



FLORENCE LAUNDRY

— مغسلة فلورانس —

Industrial scale. Hospital standards.
Luxury finish.



7.5+ TONS DAILY · 135,000 PIECES WEEKLY · STERILE PROTOCOLS



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"We move seven and a half tons of linen a day. Not one piece leaves the plant without a human pair of eyes on it."

— OPERATING PRINCIPLE, FLORENCE LAUNDRY



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CHAPTER ONE

Who We Are

About Us

Florence Laundry is a commercial laundry built for organizations that cannot afford to second-guess their linen. The requirement is the same across every business we serve: fresh, properly finished linen, delivered on schedule, every single day. We provide that at industrial volume, with the discipline and finishing standard of a much smaller operation.

The plant runs three shifts, seven days a week, 365 days a year — processing over 7.5 tons of linen daily, equating to approximately **135,000 pieces per week**. A dedicated logistics fleet handles collection and delivery end-to-end, picking up soiled linen from the client's doorstep and returning fresh stock on the same reliable cycle. The client never has to think about transport; we own it.

The plant was designed as a premium, versatile facility from day one — capable of taking on large-scale commercial linen programs for any organization, in any sector, without re-engineering the workflow for each new client. Industrial throughput sits behind a finishing standard typically associated with boutique operations. The same plant that processes thousands of uniform pieces a week also handles fine wools, delicate weaves, and specialty fabrics — under one roof, with one shared exit standard.

That standard is straightforward: **every piece is inspected by a person before it ships**. Machines handle volume; people handle judgement. Large organizations can hand their linen program to Florence and stop worrying about it — whether the weekly volume is ten thousand pieces or ten times that, the discipline applied is identical.



■ Florence Plant — Marble Reception & Hand-Finishing Wing

“We are not trying to be the biggest laundry. We are trying to be the one our clients stop worrying about.”

— FLORENCE LAUNDRY



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CHAPTER TWO Scale & Throughput

Unmatched Capacity & Power

DAILY THROUGHPUT

7.5 + tons / day

Continuous three-shift operation, 365 days a year.

PIECES PROCESSED

135,000 pieces

/ week

Enough to fully restock multiple large commercial facilities across a single week.

Capacity is not a vanity figure. It is the reason a client can run a full operation — peak season, surge demand, sold-out events — and still have fresh linen on every surface, every morning. **When a client has a bad day — a turnaround, an unexpected spike, a last-minute scale-up — we absorb it without bending anyone else's schedule.**

The plant was sized for the worst day, not the average one. Redundant wash aisles, backup utilities, and a linen reserve pool mean a single machine going down does not push a single client late.

— Redundant Wash Aisles

Parallel tunnel and batch systems keep production running during maintenance.

— Three-Shift Operation

24-hour processing keeps every client on a same-day or next-day cycle.

— Surge Buffer Reserve

On-site linen pool absorbs 30%+ demand spikes without breaking SLAs.

— Dedicated Fleet

Route-dense logistics for every client sector, with no cross-load.

— Sized for the worst day, finished for the everyday —



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CHAPTER THREE

The Plant Floor

Engineering Excellence

EQUIPMENT OVERVIEW · PLANT FLOOR



EQUIPMENT OVERVIEW

Our facility is equipped with high-performance machinery sourced from leading global manufacturers, known for their quality, reliability, and technological advancements. We use GHIDINI (Italy) for precision pressing and finishing, GIRBAU (Spain) and DOMUS (Spain) for energy-efficient and high-capacity washing systems, and THERMOPATCH (Netherlands/USA) for professional heat-seal labeling solutions. For large-scale commercial laundry needs, we rely on UNIMAC (USA) and IPSO (Czech Republic), delivering unmatched durability and performance.

CAPACITY CLASS

Continuous-Duty Industrial

Equipment specified for **24-hour continuous operation**, sized to absorb peak loads without slowing turnaround. Built to run when the rest of the city sleeps.

PRECISION CONTROL

Computerized Dosing & Monitoring

Every cycle is computer-dosed, every load monitored for temperature, moisture, and chemistry. **Digital traceability** on every piece that moves through the plant.



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CHAPTER FOUR

The Four Workflows

Specialized Fabric Services

Every piece that enters the plant is routed through one of four workflows. Each is staffed separately, audited separately, and finished to the same exit standard.

WORKFLOW I

i

Flawless Washing

Deep, fabric-safe cleaning using **weight-calibrated wash programs**, softened water, and pH-balanced detergent. Each load is matched to fabric type and soil level. Whites stay white, colours stay true, and linens hold their hand feel wash after wash — not just the first ten.

WORKFLOW II

ii

Advanced Stain Removal

A dedicated stain bench handles **oil, ink, cosmetics, tannin, and protein** using targeted solvents, enzymatic pre-treatments, and controlled-temperature protocols. Each stain is diagnosed before chemistry is chosen — fabric first, chemical second.

WORKFLOW III

iii

Expert Ironing & Finishing

Steam-controlled flatwork ironers, form-finished shirt presses, and **hand-inspection stations** deliver a crisp, wrinkle-free result. Bed linen gains the sheen guests expect. Uniforms hold their crease. Table linen drapes with the weight fine service demands.

WORKFLOW IV

iv

Delicate & Premium Care

A separate wing handles **silks, satins, designer garments, and fine wools** with hand-washing, low-moisture protocols, and air-drying. These pieces get the attention a tailor would give them — because for these fabrics, nothing less is acceptable.

EACH WORKFLOW IS INDEPENDENTLY STAFFED & AUDITED

Four workflows · One exit standard



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CHAPTER FIVE

Clinical-Grade Discipline

Healthcare & Laundry Specialist

HIGH-STAKES LINEN, ZERO TOLERANCE FOR ERROR

Linen is not a category of laundry — it is a category of public health. Florence Laundry runs a segregated division, built to hospital sterilization standards and audited for the most demanding clinical environments.

i

Strict Sterilization Standards

Linen runs through **thermal disinfection cycles** on validated time-temperature curves, paired with **chemical disinfection** using healthcare-grade agents. The combined protocol kills vegetative bacteria, viruses, and fungal pathogens — verified by independent laboratory swab testing on a regular schedule.

THERMAL DISINFECTION

CHEMICAL DISINFECTION

VALIDATED CYCLES

LAB-VERIFIED

ii

Surgical Stain Treatment

A specialist bench removes **blood, iodine, surgical prep, contrast dyes, and chemical stains** from surgical drapes, gowns, and staff apparel. Enzymatic pre-soaks, controlled peroxide protocols, and stain-specific solvents are deployed under trained supervision — protecting both fabric and the sterilization cycle that follows.

BLOOD · IODINE

CONTRAST DYES

CHEMICALS

ENZYMATIC PRE-SOAK

iii

Zero Cross-Contamination Protocol

Complete physical segregation of linen from collection to delivery: dedicated collection bins, sealed transport, isolated wash aisles, separate drying and folding rooms, and dedicated delivery vehicles. Soiled linen never shares air, surface, equipment, or personnel with hospitality or retail linen — at any point.

SEGREGATED COLLECTION

ISOLATED WASH AISLES

DEDICATED VEHICLES

ZERO CROSS-FLOW

— Trusted by hospitals, surgical centres & long-term care —

DIVISION · CERTIFIED PROTOCOLS



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CHAPTER SIX

Why Florence

The Florence Edge

Any one of these on its own is table stakes. **What sets Florence apart is holding all three at once** — machine precision checked by human judgement, sustainability measured rather than marketed, and logistics that never close. Together, they are why clients stop worrying about linen.

I.

Technology & Human Precision

Computerized wash dosing, IoT-monitored tunnels, moisture-controlled finishing — paired with **trained inspectors at every exit point**. Machines deliver repeatability; people deliver judgement. We do not automate the final yes.

INSPECTION *100% hand-checked*

DOSING *Computerized & traceable*

QUALITY GATE *Dual sign-off*

II.

Strategic Scalability

Our infrastructure and operational model were built for rapid expansion. We can onboard **large-scale institutional clients and major corporations** without disrupting existing service — adding routes, capacity, and dedicated workflows as needed. Growth is engineered into the plant, not bolted on after the fact.

ONBOARDING *30-day enterprise ready*

SURGE BUFFER *30%+ headroom*

EXPANSION *Multi-site ready*

III.

Round-the-Clock Logistics

A dedicated fleet, route-density planning, and a **24/7 dispatch desk** mean linen arrives when promised — not when convenient. Night-time deliveries, dawn restocks, and same-day emergency response are all on the table. Every route is tracked; every client is reachable.

OPERATION *24 / 7 / 365*

FLEET *Dedicated & tracked*

RESPONSE *Same-day SLA*

Precision in microns. Logistics in minutes. Trust earned every shift.



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CHAPTER SEVEN

Reach the Florence Standard

Connect With Us

DIRECT LINES · SPEAK WITH US NOW

PRIMARY LINE

+974 7017 7703

SECONDARY LINE

+974 3355 5733

MANAGEMENT & OPERATIONS

Florence Laundry — Head Office

P.O. Box 23145

Doha — Qatar

Operating 24 / 7 / 365

ADDITIONAL CHANNELS

Reach the Office

*For written enquiries, contracts, and
appointment scheduling.*

EMAIL *Info@florence.qa*

WEBSITE *www.florence.qa*

ADDRESS *P.O. Box 23145, Doha —
Qatar*

HOURS *24 / 7 / 365 · By
Appointment*

— Florence Laundry · Industrial scale, hospital standards, luxury finish —

CORPORATE PROFILE