

 EmeraldEcovations.com



# Hospitality Case Study

Luxury Hotel Chain Goes  
Plastic-Free Without  
Spending More



EMERALD  
ECOAVATIONS

A Division of Paradigm



SUSTAINABILITY=HEALTH & WELLNESS®

# Client

A nationwide luxury hotel chain wanted to align with sustainability goals by eliminating plastic waste but was worried about the higher cost of sustainable alternatives. They needed a cost-neutral way to make their in-room dining and food service operations more eco-friendly.



# Background

The hotel chain served thousands of guests daily, generating large amounts of plastic waste from to-go packaging, in-room coffee cups, and event catering.

Their primary challenges were:

- **Finding a cost-effective solution** to replace plastic without raising operational costs.
- **Reducing plastic waste** in in-room dining and banquets.
- **Ensuring a seamless transition** to compostable products.





# Solution

Emerald Ecoventions introduced a cost-saving sustainability program that included:

- **Tree-Free, Compostable Coffee Cups & To-Go Containers:** Replaced plastic-heavy items without increasing costs.
- **Strategic Bulk Purchasing:** Designed a custom ordering plan to match their existing budget while transitioning to sustainable materials.
- **In-Room Sustainability Messaging:** Provided guest-facing signage to increase awareness and showcase the hotel's commitment to eco-friendly practices.

# Results



**Diverted 500,000 pounds of plastic waste annually.**

**Reduced costs by 10% by optimizing procurement efficiency.**

**Strengthened guest satisfaction, as eco-conscious travelers appreciated the hotel's commitment to sustainability.**

# Conclusion

By switching to cost-neutral tree-free solutions, this hotel chain proved that going plastic-free doesn't have to be expensive. Emerald Ecovations helped them improve sustainability while maintaining their luxury brand experience—all without spending more.





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