



Pürlin LLC Names New Vice President of Hospitality

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Eric Eisenberg

SARASOTA, FLA.—Pürlin, LLC has hired Eric Eisenberg to serve as Vice President of Hospitality. In collaboration with their University of Nevada, Las Vegas (UNLV) partners, the entire team will be working with Eisenberg to introduce Pürlin’s unique closed-loop bedlinen system to the Las Vegas hotel market.

“With his extensive background in hotel operations and his professional ties to the business community, we have every confidence in Eric’s abilities to lead Pürlin’s Las Vegas commercialization initiative and to build our South West Regional Sales Operation,” says Pürlin Founder and President, Richard Ferrell.

In response to the devastating impact that COVID-19 continues to level across the hospitality industry, Pürlin seeks to help restore guest confidence, by offering a new, superior standard in clean, soft, hypoallergenic and pH balanced linens that no one else has ever slept on. Pürlin achieves this by melting the linens into pellets which are then 100 percent recycled into new product, thus pampering the hotel guest while saving millions of gallons of water.

Zero Laundry-Zero Waste

“I am eager to introduce this revolutionary product which will make communal-use linens a relic of the past,” says Eisenberg.

Having won a top award in the 2020, UNLV inaugural Lee School Prize for Innovation and Entrepreneurship, Pürlin is partnering with UNLV to execute a Las Vegas focused strategy to serve as the template for broader implementation of their Bed Linen System into other major hotel markets.

For additional information about Pürlin, visit [Purlinens.com](https://www.purlinens.com).