



**For Immediate Release**

**Media Contact:** Bridget Castellini  
513.271.7222 ext. 213  
[bcastellini@wordsworthweb.com](mailto:bcastellini@wordsworthweb.com)

## **Protect-A-Bed<sup>®</sup> Storage/ Disposal Bag<sup>™</sup> Wins IH/M&RS Editor's Choice Award**

*Product Recognized in Essentials Category for Answering Industry Need*

**Chicago (November 30, 2009)** – Protect-A-Bed's Hospitality Division's newest product, the Storage or Disposal Bag, won an Editor's Choice Award at the 2009 International Hotel/Motel & Restaurant Show. The awards program recognizes the best new products in the categories of décor, essentials, luxury, restaurant and technology, as well as an eco-friendly equivalent in all of those categories.

Protect-A-Bed won in the essentials category and was notified on the first day of the show, November 8.

"We are thrilled to be recognized as having a product that answers an industry need surrounding an issue as important as bed bugs," said Petra Minoff-Michael, vice president of Hospitality. "It means so much to be selected by editors from leading hospitality publications for this honor."

The new product offers hotel properties a solution for disposing bed bug infested mattresses or box springs. The Storage or Disposal Bag can also be used to protect mattresses and box springs from bed bugs during transportation or while in storage. The product prevents inadvertent spreading of bed bugs during the removal process. It is easy to install, waterproof and available in two sizes.

This is the second IH/M&RS Editor's Choice Award for Protect-A-Bed. The company also won in 2007 with its Allerzip<sup>®</sup> Mattress Encasements, the world's first scientifically proven bed bug entry, escape and bite proof mattress encasements with the patented Bug Lock<sup>®</sup> with Secure Seal<sup>®</sup> and Allergen Flap.

To learn more about Protect-A-Bed's products for the hospitality professional, please contact Petra Minoff-Michael at 1-866-297-8836.

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### **About Protect-A-Bed®**

Protect-A-Bed offers consumers a complete line of protective bedding products to create a *Healthy Sleep Zone*. The unique technology featured in Protect-A-Bed's mattress and pillow protectors was developed in South Africa in 1980 before the company was officially established in the United States in 2000. Now selling in 27 countries, Protect-A-Bed is a worldwide leader in mattress protection innovation. The company developed the proprietary Miracle Membrane® and patented Bug Lock® and Secure Seal®, which help create a dry, bed bug free, anti-allergy sleep zone for people of all ages. Protect-A-Bed products are listed as a Class 1 Medical Device with the Food and Drug Administration and have received the Good Housekeeping Seal. For more information, visit [www.protectabed.com](http://www.protectabed.com).