



---

USFI Hospitality



# Take a Moment to Consider USFI

It's our pleasure to present this showcase of products and solutions created for leading hotels and resorts across North America.

USFI is the only company with a nationwide footprint that offers the hospitality industry a true supply chain solution for all your branded, collateral and operational needs from a single source.

We've worked hard to produce everything you see here. And we're ready to work just as hard for you. Please contact me with any questions, and discover how much USFI can do for you.

Sincerely,

A handwritten signature in black ink that reads "Kim Van Cleave". The signature is written in a cursive, flowing style.

# Contents

<b>The Partner You Want Us To Be</b>	<b>1</b>
<b>Housekeeping</b>	<b>2</b>
<b>Front Desk</b>	<b>4</b>
<b>Pocket Concierge</b>	<b>6</b>
<b>Sales and Marketing</b>	<b>8</b>
<b>Food and Beverage</b>	<b>10</b>
<b>Three Words About Marketing</b>	<b>12</b>
<b>Supply Chain Solutions</b>	<b>13</b>
<b>A Great Deal To Talk About</b>	<b>14</b>



# USFI – The partner you want us to be

**Much has changed since 1984, when USFI began creating and producing printed deliverables for a handful of key clients. Today, we are a multimillion-dollar organization proud to serve more than 2,800 leading hotels and resorts.**

But our values haven't changed. With USFI, you have a partner completely dedicated to your success, providing effective solutions that cover the full range of your branded, collateral and operational needs. With USFI, you'll discover a deep resource that provides:

- **End-to-end, supply chain solutions for every item we produce, with optional inventory management and deferred billing**
- **Award-winning branding, creative, production and printing capabilities**
- **Unparalleled service and integrity, with a single point of accountability**

For many prominent clients in the hospitality industry, we have become the strategic partner who creates value, year after year.



The quality of a guest's experience is amplified by the in-room items that carry your brand. USFI ensures that they are invariably exceptional.

#### **Notepad Holders**

Faux leather, custom-made to hold in-room notepads and property pens. Weighted option available.

#### **Guest Room Notepads**

Various paper and ink choices, custom designed to your branding specifications.

#### **Guest Room Stationery**

From Monarch-sized letterhead and matching envelopes to fold-over note cards, printed with color and paper stock of your choice.

#### **Umbrellas**

Various sizes, colors and fabrics for guest, golf course or doormen use.

#### **Stan Caps**

Paper or plastic, with green options available in many sizes and colors.

#### **Glassware**

Reusable water bottles; logos can be etched or silk-screened. Dishwasher-safe.

#### **Robes and Slippers**

100% cotton, ribbed cotton and plush fabrics available with customized embroidery.

#### **Guest Services Directories**

Custom designed to property needs, made in a wide range of fabrics and sizes. Printed inserts and tabs produced to fit holders.

#### **Bags**

Tote, laundry, shoe, hair dryer, newspaper and utility bags in a wide array of sizes and materials. Logos can be printed, silk-screened or embroidered.

#### **Environmental Signs**

Various paper and/or plastic signs to promote your environmental programs.

#### **Do Not Disturb Signs**

Variety of messages, materials and finish options available.

#### **Recycling and Trash Bins**

Single- and double-sided bins, made in a wide range of fabrics to match your room décor. Metal or poly liners available.



# Front Desk

Offering the most gracious greeting



Putting your best foot forward is always easier with perfectly manufactured key cards, key packets, valet tags and everything else that makes your greeting gracious.

#### Key Cards

Available in mag-stripe and RFID formats, printed on regular, biodegradable or recycled PVC. Printed four-color process with customizable designs.

#### Key Packets

Folders, sleeves, custom and generics, in a variety of stocks and inks. Also see Pocket Concierge on page 6.

#### Doormen Umbrellas

Many styles including wooden-handled, in various colors, fade-resistant fabrics, branded and generic.

#### Front Desk Forms

Single sheets or snap-out forms.

#### Luggage and Valet Tags

Cohesive and multi-tag styles available in custom designs or generic.

#### Maps and Local Interest Directories

Custom-designed brochures and pamphlets, in a wide selection of stocks, colors and sizes. Also see Pocket Concierge on page 6.



00966  
PARKING CHECK



Marriott  
HOTEL PARKING  
CHARGE \$6.00

6502  
6502

09629  
NOBLE HOUSE

Jumeirah  
ESSEX HOUSE

Hotel check-in form with fields for name, address, and contact information. Includes a photo of a hotel lobby and a purple umbrella.

CHECK-IN TIME: 4:00 PM • CHECK-OUT TIME: 11:00 AM



Green luggage tag for 'Jumeirah Essex House' with fields for name and number.

Blue luggage tag for 'The Plaza' with fields for name, room number, and delivery options.





# Pocket Concierge

## The key to revenue growth

Here's the smarter way to cross-sell amenities or cross-promote other properties.

### Help your guests spend their money.

Ninety percent of hotel guests ask for directions and recommendations about dining, amenities and entertainment at some point during their stay. So share the information your guests need - photos, offers, menus and more - when you give them their key cards.

### The Pocket Concierge shows and tells them how.

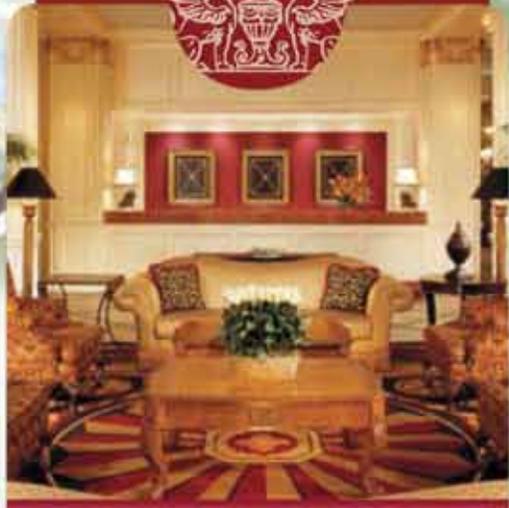
USFI has combined a key card holder with a pocket-sized property brochure to direct your guests to the specific entertainment, spa, dining and shopping options your property offers. As a result, more of each guest's money can be spent at your property.

### Get your fair share - and then some.

With ample room for pictures, offers, maps and more, the Pocket Concierge lets your guests know about your most profitable services, specials and other amenities. Make sure your guests are given the very best advice, by your very own Pocket Concierge.



FROM YOUR  
CONCIERGE



**WARWICK**  
MELROSE HOTEL, DALLAS

**WESTIN**  
HOTELS & RESORTS



Your sales collateral, folders and branded items all project who you are to every potential guest. Project the best image possible to groups and SMERFs alike.

#### Conference Accessories

Blotters, banquet notepads and executive-style pens in a variety of grades and materials.

#### Promotional Items

Corporate gifts and giveaways, from flash drives to flashlights, mugs, leather card carriers and more.

#### Shopping Bags

All sizes, styles and materials, with environmentally friendly options available.

#### Printed Collateral

Brochures, pocket folders, note cards, rack cards and postcards, beautifully designed to meet your brand standards.

#### Awards, Plaques and Trophies

Traditional and contemporary designs and materials available.





**USFI brings every item to the table - and guest room** - that makes it uniquely yours, with an attention to detail that inspires confidence.

#### **Coasters**

Available in cork, leather, faux leather, cellulose, pulpboard, budget-board and many other stocks. Printed, foil-stamped or blind debossed.

#### **Glassware**

Etched wine glasses and specially designed wine bottles in various grades and materials.

#### **Packaging**

##### **(Gift and Presentation)**

Gable, Truffle and Popcorn, and many other types of custom-made to-go boxes. Branded ribbon and tissue paper also available.

#### **To-Go Bags**

Available in kraft, white and natural papers as well as various weights of poly. Branded wrapping papers and utensils also available.

#### **Disposable Drinking Cups**

Both hot and cold cups, branded or generic. Cup sleeves also available.

#### **Banquet Notepads**

Sized to fit your needs, with matching stock and inks per your brand standards.

#### **Pens**

Stick, click and twist-style pens in plastic and metal. A variety of custom styles and designs to suit your specific usage.

#### **Menus**

Turned-edge menus and check presenters designed to fit your restaurant décor and graphics.

#### **Breakfast Door Hangers**

Custom-designed for your menus, in a range of stocks, colors and themes.

#### **Matchbooks**

Available in boxes and books in designs of your choosing.





# Three Words About Marketing

Since you've already been more than generous with your time, we'll be brief.

## Branding

As a branding agency ourselves, we fully appreciate how important brand identity and consistent messaging are to your property. Work with us on any project of any scope and you'll discover that USFI is your brand's biggest fan. Everything we design and produce for your hotel will adhere to your brand standards to the most exacting detail.

## Revenue

Whether we're cross-selling your spa or your in-room menu, up-selling your restaurant to your in-room minibar, or developing promotions to generate restaurant traffic, we never lose sight of the real value we bring to you - adding revenue to your top line. USFI has formidable strategic capabilities that can benefit your property handsomely.

## Green

We're now offering eco-friendly alternatives for just about every item we design, print or create. This crucial "green" initiative in the hospitality industry receives our full support with soy-based inks, recycled papers and a huge selection of green/greener/greenest products. Visit our dedicated website at [www.usfi.com/greenworks](http://www.usfi.com/greenworks) to learn more.

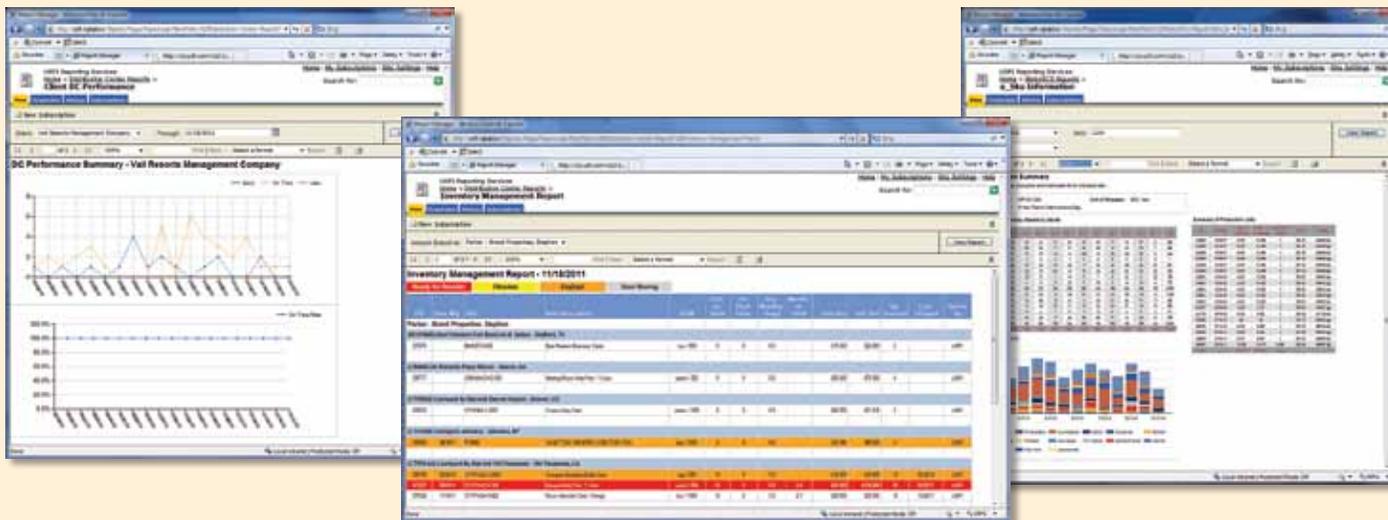
# USFI Supply Chain Solutions For Your Operational Items

When USFI manages the complete supply chain for your operational items, you discover a new freedom to do what you do best.

We offer:

- On-time performance
- Inventory management and reorder alerts
- Ship as needed
- Bill as needed
- Tracking
- Returns management
- Management reports

All this, coupled with more than 28 years of experience, expertise, knowledge, resources and facilities, is designed to work in concert to provide you with a robust, end-to-end supply chain solution for your operational items.



# A Great Deal To Talk About

USFI has much more to offer than this sampling can provide. For all your branded, collateral and operational items, we're ready to provide a complete supply chain solution. With every challenge, we'll strive to enhance guest experience and improve wallet-share spend, because our ultimate commitment is to your satisfaction – with our solutions and our service.

**Contact us soon to discuss  
how we can get started.**



# USFI - The Company We Keep

If you really want to know what it's like to work with USFI, talk to the 2,800-plus properties we service in the U.S., Canada, Mexico, the Caribbean and Asia.

ROSEWOOD  
HOTELS & RESORTS®

SOFITEL  
LUXURY HOTELS

  
WARWICK  
*International hotels*

swissôtel  
Hotels & Resorts

  
SOUTH COAST WINERY  
RESORT & SPA

  
St Giles Hotel  
★★★★  
NEW YORK

  
Jumeirah  
ESSEX HOUSE

NOBLE HOUSE  
HOTELS & RESORTS

  
TRUMP  
*International*  
BEACH RESORT · MIAMI

  
MANDARIN ORIENTAL  
THE HOTEL GROUP

Z  
HOTEL  
ZAZA

AUBERGE RESORTS

  
LANGHAM HOTELS  
*International*

THE  
BROADMOOR  
COLORADO SPRINGS

MAGNOLIA  
HOTELS 

  
*The Plaza*

ROCKRESORTS®

THE SETAI BY GHM  
SOUTH BEACH, MIAMI

*Peabody*  
HOTELS  


THE JAMES

*Colonial Williamsburg*

  
MILLENNIUM  
HOTELS AND RESORTS

YOTEL

THE *Kessler* COLLECTION

