

VOIHOTELS AND ALLEGRINI FOR SUSTAINABILITY

An exclusive project to position a natural and sustainable line of amenities in the hotels in the Alpitour Group chain.

VOIhotels, the hotel chain belonging to the Alpitour Group, and Allegrini, specialised in the production of amenities, both leaders in their respective sectors, have launched a project that, as of summer 2021, will provide for a line of natural and sustainable amenities in all the Italian hotels in the leisure collection. The move will allow for a **drastic reduction in waste, above all in terms of the use of plastic,** in the hotels in the Alpitour Group chain.

VOIhotels has, for years, been making efforts to reduce its environmental impact through the GSTC certification process, the elimination of disposable plastics and the use of locally produced and organic materials, as well as a programme to raise awareness aimed at its customers for a more sustainable lifestyle, involving information and initiatives for the protection of the seas and nature. Social responsibility has also always been one of the guidelines in the choice of partners who stand out for their adoption of a common vision, and this is why **VOIhotels is partnering with Allegrini, a renowned leader in the sector of cosmetics for the hotel industry, to offer exclusively, from this summer and in all its Italian leisure hotels, the DPlanet line of natural products with the specially created VOI Loves Earth brand.**

The main feature of the project will be the **innovative solid cosmetic** developed by the advanced Allegrini research centre. **DPlanet, short for “Do Not Disturb the Planet”** - the lightest creation launched by the brand, the essence of its most potent beauty formula that purifies the body and is good for the environment - is an **ethical product made with ingredients and oils of natural origin, without preservatives or silicones, water-free, dermatologically tested and vegan.** Specifically, it is the absence of water that allows the product to be left intact, protecting it from micro-organisms, reducing its size and thus cutting waste even during transportation. Solid cosmetics have been designed to be eco-friendly solutions, in simple “pill” form, which on contact with water release the effects of a delicate hand-soap or a shower gel for a refreshing shower, soothing the body and mind and leading the way for a plastic-free future.

A sustainable choice that **will in fact allow VOIhotels to save an average of more than 2,800 kg of plastic, including bottles, dispensers and tanks for the line of amenities in its hotels in Italy.** Furthermore, the **LCE (Life Cycle Assessment) study** carried out by Allegrini has demonstrated that, in terms of packaging, production and transport, “solid” cosmetics have a lower impact on the environment in comparison to the same quantity of traditional “liquid” versions, with a **reduction of CO₂ emissions into the atmosphere of approximately 73%.**

During the summer of 2019, **VOIhotels in Italy used approximately 26,000 litres of hand soap**, shower and bath gel and shampoo. Choosing DPlanet therefore allows **more than one million 25-ml plastic bottles** to be saved.

During the 2020 winter season¹, the Alpitour Group carried out an initial experiment to study appreciation and interest in **DPlanet, which was tested on a voluntary basis by 89% of guests** in the hotel involved. Of these, **86% considered it to be an interesting product, and 68% actually preferred it** to the traditional amenities. This initial analysis confirms the widespread attention of clients towards environmental sustainability (98%): **94% of guests recognised DPlanet to be a realistic choice** for VOIhotels, and after having tried the product, 89% expressed a willingness to change their habits.

DPlanet will be the main amenities line for VOIhotels, with dedicated branding, **VOI Loves Earth**, a name that encompasses the VOIhotels activities and projects in terms of sustainability.

The brand has been chosen in collaboration with Allegrini for the exclusive launch of the product on the hotel market. The aim of both companies will then be to expand the project and prove its worth as an ethical business model.

Ottaviano Allegrini, the Managing Director of the Cosmetics Business Unit and a founding partner of Allegrini S.p.A. stated: *“Sustainability has always been an integral part of our company culture. We consider people and the environment to be central factors for the future, promoting a “green” future for upcoming generations. DPlanet has been created for this very purpose, aimed at providing a tangible solution to the problem of plastic. It is the result of many years of efforts from our research and development team, which has applied all its know-how to identify a truly sustainable solution”*.

Gabriele Burgio, President and CEO of the Alpitour Group, continued: *“As a Group, and a leader in the Italian tourism sector, we feel it is our duty to identify new ways to reconcile the desire to discover the world and the need to protect it. We have numerous initiatives in the field of environmental and social sustainability, and each of our business areas is involved in tailor-made projects in support of a range of themes that we consider to be important. With this project, Allegrini and our Group aim to revolutionise the philosophy of hotel amenities, with the hope that we are simply the first of many who will choose to re-think their line of amenities, rendering it ethical and natural”*.

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¹ Before the advent of COVID-19