

supplier news

Cicero's recognized for dedication to hospitality

PLAINFIELD, IL—Cicero's Development Corp., a commercial renovation company celebrating 40 years in business, received Vantage Hospitality Group's Vendor Commitment award during the hotel company's International Educational Conference and Trade Show last month.

The Vendor Commitment Award recognizes those vendors who have embraced the Americas Best Value Inn (ABVI) family and excel as a strategic partner by participating in ABVI programs and providing high-quality products and excellence service to members.

Better online tracking debuted by VIP Plus

LONDON, UK—VIP Plus, based here with offices in New York City, launched an interactive marketing measurement vehicle based on high-definition film clips placed into a company's existing website that helps travel purveyors assess buyer's desires and intentions and then more effectively market to them.

It enables travel suppliers, such as hotels, to provide a more real-life experience of their property through high definition film clips and then determine which aspects of their product capture the most interest from an individual consumer.

According to the company, a consumer can visit a hotel's web-

facilities, is now located in a new building here. In Las Vegas, SuiteLinq now has permanent sales offices just off of the Strip.

Veteran launches new

lighting fixture company

BRONX, NY—Howard Baldinger has launched HB Architectural Lighting, a manufacturer of custom decorative lighting fixtures.

Continuing his family's 117-year tradition of lighting manufacturing, the U.S.-based facility focuses on large and small scale custom architectural lighting

fixtures for hospitality, commercial and residential projects. Recent projects for the company include, The Peabody Orlando, The Ritz-Carlton Toronto and the Windsor Court Hotel.

ServiceForce USA awarded top honors

DULLES, VA—Facilities mainte-

nance leader ServiceForce USA was just listed on Washington SmartCEO's list of fastest-growing companies and is a recipient of the publication's sixth annual Future 50 Award.

ServiceForce has more than 1,100 employees and operates throughout North America.

