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GOLDEN GROUP PRESENTS NEW GREEN PRODUCT FOR HOTELS

PATTERSON, NY—Golden Group International, Ltd. (GGI) recently introduced a unique sanitary disposal bag to the hospitality industry that is expected to drastically reduce plumbing problems and improve restroom cleanliness, while providing a green solution.

Sani SAC™, a sanitary, sealable, degradable plastic bag, is the company's environmentally friendly solution for the disposal of tampons/napkins, diapers and other similar items in public restrooms. GGI has created a 50-bag box, a 125-bag roll and a 5-bag handi-pack that can be used as a courtesy item in a hotel room.

Jackie Transue, President of GGI, said she had the idea for founding GGI in 2007 while traveling on business as the president of her own mortgage company. She said practically every restroom in several states had a sign in the women's room requesting disposal of sanitary items in wastebaskets instead of toilets.

"The light bulb went off and I thought that there must be a better solution than wasting so much toilet paper for wrapping tampons or napkins," Ms. Transue said. "Also, sometimes women are embarrassed to place items in a wastebasket— that's why they are tempted to flush them."

Currently in use by many institutional and governmental janitorial services, Sani SAC™ reduces plumbing repair costs in these facilities caused by clogged pipes, according to Kevin Hanna, co-founder and Vice President of GGI. Plumbing costs range from \$70 to \$135 per hour in the United States, and could run higher in an emergency situation on a weekend or holiday.

"The reduction of plumbing expenses to relieve clogged toilets and pipes, the reduction of paper waste and the priceless value of not losing the use of the restroom in a busy restaurant or a rentable hotel room – not to mention the damage to rooms below due to backed-up toilets – make this a cost-effective product for the hospitality industry," Mr. Hanna said.

The products have the added benefit of protecting janitorial staff from exposure to disposed items that potentially could carry dangerous viruses or bacteria. These items include sanitary napkins, tampons, condoms, adhesive bandages, wipes and diapers.

While some bathrooms contain disposal areas for sanitary napkins/tampons, typically they are lined by a waxed paper bag, which does not address the waste of wrapping the items in toilet paper, and which are less environmentally responsible than the Sani SAC™.

Not only are the degradable sanitary bags superior to paper in terms of green aspects, the Sani SAC™ is also a better form of disposal because it is stronger, more sanitary and more private.

"It is double-layered, so it is opaque and is very sturdy," Ms. Transue said. "A waxed bag can tear easily and does not seal. If you need to carry the Sani SAC™ bag in your purse or luggage, it is very compact, as it is available in a convenient 5-bag pack. If you need to use the Sani SAC™ bag and don't find there is a place to dispose of it, you can put it in your purse to throw away later."

The reactions by women who have used Sani SAC™ have been overwhelmingly positive.

“They appreciate the convenience, hygiene and opportunity to be discreet,” Ms. Transue said. “Up until the introduction of this product and our effort to bring awareness to the issues, many women did not understand the environmental impact of flushing these items. It was ‘out of sight, out of mind’ for many people, but once we explain the environmental and plumbing impact, they are eager to do their part.”

Several major players in the hospitality industry are reviewing Sani SAC™ and soon are expected to add it to the list of green products that they carry.

“Hotels and restaurants show concern and consideration for their customers when they provide for proper disposal,” said Mr. Hanna. “This creates good will and overall customer satisfaction. The environmental benefit, too, will help save in clean-up costs and in the damage to our waterways and to marine life. By keeping costs down with products such as Sani SAC™, hotels can pass along the savings in the form of lower rates to their customers.”

Golden Group International, Ltd. (GGI) is a leading provider of quality sanitary and environmentally safe disposal bags, catering to institutional, sports arena, restaurant and hotel industries. Founded in 2008, GGI has earned certifications from the Green Business Association and the “Green” Hotels Association® for its degradable products. The New York-based company has also created a retail line of Sani SAC™ products to meet home demand. (www.GoldenGroupInternational.com)

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