

Ecolab Laundry Program for Choice Brands

Frequently Asked Questions - 2025

PARTNERSHIP

Why has Ecolab been chosen as the partner to support the Choice Hotels laundry program?

Choice has had a long-standing partnership with Ecolab providing comprehensive laundry solutions, superior training, and on-property support that drives guest satisfaction and optimizes total laundry costs.

Leveraging Choice's size and scale, the new program will likely reduce the cost of Ecolab laundry products for existing Ecolab customers. For new customers, the program will offer effective laundry solutions, training and support that will drive efficiency and superior results.

Partnering with Ecolab also enables properties to expand into other optional programs for solutions within housekeeping (odor control solutions, bathroom cleaners and disinfectants, surface disinfectants, stain removers, etc.), pest control solutions, warewashing, floor care, and kitchen hygiene solutions.

ECOLAB LAUNDRY PROGRAM

What is the Ecolab Laundry Program?

Ecolab has two different types of laundry solutions depending on what is right for your property. The Ecolab Liquid Laundry solution is the most popular and is available in various sizes depending on the size of the hotel. The Ecolab Aquanomic Program is a solid laundry solution generally geared toward hotels that are 150+ rooms.

More information on the Ecolab liquid laundry program can be found online [here](#) (file will download). More information on the Aquanomic program can be found online [here](#).

Both solutions are dispensed through Ecolab equipment that controls and properly dispenses the right amount of chemicals specific for your laundry operation.

What chemicals are required to comply with the Choice laundry brand standards program?

Your Ecolab representative will work with each property to determine what chemicals are right for your location to ensure the results that your guests expect. The laundry chemicals include detergent, destainer and fabric softener/neutralizer. Ready-to-use stain treatment and removers are also part of the program.

What are the benefits of the Ecolab Laundry Program?

Both the liquid and solid laundry solutions will help properties reduce rewash and linen replacement through superior stain-fighting chemistry, minimized water and energy usage, and essential training with color-coded product and packaging.

All Ecolab solutions leave a long-lasting, pleasant fragrance, help eliminate harmful pathogens and enhance the look and feel of linens while helping to reduce costs. Partnering with Ecolab also means properties receive on-site expert guidance and training.

Ecolab is familiar with all of the required Choice bedding and terry products and will ensure that all products are laundered correctly and efficiently to ensure great results and to maintain the life of each product.

Is it a requirement to use Ecolab products for both laundry and also cleaning (housekeeping)?

The Choice laundry program requires the purchase and use Ecolab's laundry products only. Ecolab also offers housekeeping (odor control solutions, bathroom cleaning products, disinfectants, etc.), warewashing, pest control, and other programs if you are interested. However, those programs are optional.

I already use the Ecolab Laundry Program – what do I need to do now?

If you are an existing Ecolab customer, please click [here](#) to visit the Existing Customer Contact form. An Ecolab representative will follow up to confirm you're getting the new preferred pricing and are using the correct products.

If I use another brand's laundry program, what do I need to do?

If you currently use a non-Ecolab laundry program, click [here](#) to visit the new customer sign up form to get started on the easy transition for your property. Initial compliance deadline was 5/1/2023.

ORDERING

How do I order Ecolab laundry products?

Once your hotel has been installed with an Ecolab Dispensing System, Ecolab laundry products can be ordered directly through Ecolab or through an approved distributor. Both Guest Supply and HD Supply are approved vendors for Ecolab laundry products. Visit [this link](#) to view more information on ordering through Ecolab or a distributor. Some products may also be available through food service distributors. Check with your local food service distributor for details.



Can I order the Liquid Laundry System or Aquanomic system equipment through a distributor?

No. The Ecolab Laundry Dispensing Systems can only be acquired directly from Ecolab. The equipment is offered and installed free of charge with the purchase of Ecolab laundry products.

PRICING

Where can I find more information on pricing for the Ecolab Laundry Program?

Visit this [link](#) for more information on the Choice pricing for Ecolab laundry solutions.

When will my pricing be effective?

Pricing is loaded into Ecolab's system and product is then available for ordering 3-5 business days after the signing of the PLA (Property Level Agreement). For questions on direct orders please contact 1-800-352-5326 (CLEAN). For distributor pricing, please allow 30-45 days for updated pricing to show in the distributor's system. For questions on distributor billing, please contact your appropriate distributor representative.

SERVICE AND INSTALLATIONS

What is the lead time when ordering a new laundry dispensing system?

Once the property fills out the "[New Customer Signup Form](#)" on the Ecolab Choice landing page, a Ecolab representative will reach out to determine your equipment needs and coordinate install date. It may take approximately 30 days from the date you request Ecolab laundry dispensing and dilution systems until the date of install.

What type of support and service does Ecolab offer?

Ecolab is available seven (7) days a week (1-800-352-5326) to answer any questions or to request additional service. If a call request cannot be immediately handled, the hotel will receive a call-back within 24 hours to coordinate resolution.

Hotels can expect a routine visit from the Ecolab Territory Representative every 30-90 days dependent on the hotel's needs. Additional service can be requested at any time by calling the toll-free number above. Routine visits include a check-in with the General Manager and a standard preventative maintenance call. The Ecolab Territory Representative will inspect laundry results which may include appearance, feel, odor, staining, wrinkling, chlorine, and wettability. The Ecolab Territory Representative will inspect all dispensing equipment to ensure proper function and concentration. The Ecolab Territory Representative will also measure and record machine, product and water readings which may include wash temp, water hardness, chlorine-PPM, linen pH and detergent titration. A Hospitality Service Report is completed and shared with the hotel after each visit.

It's likely that if the hotel utilizes Ecolab for other services such as cleaning chemicals, food and beverage and swimming pools, the same representative will service those areas and evaluate all applicable areas during routine visits. If the hotel utilizes Ecolab for pest services, a separate representative will be assigned to the hotel.



Ecolab provides ongoing training at no cost to the property. Training is available in a variety of formats including hands-on, in-person instruction, wall charts, videos, and procedure guides. To reach your Ecolab Rep with questions, or for emergency service, please contact your rep by calling a live customer service agent at 1-800-35-CLEAN (800-352-5326) or by using the newly launched Ecolab CONNECT customer portal. It is NOT recommended to call or email your Ecolab rep directly, as these points of contact are not recorded/tracked through the Ecolab customer service system.

What is the process for escalation of a service request?

If extra service is required, the hotel should first contact Ecolab's Customer Service department through the Ecolab Customer Service department (1-800-352-5326) to notify the local Ecolab associate of the issue. The local Ecolab Territory Representative will respond within 24 hours to coordinate resolution. If the hotel's issue is not resolved or in process of resolution within 24 hours after the first call, the hotel can then contact Ecolab customer service, and the call will be escalated to the District Manager. If the hotel's issue is not resolved or in process of resolution within 48 hours after the first call, the hotel can then contact Ecolab Customer Service and issue will be escalated to Area Manager and Corporate Account Manager. The Corporate Account Manager will then contact the property and coordinate resolution with the local field team.

Hotel can always request escalation to Supervisor or Corporate Account Manager via Customer Service at any time.

Is there an Ecolab representative in my area?

Ecolab has more than 2,300 field associates across North America. They cover everywhere Choice properties are located. You can contact your Ecolab rep by calling a live customer service agent at 1- 800-35-CLEAN (800-352-5326) or by using the newly launched Ecolab CONNECT app.

I have more questions about the Choice brand standard – where do I go?

Email brandprograms@choicehotels.com with any brand standard questions.

I have more questions on the Ecolab Laundry Program – where do I go?

Reach out to ChoiceLaundryProgram@ecolab.com if you have more questions about the Ecolab Laundry Program.