



TOWER

Making Waves...

wearetower.com



TOWER



“Cruise needs a partner that won’t let them down when it matters, provide new innovations and solutions, and always deliver on their promises. That’s why we’re proud to be one of the largest suppliers of paper, janitorial, hospitality consumables, PPE, uniform, and workwear in Europe.

“Our ambition is to be supplier of choice within Cruise, Marine & Shipping by 2025. We will achieve this by continuing to support our customers with supply, technical back up, and personal services no matter which industry they work in.”

“I always like to share our success stories with existing and future customers. This makes it easier to understand how our forward-thinking approach makes so much difference. I only hope you enjoy reading them as much as we enjoyed being a part of going above and beyond for our customers.”



Daniel Aris
Chairman

wearetower.com

Helping them find their feet.

How we developed a new range of
footwear to help a client reduce slip
accidents and save money.

The logo for Tower, featuring the word "TOWER" in a bold, white, sans-serif font. A small, white, wavy line is positioned above the letter "O".

TOWER

Tower engaged with a global Cruise client who were purchasing safety and non-safety footwear for their crew members and using it across their entire fleet.

Despite each person purchasing two pairs every year, they were experiencing a high number of slip accidents. This was due to choosing to buy competitively priced, but low-grade quality footwear.

Determined to find the right product for the right job, we began designing a new range of footwear using better quality materials and improved slip resistant soles with new TPU formulation.

After just a six-month trial, the products were fully adopted by the Cruise client. As the product was of better-quality materials and design, **slip accidents were reduced by over 25%.**

What's more, even though it was anticipated that the project would be cost-neutral for the client within 18 months, it did in fact produce an incredible **cost-saving of 41% in just the first 12 months.**



Tower were contacted by one of their Cruise clients who were spending large sums of money on coveralls for their engineers across their fleet.

After looking into the problem, we found that the coveralls they were buying were simply not good enough. They shrunk, had poor reliability, and did not last for any significant length of time.

Driven by our passion to find the right solution, we talked to the engineers to find out exactly what they needed to do their job to the best of their ability whilst staying safe.

After analysing the situation and our conversations with the engineers, we immediately began developing a mid-range cost coverall, with features specifically designed for the wearer.

Although the product was initially more expensive, the client in fact experienced **a cost-saving of 62% on workwear expenditure over 12 months.**

Not only that, but the engineers were themselves much happier in their new workwear, with its **better quality materials, comfort and added safety features.**





Engineering a coverall solution.

How we helped a Cruise client save
money on workwear and create
a happier workforce.

toWER

Innovation clients can roll with.

How we helped a Cruise client by
developing a toilet tissue that
became an industry success.

The logo for Tower, featuring a stylized wave icon above the word "TOWER" in a bold, sans-serif font.

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Tower have been working with Cruise companies for more than 15 years supplying toilet tissue. Although this may seem a mundane subject, it is in fact critical for Cruise ships.

Following an enquiry from one of our US brands, we engaged in a unique trial process to supply toilet roll, travelling to the United States to show the product working.

Although the product performed well, the client wanted us to raise the bar. They gave us three weeks to come up with an even better product.

To find the right solution, we worked with our paper mill to produce a toilet tissue that would break down faster at a consistent speed without clumping or creating blockages.

Our new toilet tissue was not just successful with the client, it became popular with other clients too, becoming an accepted product throughout the industry.

Our new product is competitively priced and is now produced in a completely plastic free version in a small box containing 12 rolls that fit onto housekeeping trollies used on ships.



Tower were approached by one of our global Cruise clients, requesting that we provide a hand sanitiser that would be effective against human norovirus.

But at that time there was no product available on the market that would ensure our client was protected against such a highly contagious virus that can affect people of all ages.

To solve the problem, we worked in conjunction with Purell inventor GOJO, to produce a new formulation called VF481.

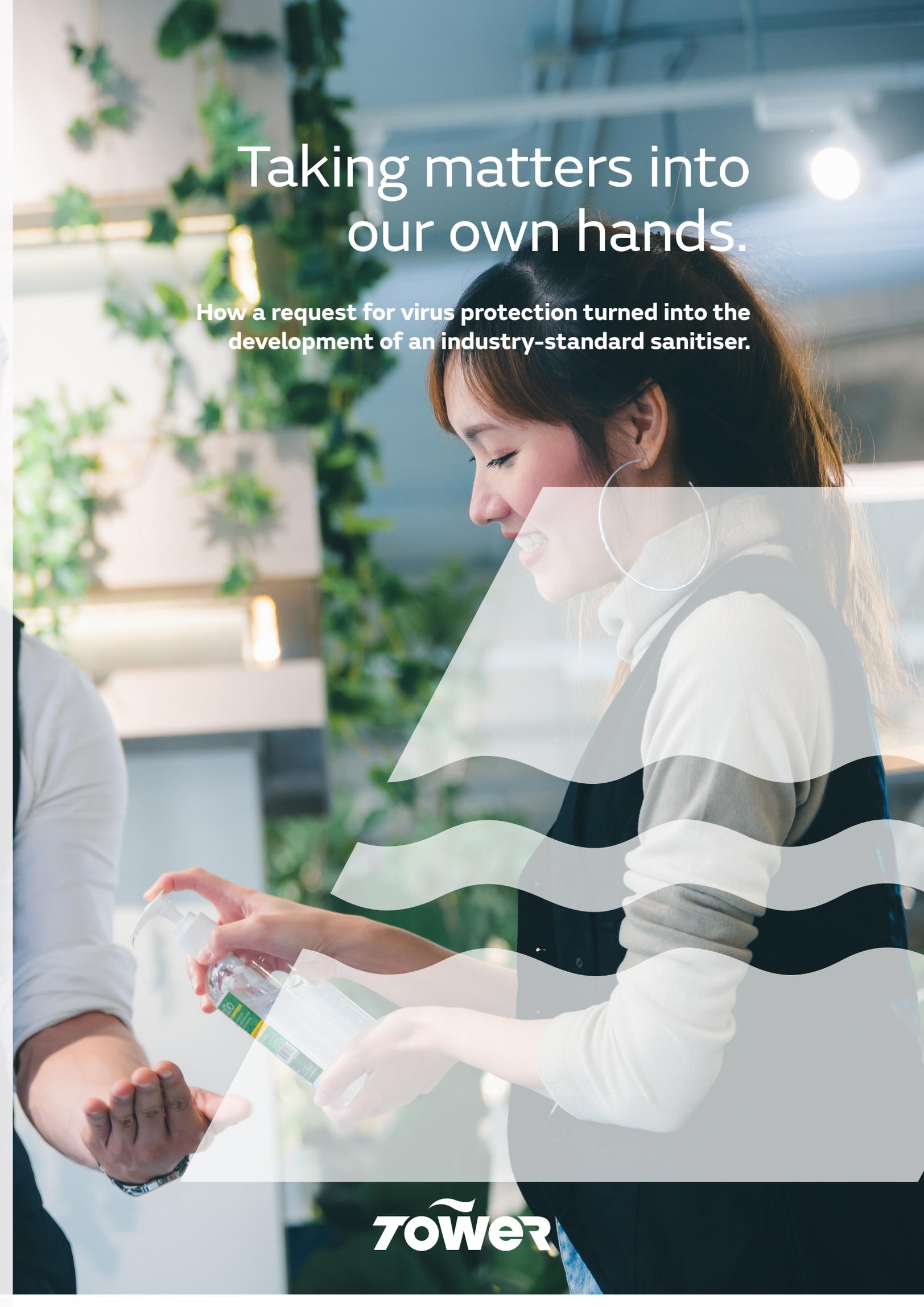
This new formulation was then tested in conjunction with the French health care service, to ensure it was effective against norovirus.

The new product was adopted by Carnival UK and later Carnival fleet globally. It has now been adopted by 70% of all ships cruising worldwide.

We continue to innovate the product and it's now in its third iteration. The latest is VF+, which is even more effective than the original VF481.

Taking matters into our own hands.

How a request for virus protection turned into the
development of an industry-standard sanitiser.

A woman with long dark hair, wearing a white turtleneck and a black vest, is smiling as she sprays hand sanitizer from a clear bottle onto a man's hand. The man is wearing a white long-sleeved shirt and a watch. The background is a modern office with green plants and warm lighting. A large, semi-transparent graphic with wavy lines is overlaid on the right side of the image.

TOWER

At the HELM of client support.

How our premium consultancy
service HELM helped our client
save on costs in many key areas.



TOWER

Using Tower's patented HELM process, we visit Cruise ships and review the products they're using, the processes they have in place, and their goals as a company.

One Cruise client was visited by a Tower Helm consultant who brought in changes to their cleaning operations, introducing new products and methods of cleaning.

We looked at their dispensing function for paper products and made changes that reduced hand towel use and costs by over 40%, which also supported our sustainability programme.

Other HELM changes included flat mopping, resulting in a 50% increase in productivity, and range rationalisation, which meant a reduction in SKU numbers by 40%.

By providing a control mechanism after this project was completed, we continued to achieve other cost-savings for the client, including on polythene, uniform, and sustainable consumables.



Tower evaluated the chemicals that were being used across the entire Cruise industry and found that many systems were severely dated.

By using experience and technology developed in the other land-based sectors that we operate in, we introduced a completely chemical-free cleaning solution using Electrochemical activation (ECA).

Although chemical free solutions did exist, they were often poorly regulated, lacked documentation, and simply did not perform to a high enough standard.

Ctrl Flow ECA machinery is much more efficient, reliable, and achieves far higher disinfection results. It's also safe and sustainable with a large capacity volume with almost no waste.

Although effective against norovirus and Covid-19, and 200 times more effective than bleach, Ctrl Flow ECA is safe to use and requires no Personal Protective Equipment (PPE).

Ctrl Flow ECA works as both a carpet cleaner as well as being a highly effective sanitiser and general floor cleaner. The solution is also effective on hard surfaces used back-of-house and is safe for surfaces used for food.



Changing everything with Ctrl Flow ECA.

How we help the Cruise industry become more
sustainable and chemical free with our
Ctrl Flow ECA solution.

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Contact us at cruise@towersupplies.com. To find out more visit wearetower.com/seatrade or scan our QR code.

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