



Culligan Quench Case Study | The Normandy Hotel, Washington DC

Sustainable Hydration for The Normandy Hotel

Two strategic partnerships that drive social impact and foster positive change

The Challenge:

- Sought a premium, self-serve water amenity to enhance the guest experience
- Needed an elegant solution to reduce single-use plastic waste property-wide



The Solution:

- Installed multiple Q12 touchless, bottleless refill stations in the breakfast room, lobby, and on guest floors, offering guests easy access to filtered, great-tasting water
- In partnership with Fill it Forward, the hotel provides reusable, refillable bottles with QR codes that trigger a 5-cent donation to children's cancer research

“Reducing single-use plastics was important to our team, but we also wanted something beautiful, easy to implement and meaningful to our guests. This program checked every box.”

— William Booth
Hotel Manager at the Normandy Hotel

Results



Positive guest response, enhanced operational efficiency, and significant waste reduction

Each refill generates ongoing donations to support children's cancer research



In-room cards encourage guest participation and strengthen sustainability messaging

The Story:

Just steps from Washington D.C.'s vibrant Dupont Circle, the Normandy Hotel is a boutique retreat known for its charm, European-inspired design, and thoughtful guest experiences. As part of the Modus Hotel by PM Hotel Group, The Normandy reflects the brand's commitment to genuine care for others and environmentally conscious hospitality.

In line with that mission, The Normandy implemented an innovative program to eliminate single-use plastic water bottles across the property. Partnering with Culligan Quench and the Fill It Forward program, the hotel installed several Q12 touchless water stations and introduced custom reusable glass bottles equipped with QR codes. Guests are invited to refill their bottles throughout their stay, and each scan – anytime the bottle is used – triggers a donation to support children's cancer research at Memorial Sloan Kettering. The cause is deeply meaningful to the Modus Hotels team, who have proudly ridden in Cycle for Survival for over a decade, making this sustainability issue especially close to home.

The Q12 dispensers blend seamlessly into the hotel's aesthetic, while reducing waste and reinforcing The Normandy's brand values. In-room cards educate guests and invite them to participate, turning a behind the scenes initiative into a shared purpose – while delivering a premium filtered water experience that enhances their stay.

“Since introducing the refillable bottles, we’ve seen a noticeable drop in waste across the property. The program is easy to manage and the guests love having unlimited access to great tasting water while supporting brighter futures for children with cancer.”

—Brianna Vlanton, Guest Services Agent



Refillable, recyclable custom glass bottle

Background:

Culligan Quench is a leading provider of high-quality filtered water and ice solutions for businesses across North America. Serving more than 120,000 customers, Culligan Quench combines advanced filtration with nationwide service and support. With a deep understanding of the hospitality industry's unique needs, Culligan Quench offers a full range of bottleless water coolers, ice machines, and commercial still and sparkling systems that help hotels and restaurants enhance their guest experience while supporting their sustainability goals.

Talk to your Hospitality Water Expert today for a complimentary consultation!