



*fresh ideas  
for hospitality*

*The Pineapple has been a symbol of hospitality for centuries. Captains of vessels throughout New England mounted pineapples on their fence posts when they returned safely from sea. This served as an invitation for family and friends to visit and share meals together.*

*Today, the pineapple serves as a symbol for the highest quality in hospitality*

## For Immediate Release

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# Bacteria-Ridden Remote Controls Are the Likely Place for Guests |to Get a Cold or Flu



*Pineapple Hospitality's ZAPLEX™ disposable remote control protectors are injected with an antibacterial compound proven to help hotels avoid the all-too-common hand-to-remote transferring of a cold, flu or MRSA*

**SAINT CHARLES, MO. — MARCH 1, 2007** — University of Arizona microbiology professor Chuck Gerba, aka “Dr. Germ,” recently conducted a study that found **TV remote controls are the highest carrier of bacteria** in hospital rooms — even more so than toilet bowl handles, bathroom doors and nurse call buttons.

“Remote controls have three times greater levels of bacteria than any other site in hospital rooms,” Gerba said. “While they are not hospitals, I suspect hotels also suffer a bit from bacteria transfer via remote controls. Remote control protectors sound like they might be a good idea — especially since common colds, flu strains and MRSA (methicillin-resistant staphylococcus aureus strains) can survive on surfaces such as remote controls for up to three days.”

“We’re taking back our hotel rooms and are making it safe to channel surf on the road,” said Ray Burger, president of St. Charles-based Pineapple Hospitality, exclusive distributor of ZAPLEX™ plastic disposable remote control protectors.

## The Protector

ZAPLEX™ remote control protectors are the sanitary solution to remote control-transferred germs in hotel rooms. The low-cost, disposable plastic covers also help properties prevent the loss of remote control battery compartment covers and batteries.

“With today’s increasingly germ-conscious and germ-prone guests, and the proliferation of new diseases almost every day, it just makes sense to offer added protection for customers, employees, and your property as well in the end,” Burger said. “The in-room remote control — usually the first, last and most touched item in any hotel room — no longer has to be a bridge to bacteria.”

Following are just a few of the features of Pineapple Hospitality’s ZAPLEX™ remote control protectors:

- ☒ 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.

## Consumer Awareness

“Lack of awareness about where germs lurk is a real health problem because people touch these objects and 80 percent of infections are spread through hand contact,” said Gerba, who notes that while 95 percent of people say they wash their hands after using a public restroom, only 67 percent actually do — and only 33 percent use soap!

In the first half of 2006 alone, 273 new antibacterial products were introduced into the marketplace, according to Mintel, a Chicago-based market research organization.

“Almost everyone’s concerned about catching germs these days — and for good reason because we have so many MRSA and vaccine-resistant flu strains,” Burger said. “Smart businesses are taking notice and are doing their small parts to help quell some of their customers’ health vulnerabilities.

“For example, many grocery stores now provide antibacterial wipes in their entryways so shoppers can wipe off grocery carts prior to hands on them,” Burger added. “Our ZAPLEX™ disposable remote control protectors are wanted *and* need. They’ll help keep your guests coming back — happily *and* healthily.”

## About Pineapple Hospitality

Headquartered in Saint Charles, Missouri, Pineapple Hospitality™ is an EPA ENERGY STAR™ partner providing “fresh ideas for hospitality”— 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 learn more about Pineapple visit [www.pineapplehospitality.net](http://www.pineapplehospitality.net), or call Ray Burger at 636-922-2285.