



'Green' Vendors Had Strong Presence at This Year's IH/M&RS

By Glenn Hasek
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Jack Licata, president of recircle Brands, was at the show to promote the BagUps Trash Bag Dispensing System. It features easily biodegradable bags.

NEW YORK—The total number of exhibitors may have been less than previous years due to the economy and other factors but the number of vendors offering green products and services was stronger than ever at this year's International Hotel/Motel & Restaurant Show (IH/M&RS). The event was held November 8 to 10 at the Jacob K. Javits Convention Center in New York City. Visitors to the show found exhibitors featuring amenity bottles that biodegrade much faster than traditional plastic bottles; dispensers that eliminate amenity bottles altogether; a nonprofit that matches up hotels with other nonprofits to help eliminate food, toiletry and paper waste; water filtration systems; fabric made with eucalyptus fiber; water-saving showerheads; "green" garment bags; pillows made with fibers from recycled plastic soda bottles; and towels that promise up to 42 percent in energy savings.

The following is a partial list of those companies that featured environment-oriented products and services at this year's IH/M&RS:

[Lion's Wood Mobile Tables](#) featured its GREENGUARD certified solid surface tables that can help projects earn LEED points.

[Concept Amenities](#) introduced amenity bottles that include an organic enzyme called EcoPure that allows the bottles to biodegrade in a landfill in a few decades instead of centuries.

[T2 Site Amenities](#) displayed its wide selection of recycling containers, trash receptacles, planters, and more.

[Evolve Guest Controls](#) offered its key card-based guestroom energy management system that allows hotel owners to reduce energy costs through the powering down of heating and cooling systems and the turning off of lights and other electrical items such as TVs.

[Cintas Corp.'s](#) booth included models dressed in the company's Momentum Suiting Collection. It is made from a 54/42/4 blend of recycled polyester, wool and Lycra.

Reusable Dry Cleaning Bag

[The Green Garmento](#) offered its three-in-one reusable dry cleaning bag. It is helping to eliminate the tons of single-use plastic garment bags that end up in landfills.

In addition to its other FRESH fabrics, [Valley Forge Fabrics](#) featured its LIVING FRESH with Tencel+Plus for bedding. It includes a Eucalyptus fiber and cotton blend.

[Dorothy Prentice Aromatherapy](#) featured its Argan and Pomegranate Verveine product lines—amenities certified as green and organic by ECOCERT.



Daniel Ambrosio, vice president, specialty sales for Cintas Corp. (second from right), along with the models who helped introduce the company's Momentum Suiting Collection.

[Tao Freedom of the Body](#) featured its resort and spa wear made from a meryl and tactel nylon blends. The fabrics save energy by requiring only cold washing.

[Magnum Energy Solutions LLC](#) offered its Verde Energy Control System for guestrooms. The key card-based system helps hoteliers reduce guestroom energy costs by up to 40 percent.

[Green Key Global](#) exhibited for the first time at the IH/M&RS. It recently introduced its hotel Eco-Rating Program to the United States.

[CHF Industries, Inc.](#) introduced its Ovation Towel. The towels incorporate naturally-occurring organic crystals that speed evaporation and decrease drying time. The result: up to 42 percent in energy savings.

[Marietta Corp.](#) featured its Sonoma amenity collection. Each product is made in the United States from natural, organic and environmentally sensitive ingredients.

The nonprofit [Rock and Wrap It Up!](#) was at the show to help match up those running lodging establishments with those agencies that accept food and other types of donations (e.g., toiletries and paper products).

Pillow Renovation Machine

[Harris Pillow Supply](#) demonstrated its Pillow-Vac machine that enables one to renovate pillows, reducing pillow replacement costs while reducing the impact on landfills due to throwing away old pillows.

[HD Supply Facilities Maintenance](#) featured its wide array of products to help hoteliers save energy, water and money. The company offers these products through its ideallygreen program.

[Vivreau Advanced Water Systems](#) offered its refrigerated, filtered bottled water system that incorporates reusable glass bottles that can be personalized for a property.

[Vanguard Printing, LLC](#) introduced its full range of printing services that include recycled stocks and vegetable-based inks.

[Energy Eye](#) featured its EYEPOWER Solution, a guestroom energy management system guaranteed to deliver up to 35 percent savings on HVAC expenses.

[HealthWay Products, Inc.](#) announced that it is now offering terafore beyond green cleaners. The cleaning products are made from plant-based materials and are concentrated to help reduce waste and save money.

[Ozone Experts](#) featured its new wall- and ceiling-mounted Newaire HW500 that helps eliminate room odors naturally.

'Green' Directory Covers

[Impact Enterprises](#) displayed its wide array of binder covers, directory covers, menu covers and more—all available in sustainable materials.

[KOJO Worldwide](#), manufacturer and supplier of Koni brand soft goods, featured its eco-friendly linens and towels made from organic cotton, bamboo, as well as TENCEL and Lenzing Modal, innovative eco fibers made from wood pulp cellulose.

For those properties in search of qualified yoga instructors, [Bella Luna Yoga](#) can help. The company was at the show to introduce its new service that matches independent contractors with resorts. Bella Luna Yoga also offers marketing support for its yoga programs.

[Pacific Coast Feather Co.](#) featured its down and feather products, Natural Living brand that uses fibers made from renewable resources such as corn, and Renova products that use fibers made from 100 percent post-consumer recycled clear 2-liter plastic soda bottles.

[Allegheny Printed Plastics](#) offered its key cards made from



Gary Coward, senior vice president, Concept Amenities Inc., helped introduce his company's new amenity bottles that include an organic enzyme called EcoPure.

recycled PVC and biodegradable PVC.

[SAFLOK](#) announced a collaboration with [Control4](#). SAFLOK integrated some of its Messenger technology on the Control4 Suite Systems for “smart rooms” at hotel properties. SAFLOK and [INNCOM International Inc.](#) also announced a strategic alliance. The collaboration has yielded a new radio-frequency interface for energy management.

Wolfgang Puck Organic Coffee

[Amenity Services](#) displayed its Green Room collection of products such as Wolfgang Puck Organic Coffee, biodegradable trash liners, bamboo trays and tissue boxes, and much more.

[Amvic Building System](#) featured its building construction systems such as insulated concrete forms, design software, and Envirosheet Insulation.

[Bags Go Green](#) introduced its reusable jute bags and [Green Tree Industries](#) featured its “green” totes and bags.

[Dispenser Amenities Inc.](#) prominently displayed its many lines of waste-saving dispensers—its Classic, AVIVA, Signature, and WAVE.

[Onity, Inc.](#) featured its Onity/Senercomm energy management solutions that provide a rapid return on investment through energy savings and operational efficiencies.

Also at the IH/M&RS, [LG Electronics USA](#), a provider of flat-panel HDTVs, and the nation’s leading recycler, Waste Management, Inc., announced a recycling program for hotel operators to responsibly dispose of outdated television sets and computer monitors. Under this new program planned for launch in 2010, LG Electronics would facilitate the recycling process through Waste Management’s subsidiary, WM Recycle America LLC. In addition to offering the TV and monitor-recycling program, LG would assist hoteliers in working with WM to recycle the packaging from the new LG flat-panel HDTVs and computer monitors being installed in their properties.

Also be sure to check out the following vendors: [Poly-Wood Inc.](#), [Procter & Gamble](#), [PURE Solutions](#), [Southern Aluminum](#), [Unimac](#), [Unique Amenities](#), [Viconics](#), and [Wascomat Laundry Equipment](#). And, see my show [preview article](#) and the recent [Editors' Choice Award Winners](#) article for additional green vendors.

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