

It's Show Time

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Pineapple Partners are set to make a big splash exhibiting green products for the hospitality industry at the upcoming IHM&RS and BITAC events

By its own admission, the industry buzzword for the upcoming International Hotel/Motel & Restaurant Show (IH/M&RS) continues to be green.

The show, which runs from November 8-11 at New York City's Jacob K. Javits Convention Center, will feature a keynote presentation by former U.S. Green Building Council President and CEO Christine Ervin. Breakout seminars will address the latest environmental trends and issues facing the industry.

On the show floor, then, set to make a huge impression upon the more than 35,000 attendees are the Pineapple Partners: a group of companies that have built relationships with Pineapple Hospitality - the premier distributor of green products and marketing programs for the hospitality industry. These Pineapple Partners are innovative companies doing their parts to enhance guest satisfaction and increase their bottom lines, while also keeping the environment in mind through greener business practices. And for anyone interested in learning about how going green can benefit hospitality operations, their booths will be a must-see.

'Our Pineapple Partners are some of the foremost green thinkers in the hospitality industry,' says Ray Burger, President of Pineapple Hospitality. 'During the show and beyond, these are the people you can count on for real solutions to your questions on sustainability.

'At Pineapple Hospitality, even if we aren't selling their products or services directly, these are companies that we rely on for advice and expertise in the field of green,' Burger adds. 'For a hotel that is looking to go green or improve its environmental footprint, these are the companies you need to be talking to. And the IH/M&RS Show is the perfect place to do it.'

IH/M&RS

IH/M&RS Show Manager Lynn White says that with the sustainability movement continuing to strengthen, the show's organizers are pleased to present an opportunity for industry professionals to learn from noted experts in the field, understand eco-friendly best practices being applied by hospitality operators and discover the latest products that will assist in their 'going green' efforts.

'Our objective is to present a marketplace that answers questions and fulfills product needs as they relate to sustainability,' she says.

To help meet those goals, the following Pineapple Partners will be exhibiting at IHM&RS:

T2 Site Amenities

By providing high-end recycling containers from the top manufacturers, T2 Site Amenities fills this important niche while delivering one-stop shopping for hotels. Eco-conscious travelers want to recycle when they are away from home but frequently don't because properties can't find good-looking recycling containers. T2 Site Amenities is helping solve this problem by offering the widest selection of aesthetic recycling containers from the top manufacturers.

Recycling containers constructed from a range of sustainable woods, steel, granite and fiberglass, and complement any property.

T2 Site Amenities will be highlighting three of its key product lines at the show: upscale guestroom recyclers, new upscale lobby recyclers and an award-winning contemporary air purifier.

'We hope to see people's eyes light up when they see the creative green solutions we have in upscale recyclers at the show,' says Steve Tilkin, principal of T2 Site Amenities. 'This show is a chance to start a serious dialogue with hotel headquarters about our products, and the importance of conservation and ecologically responsible hotel operation.'

See what T2 Site Amenities has to offer by visiting IH/M&RS Booth #3683.

Koni

The Koni-brand products highlighted at the KOJO Worldwide and Koni Corporation booth will include new additions to the Koni Eco product line as well as selections from the new Koni Collection for American of Martinsville. The gorgeous case goods collection includes headboards, side tables and lounge chairs, as well as media cabinets and desks, created to enhance a range of guestroom design styles. The new eco-friendly products will include bedding and linens made from TENCEL(R), and bath products from Lenzing Modal(R). Both of these innovative fibers are 100% natural, biodegradable, made from wood pulp and engineered for operational efficiency.

Along with TENCEL(R) and Lenzing Modal(R) products, the Koni Eco products featured will include bedding ensembles made from organic cotton and recycled polyester and a range of products to support clients' green initiatives.

To find out more about Koni call 877-702-5664, visit www.konicorp.com or visit IH/M&RS Booth #3712.

PURE Solutions

The PURE system is the most comprehensive allergy-friendly system in the hospitality industry. Using PURE Solutions' proven processes, hoteliers 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.

The trend of allergy-free, clean-air rooms is growing. According to the Centers for Disease Control, one in four Americans suffer from allergies. A Cornell University survey found that an even greater number - one-third - reported having allergies or traveling with family members who have allergic reactions. Recently, Wyndham Hotels announced that it's requiring all of its hotels to convert 10 percent of their room inventories or a minimum of 25 rooms into allergy-friendly environments by the end of 2009.

Find out more about how PURE systems solve clean air concerns by visiting IH/M&S Booth #3452.

The Refinishing Touch

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.

To date the company has transformed more than 1.5 million rooms of furniture worldwide, preventing the equivalent of approximately 2 million hardwood trees being lost to landfill.

The Refinishing Touch was awarded the U.S. General Services Administration's Evergreen Award for innovative environmentally friendly practices. This past summer, The Refinishing Touch also was featured on the Discovery Channel's Planet Green network where Insenga demonstrated the company's strategies for helping businesses reduce their carbon footprints through furniture modification and refinishing.

Come and find out what millions of viewers have already seen by visiting IH/M&RS Booth #3626.

The BITAC Conference

As the newest Pineapple Partner, Cypress Hotel & Spa is hoping to make a big impression at another important industry event. The company will be unveiling its exclusive new Green Earth™ Towels and Sheets at the upcoming BITAC(TM) conference (Buyer Interactive Trade Alliance & Conference).

[Note: The Purchasing & Design 2008 West Expo will be held October 19-21 at The Broadmoor in Colorado Springs, Colorado.]

For more than 25 years, Cypress Hotel & Spa has been the premier designer and manufacturer of luxurious bathrobes, towels, slippers, and sheets for the hospitality industry. As a true innovator in sustainable linens, Cypress Hotel & Spa has now partnered with one of the only zero-effluent discharge, agri-waste powered textile mills in the world to create exceptional bed and bath linens that are as luxurious and durable as they are environmentally friendly.

Green Earth towels and sheets are manufactured using Control Union-certified, eco-friendly dyes to reduce environmental impact. They also help hoteliers save money and resources by costing significantly less to launder, reducing water consumption by 30 percent, using less detergent and taking 10-20 percent less drying time.

"With energy costs skyrocketing, laundry is a more significant cost factor in property operations than ever before," said Gene Faul, Cypress founder and CEO. "Our Green Earth linens not only reduce those costs, but also provide a softer, more luxurious experience for hotel and spa guests. It is truly a win-win for the industry and the environment."

The BITAC(TM) conference provides an unparalleled business-building forum for prominent executives in the hospitality industry to foster long-term relationships. This highly acclaimed event has earned a reputation for bringing together the top echelon of both purchasing decision makers and suppliers while controlling the number of attendees to maximize everyone's productivity and overall experience.

Find out more about both events at www.IHMRS.com and www.BITAC.net.

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), EcoRooms(R) & EcoSuites(TM) (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, or call us at 636-922-2285.

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