

# Sustainable hospitality starts here

Article publié le 30/04/2026

Groupe GM, the international leader in guest amenities, is marking Earth Month by addressing one of the hospitality sector's biggest challenges: the environmental impact of waste.

The hospitality industry generates a startling 150 million tons of plastic waste annually, much of which comes from food and drink consumption, bathroom toiletries, and laundry packaging. As modern travellers increasingly seek out hotels that prioritize sustainability, it is crucial for hospitality businesses to adopt eco-conscious solutions.

Hotels can make a meaningful difference by carefully selecting and optimizing the amenities they offer. Groupe GM is committed to providing innovative solutions that help hotels reduce their environmental impact while maintaining guest comfort. Here are Groupe GM's top recommendations for minimizing waste and plastic consumption in hospitality.

## Tip #1: *Use 0% plastic dry amenities*

Amenities play a key role in enhancing the guest experience, and sustainability is also essential. Instead, invest in plastic-free dry amenities like those in Groupe GM's **0% Plastic accessories range**, which allows hotels to reduce waste while maintaining quality and functionality.

Crafted with bio-based, recyclable, and sustainable materials, this collection includes bamboo made combs and toothbrushes, solid shaving soaps, innovative toothpaste pills, cotton buds and pads, and a paper-based sewing kit adorned with a mother-of-pearl button. To complete the offering, slippers made from cotton canvas or strawboard provide an eco-friendly alternative to traditional options. This is the only hotel amenities range verified by SGS as 0% plastic.

Blending elegance with environmental care, these thoughtfully designed products cater to eco-conscious travelers who seek high-quality, sustainable solutions for their bathroom essentials. With Groupe GM's 0% Plastic Hotel Line, hotels can elevate the guest experience while making a meaningful commitment to sustainability.

## Tip #2: *Don't forget the packaging*

When selecting dry amenities, it is also important to consider their packaging. Groupe GM 0% Plastic line features packaging designed to reduce environmental impact, as all items in the range are wrapped in FSC paper bags that retain their natural color, free from bleaching chemicals, and are printed with soy-based ink. This ensures that the packaging is fully recyclable while also minimizing the ecological footprint associated with conventional petroleum-based inks offering a refined, planet-friendly packaging solution for guests.

## Tip #3: *Choose larger formats for cosmetic*

Another effective way to reduce waste and enhance sustainability is by choosing large formats, such as Groupe GM's **Ecopump** and **Ghost** solutions, which provide hotels with an eco-conscious approach without compromising the guest experience. These dispensers, crafted from plant-based materials or recycled plastic, feature a completely sealed pump system, ensuring full traceability and transparency of origin.

For hotels looking to implement refillable liquid amenities, safety is primordial. Not all refills are created equal, and it is essential to choose solutions that prioritize hygiene and prevent contamination risks. The World Health Organization discourages bulk refilling due to the risk of contamination, which can lead to dirt contamination, bacterial formation and hygiene concerns. To address this, Groupe GM's **Ecofill system** offers a secure, hygienic, and traceable alternative. Unlike traditional bulk refilling, Ecofill uses a unique dispenser bottle with visibility windows and sealed, recyclable pouches that are pierced by a cleanable drill pump. This eliminates the risk of cross-contamination from bulk jug refills while significantly reducing plastic waste 97% less plastic compared to single-use products and 55% less than 5L jug refills.

Additionally, Ecofill has a 98% restitution rate, ensuring minimal product waste. Designed for efficiency, its intuitive, fast, and hassle-free system allows housekeeping staff to replace pouches in under 30 seconds, improving operational ease while maintaining strict hygiene and cosmetics regulations compliance.

## Tip #4: *Think of Solid Cosmetics*

**Solids cosmetics** with traditional soaps, shampoo, shower gel, and conditioner. These 100% plastic-free products use nine times less water in their production. Among Groupe GM's responsible initiatives, the group partners with the Unisoap association in France to collect traditional soaps from hotels and give them a second life through recycling for humanitarian purposes.

All these solutions are part of "0% Plastic" program, a pioneering program launched in 2018 to drive sustainable innovation in the hotel amenities industry. As a global leader in sustainable hospitality solutions, Groupe GM remains committed to reducing its environmental footprint and ensuring a greener future for the next generations.

Through eco-design, responsible sourcing, and waste reduction, Groupe GM prioritizes green resources, minimizes reliance on fossil-fuel-derived plastics, and embraces reusability. Sustainability is embedded in every stage of product development, from material selection to end-of-life recyclability.





Discover the complete line