

## Go Green ... and red, blue and gold ... this holiday season

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Don't be a Scrooge. Light up the holidays with Pineapple Hospitality's energy-efficient LED holiday lighting - and save more money than the miser!

This holiday season, your hotel can deck the halls and create a winter wonderland - all while conserving energy and saving a bundle. For a limited time only, Pineapple Hospitality is offering special savings on TCP's energy-efficient LED holiday lights through the newly opened EcoGreenHotel store ([www.EcoGreenHotelStore.com](http://www.EcoGreenHotelStore.com)).

TCP holiday lights are ENERGY STAR rated, passing the EPA's performance testing for electrical, lifetime and weathering requirements. LED lights are very energy efficient, providing roughly 90% energy savings as compared to incandescent strands. They also last at least 20 times longer than traditional incandescent strands, so there's no need to replace them year after year.



### **'Tis the Season to Save \$**

'LED lights offer hotels huge energy savings, they last a long time and are extremely durable,' says Paul J. Phillips, TCP Product Manager - LEDs. "LEDs are sometimes called solid state, which describes them perfectly. The lights are encased in an epoxy or polycarbonate, so there's no glass bulbs or filaments to break.

'Plus, with the StayLit feature, if one LED bulb fails to light for some reason, the remaining bulbs on the string stay lit. No more full strands going out in an installation, or having to find and replace the one bulb that's causing all of the others to fail.'

Another plus for your hotel's maintenance crew is LED lights allow you to do almost any holiday lighting display with a single circuit or outlet. Incandescent strands are only recommended to have 3 or less strands connected together. TCP LED strands can have up to 30 strands connected in series for the

100-count product. This means you don't have to worry about running extension cords and finding different outlets all over the place.

The LED color is also very brilliant. The LED chips themselves provide the color - not a colored bulb, like traditional incandescent strands.

"You can see yards that have LED lights stand out from the others,' says Phillips. "Inside or outside a hotel, you can create vivid and brilliant displays that you just can't get from incandescent bulbs."

"Just because you want your hotel to operate in a sustainable, energy-efficient way doesn't mean you and your guests should miss out on the holiday spirit," says Ray Burger, President of Pineapple Hospitality, the premier distributor of Green Hotel Products, Marketing and Consulting Programs for the Hospitality Industry.

"The LED holiday lights not only offer great economic and environmental value, but they are simply a better product. That's why we're excited to bring TCP LED lights to our new partners at EcoGreenHotelStore.com," Burger adds.

Just opened at the start of November, the EcoGreenHotelStore.com brings together the

most-complete selection of cost-effective green lodging products available on the Web, offering more than 1,000 products and services for a greener hospitality industry.

'As technology evolves, the TCP LED holiday lights show we can create better, more energy-efficient products for our eco-minded hotel customers,' says EcoGreenHotel President Scott Parisi. 'The LED lights are really a better alternative over traditional incandescent bulbs, and are a great option for hotels to display their holiday lights in a more energy-efficient way.'

TCP LED holiday lights are UL-certified for indoor/outdoor use, and come with a three-year warranty. 100-count stands are available in both white and multi-color.

Special pricing is available now through Dec. 18, 2009.

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