

what to do *easy steps*

- Install compact fluorescent/fluorescent lightbulbs in guest rooms, lobbies, hallways
- Install low-flow showerheads, toilets, aerators; refillable hair/skin care dispensers
- Establish a guest towel and linen re-use program
- Add recycling bins to guest rooms, public areas, offices, kitchen
- Encourage guests to take open/partially used amenities and soaps with them; donate amenities, used furniture and appliances to a local organization

moderate steps

- Use cloth napkins, glass cups, and ceramic dishes instead of paper and plastic
- Order paper products with a high recycled content
- Install water- and energy-conserving laundry and restaurant equipment
- Replace water-cooled ice machines with air-cooled equipment
- Install timers and sensors for areas that are used infrequently

challenging steps

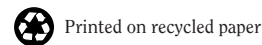
- Install keycard systems that automatically shut off air/heat/lights when guests leave
- Use heat generated from the air conditioning system to provide hot water for property and guest use
- Compost leftover foods; start a vegetable and herb garden to supply your restaurant
- Replace carpets with recycled wood flooring to decrease cleaning costs and time
- Activate a solid waste reduction program, which reduces waste-hauling fees too!



At American Hotel Register Company, Living Green means...

We support the environmental responsibility of the hospitality industry

- By educating customers about environmental issues
- By developing and sourcing environmentally preferred products
- And by making our own corporate headquarters and regional distribution centers more environmentally efficient and friendly



Living Green™

Eco-friendly ideas and products
from American Hotel's Green Team



the trend

- Both new and established hotels are beginning to go green in varying degrees, for various reasons. Hoteliers want to cut down on toxic hazards to staff and guests, save money on energy bills, cut back on pollution, or win points for sensitivity.
- While the term “green” in business originally related to environmental issues, it has evolved to embrace all aspects of sustainability and corporate responsibility (CSR). To be properly green, a company now needs to incorporate sustainable thinking in its decision-making at all levels throughout the organization.
- Green purchasing includes the acquisition of recycled content products, environmentally preferable products and services, biobased products, energy- and water-efficient products, alternate fuel vehicles, products using renewable energy, and alternatives to hazardous or toxic chemicals.

why properties should go green

- Guest loyalty
- Attract guests with interest in ecotourism — the fastest-growing sector in the lodging industry
- Improve market share
- Improve bottom line
- Maintain operating license/group compliancy
- Recruit and retain high-caliber, motivated employees
- Attract investors

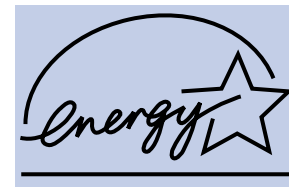
When purchasing, look for the following icons. They can serve as a guide to appropriate green products.

Energy Star

Energy Star is a joint program of the US Environmental Protection Agency and the US Department of Energy. The Energy Star reflects an innovative energy performance rating system and provides a trustworthy label on thousands of products that use less energy and save money.

Green Seal

Founded in 1989, Green Seal is a non-profit organization that provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace. It identifies and promotes products and services that cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone-depletion. Green Seal was instrumental in the development of ecolabelling policy standards under the ISO 14000 environmental management series.



Look for on...

Appliances
Refrigerators
Lamps
Emergency-exit signs
Controls
Air treatment/conditioning



Look for on...

Chemicals
Restroom equipment
Floor care

Green Label/Green Label Plus

To ensure that customers are purchasing among the lowest emitting carpet, adhesive, and cushion products on the market, the Carpet and Rug Institute's Green Label program tests carpet, cushions, and adhesives to help identify products with very low emissions of volatile organic compounds (VOCs). Green Label Plus logo is proof that the product has been tested and certified by an independent laboratory and has met stringent criteria for low emissions.

recycled content

The US Environmental Protection Agency's Procurement Guidelines (CPG) encourage the use of materials recovered through recycling with the goal to reduce the amount of disposed waste. The CPG designates items in the following product categories: Paper, Vehicular Construction, Transportation, Park and Recreation, Landscaping, Non-Paper and Office products.

water conservation

Available fresh water amounts to one-half of one percent of all water on earth. Global water consumption doubles every 20 years, and the current demand for water exceeds supply by 17 percent. Water conservation will not only help this global challenge but also help your bottom line.



Look for in...

Carpeting
Rugs
Cushions



Look for in...

Paper products
Trash liners
Wipes

