

Siena Hotel Spa Casino Chooses KLEENEX® Brands for Home-Like Comfort and the Best Impression

KLEENEX®
and SCOTT®
Brands



The Customer

The Siena Hotel Spa Casino, a new boutique hotel in Reno, NV, redefines luxury. Modeled after its Italian namesake and dedicated to the discriminating traveler, the Siena Hotel Spa Casino features a full-service day spa, high-energy 24-hour casino, eclectic art, riverside fine dining and a distinctive food and wine experience.

While wooing its guests with all of these fineries, providing home-like comfort is important. “We want our guests to feel at home while here,” explains Patti Larson, director of hotel operations for the property. “So we combine the best of the best in products with unparalleled services.”

The Problem

High quality, brand-name products to help guests feel at home in their rooms is just one of Larson’s goals. She also wants to ensure the best impression possible to visitors to any of the resort’s public restrooms. “Therefore, we look for softness, thickness, and high quality in facial, bath tissue and paper towels,” explains Larson.

Sales
Successes



The Siena Hotel Spa Casino is expected to use over 1,000 cases of KLEENEX® Brand products a year.

The Solution

A KIMBERLY-CLARK account manager shared KLEENEX® BOUTIQUE® Brand Facial Tissue, KLEENEX® Facial Tissue, KLEENEX® COTTONELLE® Bath Tissue, and KLEENEX® SCOTTFOLD® Towels with the director of hotel operations. "These products are just what we were looking for," said Larson. "We want the highest quality in every product and service we provide to our guests. The KLEENEX® Brands are the best in our book."

The Products

Code	Name
21270	KLEENEX® BOUTIQUE® Facial Tissue
21400 21606	KLEENEX® Facial Tissue
07713	KLEENEX® Cottonelle Bath Tissue
01950	KLEENEX® SCOTTFOLD® M Towels

The Results

The Siena is expected to use over 1,000 cases of KLEENEX® Brand products a year. "We cater to the high end guest," says Larson. "KLEENEX® Facial Tissue and KLEENEX® COTTONELLE® Bath Tissue are what they have in their bathrooms at home; it's what they use every day. We want to make them just as comfortable, if not more comfortable, with the amenities and products at Siena as at home.

With KLEENEX®, we're demonstrating to our guests that we've gone the extra mile in providing them with a product they are comfortable using in their homes, while they are away from home," concludes Larson.