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## ***Introducing THE FIRST national hotel brand to have ERP biodegradable products...***

America's Best Value Inn has secured a new title in being the first US national hotel brand to use Environmentally Responsible Products (ERP)<sup>™</sup>. The chain of 900 hotels, offering affordable accommodation throughout North America, are switching to biodegradable amenities in all guest bathrooms to reduce the negative impact their disposable supplies have on the environment.

Roger Bloss, CEO & Founder of Vantage Hospitality, parent company of ABVI and Lexington Hotels, believes the change is simply following what it means to 'do the right thing', "Vantage's philosophy has always been to 'do the right thing'. By switching to the ERP biodegradable amenity packages, we are once again doing the right thing – for the environment, for our members, and for our guests".

ERP<sup>™</sup> products are biodegradable and reduce the impact of solid waste disposal on our natural environment in the long term. This unique range of hotel guest amenities will feature throughout all guest rooms of ABVI hotels. All packaging has been made with Eco Pure<sup>®</sup>: an organic based enzyme additive that renders common plastics as biodegradable. Eco Pure<sup>®</sup> breaks down the molecular structure of common plastics when they are exposed to landfill conditions. Scientific testing by a third party source supports this as a safe process of biodegradation.

Products in the new range of ERP<sup>™</sup> guest amenities for ABVI hotels will include: Nourishing Shampoo, Body Lotion, Bath Soap and a Shower Cap. Each of these products has been packaged in plastic material that contains the Eco Pure<sup>®</sup> additive.

ERP<sup>™</sup> biodegradable amenities are available exclusively from Concept Amenities.

### **About Concept Amenities**

At Concept Amenities we pride ourselves on being a world leader in the supply of amenities that deliver on quality, luxury and style. For over 27 years we have established expertise in all areas from design and formulation through to production, dispatch and delivery.

We have developed a comprehensive range of exclusive amenity lines, each with its own distinctive appeal. They contain the finest formulations that are created using natural botanical ingredients, sophisticated fragrances and a rich array of natural and organic extracts to truly nourish the skin, body and soul.

Visit [conceptamenities.com](http://conceptamenities.com) for more information.

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