

Pest Elimination for
HOSPITALITY



I CHOOSE ECOLAB[®]

Because guest satisfaction matters

ECOLAB[®]

Everywhere It Matters.™

Meet guests' high expectations and retain their confidence

All it takes is one incident

- Easy access to online guest reviews means a single incident puts your reputation at risk
- In a poll of regular hotel-goers, over 80% reported they might never return to a hotel if they encountered a mouse or cockroach¹

Expectations are increasing

- Guests demand more for their money, and overall satisfaction has been dropping²

Pest concerns are changing

- Nearly 80% of Americans are concerned about bed bugs in hotels³

"Ecolab protects me from pests that could cause costly damage to my business."

One unfavorable customer review on Facebook is seen by over 150 friends⁴



¹ Source: hotelnewsresource.com

² 2011 North America Hotel Guest Satisfaction Index Study, J.D. Power and Associates

³ Source: National Pest Management Association (Bed Bugs in America Survey)

⁴ Facebook.com

✓ Guest Satisfaction

✓ Food Safety

✓ Profitability

✓ Reputation

✓ Audit/Health Inspections

✓ Sustainable Solutions

HotelProtectSM

Programs designed to protect your business

- Choose the level of service to meet your needs
- Proactive options for bed bugs
- Comprehensive protection against the most common pests
- Tools to educate your staff



ROOM ROTATION

COMMON AREAS & KITCHENS



RODENTS

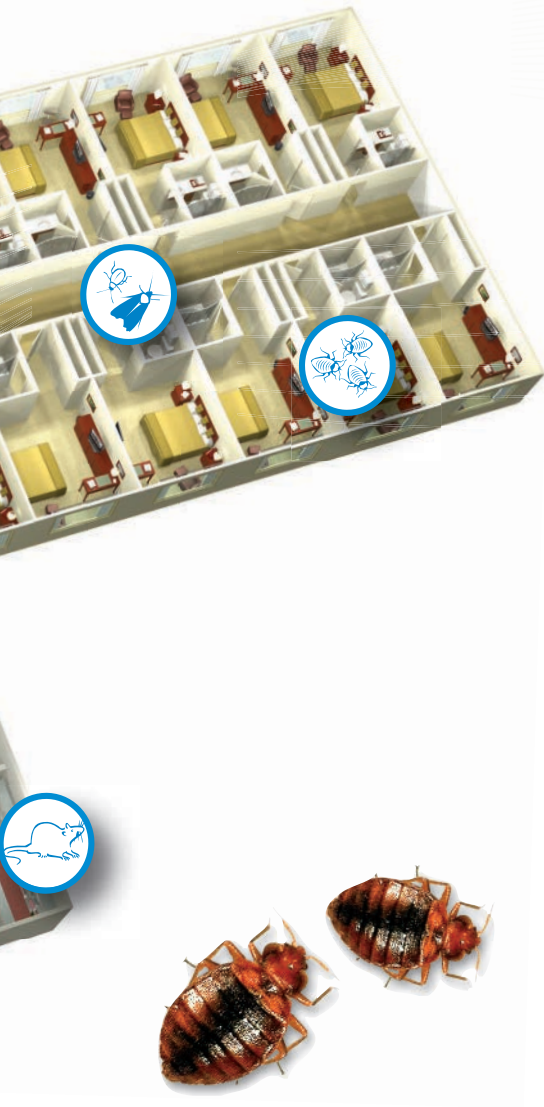


COCKROACHES



ENTRY POINT PROTECTION

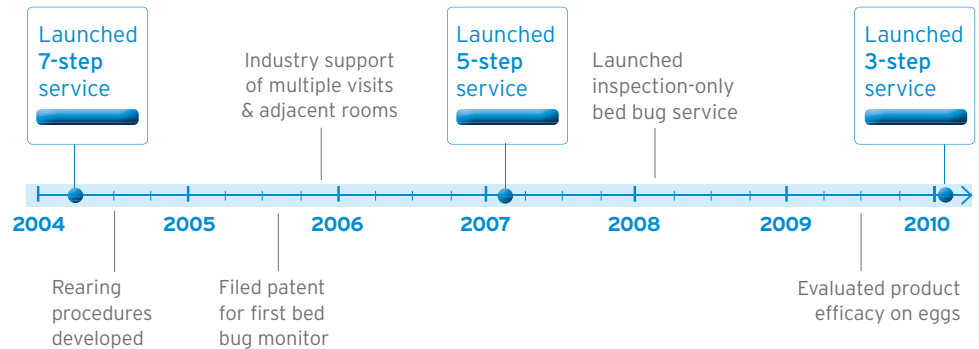
| | | RODENTS | COCKROACHES | ENTRY POINT PROTECTION |
|----------------------|--|---------|-------------|------------------------|
| PREMIUM PLUS PROGRAM | <i>Proactively inspect</i> 1/6 of rooms and treat for: <ul style="list-style-type: none">• bed bugs• cockroaches• occasional invaders | ✓ | ✓ | ✓ |
| | | | | |
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| | | | | |
| BASE PROGRAM | Up to 5% of rooms treated upon request | ✓ | ✓ | ✓ |
| | | | | |



Protect your brand and business from bed bugs

In recent years, bed bugs have been one of the most challenging pests in the hospitality industry. To help you protect your business, Ecolab invests significantly in research to develop the most effective, science-based solutions against this pest.

- Dedicated bed bug team, rearing 500 bed bugs each week to examine behavior and biology
- More than 120 lab and field studies conducted yearly to test product efficacy and new protocols
- Over 500,000 rooms treated for bed bugs
- On-site seminars and industry-leading educational materials to keep pest prevention top of mind



Optional Service Add-Ons



Bed Bug AssuranceSM

Bed bug treatments provided for a single predictable price⁵



Bed Bug Inspection

At customer request



Bed Bug Service

Upon pest sighting



Thermal EnclosureTM

Available in select markets for the treatment of mattresses and box springs



Ants



Flies



Small flies



Air Quality

Peace
of mind

5 Inspection fee applies if no bed bugs are found and treatment is not needed; program includes up to 10 infestations; sole source agreements required

Rely on Ecolab's expert Service Specialists

By working with our experts, you'll stay ahead of pest problems and provide a rewarding guest experience.

ONLY ECOLAB OFFERS YOU:

People – More than 25 years of experience servicing hotels, motels and resorts

Science – Innovative, proprietary protocols and equipment

Information – Highly effective educational tools proven in thousands of hotels worldwide

*"I know **Ecolab cares about my success** and is prepared to solve my most challenging pest issues."*

ECOLAB DIFFERENCE



Contact Ecolab Pest Elimination

to learn about proactive pest elimination solutions.

US: 1 800 325 1671

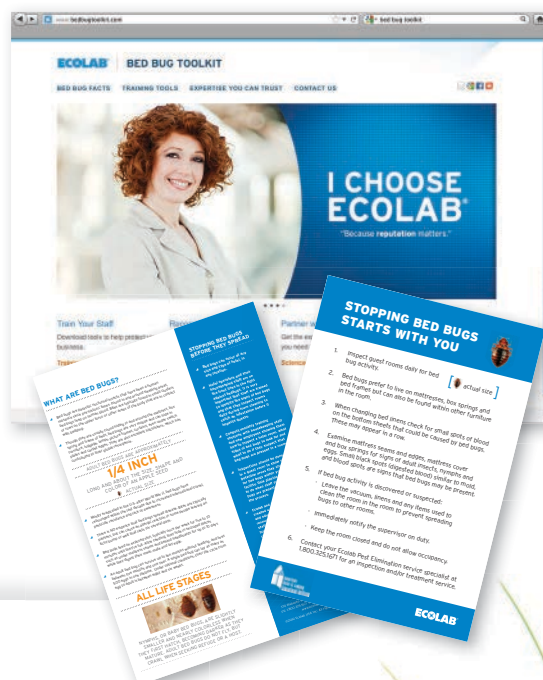
CANADA: 1 800 352 5326

Visit www.ecolab.com/hotelprotect

for more information about the program.

Visit www.bedbugtoolkit.com

for staff educational tools.



Serving the greater good

*"Ecolab's proactive approach helps
**ensure effective pest prevention
with the lowest environmental impact."***