

# 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.



# The Equalizer

Pineapple Hospitality presents “10 Green Ways to Deal with a Tough Economy” – Enhance your guest experience while greening up your property's bottom line

**A**long with the rest of the economy, the hospitality industry has reason to be concerned with the current financial crisis. When times are tough, one of the first things that gets cut from personal and business budgets is travel expenses.

Some hotels are already feeling a pinch from the tight economy. And as a sign that things might get worse before they get better, an analyst from Goldman-Sachs recently lowered expectations on the entire hotel sector for 2009 and through 2010, based on the growing supply of hotel rooms and weakening business travel trends — estimating that revenue per available room will drop 4% in the U.S. during 2009 and dip another 1% in 2010.

“Those hotels that have positioned themselves as ‘green’ will have a heads-up on the competition from both an operations and consumer perspective,” says Ray Burger, President of St. Charles, Mo.-based Pineapple Hospitality. “Travelers are becoming increasingly aware of their environmental footprints, and prefer to stay where they can minimize their environmental impact. More so, hotels that have gone green have discovered significant savings — demonstrating that going green will keep you in the black.”

*To help you not just survive, but also thrive, Pineapple Hospitality offers hoteliers its “10 Green Ways to Deal with a Tough Economy”:*



**1. Energy Efficient Lighting** — For those of you that have not already retrofitted every socket and fixture with Compact Fluorescent Lamps (CFLs), L.E.D.s, Cold Cathodes or switched from T-12's to T-8's ... Are you waiting for energy costs to go down? Why not cut related costs up to 70% today! CFLs are available in various wattages from 3 to 42. Pineapple can prepare customized “lighting made easy” order forms for each of your properties.

See our LIGHTING Special offers at [www.PineappleHospitality.net/specials](http://www.PineappleHospitality.net/specials).

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### Light Up Your Bottom Line

**p1** Pineapple's energy-efficient solutions help hotels cut lighting costs up to 70% while enhancing ambiance and safety.

### Make Every Day Earth Day

**p2** Pineapple Hospitality's President Ray Burger urges hoteliers to embrace Green Business Practices every day.

### 6 More Savers

**p4** Digital thermostats, amenity dispensers, key card switches, towel/linen reuse programs, Pure Rooms and ozone laundry systems fill out the middle of Pineapple's line-up of money-saving green hotel solutions.

### 3 For the Road

**p4** Pineapple finishes its “Top 10 Ways to Deal with a Tough Economy” strong: waste management solutions, EcoRooms & EcoSuites and Buffet Burners.

## Make Every Day Earth Day

by Ray Burger, President & Founder of Pineapple Hospitality



April 22, 2009, will mark our precious planet's 40th Earth Day celebration.

On April 22, 1970, more than 20 million people worldwide took to the streets, parks and college campuses to protest against the deterioration of the environment, marking the first Earth Day. The brainchild of Gaylord Nelson, then a United States Senator from Wisconsin, and organized by Denis Hayes, Earth Day brought together groups that had been fighting against oil spills, pol-

**We've all heard that too much of a good thing can be a bad thing — but that does NOT pertain to Earth Day's founding Green Business Practices (GBPs).**

luting factories and power plants, raw sewage, toxic dumps, pesticides, freeways, the loss of wilderness, and the extinction of wildlife to raise awareness of the importance of protecting the environment.

This year, Earth Day was celebrated by more than 500 million people and governments in 175 countries.

The movement has become so popular that the question now begs: Why not celebrate Earth Day every day?

Earth Day is a wonderful opportunity to energize and implement new environmentally friendly strategies. But what's more important, especially for the hospitality industry, is that we practice what we are calling GBPs — Green Business Practices — on the other 364 days of the year as well

Our Board of Advisors and Members at EcoRooms & EcoSuites have proven that sustainability, luxury and profitability can and should go hand-in-hand. With the interest in sustainability growing daily, there's never been so many opportunities for hoteliers to green their operations and bottom lines.

To celebrate this Earth Day, and guide the

hospitality industry into taking green mainstream, EcoRooms & EcoSuites has compiled this Top 11 list of Earth Day activities for hoteliers and their guests, along with online resources that can provide guidance on how to implement them:

1. Plant trees and join Arbor Day Foundation: [www.Arborday.org](http://www.Arborday.org);
2. Encourage all staff to walk, bike, carpool, or take mass transit to work on Earth Day — consider holding a prize drawing (reusable water bottles and other “green” promotional items) for all who participate: [www.Pedrosplanet.com](http://www.Pedrosplanet.com);
3. Offer menu specials appealing to locavores, vegetarians, and vegans using both locally grown and organic ingredients. Offer similar for employee meals that day: [www.Locavores.com](http://www.Locavores.com);
4. Serve Certified Organic Coffee & Tea in all outlets. (Ask your current supplier to assist);
5. Hybrid, Electric, or High Occupancy vehicles Park Free Day: [www.HybridCars.com](http://www.HybridCars.com);
6. Clean a park, playground, street, beach or river and then consider adopting the same;
7. Join or sponsor a local environmental group or a local chapter of a national or international organization: [www.CharityNavigator.org](http://www.CharityNavigator.org);
8. Give something away on FreeCycle ([www.freecycle.org](http://www.freecycle.org)) or offer an attractive weekend package to benefit your eco charity at [www.BiddingForGood.com](http://www.BiddingForGood.com);
9. Change ONE current SOP (Standard Operating Procedure) to a GBP (Greener Business Practice): [www.ChangeOne.info](http://www.ChangeOne.info);
10. Offer carbon offsets to hotel guests: [www.SustainableTravel.com](http://www.SustainableTravel.com); and
11. HAVE FUN! Get creative and add to this List. Send us your suggestions and we will publish them next year to celebrate the 40th Anniversary of Earth Day! (Hint: Check out [www.EarthDay.net](http://www.EarthDay.net) for more great ideas.)

And not to forget our guests, one of our FOPs (Friends Of Pineapple) — Golden Arrow Lakeside Resort — also has these tips for travelers: Stay at green hotels, reuse your sheets and towels, keep your car's tire inflation and speed where they should be, and before leaving properties turn down the thermostat in the winter (up in the summer) and unplug appliances (they consume energy even when they're “off” if they're plugged in). ☘

# 10 Green Ways to Deal with a Tough Economy

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## 2. Programmable and Digital Control of your HVAC systems

— If you are still allowing guests complete control of the HVAC function in your guestrooms then now would be a good time to reevaluate that decision. Numerous heating/cooling control options are available at reasonable costs.

Pineapple's Guestat programmable digital thermostat is one popular option saving hoteliers 25% or more. These thermostats display an exact desired temperature allowing guests to control the comfort of their rooms, but can be programmed with temperature ranges and setback periods which to saves energy.

More options and information are available at [www.pineapplehospitality.net/energy.html](http://www.pineapplehospitality.net/energy.html).

**3. Amenity Dispensers** — Pineapple's bathroom amenity dispensers are more attractive than ever. More and more hotels are seeking this solution because of the ever-increasing cost of oil used to manufacture plastic amenity bottles and the increases in transportation costs to deliver the plastic bottles to your hotels. Plus, no product is wasted and landfills are saved space. Using these dispensers with Pineapple's high-quality amenity products can save up to 70% of your hotel's bathroom amenities cost.

Visit <http://www.pineapplehospitality.net/Dispensers.html> for details.



**4. Key Card Energy Management System** — The HS series Card Key Switch turns electrical circuits on or off when a card key is inserted or removed from the slot. The HS card key switches provide an easy solution to current requirements in both the IECC and ASHRAE/IESNA Standard 90.1, which now require a master switch at the entrance of every new guestroom to control the electrical circuits.

Read more at [www.pineapplehospitality.net/uploads/key\\_card\\_system.pdf](http://www.pineapplehospitality.net/uploads/key_card_system.pdf).

**5. Green Earth towels and sheets** — Manufactured using Control Union-certified, eco-friendly dyes to reduce environmental impact. They also save money and resources by costing significantly less to launder, reducing water consumption by 30%, using less detergent and taking 10-20% less drying time. Cypress Hotel & Spa is the premier designer and manufacturer of luxurious bathrobes, towels, slippers, and sheets for the hospitality industry. As a true innovator in sustainable linens, we partner 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.

Visit [http://www.pineapplehospitality.net/Pineapple\\_Partners.html](http://www.pineapplehospitality.net/Pineapple_Partners.html) for more information.

**6. Ozone Laundry Systems** — Ozone Laundry Systems inject ozone into cold water throughout the wash process. Ozone reacts quickly by dividing organic molecules in the water and causing soils to separate from fabric and disintegrate. The oxidization power of ozone then sterilizes and deodorizes more effectively, less expensively and more reliably than other methods, leaving no chemical residual.

With an ozone laundry system:

- 70-80% or more of the need for hot water is eliminated.
- There is an average water savings of 25%.
- Linen replacement costs can be reduced 50-66%.
- Ozone opens up textile fibers to allow chemicals to do a better job.
- They extend the life of laundry equipment because fewer wash cycles are needed.
- Water quality and chemistry is more consistent.
- Chemical consumption can be reduced by 20-25%.
- Ozone improves sewage water quality by 30-50%.
- Working conditions are better for employees because the use of steam and hot water is reduced.
- And cooler laundry facilities require less air-conditioning to cool.

Find out more at [www.pineapplehospitality.net/uploads/OWT.pdf](http://www.pineapplehospitality.net/uploads/OWT.pdf).

**7. Indoor Air Quality** — Create additional revenues by adding Pure Rooms ([www.Pureroom.com](http://www.Pureroom.com)). This cutting-edge, comprehensive system can dramatically improve air quality and enhance your guests' experience.

It appeals to the Lifestyles of Health and Sustainability market ([www.lohas.com](http://www.lohas.com)) as well as allergy sufferers. You can dedicate 10% or more of your rooms to be sold at a premium each night. This program has proven to increase revenues and repeat business for nearly 60 hotels. We offer a No Capital Cost program.

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## By the numbers

According to the American Hotel & Lodging Association's 2008 Lodging Industry Profile, in 2007 the U.S. market had:

- \* More than 48,000 properties with 15 or more guestrooms;
- \* Nearly \$140 billion in combined revenue;
- \* An average occupancy rate of 63.1%; and
- \* Average revenue per available room of \$65.52.

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*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.*



# 10 Green Ways to Deal with a Tough Economy

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**8. Waste Management** — Are you paying to dispose of recyclables? Pineapple Hospitality offers a guaranteed savings program including the management of your entire waste and recyclables program including a comprehensive Guest Room Recycling Program.

For attractive and appropriate recycling receptacles visit one of our Pineapple Partners – T2 Site Amenities at [www.T2-Sa.com](http://www.T2-Sa.com).

**9. Offer EcoRooms® and EcoSuites™** — Pineapple Hospitality will create a customized EcoRoom and/or EcoSuites program for 10 percent or more of your guestrooms. The program is available with no capital cost on a per occupied room basis. This is the easiest way to “Go Green” and generate additional profits.

For more information about basic EcoRooms visit [www.EcoRooms.com](http://www.EcoRooms.com).



**10. Buffet Burners™** — Ever give any thought to how much canned fuel costs? Instead of dumping the cans in the landfill after banquets and buffets, why not dump the purchase of canned fuel in favor of a greener, safer, and more economical way to heat your chafers. With a \$1,500 purchase one of our customers eliminated a \$33,000 annual expense.

Find out more at [www.pineapplehospitality.net/Buffer\\_Burners.html](http://www.pineapplehospitality.net/Buffer_Burners.html). 🍍