

## Got Pineapple?

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Hotelier-turned-industry-innovator Ray Burger launches Pineapple Hospitality(TM) - bringing fresh ideas and business-building products and programs to your guests' doors and your bottom line

Got Pineapple? Hundreds of lodging properties and companies just like yours do - Pineapple Hospitality(TM) solutions, that is.



An upstart company headed by Ray Burger - a former hotel operator and past VP of Sales & Marketing for Green Suites International - Saint Charles-based Pineapple Hospitality(TM) is all about bringing fresh ideas to hospitality.

'A former hotel GM myself, I've spent more than a decade developing and providing a wide array of products and programs specifically designed and proven to help hotels save significant time and dramatically drop costs, while sweetening the value proposition and experience you deliver guests,' said Pineapple President Burger.

'The Pineapple name might be fresh to the industry but the products and programs we provide have received rave reviews from hoteliers and national media for years,' Burger added. 'You will be hearing and reading a lot about this new spin-off in the coming months.'

Pineapple offers a wide variety of products including:

- œ Environmentally Sensitive Amenities
- œ greenSPA luxury amenity and dispenser system
- œ GE energy efficient lighting
- œ Guestat programmable thermostats
- œ Oxygenics water efficient shower heads
- œ Nature's Mist deodorization system

'The truth is that this list doesn't even begin to break through the skin of Pineapple and all we offer to enhance guest satisfaction and improve the bottom line,' Burger said. 'Visit Pineapple today at [www.pineapplehospitality.net](http://www.pineapplehospitality.net) and see how we're bringing back true hospitality and real competitive differentiation through fresh ideas.'

### **Fresh Ideas**

Hotel products and programs developed and delivered by 'hotel people' - that's the core concept behind the newly launched Pineapple Hospitality(TM). Following are just things industry veterans have to say about Ray and Pineapple:

#### **Your Partner & Advocate**

*'Ray personally visits every property we're considering for projects such as lighting retrofits, and he always comes with his stable of proven products and practices. He's a real sales professional, taking the time and care to discover our unique and changing needs while delivering what's best for us in each case. I've known Ray for 25 years, back when he and I were GMs of Holiday Inns, and he has never wavered from the highest levels of honesty, integrity, and commitment to the customer. Just as important, he knows our business front-ward, backward, sideways, and up and down. You know when you call Ray or he calls you, it's all about pinpointing and implementing cost-engineered solutions proven to help hoteliers hurdle operating obstacles and put them closer to guests and budget goals.'*

Evan Studer, Executive Vice President - Operations, Sunstone Hotel Properties,

San Clemente, California

#### **Your Continuous Improvement Consultant**

*'Ray brings with him a tremendous amount of industry experience - both as a hotelier and as a supplier. He lays out all of our options and challenges and helps draw dotted lines from one to the other so overnight we can turn challenges into opportunities. Ray doesn't always tell me what I want to hear - there are plenty people out there who will do that - but he always tells me what I need to hear and do. Just as sweet, Pineapple's products are easy to afford and implement..'*

Russ Steele, CEO, Port Madison Enterprises, Suquamish, Washington

### **Your ROI Representative**

*'Ray and I ran a Holiday Inn in the mid-80s, and he really knew the business back then. Now, some 20 years later, he's even more so one of my go-to guys. He knows exactly what products, programs and practices work best, where, and why, and he has the experience and network to make it happen. If a product or program isn't appropriate for your property or market at this time, he'll tell you upfront. The bottom line is that he truly has your best interests in mind. He'll help you do your homework, will customize packages to meet your changing needs and budget, with itemized ROI estimates backed by hundreds of hotels just like yours. We operate nine resorts on six islands in the Caribbean and we're working with Ray and Pineapple to be more water efficient companywide. Pineapple's not just about doing the right thing and helping sustain our fragile eco system. It's about giving guests what they want and boosting repeat business/referrals while cutting costs across the board.'*

Ray Hobbs, President- Divi Resorts, Chapel Hill, North Carolina

Headquartered in Saint Charles, Missouri, Pineapple Hospitality(TM) is bringing fresh ideas to guests' doors and owner/operators' bottom lines. To get a taste of Pineapple's sweet solutions helping hundreds of hotels today 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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