

"Green" Hotels Association®

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PRESS RELEASE

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SAVE \$1.50 PER DAY PER ROOM?

May 15, 1995, Houston, Texas - It's possible for a hotel to save approximately \$1.50 cents per day per occupied room* on laundry and toweling costs by using a simple towel-rack hanger and sheet-changing card being offered by the "Green" Hotels Association®. The towel-rack hanger encourages guests to use towels more than once, and says "Please decide for yourself. Towels on the towel rack mean "I'll use it again". Towels on the floor or in the tub mean "please exchange"." The sheet-changing card says, "Sheets are customarily changed daily, but if you feel that this is unnecessary, leave this card on your pillow in the morning, and your sheets will not be changed that day".

"Asking guests to consider using linens more than once is a win, win, win situation for hotels!", says Cornell University Professor Robert Chase. "The first win is an economic one—savings on water, electricity and gas, detergents, toweling, sheets and labor. The second win is a laudable one—taking a commendable and praiseworthy step on the part of the hotel. The third win is for our environment—really doing something to save our planet!"

"This simple recycled-paper towel-rack hanger and sheet card will save money, towels, sheets, tons of detergent, millions of gallons of water, utilities, labor, as well as our environment!", says Patricia Griffin, President of "Green" Hotels Association®, "and guests have been most enthusiastic about it".

Because hotels are extremely large-volume users of water, detergents, cleansers and other solutions detrimental to our habitat, hotel management must be especially conscious of the impact on our life resources. Hotel management can make an important change by asking guests to accept responsibility in this cycle by being conservationists during hotel stays.

Almost none of us wash towels after one use or change sheets every day at home, and guests must understand what that frivolous waste at a hotel does to our planet. Most hotels are ready to make these changes if guests will accept them. So, it's a matter of changing guests' mind-set, and asking guests to help hotels make this transition.

Though environmental-awareness ideas within the hotel industry are innovative in the United States, they have been successful in Europe for some time. Eleven hotel chains with a million rooms have promised to put into practice a voluntary code of ethics for hotel management relating to the environment.

The towel and sheet cards are currently available with one side in English and the other in English, Spanish or 4-languages (Spanish/French/German/Japanese). Customized versions, other languages and quantity prices are available on request.

Free samples of the items are available from the "Green" Hotels Association®, P. O. Box 420212, Houston, TX 77242-0212, Fax 713/789-9786, Voice 713/789-8889. The towel-rack hanger is available at a prepaid cost of \$35 per hundred or \$135 per 500. The sheet-changing card is available at a prepaid cost of \$25 per hundred or \$95 per 500. Save money, laundry expenses, and become GREEN by placing these towel rack hangers in your guest rooms!