

# ÁRDENT

Creating *the* moments  
*your* guests remember.



# Who We Are

***Ardent is a specialist supplier of custom branded OS&E for the hospitality industry.***

From slippers to stationery, laundry bags to leather folders, we provide high quality, customisable items that enhance the guest experience and reflect your hotel's brand identity.

Our team has over 20 years combined experience; supplying over 1000 hospitality clients internationally.

We understand what it takes to deliver consistency, quality, and speed, no matter the size of your property.

We serve boutique hotels, serviced apartments, and global chains across the UK and Europe.

***Let's make your brand unforgettable in every room!***



# What We Do

*We're a full service creative partner, from design to production, stock holding and delivery; so your team can focus on guests, not goods.*



## **Creative Support, On Tap**

We turn loose ideas into clean, on-brand products (menus, key cards, coasters, robes, umbrellas and more).



## **Stock Held For You**

We store your lines and manage low stock alerts so you don't have to worry about inventory management.



## **Smart Online Portal**

Reorder in seconds with pre-set approvals and clear visibility across properties.

# Our Service Model

Running out of everyday branded items is costly and distracting.

With Ardent, you approve specs once; we produce, hold inventory, and your team reorders through a clean online portal.

You get predictable lead times, fewer deliveries, and consistent quality across departments.

## **Why hotels choose this model:**

- Everything handled - consult, design, produce, store, deliver - One partner.
- Portal control - property-level ordering with pre-set approvals and spend visibility.
- Finance options - reduce upfront friction on larger runs while keeping unit pricing sharp.







# ***Our Stock***

***We have a diverse range of over 100 items and support every part of the hospitality experience, all tailored to reflect your brand and vision.***

## ***Front of House***

Key cards, branded signage, umbrellas, luggage tags, and stationery

## ***Housekeeping***

Slippers, laundry bags, amenity kits, robes, hangers, DND

## ***Food & Beverage***

Menu covers, coasters, napkins, takeaway bags, cutlery wraps

## ***Spa & Pool***

Towels, robes, sliders, lockers, amenity kits

## ***Events & Occasions***

Banners, custom packaging and merchandise

## ***Takeaway & Delivery***

Cups, kraft packaging, stickers, utensils, wraps



# ***Our Comprehensive Process***

## ***Consult***

We work closely with your team to understand your brand vision and guest experience goals. Our consultative approach ensures that every product we design aligns perfectly with your hotel's unique identity and guest expectations.

## ***Produce***

We manufacture high quality items using sustainable materials and ethical practices. Our production partners are carefully selected for their craftsmanship and commitment to excellence, ensuring that every product meets our exacting standards.

***Our streamlined process is designed to minimise operational friction whilst maximising brand consistency.***

***From initial consultation to final delivery, we manage every detail so you can focus on delivering exceptional guest experiences.***

## ***Design***

Our designers create custom solutions that perfectly align with your hotel's unique identity. Using the latest design techniques and premium materials, we craft items that not only look elegant but also withstand the rigours of daily use.

## ***Deliver***

Reliable logistics ensure your supplies arrive on time, every time. Our sophisticated inventory management system anticipates your needs, whilst our dedicated delivery network ensures prompt, secure transportation to your hotel.





# Sustainability Commitment

***Many hotels want to reduce impact without compromising the guest experience - we make that change straightforward.***

Ardent sources thoughtful materials (FSC papers, recycled fibres, premium cloth, wood/metal finishes) and we work with specialist makers who share your standards.



## ***Considered Materials, Refined Finishes***

Sustainable where possible, always guest ready.

We carefully select materials that balance environmental responsibility with the luxury expectations of your guests.



## ***Ethical & Flexible Sourcing***

Vetted suppliers, consistent quality, clear specs.

Our network of ethical producers ensures that every product meets both environmental and social responsibility standards.



## ***Simple Restock Process***

Order online in seconds; we manage the inventory behind the scenes.

Our intelligent stock management system anticipates your needs before you experience shortages.



# Our Distinctive Approach



## **Personalised Design**

We turn your vision into thoughtfully crafted products that truly reflect your brand and creative vision. Every design detail is considered, from colour palette to material selection.



## **Ethical Production**

We manage every stage with care, partnering with trusted makers to deliver quality craftsmanship and sustainable materials that align with your values.



## **Smart Portal & Distribution**

Our easy-to-use online portal puts you in control, no on-site storage needed. Just log in, order and we'll handle the packaging, storage and delivery.



## **Client Relations**

We prioritise clear, responsive support, offering personal guidance from concept to final refinement. Our dedicated account managers ensure your needs are met promptly.



## **Proven Industry Insight**

With deep hospitality expertise, we blend practical insight and adaptable design to create products that resonate with guests and stakeholders.

***Great hospitality is built on the details.***

***Get in touch to arrange a call or meeting to discuss how we can impact your hotel.***

***Quality is our baseline, detail is where we shine.***

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