

## Partners in Green

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Pineapple Hospitality's Partners bring a mutually beneficial dedication to the environment and profitability to the hospitality industry.

With apologies to the Beatles (and the later cover by Joe Cocker), Pineapple Hospitality is helping the hospitality industry go green 'with a little help from our friends.'

As the premier distributor of green product and marketing programs to the hospitality industry, through the years Pineapple has had the chance to learn about exciting new green products and services and pick the brains of those industry leaders who are bringing environmental responsibility and sustainability into the mainstream.

Whenever it has been possible, Pineapple Hospitality has agreed to offer those products that match its commitment to increasing guest satisfaction and profitability while reducing environmental impact directly through its distribution channels. That's how Pineapple is able to offer 'fresh ideas for hospitality,' such as Environmentally Sensitive Amenities, Buffet Burners, Green Key Cards and dozens of other planet-saving, profit-building programs and products to lodging facilities around the world.

But sometimes those relationships don't fit into a tidy little box. With that in mind, Pineapple Hospitality has launched a new 'Pineapple Partners' link on its Web page. These Pineapple Partners are innovative companies doing their parts to enhance guest satisfaction, increase the bottom line while also keeping the environment in mind through greener business practices. They are resources Pineapple has turned to increase its knowledge and awareness of the growing trend and service options available for green-minded hotels, motels and other lodgings.

'Our intention with Pineapple is to provide as much information about Greening Hospitality as we can, even if we don't personally generate revenue from some of the activities,' says Ray Burger, founder and president of Pineapple Hospitality. 'We are constantly inundated with requests from manufacturers and suppliers to provide their products to the lodging industry. They might not have the expertise or are spread across a number of industries, so we are a conduit for them to reach our niche of green-conscious lodging customers.'

'Though we're proud of our record and status as the industry leader, even we can't keep up with everything as the number of green product and service offerings has multiplied exponentially,' Burger continues. 'This is a good thing. It shows how far this industry has come in a short period of time, and that the interest in green lodging is only getting stronger.'

Even if Pineapple Hospitality doesn't directly sell a product from its Partners, they do form a mutually beneficial marketing relationship - passing along ideas, information and customer leads.

'In this line of business, we like to talk about products that provide the triple bottom line: They're good for the environment, good for the public and good for the bottom line,' Burger says. 'In the same way, building marketing relationships with our Pineapple Partners is a triple-win: good for our customers, good for us and good for all of our partners.'

### **PURE Partner**

One of Pineapple's Partners, PURE Solutions, has worked with Pineapple Hospitality's FreshStay.com, an online directory and booking agent of smoke-free hotels and lodging facilities. All of FreshStay's member facilities are 100% smoke-free, but many go the extra mile and provide additional indoor air quality enhancements. This is where PURE steps in.

The PURE system is the most-comprehensive allergy-friendly system in the hospitality industry. Using its proven processes, you can offer guests an environment where the surfaces are treated to minimize contaminants and irritants - mold spores, yeast, bacteria, pollen, dust, dust mites and chlorine - as well as their odors, giving guests the freshest and most comfortable stay possible.

'For years, guests accepted the facts that when they travel, they are going to be uncomfortable, or have to make concessions from their choice of lifestyles,' says PURE Solutions CEO Brian Brault. 'That's not the case anymore. By working together, FreshStay.com and PURE are liberating travelers - giving them the choice to stay in hotels that are fresh, comfortable and healthy.'

Between FreshStay and PURE, both guests and lodgings are learning the benefits of indoor air quality. Guest rooms stay cleaner and are easier to maintain. Guest satisfaction remains high and return rates are boosted.

'Ray Burger is a well-respected leader in this market segment, as well as the entire hospitality industry,' Brault says. 'He's been a visionary and pioneer in creating greener hotels. Our shared values and commitment to good health and customer satisfaction make this partnership a win-win. Whether you have asthma, allergies or just don't like the smell of smoke, clean air is beneficial for everyone. Together, we can bring solutions to the hospitality industry that will enhance the guest experience and give your hotel a leading point of differentiation among your competitors.'

For more information visit [www.PureRoom.com](http://www.PureRoom.com).

### **Recycling Partner**

Another Pineapple Partner, T2 Site Amenities, offers the widest selection of aesthetic recycling containers from the top manufacturers - products that compliment your property and demonstrate your commitment to keeping the Earth clean. Recycling containers are constructed from a range of sustainable woods, steel, and fiberglass and can be customized using granite, slate and other materials. T2 Site Amenities also offers coordinated trash receptacles, benches, planters and contemporary air purifiers.

'Hotels are looking for easy and good looking recycling options, and now they are taking into account the aesthetics and the operational details of emptying and cleaning the units,' says Steve Tilkin, principal of T2 Site Amenities. 'We've found that Pineapple has access to important customer groups that are interested in our site amenity products and especially the upscale recycling containers. Working together makes sense for both of us.'

An ideal target for T2, for example, would be the hotels listed on Pineapple Hospitality's EcoRooms & EcoSuites ([www.EcoRooms.com](http://www.EcoRooms.com)) listings of Environmentally Friendly hotels, inns, motels and B&Bs.

As Tilkin mentions, many state and federal government agencies are requiring their traveling employees to stay at 'green' hotels. And hotels that want this business must show their 'green' credentials. Moreover, as increasing numbers of people recycle at home, they also expect to take this same social responsibility to their hotel.

As this trend grows, these two organizations have found they can grow together.

'We're at the beginning part of this greening trend in hotel industry,' says Tilkin. 'The industry has begun to identify the need for the kinds of products both of us offer, but next comes the operational and aesthetic details. Many manufacturers and hotels are looking to claim something green and sustainable in their product marketing. Together, we have the expertise to find the customers and provide the solutions and that can really make a difference to the industry and the Earth.'

For more information visit [www.t2-sa.com](http://www.t2-sa.com).

### **Furnishing Partner**

Founded in 1977 by company President, R. Mario Insenga, The Refinishing Touch is a world leader in providing on-site, environmentally safe furniture refinishing and reupholstery to governmental agencies, universities, hotels and resorts nationwide. Insenga and Burger have known each other for years and together have watched the hospitality industry evolve to where it is now: ready to embrace the green movement and environmentally responsible solutions.

'As partners, even though we don't work directly together, we can take leadership roles in this industry and work furiously to spread the word to make responsible solutions available to everyone,' Insenga says. 'Together, we can get our messages out in a louder voice to larger audiences than we could working independently.'

Insenga says many lodging facilities have a habit of replacing furniture every seven years, based on the products' amortization schedules. But throwing out quality furnishings is incredibly wasteful and detrimental to our environment.

The Refinishing Touch's on-site refinishing and modification has helped more than 20,000 customers to save up to 80% of their budgets while also maintaining a lower carbon footprint. To date, the company has transformed more than 1.5 million rooms of furniture, preventing the destruction of the equivalent of 500,000 hardwood trees for fabrication of new furniture. In fact, The Refinishing Touch process's carbon footprint beats buying new furnishings by a measure of 100 to 1, once you consider the energy that goes into cutting, drying, shipping and packing trees into the final product.

'There's a lot of work to do to educate this industry. We just got started,' Insenga adds. 'Many people out there making decisions don't have all the information. Working with people like Ray gives us all a bigger voice and will make people listen to us.'

For more information visit [www.therefinishingtouch.com](http://www.therefinishingtouch.com).

### **More Partners**

All of Pineapple's Partners can be found at [www.PineappleHospitality.net](http://www.PineappleHospitality.net) under 'Partners.' Browse this page and click on the links to find out about all the exciting services and products Pineapple's Partners have to offer.

### **Atlantis Hospitality Group**

Atlantis Hospitality Group is a full-service consulting organization providing operations and service solutions to the hospitality industry. Atlantis professionals assist independent owners, small ownership groups, financial institutions and hotel brokerage firms with cost-effective solutions. Atlantis is your single source for all hotel services including turn-key operational support, sales development, marketing programs, asset management, franchise alignment, and temporary hotel management.

### **InterfaceFLOR**

This philosophy of achievement through excellence is at the heart of Interface's past and future success. And with the challenge to become not only 'The first name in commercial and institutional interiors worldwide,' but also a sustainable corporation by 2020, Interface has a lot of hard work ahead.

## **Ozone Water Technologies**

Ozone Water Technologies' goals are a Green Initiative for the Environment, providing a superior laundry product at a reasonable return on investment, and a quality service program for maintenance.

## **Vermont Clothing Company**

The Vermont Clothing Company is the first apparel company in North America to rely solely on 100% renewable energy from CVPS 'Cow Power.' With 17 years of professional embroidery and screen printing experience, Vermont creates high-quality eco-friendly apparel and promotional products.

## **About Pineapple Hospitality**

Headquartered in Saint Charles, Missouri, Pineapple Hospitality(TM) is The Co-Founder and Host of the ANNUAL GREEN HOSPITALITY CONFERENCE, an EPA ENERGY STAR(TM) partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay(R) ([www.freshstay.com](http://www.freshstay.com)), EcoRooms(R) & EcoSuites(TM) ([www.EcoRooms.com](http://www.EcoRooms.com)) Environmentally Sensitive Amenities(TM), EO(R), Neutrogena(R) and greenSPA(TM) amenities and AVIVA dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Key Cards, Energy Management Systems and Controls, High Performance showerheads, the Nature's Mist(TM) deodorization system, Zero Odor, and dozens of other products and programs. For more information, please visit [www.pineapplehospitality.net](http://www.pineapplehospitality.net), or call us at 636-922-2285.

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