



*The Pineapple has been a symbol of hospitality for centuries. According to legend, captains of New England would mount a pineapple on their fence posts when they had a safe return from sea. This served as an invitation for family and friends to visit and share a meal together. Today, the pineapple serves as a symbol for the highest quality in hospitality*

### Another “Green” Tool For Hotels’ Eco Toolboxes

#### **Guests and hoteliers alike rave about the quality of Environmentally Sensitive Amenities™ from Pineapple Hospitality**

Saint Charles, Missouri — June 21, 2007 — With the official start of summer today, it’s the time of year when many demonstrate a newfound appreciation for nature and renew their commitment to the environment. It’s a time for planting trees, working in gardens and celebrating the outdoors. The summer months also remind us that our relationship with the planet is fragile. Summer stresses our dependence on resources as basic as water, as expensive as oil and as simple as shade. These resources, and the relationship they represent, must be maintained with care by dedicated people using a valuable set of eco tools.

This summer, Saint Charles-based Pineapple Hospitality is proud to provide another “Green” Tool for the Hotels’ Eco Toolboxes as the exclusive supplier of Environmentally Sensitive Amenities™. Pineapple Hospitality delivers this 100-percent biodegradable line of bottled soaps, shampoos, and other products, to hotels, resorts and other lodging facilities across the United States. Environmentally Sensitive Amenities provide an alternative to traditional hotel toiletries and other amenities. They deliver high quality for guests while helping hoteliers keep costs down and reduce the amount of waste entering our landfills.

#### **Environmentally Sensitive Areas**

“We are concerned about the environment, and that’s why Environmentally Sensitive Amenities are made with 100-percent recyclable non-bleached board, vegetable-based soaps and organic formulations with minimal preservatives,” says Ray Burger, President of Pineapple Hospitality. “Summertime is a peak season for most of the lodging industry and what better time to start changing your business for the better. By choosing Environmentally Sensitive Amenities, hotel and resort managers are making the right choice for the environment every day.”

Hotel and resort managers across the U.S. have found Environmentally Sensitive Amenities not only help them protect the environment, but also help them create positive guest experiences.

“Our resort is located on a tribal reservation in Northwest Washington. Everything we do is geared toward the environment, from development to expansion to the products we use in our guestrooms,” says Samuel Askew, Hotel Director for the Suquamish Clearwater Casino Resort.

“Because we know Environmentally Sensitive Amenities work with nature, we know we’re doing the right thing for our land,” Askew adds. “We know guests appreciate our commitment to reducing our impact on our planet’s precious natural resources, and they love our ESA products.”

Askew says that since the resort began using Environmentally Sensitive Amenities almost one year ago, its amenities rating on guest surveys skyrocketed.

“People just love these products,” Askew says. “With other amenities we’ve tried, guests didn’t like the way they were perfumed or they didn’t work well with our water. We’ve had very positive feedback regarding the Environmentally Sensitive Amenities. The ESA line is packed with great products that come in attractive packages at attractive prices. We will definitely keep using them.”

Guests at The Parkway Hotel in St. Louis also are concerned about the environment and are keenly aware of the bathroom amenities provided, but for a different reason.

“We’re located next to a hospital, so a lot of families that stay here either have allergies or are concerned about hygiene after visiting patients,” says Marion Pearson, Director of Services for the 220-room hotel. “We get a lot of great comments from guests after their stays — they want to know more about the ESA products we’re using because they like them so much.”

Pearson says some of the products The Parkway Hotel uses are the oatmeal soaps, almond hand and body lotion and honey conditioning shampoo. The property also stocks ESA vanity kits, make-up remover wipes and shower caps.

“We’re doing what we can here to protect the environment,” Pearson says. “Our entire facility is non-smoking, we try not to use too many chemicals, and we’re working hard to conserve water. The Environmentally Sensitive Amenities fit right into our mission. They’re great products at great prices.”



- Make-Up Removers
- Combs (Cello-wrapped)

With Pineapple Hospitality's Environmentally Sensitive Amenities there is no minimum order level. The high quality in-stock program of Environmentally Sensitive Amenities products helps hotels reduce inventory levels and wait time for product delivery.

Don Walts, general manager of the 245-room MCM Grande Hotel in Odessa, Texas, said the property has been using ESA's shampoo, conditioner, wipes, soap and bath crystals for more than a year.

"I read about Pineapple Hospitality's ESA products in the media," Walts said. "They really caught my eye with the aluminum caps, stylish shapes and packaging. ESA has an elegant look and feel. We receive rave reviews of our ESA amenities from our guests."

"Our team and guests absolutely love the lotion and lip balm in particular," Walts adds. "Out here in the desert, we only receive 9 inches of rainfall a year. ESA's lotion and lip balm are so soothing."

### **About Pineapple Hospitality**

Headquartered in Saint Charles, Missouri, Pineapple Hospitality™ is an EPA ENERGY STAR™ partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines — including FreshStay® ([www.freshstay.com](http://www.freshstay.com)), Environmentally Sensitive Amenities™, the greenSPA™ luxury amenity and dispenser system, Numi™ Organic Teas, Project Planet™ Linen Re-Use Programs, Guestat™ programmable thermostats, Oxygenics™ water-efficient showerheads, the Nature's Mist™ deodorization system, and dozens of other products and programs. To get a taste of Pineapple's sweet planet-friendly solutions helping thousands of hotels bolster business and cut costs, please visit [www.pineapplehospitality.net](http://www.pineapplehospitality.net), or call Ray Burger at 636-922-2285.

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