



a CHS Brand



# OUR CREDENTIALS

Leading  
Supplier

Trusted for  
150+ Years

Committed to  
Sustainability

# WHY US?



Extensive  
Product  
Selection



Trusted  
since 1865



Facilitated  
Adaptability



# Casa Marina Key West, Curio Collection by Hilton

- Beachfront Setting with Views of Atlantic Ocean
- Offers a Luxurious Experience to all Guests
- Located Near Popular Destinations

# YOUR OBJECTIVES

Guest  
Acquisition &  
Retention

Sustainable  
Options for  
Linen and  
Everyday Items

Lower  
Energy  
Costs

Achieving an Increase in Profit

# WHAT IS A SUSTAINABILITY RATING?



Report Card for Your Property

**LEED**

**Leadership in Energy and Environmental Design**

# BENEFITS OF A SUSTAINABLE APPROACH

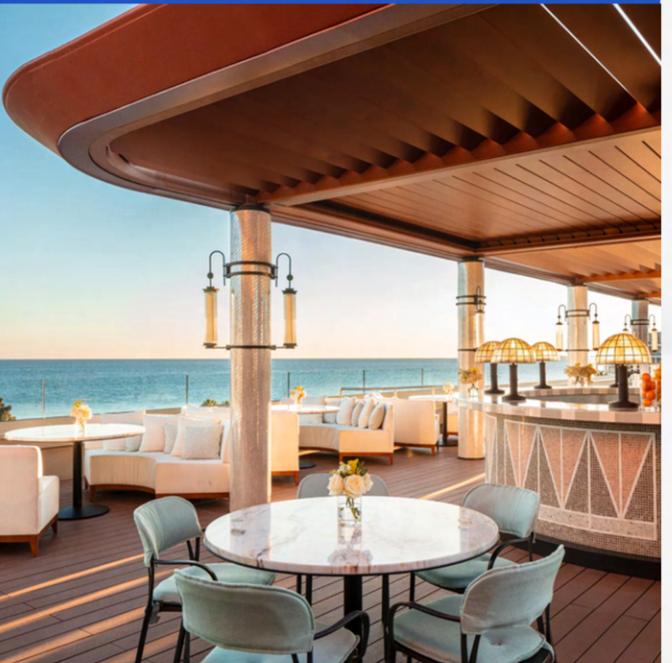
More Appealing  
to  
Environmentally  
Oriented  
Customers

Enhanced  
Guest  
Experience

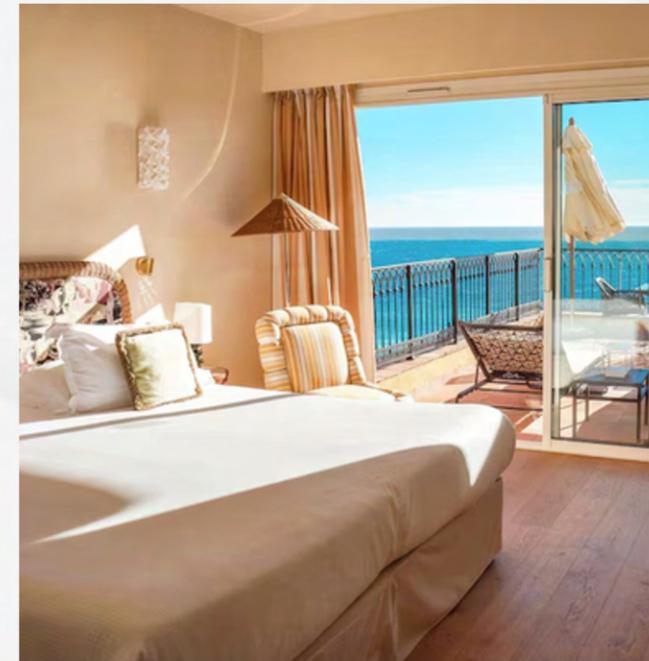
Differentiation  
From  
Competitors

# PACKAGES OVERVIEW

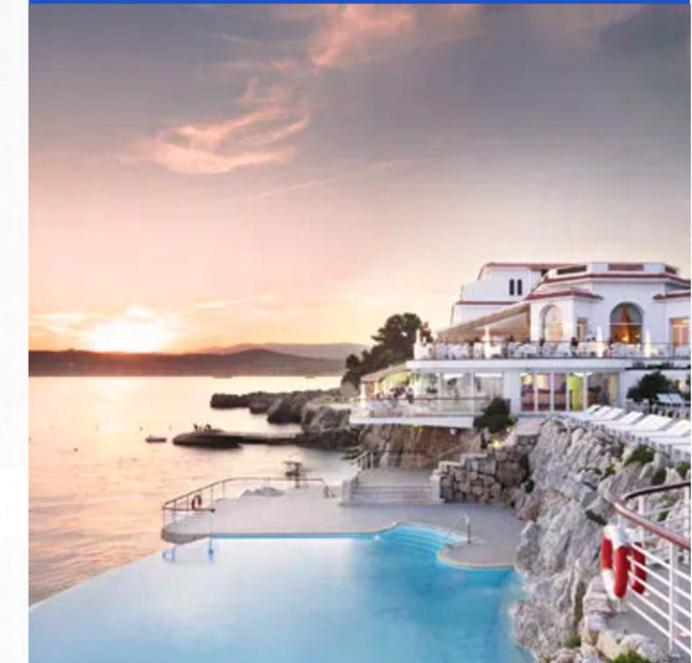
Bronze



Silver



Gold



# Bronze Package

## FEATURES



Linen



Bedding



Room Supplies

**Maintainance Frequency**  
• Semi-Annually, \$2,000 Fee

Price      **\$26,000**

# Silver Package

## FEATURES



Linen



Bedding



Amenities



Personal Care



Housekeeping

**Maintainance Frequency**  
• Semi-Annually, \$4,000 Fee

Price

**\$30,500**

# Gold Package

## FEATURES



Linen



Bedding



Amenities



Personal Care



Housekeeping



Office Supplies



Appliances

**Maintainance Frequency**  
• Semi-Annually, \$6,000 Fee

Price

**\$35,000**

# WHAT MAKES OUR PRODUCTS SUSTAINABLE?



Made using Recyclable Materials



Higher Thread Counts



Energy Efficient Appliances



Reusable Containers for Shampoo, Conditioner & Body Wash



Locally Sourced Goods

# PACKAGES COMPARISON

## Bronze

- ✓ Linen
- ✓ Bedding
- ✓ Room Supplies

✓ Maintained every 6 months  
\$2,000 Fee

**\$26,000**

## Silver

- ✓ Linen
- ✓ Bedding
- ✓ Amenities
- ✓ Personal Care
- ✓ Housekeeping

✓ Maintained every 6 months  
\$4,000 Fee

**\$30,500**

## Gold

- ✓ Linen
- ✓ Bedding
- ✓ Amenities
- ✓ Personal Care
- ✓ Housekeeping
- ✓ Office Supplies
- ✓ Appliances

✓ Maintained every 6 months  
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**\$35,000**

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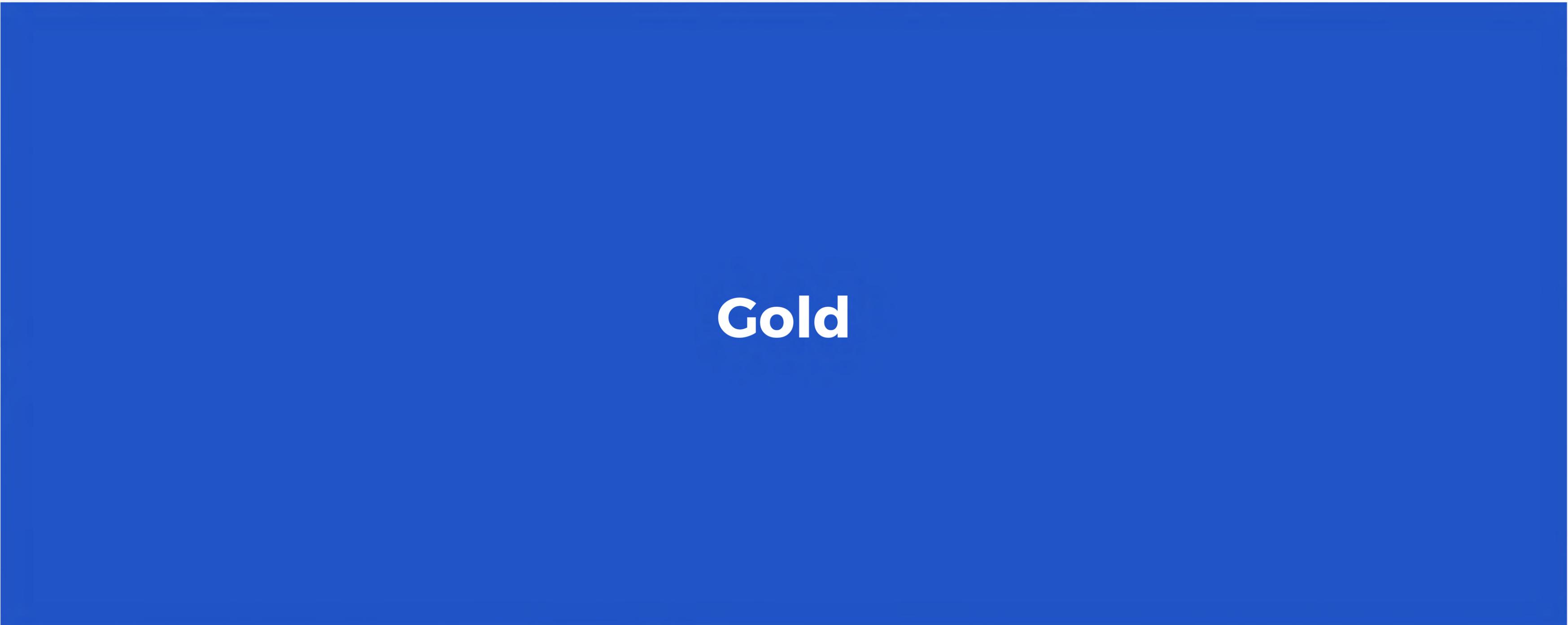
## Gold

- ✓ Linen
- ✓ Bedding
- ✓ Amenities
- ✓ Personal Care
- ✓ Housekeeping
- ✓ Office Supplies
- ✓ Appliances

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**\$35,000**

# WHY GOLD?



Gold

# WHY GOLD?

Gold

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**Wider Range of Departments Addressed**

**Gold**

# WHY GOLD?

Gold



Wider Range of Departments Addressed



Implementation of AI for Appliances

# WHY GOLD?

Gold



Wider Range of Departments Addressed



Implementation of AI for Appliances

Maximizes Sustainability Rating



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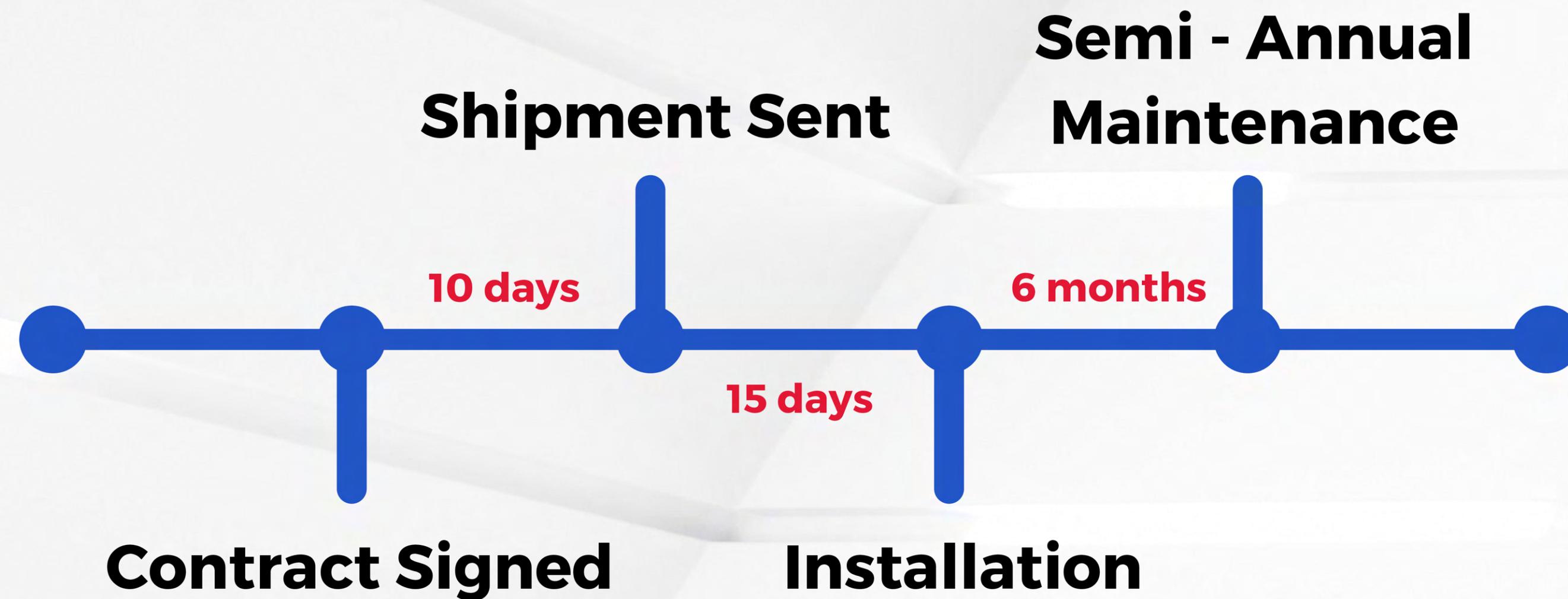
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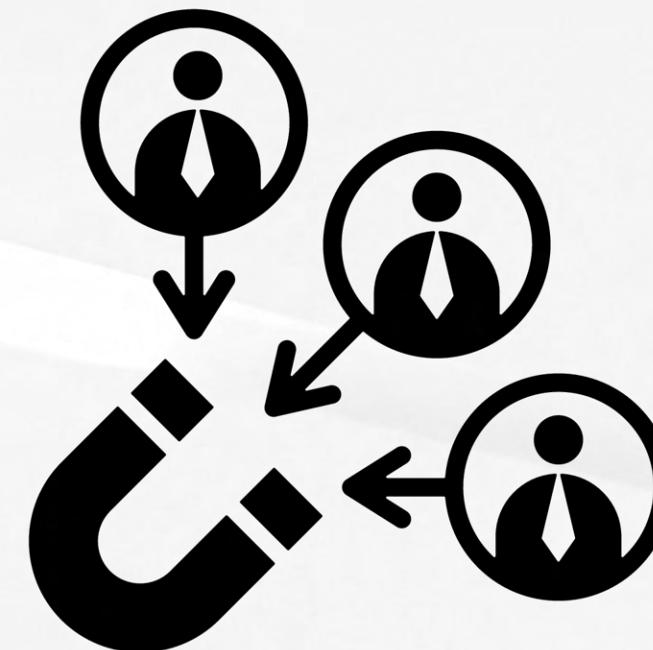
# IMPLEMENTATION TIMELINE

*(Until End of Quarter 2)*



# KEY PERFORMANCE INDICATORS

Increased Customer Retention Rate



Rate of Return on Capital Employed



Lower Energy & Water Consumption Costs



# EXPECTED IMPACTS

AFTER IMPLEMENTATION OF GOLD PACKAGE

Water Consumption  
Rate

Cut By  
**10%**

Within Next  
**5 Years**

Energy Consumption  
Rate

Cut By  
**15%**

Within Next  
**5 Years**

Guest Acquisition &  
Retention Rate

Increased By  
**25%**

Within Next  
**5 Years**

# Questions?

# Thank You

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