



A1 AMERICAN
QUALITY SERVICE VALUE
SINCE 1911

Volume 1

DISCOVER SUSTAINABLE WAYS TO
IMPROVE YOUR AMENITIES

**INCREASE CUSTOMER
LOYALTY & REVENUE**



Did you know you can increase customer loyalty and revenue simply by upgrading your property?

Whether you offer bigger rooms, complimentary services, or better amenities, there are multiple ways to do this. Get ahead of the curve by staying on top of trends that are changing in the hospitality industry.



Research shows that guests prefer to stay at properties that use sustainable products. This keeps them happy and more inclined to return. The amenities that you provide directly impact your customer retention, as well as your property. Don't have economically sustainable amenities? We can help you get started.

Here are sustainable ways to improve your amenities:



Make the switch from using single-use plastic to bulk dispenser amenities. Bulk dispensers are longer lasting, creating greater efficiency and reduced workload for your housekeeping staff.

This also improves sustainability and waste reductions in their daily operations. Your customers will enjoy hearing how you are no longer using single-use plastics and how bulk liquid bottles can be recycled.



Get rid of single-use plastics altogether.

Starting January 1st, 2023, the California Assembly Bill 1162 prohibits hotels with more than 50 rooms from providing guests with small single-use plastic bottles for shampoo, conditioners, lotions, and more. Hotels with less than 50 rooms have until January 2024 to comply. This could eventually apply to other states, so it is important to stay up to date.

IHG has been leading the hospitality trends and pledged to switch to sustainable bulk amenities by the end of 2022. By following this trend, you will not only be decreasing your carbon footprint, but you will be saving money on operation costs. Other properties and hotels are applying this solution to their own and are benefitting from this modern trend.

Marriott Hotels reported that switching to bulk would eliminate between 2 to 500 million plastic bottles yearly.

Marriott also discovered that the mini plastic bottles are too small to recycle and require the added expense to remove the residue liquids prior to recycling.

However, bulk liquid bottles can be recycled.



DON'T KNOW WHERE TO START?

A1 American is offering a full line of cost-efficient amenity solutions to help you make your switch.

Choose from a variety of bulk dispenser types in 1, 2 or 3 chamber units in an assortment of aesthetic finishes, tones and colors. Pair your dispenser collection with bulk liquids from a list of top trusted and guest-preferred brands like Dove, Bodyography, Ecorite and more.



A1 American is a single source for a hotel's sustainable amenities needs.

They offer a step-by-step guide on their website or you can call their toll-free number at 833-205-2200 ex 1 to speak with an experienced sales representative.

A1American.com

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