for fitness centers, pools and salons, and even makeup removal cloths.”

The PAR calculator draws on decades of textile industry experience. Friedman, who has worked in hospitality textiles since 1983, pointed out that guest impressions often start with the basics. "I walk into a hotel room and check if the towels match, and if the pillowcase is clean and pressed," he said. "These are the small details that guests notice, even if subconsciously."

Moore added, "It's like film editing—you don't notice it when it's done well, but it's jarring when it's not. That's what our products aim to address: comfort and hygiene that guests don't have to think twice about."

The tool also accommodates different linen needs by room type and amenity. For example, gyms and pool areas are high-loss zones where extra inventory may be required. Salons and spas can vary towel needs based on treatment type. "And no one can fold a fitted sheet," Moore joked. "That's why most hotels use two flat sheets—it's easier to stock and manage."

While the tool is still new, early feedback is promising. "We've already had inquiries from chain hotels, casinos and even vacation rental hosts," Moore said. "It's too early for hard data, but the interest is there, and it's across different segments."

The calculator also reflects a larger evolution at Hospeco Brands Group, which acquired Monarch Brands in 2023. The company now offers a breadth of hospitality and janitorial essentials that extends far beyond textiles.

"Since the acquisition, the scope of products has just exploded," said Friedman. "We've added wiping solutions, PPE (personal protective equipment), restroom supplies, chemicals, gloves and more."

The company expanded both its product line and infrastructure. "We've invested heavily in our warehouse—doubling its size and installing automation systems," Moore shared. "It's allowed us to support more volume and respond faster, especially during seasonal spikes like summer."

Ultimately, Hospeco Brands Group is positioning itself not just as a supplier, but as a strategic partner to hospitality operators.

"We're not flashy," said Moore. "We're behind the scenes, but we help create clean, safe and comfortable experiences—that's the foundation of hospitality."

Don't miss out—visit https://www.hospecobrands.com/resources/resources-blog/use-a-hospitality-linen-par-calculator-to-determine-your-textile-needs to explore how the Hospitality Linen PAR Calculator can simplify your linen planning!

https://togo.hotelbusiness.com/article/high-volume-linen-calculator-helps-hotels-with-their-linen-supply/