



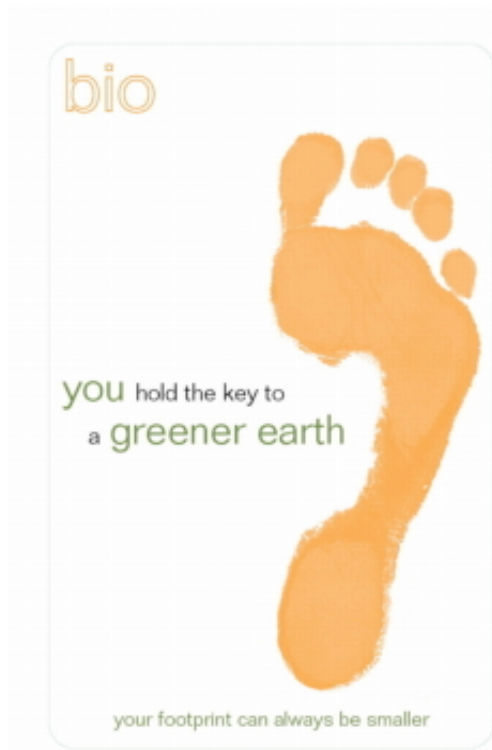
## Picture This - Tell Guests Your Story of Environmental Stewardship with Pineapple Hospitality's Green Earth Key Cards.

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If you go by the old adage that a picture is worth a thousand words, then you'll see why many hotels are telling the story of their environmental commitment with customized green hotel room key cards.

Offered by Pineapple Hospitality, the premier distributor of "Green" Hotel Products and Marketing Programs for the Hospitality Industry, Green Earth Key Cards deliver an understated, yet powerful environmental message every time your guests open their door.



Green Earth Key Cards are an environmentally friendly alternative to the traditional plastic hotel key card. These durable and reusable cards, offer excellent print quality, and all are easily customized for your property, making them an excellent messaging tool for your brand.

Green Earth Key cards now come in two responsible card stock options:

- œ bioPVC Cards, which biodegrade rapidly in a landfill;
- œ reNew Cards, which maximize the use and reuse of PVC.

Also available are coordinating key card FOLDERS and SLEEVES to let your guest know you support a green earth.

“We have a number of beautifully designed green key cards in stock or you can completely customize the cards for your property (either way is great as long as it's green,” says Ray Burger, President of Pineapple Hospitality. “These bioPVC or Recycled key cards are sturdy enough to take the daily wear and tear that you get at a hotel, but won't last forever when they are thrown away.”

“Green key cards won't just open doors; they'll open the eyes of your guests, showing them that you are committed to making their stay socially and environmentally responsible.”

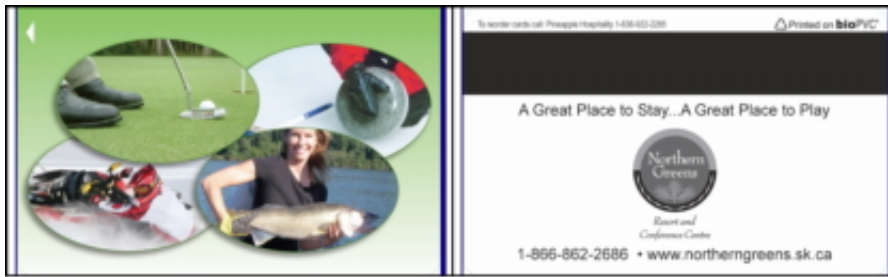
### **Green Stories**

As the trend toward green key cards catches on, Pineapple Hospitality has found more hotels are creating their own designs to really customize the key card/guest interaction. Here are a few of the recent success stories they have shared with us.

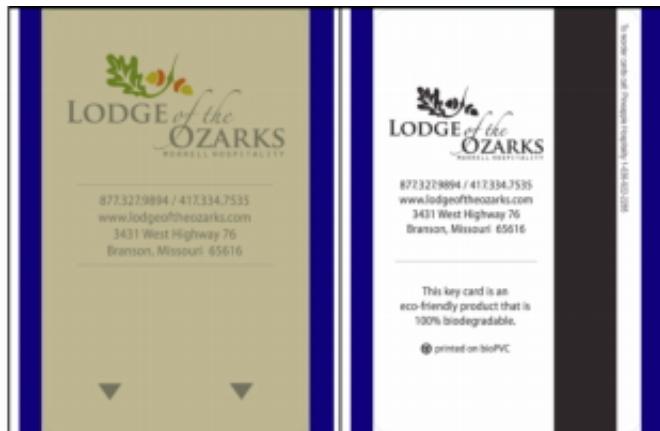
“We have been One Palm certified by the Florida Green Lodging Certification Program for several years now,” says Adelheid Salas, Director of Operations for the Southernmost Hotel Collection in Key West, Fla. “We live on a very small eco-sensitive island, so we feel that anything we can do to lessen or at least soften our footprint is important. Using the Green Earth Key Cards lets our guests know we are serious about our environmental efforts, and it helps us as we move toward Two Palm certification.”



“Because we are so closely tied to the environment at Northern Greens, anything we can do to promote ecological awareness for our guests is a huge plus for us and in the eyes of our guests,” says Brenda Rogers of the Northern Greens Resort and Conference Center in Nipawin, Saskatchewan (Canada.) “The key cards let us promote all the fantastic year-round activities surrounding us, letting our guests know we are taking care of them and the nature surrounding us.”



“The key cards work great,” says Brandon Wendell from the Lodge of the Ozarks Hotel in Branson, Mo. “It is important that our guests know we are environmentally conscious and we are taking the necessary steps for a greener tomorrow.”



“Inn by the Sea wants our guests to know we care about preserving the beauty of the Inn’s coastal setting – what better way to pass on that message than with a biodegradable key, one of the first inn amenities guests see on arrival?” says Rauni Kew, Public Relations Director for Inn By the Sea in Cape Elizabeth, Maine.



Here are a few other examples of Key Cards from Pineapple Hospitality.



### **About Pineapple Hospitality**

Headquartered in Saint Charles, Missouri, Pineapple Hospitality(TM) is an EPA ENERGY STAR(TM) partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay(R) ([www.freshstay.com](http://www.freshstay.com)), EcoRooms(R) & EcoSuites(TM) ([www.EcoRooms.com](http://www.EcoRooms.com)) Environmentally Sensitive Amenities(TM), EO(R), Neutrogena(R), Earth Perfect, Earth Simple, ecossential elements and greenSPA(TM) amenities, AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Earth Key Cards, Sleeves and Folders, Energy Management Systems and Controls, High Performance showerheads, the Nature's Mist(TM) deodorization system, Zero Odor, and dozens of other products and programs. For more information, please visit [www.pineapplehospitality.net](http://www.pineapplehospitality.net), or call us at 636-922-2285.

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