

Opening the Door to Green

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Pineapple helps the hospitality industry unlock sustainability with Green Earth Green-Key cards, key packets and key sleeves.

A few years ago, looking for ways to improve its environmental standing and promote its green policies to guests, the Suquamish Clearwater Casino Resort in northwest Washington switched to a recyclable guestroom keycard. The keycards let guests know the resort takes its commitment to going green seriously and guests appreciated the hotel's efforts to operate in a more-sustainable manner.

While the concept was great on paper, the keycards didn't work that well. Made of a recyclable cardboard, they didn't hold up well to the wear-and-tear sustained by electronic guestroom keys. And once they were damaged, they ceased to work entirely.

Six months ago, the Suquamish Clearwater Casino Resort switched to Green Earth Green-Key(TM) cards from Pineapple Hospitality, the premier distributor of "Green" Hotel Products and Marketing Programs for the Hospitality Industry. Since then, Hotel Manager Samuel Askew says the cards have been fantastic.

"The Green Earth Green-Key cards are great. They are environmentally clean and sustainable - and they work," Askew says. "They perfectly fit the needs of our resort, and they are better for us in terms of both functionality and cost."

"Hotel keycards are one of the first and most-prominent ways to make an impression on your guests," says Ray Burger, President of Pineapple Hospitality. "Being so upfront with your guests about the importance of the environment can really help distinguish your property as an innovator and environmental leader. It gets guests thinking about what you do, and what they can do to be more eco-conscious - every time they open a door."

Green Sleeves, Key Packets



Also now available from Pineapple Hospitality are coordinating Green Earth Key Packets and Key Sleeves. They are a perfect compliment to the Green Earth Green-Key cards. Made from recycled paper and soy-based inks, these can be customized for your property to further let your guests know you support a Green Earth.

The Key Sleeves protect the key cards. And the Key Packets give you further room to promote and inform guests about your hotel's environmental policies.

"Our Green-Key cards have sparked a lot of discussion from our guests, and prompted us to keep literature readily available on the ways we are being environmentally responsible," Askew says. "Most of our guests recognize the keycards are a sustainable product, so we decided not to brand the cards as ours. They are beautiful cards, and make a lot of sense for who we are and what we do. We let them stand on their own."

Steve Mannik, General Manager for the Attitash Grand Summit Hotel & Conference Center in Bartlett, N.H., agrees that the Green Earth keycards, sleeves and packets have been a great way to let guests know all of the green steps the property has taken over the years.



"Our guests have become more conscious of our actions, and often not only

comment on what we are currently doing to become more green, but also on how we could be doing better," Mannik says. "So much of what we do is behind the scenes, so it's great to have an opportunity like this to put a green product right in guests' hands."

Mannik says he first learned about Green Earth keycard products at a conference this past spring. When the hotel's stock of room keys was running low, he explored all available green options. Initially, he was a bit worried because sometimes green products come with a hefty price. However, in the case of GreenEarth Green-Key cards, sleeves and packets, the hotel saved money by making the change.

"As the 'going green' phenomenon developed, for us it began as a push to use our efforts as a marketing tool with the expectation of gaining more market share," Mannik admits. "But as we attend conferences, read articles, and listen closely to our guests, we now have a true desire to lessen our impact on our beautiful mountain environment."

Jody L. Hughes, Rooms Division Manager for the Sheraton Iowa City Hotel & hotelVetro, adds that her hotel also chose Green Earth key products to reduce the property's environmental footprint and attract eco-conscious travelers. The property also has added pens made from recycled plastic and uses natural and organic bathroom amenities.

"After seeing our keycards, guests keep telling us, 'Wow - that's cool,' and 'Great idea!'" Hughes says. "The eco-conscious traveler is reducing, reusing and recycling at home, and now we're letting them know they can do the same thing at hotelVetro, adding value to their stays."

'Key' Features

Three varieties of the Green Earth Green-Key cards are available from Pineapple Hospitality:

The Green Earth bioPVC, which is a thermoplastic polymer that biodegrades in only nine months to five years. The bioPVC is fully customizable for your property, with an appearance and performance identical to ordinary keycards.

The Green Earth Agri is a keycard made from earth friendly corn. It is 100% biodegradable and comes from renewable crops.

Green Earth reNew is a 100% recycled PVC keycard. Its front surface is coated with white soy-based ink, which accommodates exacting design requirements.



With the exact same specifications as traditional plastic cards, Green Earth Green-Key cards are compatible with all hospitality locks. They:

Feature excellent print quality;

Are available in CR-80 (standard) and CR-50 (narrow) sizes;

Offer easy customization for your property's graphic standards;

Double as excellent public relations tools for your brand(s); and

Come with coordinating keycard packets and sleeves to further let guests know you support a green Earth

"Every person creates trash and waste every day. For our resort, that's multiplied by 85 people or more occupying our 85 guestrooms," says Askew. "That's why it is so important to do what we can to cut down on waste."

"In my experience with Pineapple, I've found they are the No. 1 vendor in terms of sustainability. That's why I trust Pineapple to provide wonderful new products that our guests like, and that contribute to both a greener future and greener bottom lines."

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), EcoRooms & EcoSuites (www.EcoRooms.com) Environmentally Sensitive Amenities(TM), EO(R), Neutrogena(R), Earth Perfect and greenSPA(TM) amenities, AVIVA and WAVE dispensers, Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Key Cards, Green Earth Key Cards, 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, or call us at 636-922-2285.

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