

## **Crystalbrook Byron Partners With Eco-Friendly Greenline Cleaning Products**

Byron Bay, Australia – 1 December 2022: Crystalbrook Byron, part of Australia’s largest independent sustainably-led five-star hospitality group, has partnered with Greenline Australia as their primary cleaning product supplier as part of an ongoing commitment to create a more sustainable environment for hotel guests and {staff}.

Jordan Rodgers, General Manager, Crystalbrook Byron explained that Greenline Australia will provide a range of certified green, food-safe and non-toxic cleaning products throughout the resort.

“We’re thrilled to provide both our guests and collaborators with a healthy, sanitised and clean environment, whilst having minimal impact on our planet,” he said.

Greenline’s ingredients come only from plants and minerals that grow in nature and can then be returned to the natural environment.

“We are not green just to be seen,” says Cameron Rosen, Greenline Director CEO. “We are striving to revolutionise the cleaning chemical industry and to change our world with sustainable action and practices.”

The Sydney and Byron-based cleaning product company is certified by GreenTag and HACCP International, two of the most robust, trusted and widely recognised ecolabel and food safety system, and each of their products are tested by Eurofins.

Existing sustainability initiatives at Crystalbrook Collection include operating a single-use plastic free environment and working with Greenline Australia and their return and re-use plastic program helps us achieve that. Other initiative at Crystalbrook Byron include; sourcing at least 80% of restaurant produce from within a three-hour drive of each hotel, the implementation of technology to create paperless user-experiences, and the use of recycled and upcycled materials.

**Editor’s Notes** - What’s in a name? Well, all of our love, sweat and tears as we see our family of hotels grow. Please note, Crystalbrook hotel names should not be shortened or altered. E.g. Crystalbrook Kingsley should not be referred to as The Kingsley or Kingsley.

*Correct hotel names:*

- Crystalbrook Albion
- Crystalbrook Bailey
- Crystalbrook Byron
- Crystalbrook Flynn
- Crystalbrook Kingsley
- Crystalbrook Riley
- Crystalbrook Vincent

**– ENDS –**

*About Forest, Byron Bay*

Set next to a lush rainforest oasis, Forest Byron Bay celebrates sustainability working hand-in-

hand with local farmers, growers and artisans. Forest is passionately local with over 80% of ingredients coming from within a three-hour drive of the restaurant. Contemporary, social, approachable and distinctly Australian, Forest restaurant embraces the region's abundance of stunning ingredients. The utmost care for the surrounding landscape has been woven throughout the menu, with only sustainably sourced seafood and free-range proteins used in the menu. We're doing our bit to grow, consume and compost with our on-site herb gardens, four beehives and seven Subpods®.

### About Crystalbrook Byron

Nestled in 45-acres of magical subtropical rainforest, Crystalbrook Byron is a celebration of nature, responsible luxury and the local environment. Offering 92 guest suites, each with its own front and rear Verandah, the Resort works with its surrounding landscape to offer guests an immersive experience in nature. Featuring signature restaurant, Forest, Eléme Day Spa, daily yoga classes, tennis court and infinity pool, Crystalbrook Byron is proud to offer sustainable luxury loved by locals and travellers alike.

### About Crystalbrook

Crystalbrook is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

The Group also owns and operates a collection of fifteen restaurants, three spas, and Crystalbrook Superyacht Marina in Port Douglas.

### Responsible Luxury

Responsible Luxury and sustainability is at the forefront of the way Crystalbrook thinks and operates. At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill)
- Sourcing at least 80% of produce from within a three-hour drive of each hotel
- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sugar cane and corn starch.

### Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is part of Ghassan Aboud Group promoted by international entrepreneur and philanthropist Ghassan Aboud. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, Jordan and Turkey.

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