



# LONDON'S EXPERT LINEN & LAUNDRY PROVIDER



**JOHNSONS**  
Restaurant & Catering Linen  
by London Linen

[www.johnsons-londonlinen.co.uk](http://www.johnsons-londonlinen.co.uk)





# LONDON LINEN HAVE BEEN THE LEADING LINEN HIRE AND LAUNDRY SUPPLIER IN THE CAPITAL SINCE 1935.

As London's restaurant scene has changed over that time, London Linen have invested in processes, linen ranges and people to ensure our service provision remains unparalleled in the culinary capital of the world.

Today we provide quality linen across the whole range of restaurants that the capital boasts, from casual dining to fine dining, from café deli to Michelin starred establishments. We have developed a range of products that are both traditional and contemporary and service methods that complement and enhance our customer's experience.

Our annual customer survey provides a key benchmark for our business, and the customer feedback it provides is invaluable; helping us improve and develop our service, quality and reliability every year. You can find the results of our survey on page 23.

We strive to provide the best possible customer service response, and we are available to talk to you at any time. Our contact details are available throughout this brochure and on our website.

We look forward to being of service to you.

Donald Smith  
Managing Director  
t. 07771 874383 e. donaldsmith@jsg.com



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For orders, call us on  
**020 8574 5569**





*passion*  
FOR EXPERTISE





# SKILLS, KNOWLEDGE & EXPERIENCE

We have served the London restaurant and catering industry for over 80 years. During this time, we have become experts in our field and have strengthened our core values of quality and customer service. We do everything we can to ensure you receive the very best – a smooth, efficient and high-quality service.

## Customer relationships

We pride ourselves on our excellent relationships with our clients, many of whom have been with us for decades. Every customer has a dedicated Area Service Manager who acts as a single point of contact and helps to tailor the best solution for their laundry.

## Our products

We offer extensive ranges of quality table linen, serviettes and chefs wear. Superior cotton, natural linen, and materials that are second to none have been developed to exacting standards. We source products from reliable and ethical suppliers that we have long and trusted relationships with.

## Flexibility

Our flexible contracts allow you to manage your stock according to your needs and requirements whilst being able to keep a close eye on your costs. We do not charge for reasonable losses and are flexible on sizes. Items are available for both permanent and temporary hire. Our dedicated Area Service Manager are always available to help assist you with your changing needs.

## Quality

We ensure the products we supply are of pristine quality and tailored to meet your needs. Items in our factory go through strict quality control checks in order for customers to receive the very best. Staff are fully trained in handling your products carefully and expertly throughout every step of their journey to you. We do everything we can to offer first class service.

At our peak we process over  
**2.6 million pieces of linen a week!**

## Caring for the environment

We invest in processes to make us environmentally progressive, and have won a number of awards that recognise our work in this area. Modern factory machinery that is more energy efficient, water recycling, energy efficient lighting, packaging reductions, lower 'linen miles' and eco friendly cleaning products are just some of the measures we have put in place. Commercial laundering is demonstrably more sustainable than domestic processing, so by using our rental service our customers can be assured of the most environmentally friendly solution for their uniforms and linen.

For more information about the work we do to reduce our environmental impact, please see page 24.

## Customer satisfaction survey

We aim to deliver first class customer service and excellent product quality. To ensure we are performing well and discover any areas requiring improvement, we employ The Leadership Factor annually to survey our customers. Analysing the subsequent results helps us to maintain and improve our service.

For more information about our customer survey results, please see page 23.







# WHERE STAR QUALITY AND CULINARY PERFECTION MEET

Throughout our many years servicing kitchens, we have learned the things that are important to our customers. We have gained understanding of what matters to chefs - what they care about, what they desire in their clothing. Armed with this knowledge, we have developed a comprehensive range of chefs wear perfectly tailored to the needs of those working in busy kitchens. We have taken into consideration elements such as comfort, functionality, temperature, choice, design and safety. We have then strived to source products that excel in all these areas for our valued customers.

"The two words that come up in my mind to describe London Linen's job is availability and reliability. They have always supported us when needed and their customer service is just great. We feel safe in their hands, and I can't thank them enough for their hard work and dedication."

Alessandro Orru, Restaurant Manager  
**HIDE**



# CHEFS JACKETS

Comfortable, smart and fit for the busiest of professional kitchens.



Long Sleeve White Jacket



Long Sleeve Black Jacket



Executive Bragard Jacket

Available in long sleeve or short sleeve, popper fastening, pocket on the front with a fitted style back.



White Cool Panel Short Sleeve Jacket



Black Cool Panel Short Sleeve Jacket



Embroidery

We offer a full professional embroidery service to enable you to incorporate your branding on your Chefs Jackets or Aprons. Logos, text and images can be created.

## COOL PANEL JACKETS

# FOR WHEN MAXIMUM PERFORMANCE IS REQUIRED

Special mesh in the full back vents of our Cool Panel Jackets offer cooling comfort for the wearer.



# APRONS

A range of contemporary, practical and presentable styles.

"London linen have provided our Michelin starred restaurants with linen for many years. Their service is dependable, and they are quick to act in the even of a problem. I would recommend them to any restaurant looking for a reliable service provider."

Kern Göhre  
Restaurant Manager  
**LA TROMPETT**



White Bib Apron



Black Bib Apron



White Waiters Apron



Black Bistro Waiters Apron  
With Pocket



Exclusive Slate Grey Bib Apron



Exclusive Olive Green Bib Apron



Exclusive Mocha Bib Apron



Blue Stripe Butchers  
Bib Apron



# CHEF TROUSERS & MORE

Garments and additional items to fulfil your requirements.



Drawstring Trousers  
Available in Black



POLO SHIRTS  
Available in Black or Navy

If you are looking for a smart alternative to traditional chefs wear, our classic polo shirts are a great option, being lightweight, comfortable and durable.

"We have worked and developed a great partnership with Johnson Group over the years we have been working together. I have worked closely with them, and I can only assure that their dedication and the hard work they put on every single customer is to admire, providing an excellent customer service and led by a great account management team. I personally visited their premises and experienced all the effort they put behind scene on making sure their customers receive exactly what they have requested and paying attention to all details. I can only provide positive feedback for their service, and I would 100% recommend anyone to work with them"

Annabelle Gely, Operations Director  
**Eight Members Club**

For orders, call us on  
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## CLOTHS



Bar Wipes



Kitchen Cloths



Glass Cloths



Oven Cloths



Microfibre Cloths

## TOWELS



Small White Hand Towels





*passion*  
FOR PRESENTATION

## WHERE FINE SERVICE AND IMPECCABLE DETAIL MEET

The tables in your restaurant are one of the first sights your customers will see. We know how important first impressions are and we do everything we can to ensure that our products assist in exceeding expectations. By having an expertly laid up table – whether it be with contemporary serviettes or pristine table linen – you are sending an instant message of quality, class and style.





# SERVIETTES

Visually impressive and of excellent quality to help your tables look great for your diners.

"London Linen have consistently provided an efficient & professional linen service to our restaurants. This, combined with their honest and personalised approach to working makes a great fit for our business."

Jeremy Evans, Senior Group Category Manager  
**Caprice Holdings, a collection of London's favourite restaurants including The Ivy Collection and Bills Restaurant & Bar**



White - Satin Band



Exclusive White - 100% Linen



Cream - Satin Band



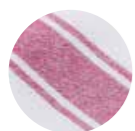
Black



Exclusive Grey



Magenta Stripe



Grey Stripe



Blue Stripe



"London Linen has been our linen hire company for over 12 years. We have received efficient and attentive service, from the driversto management, there is always someone on hand to help."

Annabelle Gely, Operations Director  
**Eight Members Club**

"London Linen provide linen and laundry services for all of our pubs and restaurants across the country. We have always found their service to be of a very high quality and would recommend them to anyone requiring an expert service provider."

Tom Palfreeman  
**Operation Director Brasserie Blanc**

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# TABLE LINEN

Crisp white, stylish and luxurious for added elegance.



## Exclusive White Table Linen Range

### 100% Linen

Exclusive range - beautiful table linen and napkins woven in 100% pure linen. Give your diners that added sense of opulence and luxury.

#### SIZES AVAILABLE:

- 52 X 52
- 63 X 63
- 70 X 70
- 90 X 90

## White Satin Band Table Linen Range

### 100% Combed Cotton

Our classic range table linen is made from 100% combed cotton and is a great way of adding satisfaction to the dining experience, featuring an elegant satin band design.

#### SIZES AVAILABLE:

- |            |            |
|------------|------------|
| • 36 X 36  | • 63 X 63  |
| • 45 X 45  | • 70 X 70  |
| • 52 X 52  | • 70 X 90  |
| • 52 X 72  | • 70 X 108 |
| • 52 X 90  | • 72 X 144 |
| • 52 X 108 | • 90 X 90  |



*passion*  
FOR QUALITY





At our peak we process over **2.6 million pieces of linen a week!**

## DEDICATED TO DELIVERING QUALITY LINEN

There is a great deal involved in supplying a complete linen hire and laundry service. We regularly review all aspects of our process to make sure everything is operating as effectively and efficiently as possible.

Our proficient and knowledgeable sales and service teams work closely with you to guarantee you receive the right products and service to meet your needs and exceed your expectations.

Our unique factory processes and systems ensure customer items are processed on time and are available for deliveries. Rigorous transport and optimised logistics ensure we provide a reliable, frequent and accurate service. We endeavour to tailor times and frequency of deliveries to suit your needs. We also offer emergency delivery on demand.

We have efficient fleet management and very competent drivers. They are an integral part of the interaction a customer has with the company and we endeavour to make this an extremely positive one.



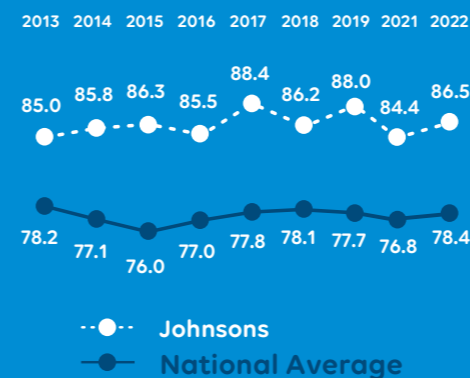
**Our linen waste was recycled into carrier bags for M&S.** They were available across 728 stores nationwide and every bag sold raised money for UNICEF.

# ANNUAL CUSTOMER SATISFACTION SURVEY

We aim to deliver first class service and excellent product quality. To ensure we are performing well and discover any areas requiring improvement, every year we employ The Leadership Factor to survey our customers. Analysing the subsequent results helps us to achieve and consistently maintain outstanding customer service.

**OUR LATEST RESULTS**

We scored **86.5 %** for customer satisfaction



### DOING BEST WHAT MATTERS MOST

These are the areas that you told us were most important to you, that we will continue to improve on.



Clarity of Invoicing



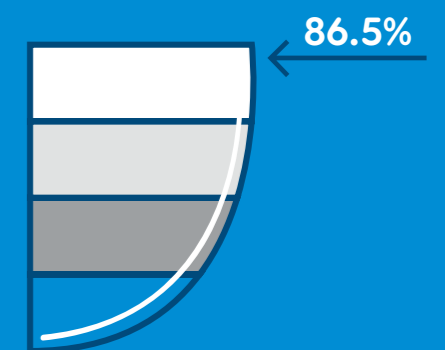
Completeness and accuracy of deliveries made



Suitability of products



The cleanliness of the goods delivered



Our most recent customer satisfaction survey gave us a TLF rating of 86.5 out of 100. This places us in the top 15% of business service delivery companies. The feedback we receive is used to target those areas that really make a difference to our customers – and shape the service you receive.

84.8% are satisfied or very satisfied with our performance



**“The people in the office always answer the phone and any issues are dealt with there and then.”**

**“All round I have found them a really amenable and friendly company to deal with.”**

**“The communication from Johnsons is good and the staff are helpful.”**

**“Our usual delivery driver is very polite, cheerful and we miss him when he isn’t here.”**



# SUSTAINABILITY

**"We are tackling sustainability not because we have to but because it is the right thing to do."**

Peter Egan  
Chief Executive Officer of  
Johnson Service Group PLC



## 2022 Achievements at a Glance

Achieved our 2030 target of 25% female representation at senior management level – we currently have 30%

56% of our waste is currently reused/ recycle

Significant reduction in our carbon emission intensity rates (19% and 24% against revenue and weight processed respectively) when compared to our 2021 baseline

Achieved some 10% reduction in both water usage intensity rates when compared to our 2021 baseline

Successful completion of our first Employee Diversity Monitoring Survey

Published a refreshed and updated Equality, Diversity and Inclusion (ED&I) Policy

Determined the first group wide Waste Baseline

Refreshed Employee Code of Conduct

76% of "High-Risk" Tier 1 suppliers audited

Developed a new Supplier Framework and Guiding Principles

Published our Sustainable Purchasing Policy

£80,000 total Social Value from JSG charitable giving and community activities

Delivered 129 Volunteering hours



## This Years Objectives

By taking care of our Johnsons family and ensuring everyone feels that they belong we will deliver a first-class employee experience every day.

- Diversity Awareness Training
- Group Wide ED&I Strategy
- Review and Update Purpose, Mission and Scope of the Johnsons Academy



## This Years Objectives

By continuing to demonstrate our integrity and commitment to responsible business practices we will position the organisation for future stability and growth.

- Group wide strategy for transitioning to sustainable materials across our product range
- Employee Code of Conduct training
- Roll out the new Guiding Principles for Supplier and Customer Conduct



## This Years Objectives

By reducing our natural resource consumption and completing the transition to a fully circular approach for our operations, we will protect and enhance our environment.

- 40% of the Group company car fleet has transitioned to EV
- 5% reduction compared to 2022 performance across Scope 1 and 2 CO2e intensity
- 2% reduction of water intensity compared to 2022 performance
- Reduction of all waste to landfill by 5% based on 2022 baseline
- Reduction of plastics sent to landfill by 5% compared to 2022 baseline



## This Years Objectives

By further understanding the communities impacted by what we do, we can form better collaborative partnerships to support them as they grow and develop.

- Formalise volunteering policy
- 500 employee volunteering hours to be completed during paid time
- Increase total amount to be donated (direct financial donations) by JSG to good causes to £120,000
- Full roll out of the new JSG Local Communities Initiative



For linen hire with the perfect blend of commitment and industry knowledge...

# MEET YOUR LAUNDRY A-TEAM



**Jolanta Bieliuniene**  
Service Manager

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Direct contact

Over 100 years experience within the team



**JOHNSON**  
Service Group PLC

LEADERS IN TEXTILE SERVICES  
[www.jsg.com](http://www.jsg.com)



**JOHNSONS**  
Restaurant & Catering Linen  
by London Linen

London Linen provides an extensive range of table linen, napkins and chefs' wear to the restaurant, catering and hospitality market.

[www.johnsons-londonlinen.co.uk](http://www.johnsons-londonlinen.co.uk)



**JOHNSONS**  
Hotel, Restaurant & Catering Linen  
by STALBRIDGE

Fresh thinking for your linen services. Superior kitchen, hotel and restaurant linen for the ultimate customer experience.

[www.johnsons-stalbridge.com](http://www.johnsons-stalbridge.com)



**JOHNSONS**  
Hotel, Restaurant & Catering Linen  
by South West Laundry

Cornwall and Devon's leading specialist for laundry and linen hire solutions. South West Laundry provides full linen rental and laundry solutions.

[www.johnsons-southwest.co.uk](http://www.johnsons-southwest.co.uk)



**JOHNSONS**  
Hotel Linen

Johnsons Hotel Linen provides high quality linen to a complete cross section of hotels, holiday village resorts and many hotels in the rapidly growing budget hotel sector.

[www.johnsonshotellinen.com](http://www.johnsonshotellinen.com)



**JOHNSONS**  
Workwear

The UK's market leading workwear rental, protective wear and workplace hygiene services provider.

[www.johnsonsworkwear.com](http://www.johnsonsworkwear.com)





## LONDON'S EXPERT LINEN & LAUNDRY PROVIDER

Specialist linen hire and laundry service for the restaurant and catering industry.

For more information on our services please contact us on

**020 8574 5569**

[www.johnsons-londonlinen.co.uk](http://www.johnsons-londonlinen.co.uk)

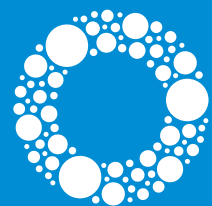
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[@LondonLinen](https://twitter.com/LondonLinen)



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