



BERMANFALK

The blueprint for construction waste reduction.

BERMANFALK helped Highgate Hotels eliminate **20 dump trucks worth of construction waste** in San Francisco during the renovation of The Huntington Hotel.



LEARN
HOW



MindClick Product Intelligence™ flagged it.

MindClick's wellness and environmental impact rating identified an opportunity. BERMANFALK's team acted on it.

BEFORE:

1 / 5

Score with Styrofoam packaging

Recyclable



Biodegradable



Microplastics



BERMANFALK spent a year in R&D.

BERMANFALK redesigned casegoods packaging with **100% biodegradable Honeycomb**, and took Styrofoam and microplastics off the spec sheet.

AFTER:

5 / 5

Score with Honeycomb packaging

Recyclable



Biodegradable



Microplastics



Celebrating a triple win.

Replacing Styrofoam with **100% recyclable and biodegradable Honeycomb packaging** eliminates microplastics, reduces construction waste, and saves money.



20 fewer dump trucks in the landfill.

By using Honeycomb packaging for the guest room furnishings, BERMANFALK eliminated 175 m³ of Styrofoam construction waste in San Francisco during The Huntington Hotel renovation.



The equivalent of **~1.75 million single-use water bottles**, the amount used in a typical 200-room full-service hotel over 6 years.



891 openings. 1.56 billion water bottles, saved.

If every new US hotel in 2026 swapped Styrofoam for Honeycomb packaging, the industry would divert 155,925 m³ of packaging and 1.56 billion single-use plastic water bottles.



One category. One swap. 1.56 billion bottles' worth of impact. Powered by **Product Intelligence™** from **Mindclick.**





BERMANFALK

**175 m³
1.56 billion bottles.
One blueprint.**

BERMANFALK + The Huntington Hotel rewrote packaging for one opening. Scale it across the 891 new US hotels opening in 2026 and the industry saves the equivalent of 1.56 billion single-use plastic water bottles.

JoAnna Abrams joins Dan Ryan on Defining Hospitality - the math, the mechanics, and what MindClick measures next.



“Our sustainability rating measured their product’s impact. BERMANFALK’s team did something about it. The impact is game-changing for hospitality.”

- JoAnna Abrams

Listen now on the Defining Hospitality Podcast.

Link in bio!