

Hilton Garden Inn introduces eco-friendly, fully renewable ecotainer coffee cups

By Hilton Garden Inn

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Hilton Garden Inn becomes first major hospitality chain in North America to use the ecotainer

Hilton Garden Inn, the award-winning mid-priced hotel brand, has announced the introduction of the ecotainer, an environmentally friendly coffee cup, in more than 340 locations across North America. Developed by International Paper, the cup is the only all-natural hot beverage paper cup available that is coated with a corn-based plastic that requires less energy and generates less greenhouse gas during manufacturing. The corn-based coating also allows the cups to be composted, rather than landfilled.

Hilton Garden Inn (<http://www.hiltongardeninn.com/>) locations have already begun receiving the new ecotainer cups.

“Looking ahead to new ways to be more environmentally sensitive while providing guests with the consistent products, innovative amenities and friendly service that Hilton Garden Inn is known for, we are proud to be the first hotel chain in North America to offer the ecotainer in all our hotels,” said Jim Cone, vice president – marketing for Hilton Garden Inn.

American consumers use more than 16 billion disposable hot beverage paper cups each year.* Unlike conventional cups, the ecotainer is lined with a coating made from corn, making the cups fully renewable and compostable, and helping to reduce some of the 25 million pounds of petroleum-based plastics needed each year to make conventional plastic-lined paper cups.

“Hilton Garden Inn's adoption of ecotainer demonstrates their commitment to environmental leadership and supports millions of travelers across North America who want to make more sustainable environmental choices,” said Austin Lance, VP/GM Foodservice Business of International Paper.

The introduction of the ecotainer to the more than 340 Hilton Garden Inn hotels (<http://www.hiltongardeninn.com/>) which are now open will replace over 6.5 million non-renewable styro-based cups used each year.

As a continued part of the Hilton Garden Inn goal to be a more supportive environmentally friendly hotel (<http://www.hiltongardeninn.com/>) brand, an ecological assessment related to the brand's bath amenity program found that:

- renewable and 100 percent biodegradable packaging is used for soaps and shower caps
- soy-based ink which is 100 percent biodegradable is used to print on cartons
- liquid formulas are 98.5 percent naturally derived ingredients**
- soap formulas are 99 percent naturally derived ingredients**

According to Cone, “As Hilton Garden Inn continues to offer our guests what they want and need most to make their hotel stays memorable and productive, we also are striving to find alternative solutions to conduct business while being environmentally friendly.”

* Based on study conducted by The Freedonia Group and industry tracking by Technomic for food retailers.

**Liquid and soap formulas are Phosphate, wheat and gluten free and are not tested on animals.

About Hilton Garden Inn

Hilton Garden Inn is the award-winning, mid-priced hotel (<http://www.hiltongardeninn.com/>) brand that continually strives to ensure today's busy travelers have everything they need to be most productive on the road — from complimentary wired and Wi-Fi Internet access in all guestrooms and remote printing to the hotel's complimentary 24-hour business center to one of the most comfortable beds guests will ever experience with the Garden Sleep System. So whether on the road for personal or business reasons, Hilton Garden Inn offers the amenities and services for travelers to sleep deep, stay fit, eat well and work smart while away from home.

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