



TABLECLOTHS MAKE A DIFFERENCE.  
(But not to your customer's bottom line)

"My customers were clearly impacted by the warm and inviting atmosphere that table cloths inspire. After switching to tablecloths in one area of the restaurant, my customers began to request seating in that section. I run a casual restaurant and was surprised that the switch to table cloths improved the noise levels and ambiance without affecting my bottom line."



Dan Riordan, Owner, Bluewater Grill, Skaneateles, NY

To find out more about the "switch to cloth," go to [millikentablelinen.com](http://millikentablelinen.com)

Milliken®  
Signature® Plus  
Table Linen



Milliken™

# The Why behind Switching to Cloth

## Cloth equals Clean, Classy & Casual

Read a few of the reasons why owner Dan Riordan of Bluewater Grill, NY chose cloth for his restaurant and reaped the benefits.

Here's why you should consider making the switch, too:

According to a 2014 Zagat survey,

# NOISE

is cited as the

# NUMBER 1 COMPLAINT

By restaurant goers nationally  
(more annoying than service and price)



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“After the switch to linen, the noise from clanking of plates and glasses was very much reduced and the customer feedback was excellent.”

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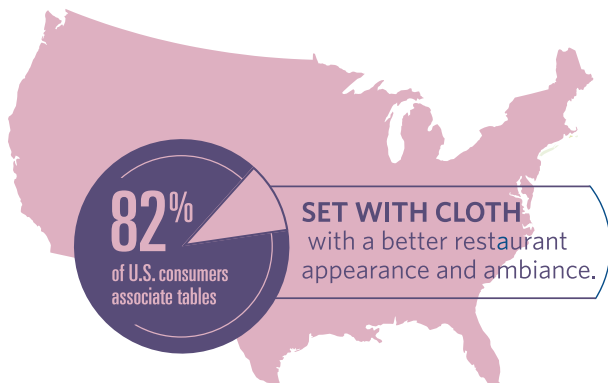
“Customers told me that my tables were sticky and unclean, which was an issue. Linen corrected the problem and we have decided to stay with linen from now on.”

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In comparison to bare tables, tablecloths provide a

# 24 times cleaner surface\*



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“My advice to anyone considering switching to linen is to think long term, go for the linen and reap the benefits. You will have happier repeat customers and an edge over your competitors.”

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\*University of Missouri-Columbia Division of Food Systems Bioengineering.