

## Swine Flu Outbreak Prompts Protective Action

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Pineapple Hospitality offers cost-effective, protective, antibacterial, disposable ZAPLEX TV Remote Control Covers for enhanced hotel sanitation during this global outbreak.

The bad news: The outbreak of Swine Flu has travelers on edge, and as we move into the busy summer travel season, hotels could end up being hurt as wary vacationers decide to stay closer to home this summer.

The good news: According to the U.S. Centers for Disease Control, there have been no reports of Swine Flu being found in U.S. hotels. The borders of the United States remain open and welcome to travelers and business.

The best news: The Swine Flu outbreak has put new emphasis on cleanliness and sanitation in hotel rooms. So it is during these difficult times that the best-managed, high-quality lodgings will have the opportunity to excel. No, it's not time for scare tactics. But those hotels that put a priority on sanitation and security will elevate themselves in the eyes of their guests and the public.

One product that savvy hoteliers are using to increase guest awareness of sanitation is ZAPLEX

TV Remote Control Covers. Offered exclusively to the hotel industry by Pineapple Hospitality, ZAPLEX is a low-cost, disposable latex cover for TV remotes. The thin, clear cover is antibacterial-infused to protect against germs.

And as an added benefit, the covers also protect TV remote controls from spills and grime, and save batteries and their compartment covers from falling out and getting lost.

'Studies have found that the TV remote control is one of, if not THE most germ-infested areas of a hotel room,' says Ray Burger, President of Pineapple Hospitality. 'ZAPLEX TV remote covers give guests the peace of mind that their guestrooms are clean and sanitized for their protection. Travelers don't have to worry or even think about who stayed in their guestrooms the night before, which makes their stays happier and more relaxing.'

### **Be Prepared, Not Panicked**



In light of the Swine Flu outbreak, the American Hotel & Lodging Association (AH&LA) issued a statement encouraging hoteliers to stay informed and to develop strategies and precautionary measures to protect the health and safety of their employees and guests.

'As we reminded people during previous health scares, it's important to 'be prepared, but not panicked,'' the statement reads.

And the dangers of Swine Flu should not be overlooked. While it is easy to think the issue has been overblown by the media, the new strain of Swine Flu is circulating in 48 states, with six deaths and more than 5,000 cases confirmed by the U.S. Centers for Disease Control. Globally, the virus has been confirmed in nearly 10,000 people in 40 countries, killing 79 - most in Mexico.

With Swine Flu spreading around the globe, the World Health Organization (WHO) decided to raise its pandemic alert level a notch, from level three to four. The highest level possible is six. Travel has dropped off significantly in Mexico, and quarantines have been put in place in hotels that have been infected. That's not to say the same will occur in the U.S., but it demonstrates this is an issue that must be dealt with before the virus is allowed to spread.

Again, while there have been no confirmed cases of Swine Flu being transmitted in U.S. hotels, should an incident occur, it would be hard to live down from a public relations standpoint. The best bet is to use protection, and take precautions to avoid the possibility of infection in the first place.

### **Don't Leave Your Remote 'Naked'**

Beyond combating Swine Flu, antimicrobial-infused ZAPLEX TV remote covers protect against all strains of cold and flu-carrying bacteria. Guestroom remote controls could be the first, last and most touched object in a hotel room during a guest's stay, and 'naked' remote controls are virtually impossible to disinfect.

Given the news about Swine Flu, and in recent years SARS and Avian flu, the need for anti-bacterial protection isn't just for 'germaphobes' anymore. Supermarkets, gas stations, public restrooms and many more places offer sanitary wipes or antibacterial gel dispensers. And the contact with previous users at these locations is relatively short. At a hotel, you essentially are sharing a living space with all the guests that came before you.

'ZAPLEX is a really quick and cost-effective way to show guests how important their health and safety are to you,' says Burger. 'Once guests use ZAPLEX, they start to wonder why all hotels don't carry them. ZAPLEX covers fit like a hand-in-glove. In fact, once you've tried them, it feels like TV remotes are naked without them.'

Features and benefits of ZAPLEX remote control covers include:

Easy for housekeeping staff to apply;

Disposable: Change in seconds with each new guest;

Antibacterial-injected compound provides added sanitary protection;

High perceived impact at a low-cost-per-stay ratio;

Saves on lost batteries and remote control battery compartment covers;

Protect remote controls from spills and grime; and

One size fits virtually all remote controls.



**Best of all, ZAPLEX is far easier and less intrusive than asking your guests to wear protective surgical masks during their stays. ...Let's leave that fashion trend to the celebs!**

#### **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 & EcoSuites ([www.EcoRooms.com](http://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](http://www.pineapplehospitality.net), or call us at 636-922-2285.

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