

www.missionlinen.com / Headquarters: Santa Barbara, Calif. / Employees: 2,200 / Specialty: Textile services and direct-buy programs / John Ross, president and CEO: "We serve the widest array of customers that have textile service needs in the industry."

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# Total Coverage

Mission Linen Supply's broad service capabilities, talented employees and environmental stewardship are its greatest advantages. **BY CHRIS PETERSEN**



MISSION LINEN SUPPLY HAS 40 FACILITIES THAT PROVIDE LINENS, UNIFORMS AND RELATED SERVICES.

**W**hether it's a tablecloth, a hospital gown or a fire-resistant uniform, textiles are generally more effective when they cover more area. It's the same with Santa Barbara, Calif.-based Mission Linen Supply, which for more than 80 years has been a leader in providing linens, uniforms and related services to a broad customer base. President and CEO John Ross says the company's ability to serve all indus-

tries effectively has made it one of the most successful companies of its kind on the West Coast.

"We serve the widest array of customers in the textile services industry," Ross says. "It ranges from hospitals and smaller medical clinics to high-end restaurants to manufacturing facilities that have industrial garment requirements to oil refineries and natural gas service companies who work out in remote plac-

es developing natural resources with specialty fire-resistant garments."

Founded in 1930 by George "Ben" Page, Mission Linen Supply has grown from a one-man operation into one with more than 40 facilities serving customers in California, Arizona, Texas, Oregon and New Mexico. Ross says the company's diverse capabilities are a natural byproduct of Mission's longstanding commitment to continually evolve its product and ser-

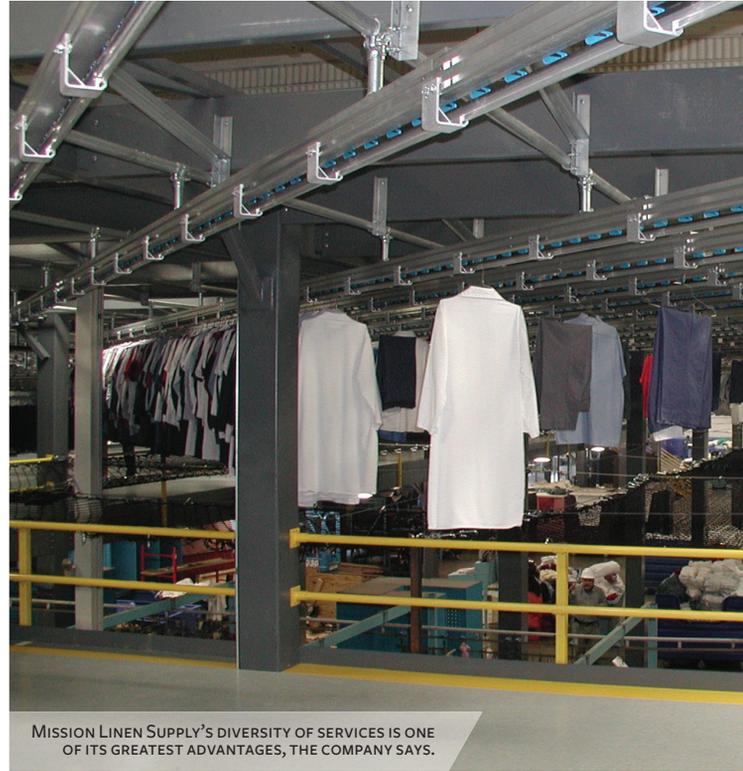
vice offerings to meet the changing needs of its customers. But he notes that it's the experience and dedication of Mission's people that make it all possible. The company's devotion to being a responsible steward of the environment also gives Mission added efficiency that enhances its advantage in the marketplace. With all of these factors in place, it's no wonder why Mission Linen Supply continues to hold a leadership position in the industry.

## EXPERIENCE COUNTS

Most linen or uniform supply companies tend to focus on one or two specific segments of the marketplace, but Mission Linen Supply's main advantage lies in how it can provide a complete textile solution for multiple customer bases. "We're as comfortable taking care of a five-star hotel as we are managing a healthcare facility," Ross says.

The key to meeting the diverse needs of our customers is simple. "First and foremost is our people," Ross says. "Our people are skilled, knowledgeable in the industries we serve and our customer's unique challenges, and have a long tenure with Mission Linen Supply."

The average employee providing front-line customer ser-



MISSION LINEN SUPPLY'S DIVERSITY OF SERVICES IS ONE OF ITS GREATEST ADVANTAGES, THE COMPANY SAYS.



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vice to Mission Linen Supply's customers has more than a decade of experience with the company, according to Ross. The company's managers tend to have multiple decades of service within the company. Mission Linen Supply's management trainee program grooms employees specifically to take over leadership positions from the inside, ensuring that the company retains its most experienced people.

## ENVIRONMENTAL COMMITMENT

The other critical component to the company's success is found in its facilities. Ross says Mission Linen Supply ensures that each one of its many locations throughout the West is fully equipped and stocked to serve the needs of every single one of its customer bases. By having that infrastructure in place, the company avoids delays that come from sourcing products and services from remote locations, giving customers everything they need within the same timeframe.

Another feature of the company's facilities that helps it remain highly competitive is its efficient equipment, which Ross says is rooted in the company's strong commitment to environmental stewardship. Through features such as heat and water reclamation systems, Mission Linen Supply not only reduces its environmental footprint, but also helps it keep costs down. Thanks to the investments the company has made in these high-efficiency systems, Mission Linen Supply saves an average of 50 million gallons of water, 1.1 million therms of natural gas and 1 million kilowatts of electricity each year.

## MISSION LINEN SUPPLY

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“Our environmental initiatives save significantly on water, natural gas, electricity and greenhouse gases,” Ross says. “Natural resources are precious to us.”

Mission Linen Supply has been working to improve the industry’s environmental impact since 1970, when it formed Mission Water Reclamation Service to develop water reclamation projects for the industrial laundry industry. Other initiatives include removing harmful waste products from water before it is reintroduced back into the water supply and scheduling its heaviest work for periods of off-peak electricity demand.

### MOVING FORWARD

Ross believes the future holds great things for Mission Linen Supply as the company’s model of serving multiple segments of the marketplace at once becomes more attractive for many customers. He says one of the

biggest trends in the industry today is that customers are looking for suppliers that can handle multiple services under one roof, and although there are many suppliers who can handle certain aspects of textile supply, “we believe there is more to Mission” and that there are very few that can do everything to the extent that we can.”

The company is planning to take on even more business in the coming years, investing continuously in property and equipment to keep its infrastructure scaled in proportion with demand. Because the company’s customer base already is so diverse, Ross adds, it is easier for Mission Linen Supply to move into adjacent markets, proving again that the company’s diversity is one of its biggest advantages. “That is one of the key things that makes Mission Linen Supply unique,” Ross says. □

