

# THE HOTEL INSPECTOR



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## AMENITIES

Selecting the right guest amenities and toiletries is an important part of brand identity for hotels, and should not be overlooked, for the small details that can make a real difference to hotel experience. Initially, it is imperative to consider whether your hotel is going to have its own brand of amenities that will offer a direct association with your business or if you would prefer to connect your hotel with a pre-existing brand; both options have their benefits.

Creating your own brand of amenities allows you further to extend your brand identity (if guests take away shampoo for example, they will then carry your name with them); however, this does of course involve extra costs. And in this economic climate, this is not viable for all establishments, as John Broderick, Sales Manager for Bunzl Guest Amenities

says: "We as a business are seeing more interest in generic ranges of toiletries than bespoke items." On the other hand, providing your guests with amenities and toiletries from established brands can capitalise on the strength of those brands, which can range from effectively comfortable to luxurious depending upon budgets and requirements.



## 3 FAB PRODUCTS



**BUNZL Baroque**  
Baroque amenities are quirky and unique in style, designed for the 4-star boutique-minded hotel. The range, manufactured in Italy, offers guests a variety of fruity fragranced products: fig with blackcurrant extract, rose with marigold extract, camomile and silk protein extract and vitamin E and natural antioxidants.

On a further note, hoteliers can now choose from a growing range of toiletries that contain natural and organic ingredients; this not only demonstrates your concern for the environment but adds... tailor-made luxury. Even when it... paper, ask your supplier for... and recyclable and...



## A great new name in Guest Amenities

Bunzl Guest Amenities - offering innovative products to the hospitality industry.

- Bathroom
- Bedroom
- Desk Essentials
- Bar & Restaurant
- Menus/Displays
- Public Areas
- Conference & Meeting Rooms

## Introducing RITUALS...



A prestigious and quality range of amenities

Exclusive to **BGA** within the UK



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