



## Hotelstuff and Greenstuff Newsletter

Winter 2013

### Hello from Hotelstuff

Ah! The joy of working on my bed, bathed in a warm sunbeam on a quiet afternoon to write this newsletter. We've hardly had a hint of winter and its June already! So, before I doze off, here is what we've been up to and all the good things that have been and are happening to us and you. Life is sweet.

We have so much more to tell you, but this newsletter is getting long and the sunbeam is winning. We'll send another one soon.

Here's wishing you a warm and busy winter season, until next time.



Lorraine Jenks

## What We've Been Up To

### TOURISM INDABA 2013 - Hotelstuff/Greenstuff Workshop - Best Ever

We held our 4th workshop on 'Green and Sustainable Hospitality' at Tourism Indaba in May - a resounding success. We had 75% more applicants than anticipated and filled the conference room to overflowing with committed and genuinely interested delegates. What a pleasure! This year we were delighted to have Eskom join us and we used a similar format to our national road show workshops: Eskom presented on their rebate and incentive schemes and Lorraine Jenks presented on Green and Sustainable Hospitality.



This year Indaba seemed brighter, calmer and more upbeat. With new cutting-edge technology they calculated 240,000 electronic connections between the 11,000 "Indaba Connect" users. No paper, no brochures, no business cards. How green is that! Buyers were up by 6% and some categories of international buyers, were up by nearly 20%. Over 10,000 delegates attended. Bravo to everyone who worked so hard to make it a success.

*Our sincere thanks to the team at **Silhouette Furniture** for the loan of our Indaba stand furniture!*

### WASTEX AFRICA - Lorraine's keynote address on Waste in Hospitality

This was the first conference of its kind in Africa; beautifully set up, professionally managed, well attended by delegates from as far afield as East and West Africa and with some very interesting speakers.

I was invited to speak on 'Waste in Hospitality' with special emphasis on job creation and entrepreneurship. I did a survey of typical hospitality products that enter the waste stream and was horrified at the volumes of waste created by lodgings, specifically, compared to domestic households. Imagine the quantity of plastic, paper, food, operating equipment, etc., used by 12,000,000 hotel guests. That is how many folk stayed in lodgings last year.



Here is a perfect opportunity for small enterprises to set up collection services for these types of waste, mostly because the waste is contained in one building and not scattered throughout suburbs or office complexes; waste that can be recycled, reused, refilled, returned, refreshed, reanything with some out-of-the-box thinking. This is Africa. We must do it our way - one bakkie per city, town or region and Bob's Your Uncle. Contact me if you would like to discuss this or let me give a short presentation to your team.

### RESPONSIBLE AND SUSTAINABLE TOURISM HANDBOOK

Lorraine was invited to write a module on "Purchasing for your Establishment", the focus being on responsible and sustainable procurement - the why, how and what to be green. Again, if you would like us to present a user-friendly, workable solution to your green procurement challenges, give us shout. We don't sell any products or take commission; our mission is to educate and change old habits.



### PAGE VIEWS



We have in excess of 30,000 page views a month on our websites. Those aren't hits. Those are real people looking for products. Please remember that we can't see who uses our websites, unless they send an email. Less than 1% of buyers send emails. 99% of buyers phone the suppliers direct or link through to their website. So when we get comments that no sales are coming through our websites, we have tried for 12 years to explain that it is like the Yellow Pages. People go onto our directories, search for the product they want to buy, find a list of suppliers, choose one, click and land on that specific supplier's page. Then they phone or click through to their website. We regularly test this and have found only a few suppliers who actually ask the buyers how they got their contact details.

### HOTELIERS THAT USE OUR WEBSITES



Please remember that we don't ask users to register, so we can't see who has clicked through to a supplier's page. However, based simply on the few who DO send emails or contact notes, we have counted in excess of 5,500 hotels, lodges, guest houses, architects, designers, private individuals, associations, etc. who have used the directories on Hotelstuff and Greenstuff. A list can be emailed to you on request.

### Upcoming Events

#### IMVELO AWARDS - Now 'Lilizela Imvelo Awards' - Lorraine invited to coordinate



#### JUDGING AND CRITERIA

I am thrilled and honoured to have been asked by FEDHASA to head the judging process for this year's Responsible Tourism IMVELO AWARDS. I will not be involved with the judging per se, but co-ordinate the election and briefing of the panel of judges. We had hoped to re-define some of the criteria, but the award date for 2013 has been brought forward so we will be revisiting these for 2014 and will also be applying for international accreditation.



#### The new LILIZELA TOURISM AWARDS

Minister of Tourism, Marthinus van Schalkwyk announced during the opening ceremony at Indaba that his department is introducing the Lilizela Tourism Awards. "These will acknowledge the efforts of people whose work sets global benchmarks in excellence." He explained.

Imvelo will be responsible for Category 5. So, the new 2013 award categories are:

1. **Minister's Award** - Recognises outstanding, unique, impactful people, events, organisations that have performed in a manner that urges the industry closer to tourism's 2020 vision (to grow arrivals to 15 million and create 225 000 new jobs by 2020. Total direct and indirect GDP contribution target from R189,4 billion (2009) to R499 billion (2020)).
2. **Service Excellence** - How well tourism products are doing in this area. A large portion of the decisions for this award will be made based on guest feedback. Measurements have been put in place to allow the public to cast their vote. The Accommodation sector will be recognised during this first year, with the other service providers and operators to follow next year.
3. **Emerging Tourism Entrepreneur of the Year Award (ETEYA)** - This award recognises black owned SMME's who have achieved notable success since starting up.
4. **Universal Accessibility** - Facilities and services at accommodation establishments and MESE venues that are accessible for people with disabilities, using the TGCSA grading criteria which were introduced with the normal quality grading criteria back in 2010.
5. **Sustainability Award** - This award will recognise the business that best incorporated the three development and sustainability pillars into their business operating models and the IMVELO brand will be incorporated accordingly.

Great news! Please get your entries in asap. For more information on the Imvelo Awards and to download an entry form (also attached), visit their website [www.imveloawards.co.za](http://www.imveloawards.co.za).



### BEAUTY FIRES

Professionally balancing convenience and aesthetics with the latest trends in heating - Beauty Fires offer an extensive range of non-vented fireplaces (ethanol or gas) as well as design improvements on the traditional wood fireplaces. Welcome the warm air in your home. Beauty Fires not only serve the residential market but also closely collaborate with property developers, builders, architects and interior designs. Beauty Fires - it's truly beautiful.



### BUTT BIN

Butt Bin's contemporary design looks great, and being manufactured from corrosion resistant highly polished stainless steel the Butt Bin is easy to keep clean. The simple to maintain Butt Bin eliminates unsightly cigarette butt litter.



### COBA MATTING

Coba Matting has for many years been supplying quality matting products to hotels. These include effective entrance mats and matting systems for hotel foyers, anti-slip and anti-fatigue mats for kitchens and bars, as well as hygienic safety matting for leisure facilities such as shower rooms and swimming pool walkways. Coba Matting offers one of the largest matting choices in South Africa with effective products to suit many environments, especially involved in the hotel, bar and restaurant industry.



### CUSTOM DESIGNS

Custom Designs specialise in translating designers concepts into beautiful furniture - helping architects, interior designers and contractors to do this for over 25 years. Everything Custom Designs manufacture is custom made to order - "client specific" furniture designs handcrafted the old fashioned way with quality materials and fine workmanship. Products range from butlers tray, tissue box covers, trolleys, tables, trays and luggage racks to name a few.



### DUVAL COLLECTION

The DuVal Collection consists of a comprehensive range of guest amenities from soaps, lotions, bath crystals to beverages. A complete range for the travel and hospitality industry. The brand focuses on high quality ingredients and packaging. DuVal offer a rebate for all the used bottles and caps returned to help reduce carbon footprint and to be more eco-friendly. The DuVal Collection also offers a personalised branding option, and different packaging options. All bottles are made of PET plastic.



### ENDISERVE

The Eliminator is the safest and most effective rodent exterminator. It humanely kills both rats and mice by delivering a high voltage electronic shock. It makes use of NON-POISONOUS bait to trap rodents and features micro-electronic circuitry with a safety cut out switch. As a result the unit is safe to use near children and pets. Its low power consumption ensures a long operating life. Can be used in homes, shops, sheds, shops, aviaries, factories, offices, warehouses and farms.



### GERBER FRESH

Gerber Fresh specialises in the processing of fresh fruit and vegetables, vacuum packing, cutlery polishing, juice extractors and blenders. Gerber Fresh believes they offer the best machines of their kind available in the world today. Gerber Fresh staff have been formally trained in the Hotel and Catering industry, with decades of multi-faceted experience. Gerber Fresh products have been used for many decades throughout the world by the best Chefs and Restaurateurs.



### GRACE EXPO DESIGNS

Grace Expo Designs offers a range of services with a concentration in visual identity, exhibition design. They tailor their skills to your exact needs, whether it's wide scope analysis or the refined execution of a single deliverable. Grace Expo Designs is a full service creative agency with a novel twist. With many years' experience, their team of designers, project managers and specialty fabricators, have created memorable experiences for the world's most recognizable brands.



### GUEST SOAPIES

Guest Soapiess was established in 2003 to satisfy the need for high quality & readily available guest amenity products, not only in bulk, but also in smaller quantities. They supply distinctive guest amenities, that they believe are not only of the highest quality, but also affordable. All of their products are completely customisable to meet your unique requirements.



### HEWSTONE CORPORATION

Hewstone Corporation, Importers and Distributors of Promotional gifts and goods to the Hospitality Industry including bathroom amenities, guestroom accessories, pens, eco products, leather products, groceries and glassware.





### IGUEST

Talk to iGuest for those essential guest registers and a full range of safety signage for your hotel, lodge or guest house. Stay legal with statutory requirements as well as insurance necessities with Own Risk notice boards for parking, pools and reception.



### JUSTSHAZ

Justshaz's range of natural, environmentally friendly guest amenities includes Shampoo, Conditioner, Shower Gel, Body lotion, Bubble Bath, Bath Salts, Glycerine Soap, Palm Soap and Liquid hand soap. We can customize and personalize all of our amenities, design and produce any shape of branded bottle and customise ingredients. Countrywide deliveries daily or as required.



### LEGACI SUPERIOR DRY CLEANING & LAUNDRY SERVICES

Legaci Superior Dry Cleaning & Laundry Services offer a range of services to the hospitality, commercial and domestic market. Based in Pretoria, they specialise in the cleaning of bulk linen from restaurants, hotels, catering companies, manufacturing companies and hospitals. Legaci have the expertise to clean staff uniforms, table linens and bed linens to the specific technical requirements and schedule of the client. Legaci also offers a pillow cleaning service, where they treat, fluff, sanitise and deodorising the pillow filling.



### MATCO

Say welcome with MATCO. For 30 years, MATCO has been making sure everyone receives a warm welcome each time they visit their clients, because they know first impressions last. Included in its wide range of products, MATCO specialises in entrance matting, promotional matting, hygiene and safety mats, helping to add that finishing touch or to get your brand noticed. As a service orientated company, MATCO manufactures access matting to meet their clients' exact specification and stock is kept on demand.



### SILHOUETTE FURNITURE

Once again our sincere thanks to the team at Silhouette for the loan of our Indaba stand furniture. Choose from their range of fully weatherproof aluminum furniture. The furniture can withstand extreme weather conditions. The range includes lounge, dining room and contract furniture, which is suitable for the hospitality industry.



### SPLICE BOTANICAL LABORATORY

Splice Botanical Laboratory supplies a number of boutique stores, hotels, game lodges and guest houses throughout the country. They offer a wide range of products from bath oils, hand & body lotion, foaming bath milk, glycerine soap, liquid soap, room perfume, bath salts, healing foot balm, body scrubs and gorgeous aromatic candles. They manufacture 200ml, 375ml and 50ml bottles as well as 50ml and 30ml containers for the hotel. Splice believes in protecting and conserving the environment and special care has been taken to ensure their luxurious product range is environmentally friendly and fully biodegradable.



### THE CLEAN SHOP

Based in Post Elizabeth and whether you are an environmentally conscious person, who wants to ensure that the cleaning products you use in your home are non-toxic, or whether you have a Guest House, B&B, Hotel, Laundromat, Restaurant etc., The Clean Shop will have the right product for all your cleaning and pool maintenance needs.



### TOILET FRIEND

Toilet Friend has developed a unique and environmentally friendly solution for dealing with toilet bowl/urinal odours. Airborne viruses and bacteria are effectively removed from the toilet bowl before they escape into the room, leaving the toilet smelling fresh and bacteria free. Installing this system completely does away with the need for Ozone-Damaging, CFC Driven air fresheners, sanitizers and hazardous chemical cleaning agents which cause ailments like asthma and other health related illnesses.



### TOWEL & LINEN

The company's slogan "One call we supply all" has continued throughout the period of its growth. The Bed, Bath and Table linen needs of the Hospitality Industry are well provided for with a wide range being on offer. Products are being continually up-dated.



### VERSUS PAINT

Versus Paint Specialists are a master coating and paint supplier that has gained a leading stand in the industry for quality products and customer care. They offer eco-friendly paint alternatives, and have formulated wall coatings that considerably decrease the amount of damage done to one's immediate environment and the environment as a whole. They also provide their clients with a wide range of services that ensures complete protection for any residential, commercial, industrial or corporate application.



## Trivia - Complete and utter Trivia

### Once an Activist

The last time I demonstrated was in 1969 when we lived in California and they wanted to call up my first husband (the nice one), and we joined an anti-Vietnam demonstration in Los Angeles. Aside from embracing the 1960's ideals and medicinal herbs, he was anti-war and British, for goodness sake. He had absolutely nothing to do with Vietnam.

So, now, a lifetime later, I felt compelled to join my children and demonstrate against Monsanto and GMOs in South Africa.

80% of our maize is genetically modified and do you recall being asked if that was OK? The media seem to keep it under wraps. It is everywhere, even in baby food.

It is about the untested long-term effects on human health, but even more importantly, it is about foreign corporations patenting and owning seed, land grabbing and taking over agriculture in Africa; destruction of biodiversity, toxic chemicals and contamination of neighbouring farms; superweeds and the killing of critically important insects, like bees. Their claims about drought-resistant crops and to alleviate hunger have very little to do with food, and more to do with profit. They manufacture chemicals, not food. When they claim increased yields, if the same attention and money and equipment were thrown at ordinary farming, it would have the same results. In fact, during the drought in America, natural crops fared better than Monsanto's crops.

Here's the rub: Genetic modification is not natural selection or hybridising; it is about messing with the DNA of a seed and artificially splicing in foreign genes from other species like fish genes, viruses or bacteria. The extremist activists call it "Frankenfood". Then they patent that seed and farmers have to buy new seed every season, the GM seed designed to be sterile.

This international protest was not a hippie 'rent-a-crowd'. Over 40 countries protested. Over 300 cities. Hundreds of thousands of fed-up citizens. Over 2 million signatures.

Ask yourself why we have to treat ordinary, natural food as something different and call it 'organic'.

For heaven's sake, food should simply be called 'Food'. Natural food.

The rest should be called 'chemically treated', 'genetically modified' or 'unnatural'.



Leigh-Anne, Ross and me. Too much fun!

### Garfield's Life



## Who are we?

**Hotelstuff:** Conceptualised as a platform for trade introductions and online directory of suppliers, Hotelstuff has since evolved into a sophisticated business tool and much more than just an online directory. Today, many procurement departments from every industry and also homeowners use our two directories as their primary supplier list. Better still, it costs nothing for buyers to contact those listed in our directory. Suppliers simply pay an annual registration fee for their directory listing.

**Greenstuff:** Sister website to Hotelstuff, Greenstuff is a separate online directory of the green or eco-friendly products of suppliers listed on Hotelstuff.

**Quick & Simple:** No middle man. Interaction between the third parties is direct and enquiries are channelled to the supplier at no cost. The conclusion of the sale or interaction is not influenced by Hotelstuff in any way and we don't receive commissions or referral awards.

**Virtual Helpdesk:** As a value-add, Lorraine mans a free virtual Helpdesk for buyers who can't find what they need on our sizeable directory or are looking for unusual products or services. Given Lorraine's insight and 15-year tenure in Africa's largest hotel chain as Contracts and Purchasing Manager, she is more than qualified to refer and advise.

**Eco Events & Conferences Directory:** We have partnered with The Event Greening Forum and created a new directory which provides anyone, wanting to host a green event, with easy-access tools to source venues, organisers and product suppliers that are offering 'eco' options.

**Green Hospitality Consulting:** If you sell accommodation or manage a restaurant, call us about a consultation or to run a simple workshop to help you and your staff understand what 'going green' entails and why it needs to be taken seriously - in short, we'll get everyone's buy in, including yours! And if you are a supplier, let us assist with greening your manufacturing process and the lifecycle of your product and packaging.

**Speaking:** Ask Lorraine to come and address you, your team or your community. Lorraine has become a popular motivational speaker on sustainable and responsible hospitality and family lifestyle. She has been invited to speak at international conferences, seminars, exhibitions, right through to small local functions.

**Workshops:** Hotelstuff/Greenstuff is running nationwide workshops on Green Procurement in partnership with Eskom who promote their rebate and incentive schemes. All aspects of sustainable, eco and green issues are addressed, debunking the myths and demystifying the jargon and leaving the audience positive, motivated and with easy solutions.

## Our Awards

2011 Winner EXSA  
**Best Green Indoor Pavilion**  
Hostex Johannesburg



2011 Winner  
Invelo Responsible Tourism  
**Chairman's Award**



2010 Winner  
**Best Overall Stand**  
Decorex Johannesburg



2010 Winner  
**Excellence award**  
Decorex Cape Town



For more information please visit [www.hotelstuff.co.za](http://www.hotelstuff.co.za) and [www.greenstuff.co.za](http://www.greenstuff.co.za);  
drop us a line at [info@hotelstuff.co.za](mailto:info@hotelstuff.co.za) or call us on 0860 272 272.

