

Fresh Ideas

Spring 2009



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 specializes in green hotel programs and products that deliver a triple bottom line – They're good for the planet, wanted by travelers and save hotels money while boosting business.

Starting Fresh

EcoRooms & EcoSuites (www.EcoRooms.com) unveils new Web site, logo, properties and advisors.

EcoRooms & EcoSuites, the premier certification and marketing resource for green hotels in the U.S. and abroad, has unveiled a newly-redesigned logo and Web site. The new look highlights the growing role of sustainability in the hospitality industry while also offering travelers a more user-friendly online experience, helping them more quickly and easily locate the greenest hotels on the planet.

"We expect 2009 to be a huge year for EcoRooms & EcoSuites, and in the growth of consumer awareness regarding green lodging options," says Ray Burger, president of Pineapple Hospitality and founder of EcoRooms & EcoSuites. "As consumers continue to become more knowledgeable about green travel, we've changed the look and feel of our logo and Web site. We've added new properties to our directory, streamlined our rigorous 'Significant 7' criteria to becoming a member, and we recently added a new member to our Board of Advisors."

Green MVPs

As we're in the midst of the "awards season,"

it's fitting that three of the newest additions to EcoRooms & EcoSuites already come laden with hardware.

While EcoRooms & EcoSuites' Significant 7 criteria for membership are the most stringent and most credible of any certification program in the world, these newest members — The Proximity Hotel (Greensboro, N.C.), Seaport Hotel (Boston) and Inn by the Sea (Cape Elizabeth, Maine) — not only meet the rigorous standards, they are raising the bar. And for their efforts to offer guests a luxurious, yet eco-conscious place to stay, these three hotels have won numerous environmental and design recognitions.

"We're excited to have the Proximity Hotel, Seaport Hotel and Inn by the Sea join our ranks," says Ray Burger, president of Pineapple Hospitality and founder of EcoRooms & EcoSuites. "These three facilities have incorporated some of the most-forward thinking eco-friendly designs and programs that the industry has seen. They are most deserving of all the recognition they've been receiving and we're proud to have them aboard."



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Seaport Hotel

In a city that's home to the Green Monster, Matthew Moore says it's an honor to be named as one of the city's Top 5 Green Hotels.

"I believe the Seaport plays a role in identifying and sharing best practices in an effort to make our industry's carbon footprint a little smaller," says Moore, Seaport director of rooms and environmental programs. "Our green philosophy here is a holistic approach that looks at every aspect of our organization and operation and tries to find a way to make it more sustainable and environmentally friendly. No initiative is too small or too large to take on."

Some of the Seaport's sustainability initiatives include:

- **Electrolyzed water system for cleaning** — avoids the use of toxic chemicals
- **Ozone laundry system** — reduces the amount of detergent they use
- **Recycling goals** — the hotel has an annual recycling rate of 44%, and provides in-room recycling bins
- **Space age composting** — food and prep waste is managed using the BioX Decomposing System that converts organic waste to liquid
- **Energy offsets** — Seaport purchased enough renewable energy credits to offset all of the electricity used in the guest rooms, lobbies and elevators in 2008.

The Seaport Hotel also recently became the first hotel in the U.S. to implement an innovative, chlorine-reducing water treatment system to its indoor pool that will reduce the property's use of chemicals and provide a superior pool experience.

The system, developed by Grander Technology, conditions water through its structure- enhancing and preserving processes. The molecular structure

of this water stimulates beneficial bacteria growth while simultaneously limiting the development of pathogenic populations. This restores the natural microbiological equilibrium of pool water without an overdependence on chemicals like chlorine, and improves the air quality throughout the hotel.

"We believe green is the ethical approach to running a business, as we live in this world with limited natural resources," says Moore. "It is paramount that we continue to improve the safety of the work place in which our employees work, and it is also important to provide access to an environment in which guests can leverage their environmentally friendly philosophy."

Proximity Hotel

Luxury and sustainability come together at the year-old Proximity Hotel in Greensboro, N.C., which recently earned LEED (Leadership in Energy and Environmental Design) Platinum certification from the U.S. Green Building Council this fall, making it the highest-rated green hotel and restaurant in America.

Examples of why this property excels include:

- The building uses 41% less energy than a conventional hotel/ restaurant by using ultra efficient materials and the latest construction technology.
- The sun's energy heats hot water with 100 solar panels covering the 4,000 square feet of rooftop (enough hot water for a hundred homes). This heats around 60 percent of the water for both the hotel and restaurant.
- Geothermal energy is used for the restaurant's refrigeration equipment, instead of a standard water-cooled system, saving significant amounts of water.
- Abundant natural lighting, including large energy-efficient "operable" windows, connects guests to the outdoors by





Inn By the Sea

Having just completed a multi-million dollar renovation that enhanced the guest experience as well as its environmental standing, the Inn by the Sea is a Maine DEP certified Green Lodging, has received a Legislative Sentiment as an Environmental Leader, and was selected one of TripAdvisor's Top Ten Green Hotels worldwide.

During its redesign, the Inn worked with a LEED consultant on the spa addition, used recycled rubber for the cardio room floor, low VOC paint, sealants and wall coverings and recycled sheet rock. The salinated pool is heated with solar panels, and an air to air heat exchanger saves energy. Guests are wrapped in bamboo towels, use 'green' recycled paper key cards and are surrounded by indigenous landscape. The inn's sheet and towel program donates savings to the endangered monarch butterfly.

"We are honored to be among the green elite listed on EcoRooms & EcoSuites," says Rauni Kew, who handles Marketing and PR Green Programs at Inn By The Sea. "Your Significant 7 is terrific and gives both travelers and properties a good start for what is expected of a hotel."

New Board Member

EcoRooms & EcoSuites' Board of Advisors is a panel of some of the greenest minds the hospitality industry has to offer. With decades of combined experience, the Advisors have helped shape the Web site's criteria for membership and assist both members and the public on best green practices.



So it is with much delight that EcoRooms & EcoSuites announces that Doug Gamble has joined its Board of Advisors.

Gamble is a Managing Partner with the Q Hotel and Spa in Kansas City, Mo., one of the greenest hotels in the entire Midwest. Since coming to the hotel, located in the heart of Kansas City's historic Westport Entertainment District, Gamble has helped initiate a 38-point sustainability program. The plan includes Green Seal-approved cleaning products, the virtual elimination of plastics, the use of water-saving aerators for every device handling water, and bulk, bio-friendly bathroom amenities. The green hotel also recently instituted an extensive guestroom recycling program.

Doug Gamble, EcoRooms' newest Advisor, is a Managing Partner with the Q Hotel & Spa.

"I'm very honored to serve on EcoRooms & EcoSuites' prestigious Board of Advisors," says Gamble. "Since we took over operations of the Q Hotel, we've done a lot of experimenting with sustainable operations and instituting green policies. We've seen how a lot of little things — like turning off the lights in the lobby during the day, offering bicycles to guests for short trips

achieving a direct line of sight to the outdoor environment for more than 97 percent of all regularly occupied spaces.

- Water usage has been reduced by 33 percent by installing high-efficiency Kohler plumbing fixtures, saving two million gallons of water the first year.
- Air quality is improved by circulating large amounts of outside air into guestrooms.

Even more, a green roof is in the planning stages, the elevators generate electricity as they descend, rooms are filled with locally commissioned art, furniture is made mostly from sustainable materials and bicycles are available for guests to use.

"It's good karma and good business," said owner Dennis Quaintance at the LEED status presentation ceremony. "It's an urban legend that it costs too much to employ green-building practices."

Quaintance said the hotel is already seeing a return on investment thanks to tax credits and energy savings.

In light of the hotel's achievements, a picture of the Proximity will be on the front cover of the 2009 North Carolina Travel Guide.

and adding bulk amenity dispensers to our bathrooms— have added up. It's better for the guests, better for the environment and better for the hotel's bottom line."

"I hope to bring this kind of open-mindedness and go-for-it attitude to the Board of Advisors and the rest of the industry to help make this entire planet a little healthier and happier," he adds.

There is no such thing as "green enough," EcoRooms & EcoSuites are constantly innovating to reduce their carbon footprint and environmental impact.

Going Green on the Road

These three new properties join EcoRooms & EcoSuites at a time when travelers are finally beginning to exhibit an increased environmental awareness while on the road. Previously, most travelers — even those who recycled and conserved resources at home — would "splurge" while out of town and not worry about the footprints they were leaving behind.

But a recent study from Deloitte finds that "U.S. business travelers are increasingly making daily choices to reduce their environmental impact, and they have specific expectations about the green practices hotels should be adopting today."

The study finds nearly seven of 10 business travelers (69 percent) say they always turn off the lights and one out of three (31 percent) always adjusts the heat/air conditioner when leaving the room.

More importantly, 34 percent of respondents say they "seek out hotels that are environmentally friendly," just as 38 percent have researched green lodging facilities either online or by asking friends and relatives. Similarly, 28 percent say they would be willing to pay 10 percent more to stay in a green lodging facility.

In fact, according to the study, the top five environmental actions business

travelers expect lodging facilities to be taking are:

- Recycling (77 percent);
- Using energy-efficient lighting (74 percent);
- Using energy-efficient windows (59 percent);
- Placing cards in rooms to let guests request that sheets/towels not be changed (52 percent); and
- Using environmentally safe cleaning products (49 percent).

Not coincidentally, these five actions are all key parts of EcoRooms & EcoSuites' criteria, showing that guests get exactly the environmental programs they are looking for from EcoRooms members.

"If you look at what guests are looking for, in each case what they want will actually save you money by greening and streamlining your operations," says Burger. "While our criteria may look rigorous now, as more hotels catch on to the benefits of implementing a green program, these will be the minimum of what hotels will be doing in the future. Our current and new partners have already shown how you can go above and beyond."

EcoRooms Criteria

EcoRooms & EcoSuites Web site approves and certifies the greenest hotels that have implemented our

"Significant 7" criteria:

1. Green Seal certified or equivalent cleaning products are used in guestrooms.
2. Green Seal certified or equivalent paper products (facial and bathroom tissue) are used in guestrooms.
3. Bathrooms feature amenity dispensers or small, practical amenity sizes with guests encouraged to take the remainder of their bathroom amenities home or donate them to homeless shelters.
4. The hotel has implemented a Linen and Towel Reuse Program
5. Guests are provided separate and easily identified receptacles and/or bags in which to deposit recyclables.
6. Energy-efficient lighting is in place in every applicable area.
7. High efficiency plumbing — 1.6 or less gallons-per-flush for toilets and 1.5 gallons per minute or less for sinks with water-efficient aerators.

There is no such thing as "green enough." Even the members of EcoRooms & EcoSuites are constantly innovating to reduce their carbon footprint and environmental impact. If you have a great new green idea or innovative solution, let us know. Maybe you can be the next EcoRooms member, or even become one of the industry-leading Board of Advisors. Find out more at www.EcoRooms.com



Partners in Green

by Ray Burger, President & Founder of Pineapple Hospitality



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

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

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.

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) 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 that can really make a

difference to the industry and the Earth.”

For more information visit 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 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.

More Partners

All of Pineapple’s Partners can be found at 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,

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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.

Channel Surfing Safely

Pineapple Hospitality's anti-bacterial ZAPLEX™ TV remote control covers gain traction with guests and hotels worldwide

Ten years ago, Rick Hodges had just checked into a hotel room when his kids started jumping on the bed. Hodges thought to himself, "I wonder how many people have sat on that bed spread? I wonder how long it's been since it was washed?"

Without even thinking, his hand went to grab the room's TV remote control. It suddenly hit him that the remote is probably just as dirty, if not more, than the bed.

That moment led to Hodges' creation of ZAPLEX™, a low-cost, disposable plastic cover for remote controls. The clean, clear and easy-to-use ZAPLEX remote covers are antibacterial-infused to protect against germs. ZAPLEX also protects the TV remote control from spills and grime, and saves batteries and their compartment covers from falling out and getting lost.

Since Hodges' initial inspiration, studies have found TV remotes in hotel rooms often are dirtier than sinks, showers and even toilets. Thankfully, hotel owners, operators and guests are catching on to the myriad benefits of ZAPLEX instead of catching on to colds, the flu and numerous other illnesses stemming from bacteria-coated guestroom TV remotes.

ZAPLEXing Bacteria

A recent report from TripAdvisor asked guests, "What's the dirtiest part of a hotel room?" 11% of respondents voted for the TV remote, behind only dirty carpets and the bedspread.

"People are becoming more conscious about germs and the spread of infection," says Hodges. "People carry hand sanitizers with them. Almost every grocery store provides sanitary wipes that customers use to clean cart handles. It's not just the germophobes who use them. It's everyone.

"ZAPLEX is an ideal way for hotels to differentiate themselves and let guests know they take sanitation seriously and are willing to go the extra mile," Hodges says. "After things like SARS scares, flu outbreaks and even the return of bed bugs, any product that helps battle cross-contamination is sitting pretty right now."

Distributed by Pineapple

ZAPLEX is distributed exclusively to the hotel



industry by St. Charles-based Pineapple Hospitality, the premier distributor of sustainable products and marketing programs for the Hospitality Industry.

"When you walk into a hotel room, the last thing you want to be reminded of is the person who was staying there before you," says Ray Burger, president of Pineapple Hospitality. "With the TV remote, it's usually the last thing people touch when they walk out, and the first thing they touch when they walk in. It can be the most direct bridge of contact between guests, especially because it is difficult to clean and often overlooked by the very busy custodial staff."

"ZAPLEX does more than give hotel guests the illusion of cleanliness — it really works. Its anti-bacterial properties stop germs before they spread," Burger adds. "Plus, it is quick and simple for the cleaning staff to change between guests. Especially with the entertainment upgrades that many hotels

are making — bringing in high-end televisions and entertainment stations — you need this product to protect your investments.”

“The bottom line is ZAPLEX protects your guests, as well as your housekeepers and general counsel, from a host of bacteria-based health liabilities.”

Perfecting the Protective Skin

While Hodges’ idea for a remote control cover was pretty simple, it took years to perfect the ZAPLEX formula. It needed to be clear, stretchable enough to fit almost any size remote, yet still maintain the tensile strength to prevent ripping without being tacky or sticky to the touch. Added to that, the product needed anti-bacterial properties without using powders or other compounds that wear off.

You wouldn’t stay in a hotel that didn’t change sheets in-between guests, so why should you jeopardize your health without protection from one of the dirtiest areas of a hotel room?

“Making this product was a labor of love,” Hodges adds. “I look forward to seeing where we can take it and how well known it can get.”

The first major market for ZAPLEX to tackle naturally is hotels. The product can be bought in bulk and applied for each new guest. Hodges studied Las Vegas-area hotels’ occupancy rates and lengths of stay and found in the city alone, there were 55 million opportunities to apply ZAPLEX in one year, changing the protective cover with each new stay.

Another option is for hotels to carry ZAPLEX in their gift shops and allow guests to purchase them individually for their guestrooms, homes and even places of businesses.

“Anybody I talk to who has used the product can’t travel without it anymore,” Hodges says. “One person told me, ‘I put a shower cap over the remote because I didn’t know what else to do.’”

ZAPLEX also is being marketed to institutions such as hospitals and schools, where the threat of spreading infections is a major concern. The protective skin for TV remotes also can even be used in households for extra protection. In those cases, the covers should be changed about once per month.

International Exposure

ZAPLEX is catching on in the U.S. and abroad.

“We are in discussions with major hotel companies in the U.S. about ZAPLEX,” Burger says. “More so, we now have

international distribution in seven countries and are seeking additional distribution worldwide in several verticals.”

Ronnie Beier of Brussels-based DrionRent SA/NV is looking to showcase ZAPLEX at an upcoming Healthcare Exhibition in Europe, and to distribute the product in Belgium, Luxembourg and possibly several other countries down the road.

“We will offer this product in professional markets and healthcare communities,” Beier says. “Due to our focus in the healthcare sector and knowing the importance of proper hygiene, we are convinced ZAPLEX has broad appeal and benefits.”

Key Features

Features of the ZAPLEX remote control cover include:

- Easy for housekeeping staffs to apply;
- Disposable: change with each new guest;
- Its anti-bacterial pyrrhithione compounds, also known as Promicide Z300, were developed to reduce the hosting of bacteria and mold in plastic and related products — providing sanitary protection;
- High perceived impact at a low cost per stay ratio;
- Saves on lost batteries and their compartment covers;
- Protects TV remote controls from spills and grime; and
- One size fits virtually all remote controls — ZAPLEX can stretch up to seven times its original size without breaking!

“You wouldn’t stay in a hotel that didn’t change sheets in-between guests, so why should you jeopardize your health without protection for one of the dirtiest areas of a hotel room?” Burger asks. “With ZAPLEX, you can rest assured your guests will return, happy and healthy.”

Cover Your ... Remotes

University of Arizona microbiology professor Chuck Gerba, aka “Dr. Germ,” recently conducted a study that found TV remote controls are the highest carrier of bacteria in hospital rooms — even more so than toilet bowl handles, bathroom doors and nurse call buttons.

“Remote controls have three times greater levels of bacteria than any other site in hospital rooms,” Gerba says. “While they are not hospitals, I suspect hotels also suffer a bit from bacteria transfer via remote controls. Remote control protectors sound like they might be a good idea — especially since common colds, flu’s and MRSA’s (methicillin-resistant staphylococcus aureus strains) can survive on surfaces such as remote controls for up to three days.”

“Lack of awareness about where germs lurk is a real health problem because people touch these objects and 80 percent of infections are spread through hand contact,” says Gerba, who notes that while 95 percent of people say they wash their hands after using a public restroom, only 67 percent actually do — and only 33 percent use soap!

Disposing of Energy Waste

Pineapple partners with AirCycle to provide a comprehensive and simple recycling solution for energy-saving compact fluorescent lamps (CFLs), and other electronic waste.

Compact fluorescent lamps (CFLs) have been getting some bad press. While everyone agrees that the funny-shaped, long-lasting light bulbs are fantastic energy and money savers, there is a concern about the trace amounts of mercury used in the lamps ending up in landfills.

Mercury is highly toxic to the human nervous system and particularly poisonous to the kidneys. When lamps are sent to landfills, or especially when incineration is used as a disposal method, mercury vapors are released that can travel more than 200 miles.

But CFLs don't have to be a Catch 22 for your lodging operations.

A single four-foot fluorescent tube contains from 5 to 50 mg. of mercury

Pineapple Hospitality, the premier distributor of green products and marketing programs to the hospitality industry, is partnering with AirCycle to provide an easy, efficient way to recycle your used mercury-containing lamps, batteries, ballasts and/or thermostats.

"We have received several requests for this kind of service, especially in light of recent publicity about the small amounts of mercury that is in CFLs," says Ray Burger, president of Pineapple Hospitality. "Because the environment has become such an important issue for hoteliers, as well as the country at large, we want to make sure we don't undo some of the positive benefits we get from CFLs by not disposing of them properly."

"Through our partnership with AirCycle, friends of Pineapple can save 10 percent on the cost of this recycling program. Save money, save the hassle and save the environment. It's a winning program for everyone," Burger adds.

Through AirCycle's EasyPak Recycling Program, smaller shipments of the disposed materials are shipped through pre-paid FedEx Ground



transportation services. The EasyPak program provides everything you need: the container, shipping to the recycling center, recycling fees and certificates of recycling. The program is simple, requires little paperwork, and is a practical option for facilities nationwide.

"With the rise in CFL usage, it's very important that the used lamps be recycled, otherwise, the environmental benefits of the lamp usage is largely negated due to the release of mercury at 'end of life.'" says Scott Beierwaltes, President of Air Cycle Corporation. "We've definitely seen a dramatic increase in CFL recycling over the past one to two years, from both institutions and companies, as well as private homeowners."

Sales of CFLs have skyrocketed this decade — doubling last year to about 380 million units after registering just 17,000 CFLs sold in 2000, according to the U.S. Environmental Protection Agency. And recycling is less than 1 percent of the total cost of maintaining a lamp over its effective life. It will just take education and programs like EasyPak to help CFL recycling gain traction.

Recycle: It's the Law

Fluorescent light is produced by passing an electric current through mercury vapor, which generates ultraviolet energy. A phosphor coating on the inside of the bulb transforms the ultraviolet energy into visible light. A single four-foot fluorescent tube contains from 5 to 50 mg. of mercury.

Each year, an estimated 600 million fluorescent lamps are disposed of in U.S. landfills amounting to 30,000 pounds of mercury waste. The Environmental Protection Agency reports that 187 incinerators nationwide emit approximately 70,000 total pounds of mercury into the environment each year.

Due to changing federal and state regulations on lamps, most non-residential facilities now are required by law to properly dispose of their lamps.

Lamps found in landfills are subject to retroactive clean-up costs under CERCLA. European Union recycling regulations make it unlawful for even EU residents to dispose of CFLs in the trash — a trend that could be coming stateside soon.

Packaging of the CFLs coupled with the recycling of the lamps will greatly reduce the mercury dilemma and create a much safer environment.

“Hotels can benefit from the EasyPak program by not only reducing their liability (in some areas it’s illegal to send them to a solid waste landfill and they could be fined), but also can show their employees and guests that they are environmentally sensitive by recycling their lighting,” says Beierwaltes.

“Our program is unique in that we can offer a truly national program that covers both small and large facilities,” he continues. “Furthermore, we pride ourselves in creating customized solutions that are tailored to the needs of our corporate partners. In some cases, we’ve built Web sites for our clients that allow them to both procure goods and services, as well as manage participation, track results and report success stories.”

The Best Option

Despite the misinformation or lack of knowledge amongst the public on CFLs, environmentalists and government officials say it is important to balance the positives of CFLs against any negatives, as switching to CFLs is the most cost-effective way to reduce greenhouse gas emissions.

CFLs use one-quarter to one-fifth the electricity of incandescent bulbs, and can last 10 times longer.

By curtailing the pressure for energy, CFLs can cut pollution from power plants. According to the Union of Concerned Scientists, a coal-fired power plant will emit about four times more mercury to keep an incandescent bulb glowing, compared with a CFL of the same light output.

And the roughly 2 tons of mercury contained in the 380 million CFLs sold in the United States last year was dwarfed by the 50 tons of mercury that U.S. coal plants emitted into the atmosphere.

Each CFL used instead of an incandescent bulb saves the average consumer \$16 a year. With an average of 40 light bulbs in the typical household, changing every bulb could lead to savings of \$640 annually. CFLs also use less electricity than incandescents to produce roughly the same amount of light. Therefore, using CFLs reduces demand on the power grid, as well.

According to the non-profit Efficiency Vermont: “If everyone in the country replaced just one light bulb, we would conserve enough energy to light more than three million homes for a year, save more than \$600 million in annual energy costs, and

prevent greenhouse gases equivalent to the emissions of more than 800,000 cars.”

Now imagine the savings of thousands of lamps in a typical 100-room hotel!

Click and Pick

The EasyPak Program is a simple and easy process that can be followed by your facility’s engineering, purchasing or accounting departments.

1. Go to www.LampRecycling.com.
2. Click on “containers” and choose the container you need from the list.
3. Type in the number in the quantity.
4. Click on “Add to Cart.”
5. Type in Promotion Code for the 10% discount: PINEAPPLE.
6. Create New Account / Enter you correct ship to and bill to address.
7. Finish Checkout.

Order as many containers as you need for your facility. The more you buy, the more you save. The EasyPak containers will be shipped to you with a return shipping label to the recycling facility and instructions.

Once the container is full, seal the lid on the bucket, place the bucket within the original box, tape the box closed, fill out the supplied shipping label with your organization’s name and address, and attach your pre-paid FedEx

shipping label to the box. Ship the container via FedEx Ground to the recycling facility for processing.

In an effort to provide managers the ability to check on the status of all their facilities’ EasyPak recycling containers, you can now track all of your containers through LampRecycling.com.

And to make procuring EasyPak containers even easier, AirCycle has developed a process that will automatically order and ship new containers when you need them. There are two available options:

1. For every container received for recycling, a replacement container will automatically be shipped to you.
2. You can also schedule to have “X” amount of containers shipped to any of your facilities. This can be done weekly, monthly, quarterly, or annually based on what you need.

“We’re very excited to partner with Pineapple since they are a leader in the hospitality industry and already offer green products and services, as well as general environmental marketing and consulting to much of the industry,” Beierwaltes says. “We also appreciate their commitment to innovation and customer satisfaction which we value as well.”

In the News

Lighting an Efficient Future, Minus the Mercury — From the Environmental News Network, May 30, 2008: <http://www.enn>.



com/energy/article/37111

To reduce hazardous waste at its source, leading CFL manufacturers have committed to reduce the mercury content of their products. Martin Goetzler, CEO of Munich-based Osram, said his company aims to cut the mercury content of its CFLs by half in the coming years. "It should be part of any new technology that hazardous substances are regulated," he said. "And we should use the lowest levels [of toxins]."

CFLs presently contain between 2.5 and 3 milligrams of mercury, which Osram will reduce to between 1.3 and 1.8 milligrams, Goetzler said Wednesday during a talk organized by the Worldwatch Institute.

General Electric is investing in lower-mercury CFL technology as well. "If we can get [mercury] down to 1 milligram of mercury, that is a big breakthrough," Lorraine Bolsinger, vice president of

GE's ecomagination unit, told reporters last year.

Visit www.enn.com for the complete article.

FAQs

Pineapple Hospitality offers answer to these CFL FAQs on its Web site, www.PineappleHospitality.net:

What should I do if I break a CFL bulb?

Fluorescent lamps contain mercury. Mercury at atmospheric pressure is a silver colored liquid that tends to form balls. Mercury is a hazardous substance. When one lamp is broken, the best thing to do is to wear chemical-resistant gloves to clean it up. The gloves can be vinyl, rubber, PVC or neoprene. The gloves you buy in the supermarket for household cleaning are sufficient. The gloves protect your skin from absorbing mercury and from getting cut by the glass. The remains of one lamp can be disposed as normal waste since the amount of mercury is small. However, for future reference, when large quantities of lamps are being disposed you must follow your state and the federal regulation for disposing of mercury-containing lamps.

Does Pineapple offer a way to dispose of CFLs?

Visit www.LampRecycling.com and enter the code PINEAPPLE (all caps) to receive a 10-percent discount on an EasyPak container which will be sent to your property. You then fill the EasyPak and it is picked up and disposed of properly.

What should I do when my CFL burns out?

EPA recommends that consumers take advantage of local recycling options for compact fluorescent light bulbs, where available. EPA is working with CFL manufacturers and major U.S. retailers to expand disposal options. Consumers can contact their local municipal solid waste agency directly, or go to www.lamprecycle.org and click on "State Lamp Recycling Regulations & Contacts" to identify local recycling options. CFLs should not be disposed of in an incinerator.

EasyPak Advantages

- Minimize storage: When it's full, ship it;
- It's pre-paid;
- Simplify paperwork: No complicated, expensive manifests;
- One order can provide recycling services for an entire year;
- Customer service representatives are available to assist you;
- Reduces the administrative burden while retaining control of disposal;
- Easy ordering process: Order at www.lamprecycling.com or call toll-free 888.640.6700;
- Easy-to-follow instructions, complete with illustrations that are printed on the box in English and Spanish;
- Minimizes the chance of facility contamination by reducing on-site storage and subsequent accidental breakage and/or leakage.

Contact Us

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Saint Charles, Missouri-based 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.

