



Pineapple Hospitality

*fresh ideas
for hospitality*

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.



Ray Burger
President
Pineapple Hospitality, Inc.
ray@pineapplehospitality.net
(636) 922-2285

Going Green ... With Upscale Amenities and Stylish Dispensers

Pineapple Hospitality is now a distributor of bulk-packaged EO[®] (Essential Oils) Amenities and AVIVA Amenity Dispensers

Saint Charles, Missouri — April 10, 2008 — Pineapple Hospitality is proud to announce that it is now offering EO[®] (Essential Oils) Amenities and AVIVA dispensers to the hospitality industry.

These new products fit perfectly into Pineapple Hospitality's mission to promote products and programs designed to promote sustainability of both the environment and hospitality companies' bottom lines.

Not coincidentally, while both of these product lines can be purchased separately, they can most effectively be used together to eliminate the waste that comes from thousands of barely-used plastic bottles of shampoo, conditioner, and lotion, and bars of soap that guests often don't completely use and end up becoming landfill at tremendous cost to hotels and our precious planet.

Using dispensers is the greenest way to provide high-quality bathroom amenities for hotel guests," says Ray Burger, president of St. Charles, Missouri-based Pineapple Hospitality, the premier distributor of green products and marketing programs for the hospitality industry.

“By buying amenities in cases of gallons, it allows the hotel to reduce packaging waste, transportation costs and, most importantly, ensures the entire product is used — rather than disposing of the unused product.

“The use of dispensers is quickly catching on in the trendiest and greenest hotels. Hoteliers are seeing the convenience and environmental impact they can have,” Burger adds. “Both EO and Dispenser Amenities, the manufacturer of AVIVA-brand dispensers, share Pineapple’s vision for a greener industry, and a greener tomorrow. We’re excited to have their products aboard.”

All-Natural EO®

EO® products are made from ingredients directly from nature. They are bio-degradable and have a minimal impact on our environment.

Since 1995, EO® products have shown consumers that luxury and environmental responsibility are not mutually exclusively. Made from pure and organic ingredients at EO®’s headquarters in Marin County, Calif., EO® products smell and work great, and leave guests feeling pampered and refreshed both physically and psychologically.

“At EO®, our passion is the creation of the highest quality products that are natural, gentle, effective and free from animal testing,” explains Emma Mann, Director of Marketing for EO®. “We know that the formulation of beneficial herbs, essential oils and natural ingredients is truly an art form. We work continuously to source natural and organic ingredients with uniquely therapeutic properties. We also choose not to include synthetic colors, fragrances or harsh chemicals in our products.”

“It is our choice and our privilege to develop naturally innovative products in the most environmentally friendly packaging possible,” Mann continues. “We are committed to our self-chosen green mission, authenticity, passion and belief in our efforts to make naturally fragrant body care products in a way that minimizes our impact, as a manufacturer, on Earth.”

EO® also has initiated the sowing and harvesting of its proprietary botanicals, increasing its direct involvement in the growing of ingredients.

“We believe that we have a responsibility in the land stewardship that yields the ingredients which make up EO®,” Mann says.

EO® products now available from Pineapple Hospitality in gallon sizes for use with amenity dispensers include:

- Shower Gel French Lavender
- Shower Gel Grapefruit & Mint
- Shampoo Chamomile & Honey
- Shampoo Sweet Orange
- Conditioner Chamomile & Honey
- Conditioner Rose Geranium & Sweet Orange
- Body Lotion French Lavender
- Body Lotion Grapefruit & Mint

EO® products provide hotels with a triple-bottom line: They are good for Guest Satisfaction, very cost effective when used with AVIVA dispensers and good for the environment.

“Natural and organic products are the latest trends becoming more familiar in our world,” Mann says. “Offering quality products allows for better guest retention and their continued satisfaction. It also

provides an opportunity to generate new business from guests who make environmental stewardship an important part of their travel and referral decisions.”

“The partnership of EO® with Pineapple Hospitality is ideal, as both companies share similar goals, beliefs and a strong commitment for environmental concerns. Pineapple Hospitality will be instrumental in bringing EO® products to their like-minded customers,” Mann concludes.

AVIVA: Waste Not

AVIVA dispensers could be the ideal medium for hotels to dispense EO® products. Available in one-, two- and three-chamber models, AVIVA dispensers feature an inspired design sure to enhance bath, shower, vanity and sink applications. Consumers prefer their simple designs, time-saving convenience and elegant style. Other features and benefits include:

- Translucent containers with liquid level indicator windows;
- The elimination of shower bottle and soap clutter;
- Push-button convenience: Pump pre-measures just the right amount every time;
- Units lift off for easy filling; and
- Dispensers install in minutes without tools, on any surface, with silicone and two-way tape.

“There are two major benefits that accrue instantly to any hotel that installs AVIVA systems: virtual elimination of waste and significant cost reductions,” says Ian Wallace, president of Dispenser Amenities. “Instead of buying liquids and soap in 1- or 2-ounce packages, with the Dispenser Amenities system, you buy liquids in bulk. You only pay for what your guests use, not for what is thrown away.

“It has been demonstrated that the average individually-packaged shower amenity becomes waste when it is only 15 percent used,” Wallace continues. “So that means hotels are not only throwing away the plastic package, they are also throwing away 85 percent of the contents of the liquids and the bars of soap. The plastic lasts for more than 50 years, clogging landfills. The Environmental impact is staggering, but so are the cost implications of such waste.”

Wallace sees momentum growing for amenity dispensers among both hotels and their guests.

“In survey after survey, guests say our system is an intelligent solution to a significant problem,” Wallace says. “They like the product and the convenience, and they can immediately see the positive environmental impact of our ability to eliminate the waste. Guests are pushing the issue by staying at greener properties. They are changing the mindset of hoteliers who think ‘little bottles’ is the only way.”

It has been estimated that the industry disposes of more than 10 billion slightly used bars of soap and little bottles of liquid, annually. Earth cannot sustain that kind of treatment. Room by room, month by month, EO products, AVIVA dispensers and Pineapple Hospitality can help you make a real difference – while providing enhanced guest satisfaction and improvement in the bottom line. .

About Pineapple Hospitality

Headquartered in Saint Charles, Missouri, Pineapple Hospitality™ is The 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), EcoRooms & EcoSuites (www.EcoRooms.com) Environmentally Sensitive Amenities™, EO®, Neutrogena® and greenSPA™ amenities and AVIVA dispensers Energy Efficient Lighting and Controls, Custom Linen & Towel Re-Use Programs, Green Key Cards, Energy Management Systems and Controls, High Performance showerheads, the Nature's Mist™ 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.