

Consolidating strengths for better results



American Hotel Register + Amtex now part of CHS

When it comes to hospitality supply, both **American Hotel Register** and **Amtex** have been well-known names in our industry for some time. What you may not know is that, today, they are part of the same organization – Consolidated Hospitality Supplies (CHS). It's an integrated approach designed to maximize value for every customer segment.

At the leadership level, **CHS** focuses on lowering costs and adding efficiency across the supply chain. **American Hotel Register** and **Amtex**, as **CHS** supplier brands, continue to meet distinct customer needs at the property level. That includes delivering product essentials for an array of properties within the Best Western family of brands.

- **American Hotel Register serves mid-scale properties to luxury hotels and resorts**
- **Amtex serves budget, economy, and mid-scale hotels and casino resorts**

While each brand maintains its own website, and its core categories, both sites offer access to the company's full assortment of products. It's the sharing of assets, expertise, technology, and related resources that enables both platforms to provide customers with consolidated advantages – from advanced forecasting and brand specialization to project support and a sophisticated national distribution network.

With the strategic guidance of **CHS**, **American Hotel Register** and **Amtex** are investing in success. That means easy access to your sales representative and more Best Western product options – plus,

Free Shipping on orders of **\$250** and up.*

It's all about consolidating strengths to deliver better results.



To learn more, visit americanhotel.com or myamtex.com. You can also reach your sales representative or customer service by calling **1-800-323-5686**

*Only for in-stock merchandise, excludes Alaska, Hawaii, and Puerto Rico.

