



# Cleanliness beyond what guests can see at the Birch Ridge Inn.

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THE BIRCH RIDGE INN'S  
SUCCESS STORY

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- Bill Vines, The Birch Ridge Inn

# *The* BIRCH RIDGE INN STORY

Tucked amongst tall, snow-covered trees in Killington, VT, The Birch Ridge Inn hosts guests from all over the world, retreating into the mountains with their skis to leave the anxiety of their daily lives behind.

As a proud innkeeper, Bill Vines wants his guests to relax when they visit. And part of that is ensuring each room is pristine. Vines admits with a laugh that even as a co-owner, scrubbing toilets is still part of the job description sometimes. But Vines also has a background as an electrical engineer and knows that “clean” goes far beyond what the guests can see.

“Just being clean is not good enough,” Vines says. Not only do guests expect more, but with the amount of turnover, they’re also constantly arriving with their own viruses, bacteria, and, yes, odors too. In the end, it doesn’t matter if it’s a small hotel or a massive chain—the reality is that a clean space is critical for repeat guests. And invisible threats like microbes put that in peril.

With a passion for research and investigation, Vines set out to discover how he could create the cleanest space possible for his guests. While reducing the spread of viruses was the main concern for Vines, his years of experience in the hospitality industry also taught him to be cognizant of mites, bugs, and insects as well. He needed something that could address both, ideally running around the clock, without interrupting his guests.

Vines wanted to prioritize the air and surfaces in all his occupied spaces, including his restaurant and bar area, and looked at everything from UV Light to HEPA filters. But he felt there was a gap—a solution that could work in real-time, without waiting for the restaurant to close or the guests to leave their rooms.

His research paid off because he discovered Synexis. He chose the Spheres—adaptable units that can sit or be mounted just about anywhere—and placed them in a handful of prominent locations around the inn.

“Spheres should be in every restaurant in the United States,” says Vines, who also expressed that the hospitality industry as a whole should take note of the technology. “It’s a game-changer. There’s no other way to say it. Instead of upgrading your ventilation system, just put a Sphere in. It’s so much easier!”

The Sphere, like other Synexis devices, are intentionally low maintenance—designed to operate in the background while staff and guests go about their day. But Synexis patented DHP™ (Dry Hydrogen Peroxide) technology works behind the scenes with very little upkeep and no disruption to anyone’s routine. By continuously flowing through any indoor space, DHP reduces the level of microbes, like viruses, bacteria, mold, and odors, both in the air and on surfaces.

Vines is confident with his choice in Synexis, and his staff is as well. As the hospitality industry continues to evolve and “redefine clean,” the role Synexis can play to continuously fight viruses, bacteria, mold, odors, and insects is key.

From identifying the environmental issues of any facility to analyzing present cleaning practices, and assessing the proper placement of products, Synexis will design a plan that can assure any facet of the hospitality industry gets the right fit.

For more information, get in touch at [Synexis.com](https://www.synexis.com).



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