

"Carbon neutral shipping fits our mission and embraces what our company is focused on," says Ray Burger, Pineapple Hospitality's president.



CASE STUDY

Challenge:

Pineapple Hospitality wanted to find a "green" shipping method that aligned with its environmentally friendly mission and values.

Solution:

With UPS's carbon neutral shipping, the company can offset the emissions related to their deliveries. Special labeling lets their customers know their shipments are carbon neutral. The expected increase in sales in a given year is 10.3 percent.

CLEAN AND GREEN

PINEAPPLE HOSPITALITY OFF-SETS GREENHOUSE GAS EMISSIONS WITH CARBON-NEUTRAL SHIPPING.

Eco-minded consumers are making their homes bastions of sustainability with low-energy light bulbs, organic cleaning products and kitchen compost bins. And now, when they hit the road, they seek the same earth-friendly focus in a hotel. From programs that encourage you to reuse your towels to fair trade coffee at the breakfast buffet, hotels are adapting to appeal to guests' greener side.

At the forefront of the movement is Pineapple Hospitality, a supplier of eco-friendly products, including vegetable-based soaps in biodegradable packaging, guestroom energy controls and reusable dry cleaning bags, to hotels across the United States. So when they needed a more sustainable shipping method to match their environmentally conscious business and values, they turned to UPS. With carbon neutral shipping, the company can offset

the carbon emissions attributed to its deliveries for a small per-package fee – about a nickel per package.

"Carbon neutral shipping fits our mission statement and embraces what our company is focused on, which is assisting the hospitality industry in greening their operations and providing sustainability solutions," says Ray Burger,



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Pineapple Hospitality's president. "And the cost is small enough that it should qualify as a no-brainer."

Because hotels are under pressure from their guests to make their rooms and amenities more eco-friendly, Burger can leverage carbon neutral shipping as a competitive advantage to appeal to this green-minded industry.

PUT LOGISTICS TO WORK FOR YOU

Find out how by talking with the UPS team. Learn more at ups.com/businesssolutions and carbon neutral.

"Our customers turn to us for everything from environmentally friendly hair, face and skin washes and creams to energy-efficient lighting controls," Burger says. "It makes sense for our products to reach them in a way that reduces the environmental impact."

He estimates that Pineapple Hospitality will offset XXX tons of carbon in the first year with the program. And sales are expected to increase 10.3 percent as a result of this initiative, more than offsetting the minimal cost of the carbon offsets.

UPS is the only company in the industry offering carbon neutral shipping, and the process is simple, since UPS handles the details, from calculating emissions to purchasing and retiring carbon offsets. Plus UPS is boosting the environmental benefit, matching up to \$1 million of the carbon offsets its customers purchase in 2011. "We're especially excited by this," Burger

says. "We recognize it as a significant commitment."

VERIFICATION BUILDS CONFIDENCE

The carbon-neutral shipping option is third-party verified. "It's nice to have the authenticity," Burger says. "There's a higher degree of comfort that what is said is going to take place actually does take place."

Verification also extends to the selection of the projects the carbon neutral initiative supports, including:

- **Garcia River Forestry in the United States**, which helps control carbon emissions with a forest of redwood and Douglas fir trees.
- **Fujian Landfill Gas in China**, which generates clean electricity from methane.
- **La Pradera Landfill Gas in Colombia**, which manages landfill gases to keep methane from entering the atmosphere.
- **Cholburi Wastewater Biogas-to-Energy in Thailand**, which generates heat and power from the biogas that arises from wastewater.

LEADING BY EXAMPLE

Pineapple Hospitality is aiming for 100 percent carbon-neutral shipping. "We're working closely with people who ship on our accounts so they can ship carbon neutral, too," Burger says.

And he hopes the industry follows his lead. "We feel strongly that it's important for us to take a leadership role in these types of things," he says.

Going Green

UPS offers these additional environmentally friendly initiatives:

PAPERLESS BILLING

With the UPS Billing Center, UPS customers pay their bills and manage their accounts electronically. Customers save paper – and trees – and eliminate the hassle of filing and storing paper bills. At the UPS Billing Center, customers can view and pay invoices, download detailed billing data, and make payments. Billing analysis tools and PDF invoices can help replace paper with electronic files.

ECO RESPONSIBLE PACKAGING

For a business to qualify, it must pass a comprehensive evaluation of packaging processes with third-party-approved criteria for damage prevention (since this creates waste), right sizing (to avoid waste) and materials content (choosing those that have a more sustainable profile, such as shredded paper vs. styrofoam peanuts). If a company works with UPS to develop these processes, it can receive approval to affix UPS's Eco Responsible Packaging Program label to every package shipped using those practices.

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