



# HOSTEX 2011

Gauteng

## Vertical Landscapes to Showcase Green Wall in Eco-Friendly Mock Boutique Hotel at Hostex 2011

5 March, 2011

Vertical Landscapes will exhibit one of their creations at the Hostex Expo 2011 [1], held from 13 to 16 March at the Sandton Convention Centre. Vertical Landscapes will show visitors to the international hospitality and catering expo their technique of vertical gardening, which provides not just an exciting décor element, but also environmental benefits. Vertical Landscapes' exhibit will be in the foyer of the Eco-Friendly Mock Boutique Hotel, initiated by Greenstuff [2].



Vertical gardening in France

A Vertical Landscape is literally a garden grown vertically, typically on an existing wall. This is done by planting the plants, one-by-one, into a fabric medium. The fabric is then watered intermittently with a specially formulated mineral-based nutrient solution. This is done by an automated irrigation system.

Vertical Landscapes co-director Brett Hargreave said, "Once people get their heads around the idea that vertical landscaping is viable and that maintenance is minimal, they start to explore their possibilities. We're constantly thinking ahead, so that we can offer them choices, customised design solutions and manufacturing of the highest quality, which is done in our own factory. So, whether we're building a planted wall to cover the side of a large building with orchids and moss or a small herb garden on wheels that chefs can move around their kitchen, we can offer the very best state-of-the-art products."

He added, "We've experimented with many different plants, and this gives us the ability to plant walls purely for décor purposes or even for growing fruit and vegetables."

Justin Sam, co-director of the company stated, "Property developers, owners and hoteliers can earn Green Building Credits by installing Vertical Landscapes. We have obtained formal clarification from the Green Building Council of South Africa (GBCSA), the body tasked with formulating the Green Star SA Ratings, which provide a mechanism for certifying the 'green' credentials of a building [3]."

He commented, "For me, vertical gardening and gardening on rooftops (which the company is also doing [4]) is an ideal way for property owners and developers to advertise their commitment to green technologies. The public cannot see, from the outside, whether a building



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was constructed from recyclable materials or not, for example. On the other hand, vertical landscaping is visually arresting, while being environmentally-friendly at the same time. Vertical Landscapes allow the planting of gardens where floor space is limited, improve air quality, clad and insulate buildings, thereby leading to reduced air-conditioning requirements and a reduced carbon footprint, attract beneficial insects and animals to cities and, finally, reduce urban heat island effects.”

Brett, who has been in the stainless steel industry for over 15 years, and Justin, a qualified aeronautical engineer, make a good team, combining practical know-how, scientific methods, professionalism and creativity.

#### References:

1. [www.hostex.co.za](http://www.hostex.co.za). Website of Hostex.
2. [www.greenstuff.co.za](http://www.greenstuff.co.za). Website of Greenstuff.
3. [www.gbcsa.org.za](http://www.gbcsa.org.za). Website of the Green Building Council of South Africa.
4. [www.rooftoplandscapes.co.za](http://www.rooftoplandscapes.co.za). Website of Rooftop Landscapes.

## Greenstuff To Build Eco-Friendly Mock Boutique Hotel at Hostex 2011

Feb 23, 11 | 12:02 am

By Muzi Mohale

Overseas, sustainable tourism is a booming industry, arising from the fact that today's travellers are prepared to pay more for a greener travel experience. Similar trends are emerging in the African market and there is mounting pressure on the hospitality industry to go green - compelling Greenstuff, local green hospitality networking guru, to build an eco-friendly mock boutique hotel at this year's Hostex exhibition.

Hoteliers will be able to stroll through a completely green fully-furnished demo hotel, encompassing a bedroom, bathroom, kitchen, restaurant, lounge and outdoor area, all dressed with eco-friendly furnishings and products. Buyers will find greener alternatives for hundreds of items, including beds, linen, furniture, appliances, showerheads, toiletries, chemicals, energy, water and waste management systems, crockery and much more. Also available will be guidance on conducting carbon audits.



It can be an arduous process to find the greenest supplier for every item in a hotel and until now hoteliers were, by and large, faced with screening individual suppliers and sifting through endless claims and greenwashing about product footprints. Enter Greenstuff. Born from the need to create a common ground for eco-smart suppliers and the trade alike, the initiative started out nine years ago as Hotelstuff.co.za, an online directory and portal for hospitality-related referrals. Six years later, Greenstuff.co.za was launched. The uptake was phenomenal and Greenstuff has since changed the face of 'greener' procurement in this sector.

"The trade was crying out for a single resource encompassing all things 'green hospitality', while suppliers of eco-friendly products needed a platform from which to reach buyers. There was a definite gap so we created a virtual meeting place from which to make these valuable introductions," says Lorraine Jenks, founder and director of the Hotelstuff/Greenstuff initiative.

"Because buyers appreciate being able to see, touch, smell and feel what they're ordering, the next step was to facilitate a more tangible interaction between brands and buyers. And what better gathering than Hostex - you can't get a more relevant audience!" says Jenks.

According to Jenks, many hoteliers just don't know where to start when addressing an entire hotel's footprints. "It's a mammoth task! Imagine how many brands of bath soap one must 'test-drive' to find the greenest, most suitable product? We have invested a huge amount of time in understanding this industry's procurement headaches and our Greenstuff Hotel addresses many of their typical pain points. By applying a stringent set of selection criteria when it comes to the eco products we display, hoteliers know that if a product is listed with us, then it is potentially viable for their establishment too," says Jenks.

**Hotelstuff**  
AN INDUSTRY IN ONE PLACE



**Greenstuff**  
FOR A HAPPY PLANET



Enhancing the educational angle, the Greenstuff Hotel at Hostex will be manned by a team of consultants. Passionate about African sustainability issues, they aim to promote the green credentials of the products displayed, doubling up as personal brand ambassadors for the Greenstuff Hotel participants. The result is a cohesive trade show experience that maximises synergies in lifelike settings.

"Green messages aside, the beauty of our mock hotel is that participants get to showcase products yet avoid the expense and hassle of manning their own exhibition stand. They also stand to gain from Greenstuff's existing relationships with their target audiences," says Jenks.

The Greenstuff Hotel at Hostex 2011 follows on from Jenks' successes at last year's Hostex show in Cape Town and also Decorex, where she won Best Overall Stand for a similarly furnished Green Eco Home.

Dedicated to sustainability and a passionate environmentalist, Jenks' personal investment in these shows is motivated by a desire to promote awareness and, furthermore, is done so without any monetary gain.

"Crazy? Perhaps! But we believe in a cause and our agendas are about principles, not pockets. If we can educate on what it is to be a holistic hotelier and if we can get manufacturers to take a long hard look in the eco-mirror, then our work is done. At the end of the day it's about equipping people with the right tools to make better choices for our planet - our role is merely to facilitate greener relationships," says Jenks.

Whether the hospitality trade is greening out of market demand, revenue potential or conscience, it's a growing movement and predicted to boom in the next five years.

"Living green is no longer about whimsical guitar melodies, bell bottoms and tofu, it is a multimillion dollar global industry! Establishments intending to survive in this new era of sustainable tourism are well advised to board the green train now. Visit us at Hostex for an educational chat and, if you're serious about shrinking footprints and greening your bottom line, find out more about our custom-built Greenstuff Eco-Seminars - guaranteed to turn any team into a lean, mean eco-machine!" concludes Jenks.

Hostex 2011 takes place from 13 to 16 March at the Sandton Convention Centre, from 10am to 6pm.



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**13 - 16 March, 2011**  
**Sandton Convention Centre**

## **The Leading Hospitality & Catering Exhibition**

As South Africa's International Hospitality and Catering Exhibition and the largest and longest running exhibition of its kind in Africa, HOSTEX has been an integral part of the local foodservices and hospitality sector since 1986. Enjoy the buzz of new ideas and innovations for your business at the 2011 show, which is set to take place from 13-16 March 2011 at the Sandton Convention Centre, Johannesburg.

The South African tourism and hospitality industries are growing at a rapid rate on both domestic and international levels. This means that these sectors need to ensure that they are prepared for the deluge of visitors.

With 12 000m<sup>2</sup> of floor space, HOSTEX 2011 aims to enable industry members to gear up accordingly.

Held biennially in Johannesburg, HOSTEX 2011 is already attracting attention from visitors from Botswana, Zambia, Swaziland, Namibia and Mozambique, and as far afield as Italy and Germany. The 2009 HOSTEX event more than exceeded expectations with 223 exhibitors, 11 475 visitors and 1 440 students and was completely sold out and we expect the same for 2011.

## **Exhibitor profile**

The following hospitality and catering products and services will fall under the spotlight:

- Access control and room safes
- Alcohol and non-alcoholic beverages
- Bar equipment and accessories
- Beds and bedding
- Catering and bakery equipment
- Cleaning and hygiene equipment
- Computers and computer software
- Cutlery, crockery and glassware
- Floor and wall coverings
- Food and beverage products
- Furniture and furnishings
- Guest amenities
- Laundry equipment
- Management and communication systems
- Packaging and container ware
- Point-of-sale and cash registers
- Promotional items
- Refrigeration and ice machines
- Tableware
- Training and education services
- Security and security systems
- Uniforms
- Vending equipment

## **Visitor profile**

As well as attendees representing a number of blue chip companies, roughly 20 percent of HOSTEX visitors comprise MDs or directors, while the remaining 80 percent have purchasing authority. The main visitor business activities are catering, conferences, restaurants, hotels, guest houses and lodges.



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## Reasons to exhibit

By exhibiting at HOSTEX 2011, you can benefit from any number of the following:

- Meeting your market face-to-face
- Direct selling to serious buyers in active buying mode
- Building prospect databases
- Generating high-quality sales leads
- Building relationships with existing customers
- Demonstrating products/services

## Endorsements

South African Chefs Association (SACA)  
The Franchise Association  
Café and Tea Room Association (CA TRA)  
THETA  
Vending Association of South Africa (VASA)  
Housekeepers Association of South Africa  
FEDHASA  
Guest House Association of South Africa (GHASA)  
National Accommodation Association (NAA)  
Restaurant Association of South Africa (RASA)  
Speciality Coffee Association of South Africa (SCASA)

## Rates & data

• South Africa/International rates upon request

Service Package Comprises:  
Shell scheme, carpets, fascia board with company name (not logo), 1 x 15amp power point (shared power), 1 x fluorescent, stand shield, stand cleaning for the duration of the exhibition.

## Features

Global Pizza Challenge; Greenstuff Village; Hospitality Emporium; SA Chefs Village; SCASA Barista Competition and Wine Circle

## The HOSTEX marketing campaign targets key decision-makers and buyers from:

Architectural and interior design companies  
Canteens  
Casinos and gaming clubs  
Catering companies  
Clubs and pubs  
Coffee shops  
Conference centres  
Executive dining rooms  
Fast food outlets  
Forecourt and convenience stores  
Game farms and lodges  
Guest houses and B&Bs  
Hospitals and clinics  
Hotels  
Restaurants  
Supermarkets and retail stores  
Taverns, bars and shebeens  
Timeshare and holiday resorts

## For further information contact:

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## Trade only

No under 18's  
Student day on Wednesday 16th March  
(hotel schools and technikons only)



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