



Prevent Bed Bug Infestations.

Your Guests Expect and Deserve It.

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Installing *Active Guard* is key to a proven strategy in hotels that works for two years, is cost-effective and does not disrupt operating efficiencies.

Achieving coveted customer loyalty is the holy grail of hospitality, and hoteliers are increasingly devising and implementing strategies to drive increased guest satisfaction while enhancing profitability. This is even truer now as we emerge from the COVID-19 pandemic, with guests and hoteliers hypersensitive to sanitation efforts.

What this new reality also brings to light is the inextricable link between sanitation and bed bugs. Perception often guides decision-making about hotel suitability for business and vacationing guests, and their loved ones. Guests will surely draw the unmerited conclusion that a bed bug incident is a sign of lack of cleanliness and, therefore, raises their exposure risk to other unseen contagions as well.

To successfully retain guests, savvy hoteliers must continue to look beyond their attractive room décor, food and beverage offerings, and stylish lobby layout to one of the increasingly crucial factors potential hotel customers research when deciding where to book a stay – **issues of sanitation, cleanliness, and bed bugs.**

Unquestionably, problems with bed bugs can make or break a property's reputation and profitability. This White Paper – **Prevent Bed Bug Infestations. Your Guests Expect and Deserve It.** – explores the current bed bug situation and outlines how executing a proven and effective prevention program featuring Active Guard Mattress Liners (generically referred to as an “active mattress liner”) is the “best liner of defense” between bed bugs and guests. Plus, it positions properties in the enviable position of maximizing revenues, raising their reputational profile, and securing guests for life.

THE HOTEL/BED BUG LANDSCAPE

In the most recent market research from Orkin - [Behind the Cost of Bed Bugs: Hospitality Industry Report](#), the following empirical data is glaring:

- 90 percent of hotels have been treated for bed bugs; 40 percent in the last month
- The cost of a single bed bug incident is over \$6,000
- 45 percent of hotels have been sued over bed bugs
- 91 percent of hoteliers are worried about bed bugs

This information, supported by a [2021 survey in Hotel Business](#) where 97% of hotel management respondents indicated interest in a program or product that could prevent 80%-90% of their bed bug infestations, makes it crystal clear. **Bed bug prevention is a strong unmet need...when it is affordable and doesn't disrupt operating efficiencies.** That said, the same research showed hoteliers are unclear how prevention from this pest is possible or easily achieved.



Hoteliers Need a Plan They Can Easily Adopt. Yet there is one thing we know.

"RUN-OF-THE-MILL" ENCASEMENTS AREN'T THE ANSWER

Eight out of 10 hoteliers still believe that encasements prevent bed bug infestations. The truth is encasements can only 'protect' a capital asset (e.g., mattress) from fluids and stains. Encasements are not able to prevent a guest from a bed bug encounter, nor stop any newly introduced bed bugs from transitioning into a major infestation. Unfortunately, many encasements are prone to irreparable ripping and tearing, resulting in a covering that may ironically act as a hidden harborage of bed bugs while offering a false security that the bedding remains protected.

As General Managers are besieged with obstacles while returning to some semblance of 'normal' post-COVID, a **proactive** bed bug prevention program will unburden them of at least one problem from an already overcrowded plate of pressing issues.

Only one solution, ActiveGuard Mattress Liners, has been proven to prevent bed bug infestations continuously for two years.

YES...PREVENTION IS PROVEN AND PROFITABLE

The Benjamin Franklin quote "An ounce of prevention is worth a pound of cure" speaks to the power of preventive behavior. When it comes to launching any new initiative, hoteliers always consider the impact on their bottom line as they weigh the risk versus reward of spending money. Bed bugs are a very real concern for guests. Proactive bed bug prevention proves its worth as an indispensable and essential investment for hospitality professionals.

Addressing the initial upfront cost of bed bug prevention, according to a report entitled, *Pest Management Strategies for Bed Bugs*, "Although proactive IPM (Integrated Pest Management) approaches for bed bugs may initially generate substantial additional costs, these long-term programs may eventually make economic sense as the best ways to effectively manage bed bugs."

Social media's power is undeniable, and its financial impact is evident based on positive praise or negative comments. Consider this – according to a University of Kentucky study "*Bed Bugs 'Bite' the Wallet of Hotel Owners*," a single report of bed bugs in recent traveler reviews lowers the value of a hotel room by \$38 a night for business travelers and \$23 for leisure travelers, creating an enormous downward-spiraling impact on RevPAR.

Also, the stark reality is that the present landscape of bedbugs is worsening and responding reactively is simply not enough. According to Jeffrey Lipman, Attorney-at-Law and Polk County Magistrate Judge Consumer Class Action Bed Bug Litigator, "Reactive-based measures alone, however implemented, for effective bed bug management and control is an ancient and ineffective way of dealing with bed bugs in hotels and will assuredly create legal peril for hotel property owners."

Ultimately, an active mattress liner-based prevention program will result in: bolstering of hotel operating efficiencies (with few if any bed bug-related service disruptions); a huge reduction in



operational expense - including comped meals and discarded soft goods - and a lowering of costs related to bed bug treatments/infestations; rooms that remain on-census and profitable; a reduction in housekeeping and staff inspection requirements; preservation of shareholder equity; avoidance of legal liability; and a significant decrease in negative social media posts maximizing RevPAR.

The importance of bed bugs is serious business for a hotel from a dollars and cents standpoint. Time is money. Any time saved relieving staff of the angst, energy and effort in dealing with bed bug complaints, not to mention freeing them of the stress of possibly bringing bed bugs home to their families in a time of COVID, is money well spent.

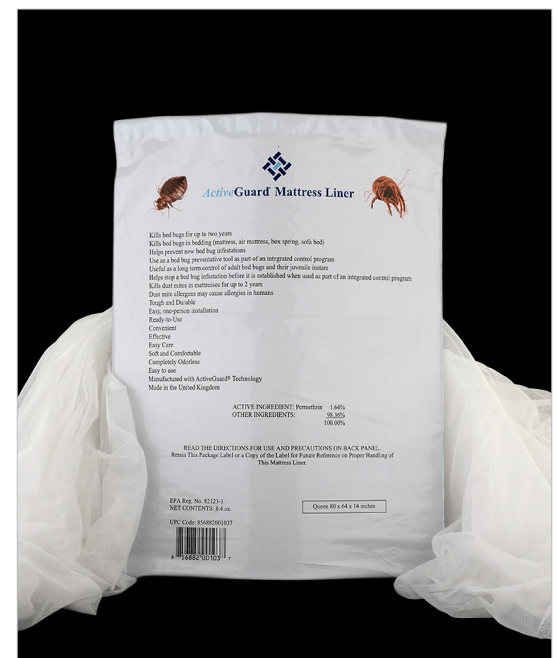
BEST LINER OF DEFENSE

ActiveGuard Mattress Liners prove that not all product protection is created equal. This unrivaled industry product:

- Prevents new bed bug infestations before they establish for two years
- Starts killing bed bugs in just 10 minutes of contact
- Kills bed bugs in bedding (mattress, air mattress, box spring, sofa bed)
- Stops bed bug re-infestations
- Delivers long-term control of adult bed bugs and their juvenile forms
- Provides added benefit by working as a bed bug monitor where bed bugs are most likely to infest – the bed.

Bed bug prevention is critical, and *ActiveGuard* Mattress Liners are the perfect centerpiece to any effective, long-term program. Since 85% of all bed bugs found in a hotel room are generally within a five-foot radius of the bed, placement of *ActiveGuard* on the mattress or box spring is ideally situated to prevent infestations before they are established. Simply installed as a fitted sheet on either a box spring or mattress, *ActiveGuard* provides unique and unparalleled value by killing bed bugs that are introduced into a room and preventing the outbreak of an infestation.

Cutting-edge research clearly demonstrates that after only 10 minutes of contact with *ActiveGuard*, bed bugs do not feed, and females do not drop their eggs. Real world consequences include reduced biting and significant population control. Plus, no liner maintenance is required for two years, which effortlessly provides continuous prevention and control. Incorporating *ActiveGuard* in every room of a hotel affords significant and invaluable peace of mind, particularly with a solution that is not solely service-based.





THE STATLER EXPERIENCE

In 2010, The Statler Hotel, the teaching centerpiece of the Cornell School of Hotel Administration, adopted the use of *ActiveGuard* throughout their hotel teaching facility. After long-term use of the liners... **“We’ve had them on our mattresses for years, with no confirmed bed bugs. It’s the only solution for the problem,” said Rick Adie, General Manager, The Statler Hotel, Cornell School of Hotel Administration.**

ActiveGuard Mattress Liners are the only registered for sale product labeled for bed bug control and prevention of infestations in bedding for two years; they also bear no usage restrictions nor cautionary statements. These liners actively kill bed bugs at the two main sites where bed bugs seek harborage – mattresses and box springs. Again, encasements protect against fluids and stains and may protect against the capital expense of replacing a mattress, but they do not prevent infestations. And while interceptors are excellent for monitoring, they do not control bed bugs nor prevent infestations. Use of canines are a superior inspection method but often a cost-prohibitive approach to detect a low-level presence of bed bugs.

Taking preventive steps to assure a property’s rooms are bed bug-free enormously increases guest confidence as to where they lay their head at night. Maintaining brand reputation is vital: reducing guest-reported bed bug incidents, while offering a unique selling proposition that distinguishes a hotel from unprotected competitor properties, affords a distinct edge in today’s hospitality market.

Advancing the calendar to 2021 and after a decade of *ActiveGuard* use... **“The Statler Hotel, the iconic Ithaca, NY Hotel in the heart of the Cornell University campus, and an integral part of their world-renowned School of Hotel Administration. has partnered with Allergy Technologies for the 6th time in just over a decade. The hands-down leader in hospitality education made a cutting-edge decision in 2010 to install ActiveGuard in each of its 153 rooms. More than 500,000 room nights later, there have been ZERO confirmed bed bug incidents at this flagship property, because they had the foresight to include active mattress liners in the property’s adoption of state-of-the-art sanitation and housekeeping efforts early on in the bed bug resurgence here in the U.S. We are proud that The Statler Hotel team trusted us then, and continues to trust us in assisting with keeping their guests safe from the scourge of bed bugs. We look forward to visiting the campus again to once again speak with students, staff and instructors about the critical importance of preventing – not just treating – bed bugs in hotels.”**

- *Confirmatory letter regarding ActiveGuard’s continued success at The Statler - supported by Arthur Keith, GM, The Statler Hotel - 2021*

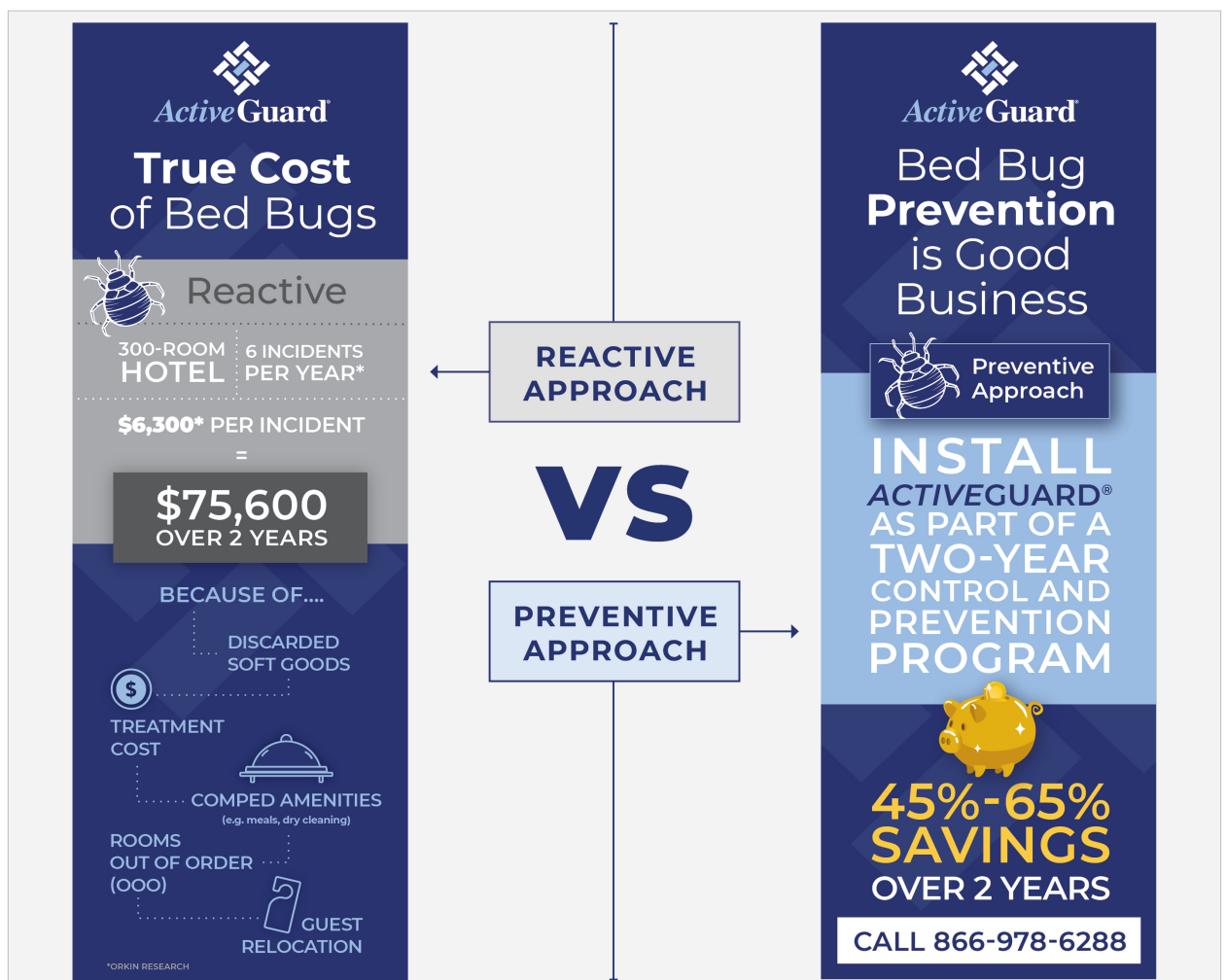
INSTITUTING PREVENTION

Once committed to the concept, how do hoteliers begin to institute a basic prevention program?

- Install *ActiveGuard* on every bed in every hotel room to control and prevent bed bug infestations for two years
- Create a line on your P&L for bed bugs. It is the only way to evaluate the true cost of an incident. In the 2021 Hotel Business survey, it was confirmed that hoteliers still need education on the ‘true cost of a bed bug incident’, as they currently assign the multitude of bed bug-related costs to maintenance, room profitability, unallocated repair, and other areas. These areas are not presently unified on their P&L; therefore, hoteliers are never able to appreciate the magnitude of the problem when it occurs.
- Make certain to have a ‘Standard Operating Procedure’ manual to properly handle any bed bug-related incidents using written procedures and training instructions, including:
 - Educating staff on how to monitor rooms for bed bug incidents through inspection (e.g., check *ActiveGuard* for signs of activity and dead bed bugs)
 - Use of field-proven documentation to protect the facility from potential legal peril
 - How to respectfully and confidently work with hotel guests who file a bed bug report from an alleged property experience
 - Working with a hotel’s pest management professional to identify and treat bed bug incidents early and avoid full-fledged infestations
- Employ periodic canine or human visual monitoring by your pest management professional - and more frequent surveillance by your trained staff

An enhanced program encompasses the features of a basic program, plus the following:

- Placement of a silica-based desiccant or other insecticidal dust around switch plate and outlet covers, basement moldings and bed frames
- Potential installation of monitors under bed legs and strategic areas throughout the room – consideration may be given to using active monitors/interceptors (including a lure) for enhanced sensitivity in monitoring. Discretion must be exercised in the use/placement of monitors, passive, active or WiFi-based detection, so as not to alert the guest
- Retaining mattress encasements, if already installed. Use *ActiveGuard* on the box spring; these liners continue to work if ripped or torn. Hoteliers can install a mattress encasement to ensure the capital asset of the mattress and to avoid spills and stains. However, frequent inspection for rips and tears is mandatory to prevent the inadvertent creation of sites for bed bugs to hide



Use of *ActiveGuard* in a basic bed bug preventive program is supported by published field data evidencing reductions in bed bug infestations exceeding 80 - 90% in hotels and other transient facilities. Even higher levels of prevention can be expected when implementing the elements of an enhanced program: enormous reductions in bed bug treatment-related costs coupled with immeasurable preservation of brand reputation. A perfect example of an enhanced program using *ActiveGuard* as the centerpiece of the preventive arm of their bed bug remediative strategy for hospitality is the *Protect+ Program™*, instituted by Rentokil North America, a subsidiary of Rentokil Initial, the world's largest pest control firm.

CONCLUSION

Strategic hoteliers are outfitting hotel beds accordingly with active mattress liners (*ActiveGuard*) that provide unrivaled protection against bed bugs – and they are doing it proactively. Don't give hotel customers a reason to complain about bed bugs, because the power of social media and word-of-mouth conversations can severely tarnish a hotel's reputation. And a loss in reputation translates directly into lost revenues! Put to bed customers' worries about bed bugs, because this worry influences a guest's ability to unwind and rest easily after a busy day of work or play. Well-rested guests are happy and satisfied ones – and they become customers for life.

ActiveGuard empowers hoteliers to protect their guests with a proactive preventative program to combat bed bug infestations before they establish. *ActiveGuard* is a lab- and field-proven, cost-effective product providing unrivaled prevention supporting a hotel's efforts to attain a bed bug-free environment. They also enhance and complement every present bed bug treatment strategy or those being considered – these liners extend the scope of a hotel's pest management provider's service approach by significantly reducing bed bug infestations for two years. Hoteliers effectively save thousands of dollars in remediation costs that would otherwise result if an introduction developed into an infestation. REMEMBER... Bed bug prevention preserves brand reputation, improves bottom line profits no longer compromised by bed bug-related expenses, and heightens guest satisfaction and confidence.

For more information, including a detailed program for bed bug prevention, visit www.hotelbedbugprevention.com, contact Allergy Technologies at info@allergytechnologies.com, or call (866) 978-6288.

