BE MY GUEST

THE NAME GAME
APRIL 2011

amenityservices
hotel amenity design & development

PILLOW TALK

TOP OF BED: Whether inspiring, peaceful or clever, decorative pillows are a guestroom greeting card! The Pillow Talk Collection by Amenity Services generates smiles and lasting impressions.

UNIQUENESS: The Pillow Talk Collection offers endless colors & captions…Hush, Zzzzzz, O'Sleep! and Dream BIG & LATE to name a few.

WHY? A clever way to generate visual impressions, the 14"x18" pillows add playfulness to your Top of the Bed and instantly stimulates conversations by your guests.

PUCK'S PERKS: IN–ROOM COFFEE

Celebrity Chef WOLFGANG PUCK is an advocate of one size NEVER fits all so it was natural to apply the same philosophy to his popular coffee line. Endless blends. New packaging. New Colors. Co-branding opps.

UNIQUENESS: Cheerful, energetic taglines wake-up your guests while coffee suddenly becomes your new icon! VIBRANT Caffe & HUSH Decaffeinated, Good to Go & G'Night, or for traditional properties, La Dolce Vita (an Italian translation of "the sweet life").

KISS MY FACE BATH AMENITIES

AMENITIES: Believing nature creates the best ingredients, KISS MY FACE brings the best nature has to offer and NEVER at the expense of the planet, it's people, or values.

PACKAGING: Kiss My Face is about what they're NOT as opposed to what they are: No artificial colors. No animal testing or ingredients. No unnecessary chemicals. Kiss My Face believes in having fun and generating smiles with clever product names such as Whenever Shampoo, Miss Treated Conditioner. C's the Day Moisturizer. Early to Bed & Early to Rise.

SUD'S AWAY

BATH CONCEPT: Vibrant in color, these Bubble Bath Shower Gels are mini works of Art and the rich formula yields a virtual tower of suds for your guest. The fragrances are strong enough to linger in the bathroom yet subtle enough, post-bath, not to interfere with your guests cologne or perfume.

PACKAGING: BUBBLES, NOT CARBS (where there is willpower, there is less to weigh). AWASH IN A FIELD OF FOUR-LEAF CLOVERS (when you need good things to happen yesterday). LIQUID FREUD (when you need to turn up the volume on your inner voice of reason).

WHY? Guaranteed to boost the psyche, energy and mindset of your guests while adding color and fun to the bathroom!

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