



NEWS

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Considerate Hoteliers Association forms its latest Strategic Alliance with green UK telecommunications company – Dial Green

The environmentally and socially responsible Considerate Hoteliers Association (CHA) is delighted to announce that it has formed a strategic alliance with North Devon-based Dial Green – a leading green UK telecommunications reseller.

Under the agreement which commences on 1 April 2010, Dial Green will act as the CHA's nominated expert on hotel and guest-house telecommunications issues related to the environment. Dial Green will offer free-of-charge impartial collective advice to the CHA's members – regardless of whether they are Dial Green customers or not – via the CHA website, newsletter, joint case studies, and activities such as the Association's 'Environmental Best Practice Events', open to all professionals in the hospitality, tourism and leisure industry. Dial Green will also offer CHA member hotels extremely competitive rates for their services. The Considerate/Dial Green strategic alliance will be in place for an initial 12 month period and will be reviewed in spring 2011.

The latest Considerate Hoteliers strategic alliance represents a natural fit for both Dial Green and the CHA – the association of like-minded hoteliers whose purpose it is to encourage, assist, cajole and motivate fellow hoteliers to adopt sustainable, environmentally friendly and socially responsible practices.

David Wood, Head of Sales at Dial Green, said: "We are very pleased to enter into a strategic alliance with such an august organisation as the CHA, with whom we share similar professional values and 'best environmental practice' objectives. We pride ourselves on being an ethical company and the first carbon neutral telecommunications value added provider to supply line rental, calls, broadband and

teleconferencing that will all be offset by either our own, or our partners' offsetting – ranging from planting of native broad leaved trees in the UK, to various projects in third world countries.

“At our North Devon offices in Umberleigh, we are ourselves completely self-sufficient for all our own energy requirements – with PV (photovoltaic) panels supplying electric and solar panels for all our hot water, a water turbine, a 5KW wind turbine, bio mass boiler and air-to-air heating.”

Commenting on the latest Considerate strategic alliance, CHA Director and Association Secretary John Firrell said: “We are equally pleased to be working with such an established and environmentally conscious organisation as Dial Green, which has such a strong green ethos and belief in corporate social responsibility (CSR). The company is a BT wholesaler that is noted for its high level of customer service, offering a host of additional services of its own whilst looking after the green telecommunications requirements of all sizes of business nationwide – ranging from multi-sited, to small individual operations.

“Dial Green also will be offering our members very competitive rates, thereby allowing a hotel to improve its environmental credentials, usually with a significant saving on costs. This is a crucially important area for hotels and guest-houses, especially at this time of constant and rapid technological change against a backdrop of increasing environmental awareness and economic stringency.”

In addition to CHA/Dial Green, other current Considerate Hoteliers strategic alliances include CHA/BAHA (British Association of Hospitality Accountants); and CHA/Carbon Clear (a leading carbon management specialist).

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About Dial Green:

Dial Green is a Green UK telecommunications reseller which is not just a green business, but comprises green thinkers. The company has traded successfully since 1994 and has a wealth of telecommunication knowledge to offer small and large businesses alike.

Dial Green has an enviable record in the telecoms industry for its ethical and environmental policies and practices. This is coupled with its extremely competitive pricing and excellent service levels, making it a telecoms provider of choice for many companies.

In this day and age, it is not only its green credentials that matters to businesses, but they also want to save money wherever they can. Dial Green has been able to save an average of 25% for every customer that has opted to change their providers. These savings are achievable, as Dial Green is not like other telecoms providers:

- **No call centres – a dedicated member of staff to handle a client’s business**
- **No advertising – 90% of business gained is by recommendation or word-of-mouth**
- **No public shareholders – as a private company there are no public shareholders to answer to**
- **Environmentally aware office practices and procedures lead to lower overheads**