

# The Adoba® Eco Hotel Brand Kicks off 2014 with a New Green Partner to Provide Boxed Water at Famed Dearborn Location

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This partnership with ReviewPro allows the Adoba team to instantly access what is being said about the 800-room Adoba® Dearborn property - as well as about other hotels in the greater Detroit metro area.



## adoba® Eco Hotel & Suites

Boxed Water is Better®, the sustainable boxed water company, today announced adoba® Eco Hotel & Suites Brand, the world's leading eco-friendly independent hotel brand with a commitment to green responsible design, has added its single-serve, boxed water product to its 773 guestroom Dearborn, Mich. location. The hotel selected Boxed Water because of the product's focus on sustainability, environmental awareness and its distinct package design.



The Boxed Water container is more sustainable than plastic bottled water, with more than 75 percent of its packaging derived from renewable resources. The trees used to make Boxed Water come from certified, well-managed forests. These forests remain healthy and stable through ongoing replanting while removing CO2 from the atmosphere.

The adoba® Eco Hotel & Brand, which is owned by Atmosphere Hospitality Management Services LLC, made its debut on the anniversary of Earth Day 2010. The launch underscored the brand's revolutionary commitment to environmental sustainability and social responsibility.

"In the same way Boxed Water is redefining how water can be presented and packaged, adoba is redefining hotel management with minimized waste and forward thinking, eco-smart hotel management practices," said Jim Henderson,

CEO/President of Atmosphere Hospitality Management. "Our goal is to align ourselves with engaged vendors and partners who want to close the gap between aspirations and sustainable actions, making Boxed Water the perfect product to offer our guests as we eliminate plastic bottles from our landscape."

The hospitality industry has joined the emerging need for environmental awareness, with many having reminders about responsible practices. adoba® hotel Dearborn/Detroit is the latest addition to Boxed Water's successful hospitality program, which now includes more than 12 hotels across the country.

"The adoba® properties have a significant head start with responsible hotel efficiencies and transitioning branded and non-branded hotels with their sustainable practices. A great new partner for Boxed Water. They take environmental stewardship as part of their entire brand experience and that complements our company's values," said Benjamin Gott, founder of Boxed Water.

Boxed Water has experienced tremendous growth in existing markets while growing its domestic distribution into new regions in 2013. Boxed Water started the year with a contract water deal with C3

Presents, producers of premier music festivals such as Lollapalooza, Austin City Limits, as well as expansions into numerous universities, including Michigan State University, the University of Wisconsin at Milwaukee and others.

### **About Atmosphere Hospitality Management**

Denver-based Atmosphere Hospitality Management [www.atmospherehospitalitymanagement.com](http://www.atmospherehospitalitymanagement.com), owner of the adoba® Eco Hotel & Suites Brand, is a progressive and innovative hotel management company. Founded in 2010, Atmosphere Hospitality Management has experience managing all recognized national branded properties, restaurants and independent resorts. Atmosphere Hospitality Management has a significant head-start as the hotel management company synonymous with green hotel design, construction and sustainable profitable practices.

### **About Boxed Water is Better®**

Boxed Water is Better is a boxed water company. Created in 2009, it is part sustainable water company, part art project, part philanthropic advocate and completely curious. The company currently has offices in Grand Rapids, Mich. and Los Angeles, and is currently produced and filled in Holland, Mich.

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### **MEDIA CONTACT**

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