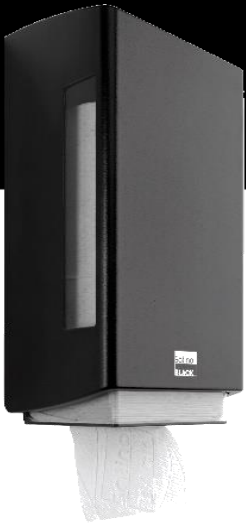


Satino

BLACK

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Eef Izeboud

Director/owner of the
Westduin Golden Tulip
beach hotel



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Satino Black by Van Houtum

“Golden Tulip Westduin purposefully chooses Satino Black BriQ.”

Testimonial



The Golden Tulip beach Hotel in Westduin in the Dutch province of Zeeland has turned CSR into a fascinating sport. Satino Black is strongly anchored in the family hotel's sustainability policy. Because the story behind Satino Black is convincing in all areas, which inspires trust and confidence.

Satino Black has already been used for a number of years in the toilets in the 116 hotel rooms. Recently, the hotel's management decided to add the Satino Black BriQ dispenser line. A start has been made by equipping 22 hotel rooms, the rest will follow later. Hotel director/owner Eef Izeboud:

“BriQ is compact and an ideal product for hotels. Not only does it add value for our guests, our room maids are also delighted because they **no longer have to throw away partly used toilet rolls**. The dispensers are very easy to refill. I am delighted to have come across Satino Black because the story is good and the appearance of the product too.

During one of my initial contacts with Van Houtum, I was given a staple-free stapler. Can you imagine that? A stapler that doesn't need staples. That really says everything there is to say about the company. Van Houtum is innovative and produces in a **truly clean manner**. I like doing business with a company like that

Our family hotel, which is beautifully situated in the dunes, is something I want to leave behind in good condition for my grandchildren. But that will only be possible if we make careful use of our materials and human resources. People, Planet, Profit! **Continuously finding and introducing new measures**, such as the recent addition of the BriQ, has now become a fascinating sport for us.”