



Western Michigan University

Towel Tracker helps midwestern university reintroduce sustainable towel service to its recreation center

Seeking sustainable towel service

As Director of Western Michigan University's 240,000 square foot Student Recreation Center, Amy Seth faced a challenge: Continue the school's decade-old policy of students, faculty, and alumni bringing their own towels to the Recreation Center, or evolve to meet the needs of WMU's 24,000 millennial students, who increasingly view the campus recreation center as a key component of their university experience and prefer the convenience of towel service? Seth chose the latter route, explaining: "We eliminated towel service a decade ago because it was too costly. But people were asking, 'How can you run a gym and not have towel service?'"



Towel Tracker reinvents towel service for WMU

Seth reached out to Towel Tracker to determine whether its high tech approach to towel management could help bring towel service back to campus. She stated, "I was delighted to learn that Towel Tracker could help Western Michigan University provide automated and sustainable towel service. Students simply swipe their membership cards through Towel Tracker's card reader, then freely take towels from the unit. The best part is that students need to return the towels to prevent lost towel charges. This keeps the recreation center clean. Towel Tracker's automation also frees up our staff to focus on more important issues in our facilities, because they're no longer handing out towels and trying to figure out who didn't return one."

Towel Tracker provides cost effective, sustainable towel service

Students who know their towels are being tracked typically use 40% fewer towels. This results in a corresponding eco-friendly drop in the chemical detergents, bleach, electricity, natural gas, and water used to launder towels, as well as the greenhouse gases emitted during the laundering process. Fewer towels being used also means less wear and tear on towels, which last much longer and thus do not need to be replaced as frequently. The result? A smaller carbon footprint at Western Michigan University, which is consistently ranked as one of the top eco-friendly colleges in the nation.



For more information about Towel Tracker: www.toweltracker.com