

## The DoubleTree Cedar Rapids Convention Complex Elevates the Guest Experience with Updated Restrooms Featuring Scranton Products® Hiny Hiders®



The DoubleTree Cedar Rapids Convention Complex in Cedar Rapids, Iowa, is known for its commitment to providing top-notch facilities and services to its guests. As part of their ongoing efforts to stay ahead in a competitive market, the hotel management decided to update the restrooms in the convention center. The goal was to ensure the restrooms reflect the hotel's overall quality and provide a durable, aesthetically pleasing, and practical solution for the high-traffic area.

The existing restrooms were functional but outdated. The management sought a modern, clean look that would align with the DoubleTree's brand standards and cater to the local aesthetic influences of eastern Iowa. Durability, ease of maintenance, and guest privacy were also critical factors in the selection process.

### Local Charm Meets Durable Design

A key challenge of the restroom renovation was differentiating the location within the brand standards while balancing durability and aesthetics within the budget.

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“Our facility is owned by the City of Cedar Rapids, so we aimed to incorporate local influences into our design, particularly through the color palette,” said Tristan Harris, General Manager at the DoubleTree. “We chose colors that reflect the natural beauty of eastern Iowa, including blues and teals inspired by the Cedar River, as well as golds representing the region’s wheat and corn products. This approach allows us to cater to both visitors and the local community.”

Hiny Hiders® in the color Nickel with hammered texture were selected for the restroom renovation project because they offered the ideal combination of modern design, durability, and cost-effectiveness. Key features of the renovation include:

- **Aesthetics:** A warm, calming Nickel color was selected for the Hiny Hiders Partitions to reflect the DoubleTree’s neutral aesthetic and local influences. Hiny Hiders are solid color throughout and will never require painting.
- **Durability:** Hiny Hiders partitions are known for their superior impact and dent resistance. This made them an excellent choice for the high-traffic restrooms in the convention center, ensuring they could withstand the wear and tear of frequent use.
- **Privacy and Inclusivity:** While full floor-to-ceiling partitions were considered, budget constraints led to value engineering solutions that still provided enhanced privacy and comfort for guests. The partitions also support the hotel’s goals for inclusivity and sustainability.
- **Sanitation:** Considering the impact of COVID, sanitation is more important than ever, especially in the travel and hospitality industry. Hiny Hiders partitions are non-porous and impermeable to moisture, which helps prevent the growth of mold and mildew\*. They are easy to clean, ensuring a sanitary environment for all guests while reducing maintenance costs.
- **Ease of installation and availability:** The project faced no significant challenges, thanks to the availability and ease of installation of Hiny Hiders partitions. Despite the large size of the restrooms and the number of partitions required, the product was readily available.

“The installation was straightforward, and product availability was crucial—especially given the current challenges in sourcing materials,” said Harris. “We were pleased that everything we needed was readily available. Our restrooms are quite large, featuring two sets of partitions, and having the necessary materials on hand was key to the success of the renovation, especially when many products are currently back ordered or delayed.”

### Results and Feedback

The updated restrooms have received positive feedback from guests and visitors to the convention center. The sleek, modern design and improved functionality have been particularly well-received. The durability and ease of maintenance of the Hiny Hiders partitions have proven to be a significant advantage, ensuring the restrooms remain in excellent condition despite heavy usage.

“People have definitely noticed the improvements and have been impressed with the quality of the renovations,” said Harris. “The upgrades have been very well received, particularly by visitors attending conferences and events.”

The DoubleTree Hotel's restroom renovation has demonstrated its commitment to enhancing the guest experience. The successful renovation underscores the importance of choosing high-quality, durable, and aesthetically pleasing products to maintain a competitive edge in the hospitality industry.

To learn more about Scranton Products Hiny Hiders, please visit [www.scrantonproducts.com](http://www.scrantonproducts.com) or call 800-445-5148.



### About Scranton Products:

With more than 30 years of experience, Scranton Products is the industry leader in plastic bathroom partitions and lockers. Endless design options and an array of designer colors and textures provide confidence and elegant style in every project, creating a lasting impression. Proudly made in the USA and constructed from premium-grade solid plastic, our products' unmatched durability withstands impact, corrosion, graffiti and mildew. Backed by sustainable technologies and industry-leading warranties, with our partitions and lockers you are investing in peace of mind.

\*About our brands' health and safety: <https://www.scrantonproducts.com/better-safety/>