

PURE Solutions Signs On As A Corporate Sponsor Of FreshStay

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FreshStay's rapidly growing online directory of non smoking hospitality properties is the perfect match for the PURE™ Rooms program, which converts guestrooms to allergy-friendly rooms within 24 hours.

Peanut butter and jelly. Baseball and hot dogs. The 4th of July and fireworks. Some things were just made to go together - and you can add FreshStay™ and PURE Solutions to this list of dynamic duos.

Serving hospitality properties as well as commercial and residential settings in the United States and Canada for years, PURE Solutions offers a unique package of products and services that convert guestrooms into allergy-friendly rooms within 24 hours. FreshStay™, meanwhile, offers a rapidly growing online directory of smokefree hospitality properties (www.freshstay.com) that connects the tens of millions of travelers desiring nonsmoking, allergy-friendly environments with the site's 250 and counting (20 or more properties are added every month) participating smoke-free hotels and resorts. Now that Buffalo-based PURE Solutions has signed on as FreshStay™'s 2nd corporate sponsor, the dynamic duo is poised to turn more properties - and their allergy- and smoke-sensitive guests and employees - onto the good life than they ever have before.

'In less than five months, FreshStay(TM) has established itself as the online directory for finding smokefree hospitality properties. Both of our companies are all about establishing cleaner indoor air environments, so our corporate sponsorship of FreshStay™ is about as natural a fit as you can find,' said Brian Brault, PURE Solutions' CEO.

PURE Rooms



PURE Solutions
CEO

Brian Brault 'The past two years alone, we've converted hundreds of guestrooms to our PURE Rooms,' Brault said. 'Having said that, we just now are really stepping up our targeting of the hospitality market - we're in about 18 properties and we have at least that many in the pipeline over the next couple of months - the timing couldn't be more perfect. Guests, groups and employees are fed up with smoke-ridden, allergy-prone rooms, and our corporate sponsorship of FreshStay™ will really help us crack open this oyster for the benefit of all involved.'

To date, most client hotels have converted about 10 percent of their guestrooms to allergy-friendly PURE Rooms, but Brault says this figure will almost triple in the very near future.

'This fall, Cornell University is expected to release the findings of a study coupling a survey of travelers' preferences toward allergy-friendly rooms with the number crunching of analysis software,' Brault said. 'The study will reveal what percentage of guestrooms should be converted to allergy-friendly rooms, along with the optimum premium to charge for the best return on hotels' investments.'

The PURE Room program includes, among other products and services:

- œ A black light inspection;
- œ Treatment of all surfaces to minimize contaminants and irritants, mold spores, yeast, bacteria, pollen, dust, dust mites and chlorine, as well as their odors;
- œ Entire room allergy-friendly coverage - from the ceiling, walls and all else inbetween, to the room's water and air;
- œ Cleaning and disinfecting of air-handling units and replacement of filters as needed;
- œ Cleaning of carpeting and upholstery with PUREClean, the knock-out punch for dirt, bacteria and mold, and PUREShield, a bacteriostatic barrier;
- œ A high-Ozone shock treatment for mold and bacteria elimination in every nook and cranny;
- œ An electronic air purifier that serves as a quiet, 24-hour-a-day defense against potentially dangerous airborne particles such as volatile organic chemicals, bacteria, allergens, mold spores, pollen, fine dust and dust mites;
- œ Allergy-friendly, soft micro-fiber mattress and pillow encasements;
- œ A PURE showerhead with an activated charcoal filter to stop chlorine irritation at its source;

œ Quarterly maintenance and recertification as PURE allergy-friendly rooms; and

œ Training for front desk, group sales and reservations staff on how to market PURE Rooms.

'PURE Rooms ensure customer satisfaction, energy savings and healthy returns on your capital investments,' Brault said. 'For about \$2,100 per converted room, properties get all of the PURE Room equipment and products, two years of service and recertification inspections, marketing collateral and staff training. PURE Rooms are proven to deliver an immediate, significant and sustained ROI.'

Breathe Easy, Sleep Great™

Brault said FreshStay™ also is an attractive partner because in the near future, the site will be listing and rating hotels that offer guests enhanced accommodations that are cleaned with Green Seal-certified cleaning products, painted with low-odor and low-VOC paints, offer improved air and water filtration, and are furnished with allergen barrier products. Another big plus is that FreshStay™ founder Ray Burger is a former GM who knows well the needs of hoteliers and guests alike.

'Ray's very well respected in the hospitality industry, and with very good reason,' Brault said. 'Ray is promoting our PURE Rooms online, in print and face-to-face with his extensive network of hospitality friends. Our cross-marketing will benefit both initiatives and participating hotel owner/operators, guests and employees for years to come.'

Burger concurred.

'PURE Solutions is a fellow pioneer in our movement toward cleaner indoor air environments in hospitality,' Burger said. 'We both got in on the ground floor, we're heading up fast, and the sky's the limit.'

'PURE Solutions can help smokefree hotels move up in FreshStay's clean indoor air rankings from 3 pineapples to 5 pineapples literally overnight. Now that's what we call an immediate return on your investment,' Burger concluded.

Headquartered in Saint Charles, Missouri, Pineapple Hospitality(TM) is an EPA Energy Star™ partner bringing fresh ideas to hospitality guests' doors and owner/operators' bottom lines - including FreshStay(TM), Environmentally Sensitive Amenities, the greenSPA luxury amenity and dispenser system, GE energy efficient lighting, Guestat programmable thermostats, Oxygenic water-efficient showerheads, the Nature's Mist deodorization system, and dozens of other products and programs. To get a taste of Pineapple's sweet solutions helping hundreds of hotels bolster business and cut costs, please visit www.pineapplehospitality.net, or call Pineapple at 636-922-2285.

Alarming Allergy Stats

œ An estimated 70 million Americans suffer from allergies;

œ 12 million have asthma;

œ Another 10 million suffer from environmental illness or chemical sensitivities;

œ According to the EPA, air in a typical indoor environment can be 70 percent to 100 percent more contaminated than outside air.

œ One in four travelers will experience anything from sniffles to watery eyes to acute respiratory distress due in large part to the aforementioned conditions.

Source: www.pureroom.com.

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