

Happy 10th Birthday to Pineapple's Nature's Mist(TM) Deodorization System

2006-12-20

For a decade, 'the little green machine' has eliminated tobacco and other odors in guestrooms in minutes and turned on properties to improved room cleanliness and guest satisfaction scores.

With thousands of hotels trying to make the conversion to completely smoke-free - and, just as important, trying to maintain their clean, fresh indoor air environments - Pineapple Hospitality's Nature's Mist™ Deodorization System is experiencing a record number of users in its 10th year serving hotels, resorts, bed-and-breakfasts and lodges worldwide.

'We used to use an Ozone machine, but it took too long and only masked room odors - within 30 minutes to two hours the smells would return,' says Rande Repke, executive assistant for Sybaris Clubs International, which operates about 130 cottages across five locations in Indiana, Illinois and Wisconsin.

'We need to turn around our cottages in 45 minutes or less, but with the Ozone machine we had to clear each cottage for up to an hour ? which cost us reservations,' Repke says. 'With Nature's Mist™, we can completely eliminate tobacco and all other odors ? even vomit and urine - and it takes just three to 15 minutes, depending on the types of odors present. Just as important, our housekeepers can be in the cottages the entire time, helping 'the little green machine' is doing its thing. At first, we were skeptical because we had been burned by Ozone machines and other air-cleansing systems that didn't come close to living up to their claims, but Pineapple Hospitality's Nature's Mist™ is the real deal. '

How It Works



Nature's Mist™, a proprietary product marketed by Pineapple Hospitality, is all-natural, non-toxic, and completely safe for use around people, plants, pets and food. The engineering product combines two unique treatment solutions to deliver an optimal odor-free, fresh air environment.

The first component of the Nature's Mist™ system involves a proprietary liquid solution consisting of more than two dozen plant extracts that neutralize - not cover up - tobacco and other odors. Each molecule of Nature's Mist™ liquid bonds with odor molecules to neutralize the most pungent odors (smoke, body odor, food odor, vomit, urine, mildew, etc.)

The system's second component involves an atomizing sprayer that puts out thousands of microscopic pressurized droplets, allowing the Nature's Mist™ compound to reach hidden areas such as mattresses, pillows, bedspreads, heating and cooling ducts and acoustic ceilings. Just 1 gallon of Nature's Mist™ can deodorize up to 200 guestrooms.



Ray Burger

Pineapple Hospitality

Ray Burger, Pineapple Hospitality's founder and president, says the fact that the solution delivers unmatched results without potentially harmful chemicals is a huge sell to staff and guests alike.

'Nature's Mist™ is a safe, natural deodorization process with no Ozone, enzymes, toxins or masking agents,' Burger adds. 'It's not a fragrance. It's a true deodorizer because it neutralizes, not masks, tobacco and all other odors on the spot. Nature's Mist™ creates rooms without any odor - just pure, long-lasting fresh air.'

'Nature's Mist™ converts even the foulest smoking room into an odorless non-smoking room in 15 minutes or less, typically for 25 cents or less per room,' Burger adds. 'With guestroom odors routinely ranking among the top-three in guest complaints, Nature's Mist™ is the perfect tool to build loyalty and occupancy.'

Battle Tested

Donna Mills, director of housekeeping for the Embassy Suites Hotel - Raleigh (N.C.) Crabtree, says her staff and guests love that the little green machine leaves rooms with crisp, fresh air - 'there's no hospital smell or tootie fruity aroma with Nature's Mist™.'

'Before, we were using a deodorizer in our 225 suites and it usually only got rid of the odors for 10 minutes or so,' Mills says. 'We're really think Nature's Mist™ will improve our guest survey scores.'

'I'm very critical of 'walk on water' chemical products that promise everything under the sun and don't deliver,' adds. 'I can honestly say that Nature's Mist™ truly delivers on every count. Nature's Mist™ is in a class of its own.'

'We have 80 smoking rooms, and Nature's Mist™ helps us clear the air in them in one-quarter of the time it used to take us with an Ozone machine,' says Don Walts, general manager of the 245-room MCMGrande Hotel in Odessa, Texas. 'We were using Pineapple Hospitality's bathroom amenities for a while before we decided to give their Nature's Mist™ a test drive. What a difference!'

'If you're not one of the thousands already using Nature's Mist™, you really owe it to yourself and your staff and guests to give it a try,' Walts adds. 'What do you have to lose - except unwanted odors and related guest complaints?'

About Pineapple Hospitality

Headquartered in Saint Charles, Mo., Pineapple Hospitality(TM) is an EPA Energy Star™ partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay(R) (www.FreshStay.com), Environmentally Sensitive Amenities™, the greenSPAT™ luxury amenity and dispenser system, energy-efficient lighting, Guestat™ programmable thermostats, Oxygenic™ water-efficient showerheads, the Nature's Mist™ deodorization system, ZAPLEXT™ remote control protectors and dozens of other products/programs. To get a taste of Pineapple's sweet solutions helping thousands of hotels bolster business and cut costs, visit www.pineapplehospitality.net or call Ray Burger at 636-922-2285.

5 Reasons to Try Nature's Mist™

- œ Housekeeping staff are pleased about offering clean, fresh-smelling guestrooms to all guests.
- œ Guest services and reservations staff are more comfortable guaranteeing non-smoking rooms.
- œ There's nothing like the ability to sell to the last room. Whether you're hosting a sports team or cigar aficionados, you have the flexibility to suit either group.
- œ Why do you think so many smokers book non-smoking rooms and smoke in them? Because their rooms smell rank. Well ... not necessarily any more, thanks to Nature's Mist™.
- œ Last but certainly not the least, Nature's Mist(TM) enables smoke-free hotels to keep their word no matter what ? even when a few bad apples disregard property policy and light up!

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article25588.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html