

Fresh Ideas



Our History & Mission

The Pineapple has been a symbol of hospitality for centuries. According to legend, captains of vessels throughout New England would mount pineapples on their fence posts when they had safely returned from sea. The pineapples served as invitations for family and friends to visit and share meals together. Today, the pineapple serves as a symbol for the highest quality in hospitality.

Headquartered in Saint Charles, Missouri, Pineapple Hospitality's green hotel programs and products deliver a triple bottom line – They're good for the planet, wanted by travelers and save hotels money while boosting business.

Atlantis Rising

A trio of experienced hospitality leaders join Atlantis Hospitality Group – a new consulting firm dedicated to providing cost-effective solutions to specific hotel operational needs

Three of the brightest minds in the hospitality industry have come together to form Atlantis Hospitality Group, giving hotel investment groups and developers a full-service consulting resource with more than 100 years of combined experience in providing cost-effective solutions to specific hotel operational needs.

The Atlantis Hospitality consultants — Ray Hobbs (Senior VP for Kelco Management and Development), Ray Burger (founder and president of Pineapple Hospitality) and Diane Bogino (President of Performance Strategies, Inc.) — bring specialized expertise in all facets of hotel and resort management, including turn-key operational support, sales development, marketing programs, asset management, franchise alignment and temporary hotel management.

“In the past couple of years, I’ve received a number of phone calls from hotel industry associates I’ve met in my 40 years in the hotel business who said ‘I’ve got this problem. Can you help me fix this?’” says Atlantis Hospitality’s Ray Hobbs. “They are looking for experienced help to identify their issues and develop long-term solutions — not just put a band-aids on them.”

“We’re not long-term management. We’re here to help quickly identify and fix your problems,” Hobbs adds. “We are a one-stop source for investment groups, financial institutions, small to mid-sized independent owners, or management companies to call on when they need special-project assistance.”

Atlantis Hospitality Group’s consulting engagements typically range two to eight weeks, with an objective to create efficient and cost-effective long-term solutions for hotel operators.

Hobbs explains several scenarios where Atlantis Hospitality’s expertise would be needed:

1. An investment group purchases a property, but members of the management team move on;
2. A department isn’t performing to expectations;
3. Costs overruns or inefficiencies are problematic;
4. A hotel wants to go green or start a new project;
5. Overall financial performance isn’t great.

“Hoteliers often find situations where they need somebody to come in and say ‘Here’s what you need to do.’ That’s where Atlantis comes in. Visit www.atlantishospitalitygroup.com for more on what we can do for you,” Hobbs says. 🍍

inside

Green Ogres & Onions

p2 Pineapple Hospitality’s President Ray Burger parallels “Shrek” with the industry’s growing green movement.

Fab 4 New Products

p3 Meet the new kids on the sales block: EcoSmart Pillows, Green Key Cards, Buffet Burners and the Zero Odor unit.

Towel/Linen Reuse

p4 Find out how you can boost participation in your towel/linen reuse program 33% by adding 1 sentence to signage.

About Pineapple

p4 Pineapple Hospitality contact information and more on its arsenal of cost-saving, ecofriendly hotel solutions.

Green Ogres & Onions

by Ray Burger, President & Founder of Pineapple Hospitality



In the first “Shrek” mega-hit movie, Shrek was trying to explain to his motor-mouthed friend Donkey that Ogres are like onions. Donkey didn’t quite get it at first — like much of the world regarding the early going green

movement — but than it really hit him (and us)!

Donkey: “They stink?”

Shrek: “Yes. No.”

Donkey: “Oh, they make you cry.”

Shrek: “No!”

A recent study from Luxique found that 70% of hotel guests don’t think hospitality properties are doing enough to reduce their carbon footprints.

Donkey: “Oh, you leave ’em out in the sun, they get all brown, start sproutin’ little white hairs.”

Shrek: “NO! Layers! Onions have layers. Ogres have layers. Onions have layers. You get it? We both have layers.” [sighs]

Donkey: “Oh, you both have layers. You know, not everybody likes onions.”

Lodging’s ever-expanding green movement is like an onion in how it draws on our senses and like the lovable green ogre in how it shatters stereotypes (that green products cost rather than save).

To some people, the idea of going green is scary, or the concept is misunderstood. But if you take the time and do your research, you will see there are layers to being green. Once you start peeling back those layers, you’ll find that going green isn’t so scary after all. In fact, if done correctly, going green will be better for both your bottom line and the environment. Results like that can win over even those people who don’t like onions!

Case in point: Green is the hallmark of the Gaia Napa Valley Hotel & Spa in American Canyon, Calif. — the world’s first and only Gold LEED Certified hotel.

The 133-room resort was built using wood

from sustainable forests and recycled materials for carpets and bath tiles; solar panels provide 12% of the hotel’s electricity; bulk, paperless soap, shampoo, and lotion dispensers are mounted in its bathrooms; recycling bins are located throughout the grounds. A kiosk in the main atrium lets guests discover how much water and electricity the hotel is using, and how much CO2 it’s emitting, at any given time.

To put it mildly, not every hotel is going to be able to do that. To get to that level, it took a major environmental commitment from the hotel’s ownership and a complete plan in place before a shovel ever hit the dirt at the site of the resort. But even if your hotel is not new, that doesn’t mean there aren’t steps you can take to improve your facilities’ environmental impact. Like the onion, we should think of green in layers: green, greener and greenest.

At the green layer are some of the simplest ways that a hotel can improve its operations and environmental bottom line. These are steps like installing compact fluorescent light bulbs, starting a linen and towel reuse program for guestrooms, and using refillable amenity dispensers for soap, shampoo and lotions — rather than throwing away hundreds of tiny shampoo bottles (unnecessary packaging and product waste) every day.

There’s no reason why every hotel shouldn’t be implementing these kinds of policies. They are easy to do, benefit the environment and will cut down on your hotel’s costs in the long-term.

The challenge is to make guests aware of the programs. If all you do is put up a small sign in guestroom bathrooms about your towel and linen reuse program, guests might not care — or worse, they may feel that your hotel is just doing it to be cheap. That’s not a problem at the Gaia because the hotel has made environmental programs an interactive part of the guest experience.

By the way, welcome to our first edition of Pineapple Hospitality’s Fresh Ideas quarterly newsletter. In the fall, we’ll peel back the “green” layer to expose even “greener” hotel initiatives. Then, we’ll dig deeper to discuss some of the “greenest” hotel strategies. Stay tuned, the bottom-line benefits get better as we peel back each layer of opportunity. Now, that’s something even an Ogre, or a donkey, can understand. 🍷

Fab 4 New Products

There's no shortcut to going green. There's no magic wand you can wave that will make your hotel suddenly 100% environmentally sustainable.

Going green is a process, a mentality, that requires many, many small steps to achieve. Thankfully, Pineapple Hospitality is here to help you along the path to environmental responsibility and improved profitability with four new products to green your hotel: EcoSmart Pillows, Green Key Cards, Buffet Burners and Zero Odor systems.

Either individually or as a part of a larger greening process, these four products demonstrate to your guests a commitment to clean, green operations — and in most cases, end up saving you a bundle, too.

“As the premier distributor of green products and marketing programs to the hospitality industry, Pineapple Hospitality is proud to serve as a conduit for bringing fresh ideas to the market,” says Ray Burger, President of Pineapple Hospitality. “With the green trend mushrooming across the United States and the rest of the world, we have the experience and expertise to help hoteliers choose products that are effective, environmentally friendly and green up their bottom lines.

“These four new products can be either a great starting point or another key feature of an existing green program. The EcoSmart Pillows, Green Key Cards, Buffet Burners and Zero Odor all are products proven to boost efficiency, enhance the guest experience and add green to hotel owners' wallets,” Burger adds.

SOUND SLEEPING

Having the right kind of pillow can make or break a guest's satisfaction at a hotel. So what can a “green” pillow do for you?

Made from 100% recycled (polyethylene terephthalate)

PET bottles, EcoSmart Pillows provide ultimate comfort and resilience, while at the same time, allow guests to rest easy because they know the pillows are keeping waste out of landfills.

EcoSmart Pillows are hypoallergenic, wash tested and compression tested to surpass all other pillows for resilience, while maintaining the feel of a standard down pillow.

“It's amazing to think these comfortable and sturdy pillows are made from recycled materials that would otherwise end up in the trash,” says Burger. “We all have to do our part to reduce waste and keep Earth clean. EcoSmart Pillows are one way to do that while providing each of your guests a safe, hypoallergenic pillow that will allow their body and

their conscious to sleep soundly.”

In a recent survey from Louisville Bedding, the manufacturers of EcoSmart Pillows, 93% of shoppers said they would buy eco-friendly pillows, mattress pads and sheets, and 91% of shoppers would buy an eco-friendly product at a higher price. With that in mind, it's not a stretch to think that these same consumers would prefer to stay in a lodging establishment that provides these eco-friendly pillows too.

“Since hotels are constantly changing and throwing out old or damaged pillows, this industry — maybe more than any other — can really make an impact on the environment by recycling P.E.T. and keeping plastic bottles out of landfills,” says Burger.

KEY TO GREEN CASTLE

Green-Key is an environmentally friendly alternative to the traditional plastic hotel keycard. Unlike plastic keycards which need to be replaced every couple of days, but will pile up in landfills for thousands of years, Green-Key is a recyclable and biodegradable renewable resource.

Common plastic keys are made of a chemical compound called polyvinyl chloride, or PVC. The production and disposal of PVC causes unnecessary harm to the environment since most guests dispose of the cards at the end of their stays.

“The Green-Key is sturdy and can stand up to day-to-day use from guests, but won't last forever when they are lost or thrown away,” Burger says. “They have a light footprint on both the environment and on a hotel's budget. Plus, the specially-designed Green-Keys will help you distinguish your hotel as an environmental leader from the moment guests check in.”

HOT MONEY SAVER

For all types of buffets where food is served heated, electric-powered Buffet Burners are designed to heat your chafing dishes with more consistent control than two cans of fuel. One burner equals an estimated 5,000 cans of fuel that would be thrown into the trash once they run out.

Up to four burners will run on one 120-volt outlet using minimal electricity. Plus, Buffet Burners provide additional safety, as open flame hazards are eliminated with the Buffet Burner.

Continued on page 4



Towel/Linen Reuse

According to a study from the University of Chicago, most towel/linen reuse program signs elicit a response rate of 37.2 percent. But when signs are used giving real participation statistics (i.e. 58% of guests have joined in on our program), 33% more guests participated. The one-sentence add-on to signage language lets guests know others are “doing their part” and travelers don’t want to be the weak link in the growing chain of environmentalism.

Contact Us

RAY BURGER
PINEAPPLE HOSPITALITY, INC.
PRESIDENT & FOUNDER
RAY@PINEAPPLEHOSPITALITY.NET
636.932.2285

FreshStay.com is owned and operated by St. Charles, Missouri-based Pineapple Hospitality, Inc. Pineapple Hospitality is Co-Founder and Host of the ANNUAL GREEN HOSPITALITY CONFERENCE, an EPA ENERGY STAR™ partner bringing fresh ideas to hospitality guests’ doors and owner/operators’ bottom lines – including FreshStay® (www.freshstay.com), Environmentally Sensitive Amenities™, the greenSPA™ luxury amenity and dispenser system, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use programs, Green Key Cards, Guestat™ programmable thermostats, High Performance showerheads, the Nature’s Mist™ deodorization system, Zero Odor, and dozens of other products and programs. To get a taste of Pineapple’s planet-friendly cost-saving solutions, visit www.pineapplehospitality.net.



Fab 4 New Products

Continued from page 3

Food is heated more evenly than with flames, never getting too hot as internal high temperature limit switch cycles off when temperatures get too hot. And you never have to worry about fuel running out in the middle of a meal or guests knocking over the open flames.

“The electric Buffet Burner heaters are great!” says Stephen Tagliatela, Innkeeper at the Saybrook Point Inn & Spa. “We have better control of the food temperature, reduced fire risk and less heat in the room, which in turn reduces demand on our air conditioning system. The Buffet Burner eliminates the entire waste stream of the delivery, storage and disposal of hundreds of disposable fuel cells every month.”

Fire damage to tablecloths and other linens also is avoided. But best of all, the Buffet Burner will pay for itself in just a few uses. Using just one Buffet Burner with an average one event per day can save you \$910 dollars per year, figuring the cost of Sterno fuel versus electricity. Each additional Buffet Burner and event piles on additional savings. Ten Buffet Burners used once per day saves \$9,100 per year. Used twice a day and you save \$18,200.

Food is heated more evenly than with flames, never getting too hot as internal high temperature limit switch cycles off when temperatures get too hot. And you never have to worry about fuel running out in the middle of a meal or guests knocking over the open flames.

SMELL AN OPPORTUNITY?

Pineapple Hospitality now also is offering Zero Odor: A non-toxic, environmentally safe and biodegradable spray that completely eliminates unfriendly odors once and for all.

“These other products encapsulate an odor molecule, usually with an alcohol based additive, and by sheer weight it drops to the floor, or out of the air,” explains Ron Shay, National Sales Director for Zero Odor. “But after the alcohol evaporates, the odor comes back, albeit in a different location. This requires more product, more applications to again just temporarily mask odor.”

Zero Odor, however, seeks out and bonds with odor molecules of just about every kind, changing them into molecules that can no longer cause odor, eliminating them forever.

“Immediately after spraying, Zero Odor leaves behind a ‘Tracer Scent’ that helps you know where Zero Odor has been sprayed. A short time after Zero Odor is sprayed the Tracer Scent will disappear, taking the odor away with it forever,” Shay says. “Unlike other products on the market, Zero Odor’s chemical and molecular bonding is irreversible and permanent. The eliminated odor can not come back.”

Zero Odor’s safety tests are rigorously performed by independent laboratories. Zero Odor scores “0” on all measures of toxicity and also registers at “0” in dermal irritation tests — meaning it won’t cause skin irritation in humans or pets. Independent studies have also proven Zero Odor also completely eliminates odor. In independent studies, when odors from such things as garlic, onions, smoke, garbage and soiled diapers were sprayed with Zero Odor, a Gas Chromatograph used to measure smells showed results of “0”.

The uses for Zero Odor in a hotel/motel setting are unending: bathrooms, bedrooms, spas, kitchens, workout areas, pools, garage areas, storage areas, smoking rooms, laundry areas, linens/upholstery/drapery and service vehicles.

“You name it, wherever odor is present, Zero Odor works,” says Shay. 🍍