



Professional cleaning



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LISTEN TO THE SILENCE

CHIARA MERLINI



It may sound strange when someone who works in communication feels the need to talk about what appears to be its negation. In reality however, silence is only the absence of sounds and noise, and does not switch off the activity of the brain. Far from it.

Thinking that silence means the absence of stimuli is dead wrong, and this has been demonstrated by numerous scientific studies that have found that when silence falls, the brain goes into alert.

All this has lately been the subject of considerable interest. In a recent article, Daniel A. Gross, presents a world that scientists have been exploring ever since the start of the 1900s in an attempt to investigate what happens when the stimuli coming from external sounds around us cease, the relationships that exist between thought and our brain's activity, which of its

areas are involved, and so on.

Citing another study, for example, Marcus E. Raichle (US neurologist) and his colleagues have published a fundamental essay on the cerebral function default mode, thanks to which we've learned that even in the repose the brain is always alert and continues collecting and evaluating information. In reality, therefore, concentration is what interrupts the background chatter.

When we finally allows ourselves to unwind, or in other words, isolate ourselves from the world and all its noise – with all the sense of guilt we often have! - in reality, intense cerebral activity begins. I think this is something we all really need to do in order to understand what we really want to do, in which direction we want to go, and which are the best roads to take.

This is why instead of speaking again of the continuing crisis, how to face it and how to resist, I thought it might be a good idea to work around this subject and let the silence do the talking, leaving space to the deep reflection coming alive now, precisely because it is now that we need to renew our energy. Allowing these silent cerebral functions to express themselves when we are convinced that we have detached ourselves from it all, is an occasion not to be missed. If, in the coming days that seem to be even more frenetic and filled with work, noise, and traffic than usual, we succeed in finding even just a small place to let put brain function freely, I think we will have succeeded in doing something important for ourselves. And for our work.

This is my deepest wish...to all men and women of good will everywhere!

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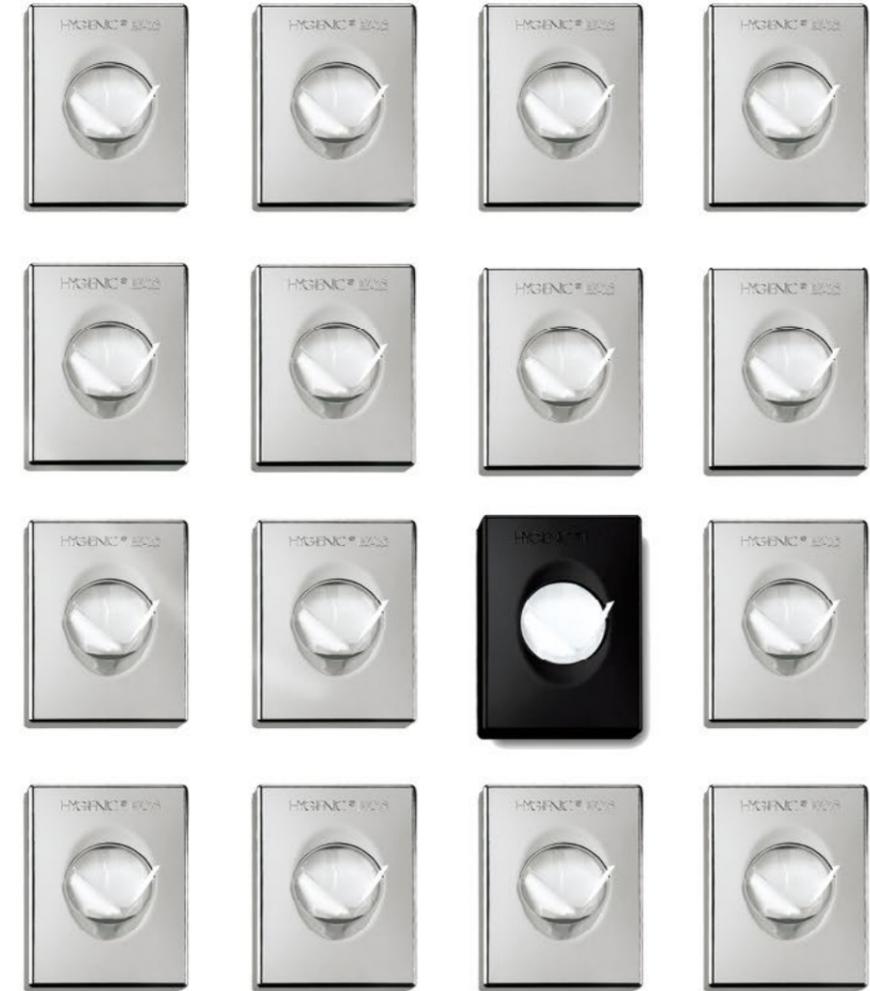
I.N.D.I.A. MERGES WITH THE INDUCHIM GROUP



INDIA

Conscious Care.

I.N.D.I.A. Industrie Chimiche Spa has recently merged with the Induchim Group, at the same time as Industrialchimica Srl, a company with over 25 years of experience in toll manufacturing of biocidal and plant protection products for Professional Pest Control, Home & Garden and Agricultural markets. Established in Padua in 1932 as a single-owner firm, I.N.D.I.A. has grown to a top position in the sector and is acknowledged as one of the major companies producing and marketing insecticides and rodenticides for civil and industrial use due to its quality, expertise and service. The merger, concluded in the month of July, represents the completion of an industrial development project, which will allow I.N.D.I.A. to strengthen and meet market demands in an increasingly timely and innovative way. By joining the Induchim Group, I.N.D.I.A. can rely on the excellent production capacity of the sister company Industrialchimica, which, back in 2011, had already planned to expand its production site, adding to its traditional production of rodenticide and molluscicide baits also specific production lines for insecticides, both in liquid and powder form. Important production synergies, including the completion of the range, product packaging innovation, development and safeguard of new formulations within the European Directives, will bring I.N.D.I.A. strong growth and significant market shares on a national and international scale over the next years. The strategic plan for the growth of I.N.D.I.A., will develop under the guidance of a new General Manager, Debora Cazzaro, who will work in keeping with the past while fully respecting the company's history, with the valuable contribution of the former Managing Director, Lorenza Brazzoduro. The move to the new headquarter located in Arre, near Padua, where the warehouses and production site of Industrialchimica are also situated, will facilitate the process of optimising resources in order to guarantee an increasingly complete, prompt and discerning service.



- be different -



- New Chic Total Black line -

STANDARD REVISED FOR PROVIDING A CLEAN & SAFE HOSPITAL ENVIRONMENT

Sponsored by the Department of Health, the specification was first published in 2011 as a means of helping acute, community and mental health hospitals in England demonstrate that plans were in place to keep their premises clean and safe for patients. Keeping the hospital environment clean is a key factor in delivering effective infection prevention and control arrangements as well as improving patient wellbeing. Stringent cleanliness protocols provide the foundation for a continued reduction of healthcare associated infections such as MRSA. This specification provides a framework for a risk-based cleaning system and takes

a continuous improvement approach to hygiene. It provides for the planning, application, measurement and review of cleanliness services in hospitals. The aim is to help key staff such as chief executives, directors of infection prevention and control, directors of nursing, lead nurses or matrons ensure that patient safety is a priority within the NHS in England. Some of the things that PAS 5748 covers: Governance of cleanliness service, Assessment of the risk of a lack of cleanliness (for infection and damage to patient, public or staff confidence), Providing cleaning tasks, Measuring cleanliness on the basis of visual inspection, Implementing corrective action, Conducting

performance analysis and implementing improvement actions. Anne Hayes, head of market development for governance & risk at BSI, said: "The hospital environment is one which many of us will experience at some point in our lives. Having peace of mind and trust in the facility in question, is a very important consideration for all who enter hospital. This specification can support care providers in giving patients confidence that the hospital environment is clean. The current revision remains relevant to today's healthcare environment and PAS 5748 is commended to anybody who is directly or indirectly responsible for providing a clean, safe environment for patient care".



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WORLD TOILET DAY

A clean and safe toilet ensures health, dignity and well-being – yet 40% of the world's population does not have access to toilets. World Toilet Organization is a global non-profit committed to improving toilet and sanitation conditions worldwide. It believes in empowering individuals through education, training and building local marketplace opportunities to advocate for clean and safe sanitation facilities in their communities. Established by the World Toilet Organisation in 2001, the day continues to promote discourse on toilets and sanitation. This year saw the unveiling of the Toilet Board Coalition, an organisation chaired by Unilever that brings a range of companies, including Limberly-Clark Professional, Japanese toilet maker LIXIL and German chemicals and odour company Firmenich. The coalition also includes government agencies, sanitation experts and non-profit organisations such as WaterAid and Water and Sanitation for



the Urban Poor (WSUP), and aims to provide sustainable and scalable commercial solutions, in response to the sanitation crisis. Among these solutions is the provision of expertise and support to four pilot sanitation business models in Ghana, India, Bangladesh and Cambodia. Around 2.4 billion people (35%) of the world population have no basic sanitation facilities such as toilets, according to the United Nation, while 1 billion people still defecate in the open. The 2015 Millennium Development Goal target on sanitation remains the most off-track of all the MDG goals. The reason: the silence surrounding the sanitation crisis. World Toilet Organization is one of the few organizations whose sole focus is on toilets and

sanitation. Breaking the silence on the sanitation crisis is at the heart of what we do. World Toilet Summit is a unique global event established by the World Toilet Organization to bring together various sanitation stakeholders under one roof to connect and collaborate on innovative inventions, projects and products in the sanitation sector. This annual event is jointly organized by a host government and the World Toilet Organization. The World Toilet Organization has successfully held 13 World Toilet Summits since 2001. The 12 summits were held in major cities worldwide including Singapore, Seoul, Taipei, Beijing, Belfast, Moscow, New Delhi, Macau, Hainan, Philadelphia and Solo, Indonesia.

ISSA HYGIEIA NETWORK

ISSA recently created the ISSA Hygieia Network, a women's forum with a mission to 'advance and retain female professionals in all sectors and experience levels within the global cleaning community'. Individuals and corporations can participate in the network. "ISSA is leading this effort to foster the advancement of women in our industry, in direct support of the Association's mission to facilitate ongoing networking and commercial opportunities for the international cleaning industry - said John Garfinkel, ISSA executive director - There are many outstanding female executives in our field, and we want to encourage companies to look to their workforces to further expand their diversity and mine even more exemplary leaders". Named after the Greek goddess of cleaning and hygiene, Hygieia will provide ongoing education, networking, professional development, and personal recognition awards available to any women working in, or associated with, the industry. An advisory council of female leaders

chaired by Diversey Care president Dr Ilham Kadri, will develop the network's framework for membership and services in the coming months. The council will focus on ways to raise awareness, stimulate discussion, and disseminate best practices. 'Currently, a high percentage of entry-level female cleaning workers around the world come from low-income or impoverished backgrounds that restrict their access to education, hampering their prospects for personal and professional advancement,' observed ISSA. Support for this initiative has been provided by the following founding members being: Holly Borrego, ISS Facility Services' cleaning services director North America; Nathalie Doobin, Harvard Services Group's chief executive officer; Dr Ilham Kadri; Jill Kegler, Kellermeyer-Nichols general manager; Marie-Paule Nowlis, Sofitel's vice president guest experience and operations; Meredith Reuben, EBP Supply Solutions' chief executive officer; Linda Silverman, Maintex president; Lydia Work, American Paper.

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HO.RE.CA. Products



Green products

Elsea is now promoting environmental protection and launches its new range of products called '**Green Line**'. Available with a 13/23 liters stainless steel capacity tank or with a 21 liters Polypropylene capacity tank, 'Green Line' delivers a great performance in terms of efficiency and consumption, thanks to

the use of a next generation 750W. Features: Pmax electric motors, which is able to grant the same performances of a 1250W motor, with less 40% of power consumption. The GLI13, GLP21 and GLI23 are silent, rugged and compact models equipped with ergonomic accessories, non-marking wheels, accessories holder and parking.

Microencapsulated insecticide

Draker is an innovative insecticide, formulated with both a free phase and a microencapsulated one, allowing these outperforming effect: fast knockdown, dislodging and repelling action; non-repellent and long-lasting residual killing action. Draker reduces treatments frequency, not irritative, not corrosive, odourless, easily

hydrodispersable, will not obstruct sprayers. Draker – by **Vebi** – contains Tetramethrin, pyrethroid insecticide with a fast knockdown effect and a dislodging action; Cypermethrin, pyrethroid insecticide with a powerful killing action, very effective against a wide range of insects; PBO (Piperonil Butoxide), synergist.



Disposable products

By **Ro.i.al.** here **Salviette Bio**, Nonwoven biodegradable and compostable product with sustainable materials. Ro.i.al. offers five disposable product lines: Tableware, Wellness - SPA, Salon, Health and Hygiene

Professional. These lines are, in their way, an expression of efficiency and functionality to meet professionally, with the disposable, each need for hygiene, safety and convenience, which is manifested in the exercise of any professional activity, by the end user.

An effective biocide

From the laboratories of Research & Development Labs **Zapi** the first European rodenticide based on a combination of two active Difenacoum and Bromadiolone:

Muskil

Field and laboratory studies have confirmed that the baits Mushkil are more effective rodenticides because the traditional rodent very quickly exceeds its natural neophobia with times of acceptance of the bait significantly reduced. Muskil Pasta Plus is a quick solution for controlling infestations of mice and rats. The cereals that enrich the

bait, they increase the palatability also towards rodents accustomed to eating grains and satisfy their need to gnaw. The bait keeps palatability, shape and integrity in hot and cold environments. Pasta Plus is a lure patented in Europe by Zapi (No. 1379334A). Muskil Forablock is an extruded block containing ingredients from food that make the bait highly palatable and attractive to mice and rats. The balanced content of paraffin melting point gives the bait a high resistance in all weather conditions and environment of use, keeping intact its palatability.



Dosing system

EXA-System is not just a dosing system but a real working system coordinated by the range of accessories available:

- Tables instruction matched to its dispenser
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- All products in the range are packaged in bags 1.5 liters

- A crossbar system guarantees the use of all the product
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 - For each bag, carton, dispenser, bottle and table of instructions, we developed a coding system comprising: combination color, number and symbol that allows anyone to have a precise reference to use of the product
- EXA-System offers a range complete for any need of cleaning and sanitizing. By **Interchem**.



Detergent maintainer

Eco Pav is a maintainer scented detergent environmentally friendly. It is a neutral scented cleaner for washing regular maintenance of ceramic, granite, marble, stoneware, resin coatings and laminates. Eco Pav is also suitable for maintenance cleaning of floors treated with

metallic wax. The product is commonly employed either manually or by machine. With machine: dilute the product in water to 1.5% and to wash with the washer dryer; Hand: put 75 grams in 5 liters of water, spread on the surface with a well wrung out mop and wash the treated area. By **Dianos**.



Open day FOR ARCO CHIMICA

YEAR-END MEETING
WITH A CHEMICAL
COMPANY THAT LOOKS
TO THE FUTURE

TEXT
CHIARA
MERLINI

Doors open at ARCO for a large representation of the press in the company's headquarters in Medolla (MO). In the first part of the meeting - introduced and moderated by journalist Maurizio Pedrini - was attended by Valter Caiumi, President of Confindustria Modena, and Lorenzo Di Vita, representing AfidampFAB, an association of manufacturers in the industry. "This morning - said Caiumi - I observed directly your work: I have hit especially your efforts to intersect the great challenge

of digital, which is the only chance of success in the country, offering concentrated detergents and other advanced services for professional cleaning". "We are very honored - said Lorenzo Di Vita - to count among our associates this company, a model for two important factors: the ability to be at the forefront of innovation and tenacity in coping with adversity in recent years". Luca Cocconi, CEO of ARCO Group, said that, with the end of 2014, wanted to close a long, complex and difficult time, from which, however, have

emerged many positive values. In May 2012 earthquake has hit hard the company, but tArco reacted: the factory was renovated, innovation-related projects have gone ahead in early 2014 and was officially announced the birth ARCO Chemical Group which includes, in addition to the parent company, H & B and Intuitive Solutions. Loris Castellani, head of Research and Development of Innovative Projects Arco Chemical Group, took stock of the innovation carried out by ARCO Chemical in recent years, presenting their Infyniti

App, application rewarded at the Smau Mob App Award 2014. "The our App - Castellani said - are just the last link in the chain and represent the visible part of the user of the technology platform of cleaning developed by us." The general performance of the company, in economic terms, is positive: "We close the year with a budget of 4 million and 800 thousand euro and an increase in turnover of 8%."

GOOD FORECAST FOR NEXT YEAR
Results inducing optimism projecting the look to 2015, as Cocconi clarifies: "We

were able to schedule all our financial transactions with banks, taking them from the short to the long-term average, which will allow us to operate peacefully, focusing on our mission, carrying on with determination our development projects and know-how is increasingly linked to innovation. In 2015 we will propose new ideas and achievements, with the fundamental contribution of Intuitive Solutions, also clean the Fair, to be held in May in Verona, where we hope to play - once again - a role fully live up to expectations"

The brand ARCO Chemical operates through its network of dealers: 130 in Italy, 40 abroad. Concerning the international markets, the company exports about 25% of its production and aims to greatly expand exports. It is present in the main European countries, and in some emerging countries, including Kazakhstan, Brazil, China. The will to strengthen its presence abroad is also among the reasons that led to the birth of the Group. The press conference followed by a visit to the production plant.



From left clockwise: the headquarters ARCO, Loranzo Di Vita, the warehouse, Luca Cocconi, Loris Castellani, a painting of Cattabriga, Valter Caiumi, 'Infyniti' by ARCO, and Luca Cocconi and Maurizio Pedrini.



AN ARTISTIC TOUCH

The headquarters ARCO, breath of fresh air for a touch of art: paintings on the walls stand out Fabrizio Cattabriga, a local painter and poet who has lived the experience of the earthquake. His studio was destroyed and he has since been housed temporarily by Arco. In the abstractionism of the paintings was experienced fear, the dark days of the earthquake and reconstruction, look to the future.



Risks

FOR CLEANING WORKERS

TEXT
EDITORIAL
STAFF

FALLING AND SLIPPING ARE AMONG THE MAIN CAUSES OF ACCIDENTS ON THE JOB



The risks of falling and slipping are very high for professional cleaning workers. The causes can be many. A slip occurs when there is too little traction or friction between the shoe and the walking surface, causing a person to fall backwards. A trip occurs when a person's foot contacts an object in their way or drops to a lower level unexpectedly,

causing them to be thrown off-balance in a forward motion. The Consumer Product Safety Commission (USA organization that deals with protecting the public from unreasonable risks of injury or death associated) thinks floors and flooring materials contribute directly to more than 2 million fall injuries each year. The causes of accidents are varied: walkways that are wet, oily or contaminated; floor surfaces that are in disrepair; loose or

unanchored rugs or mats; spills; weather hazards such as ice, rain or snow; lack of employee training; and inappropriate footwear.

According to the NFSI (National Floor Safety Institute, founded in 1997 as a not-for-profit organization whose mission is to aid in the prevention of slips, trips-and-falls through education, research, and standards development) is to aid in the prevention of slips, trips-and-falls through education, research, and standards development), 7% of accidents are attributed to training issues, such as improper use of floor finishes and cleaning chemicals. Untrained cleaning personnel often make the mistake of using too much chemical on floors, when in fact, manufacturer dilution instructions must be strictly followed or a slip-and-fall disaster may strike. Another area of concern managers should be aware of when it comes to floor care chemicals is cross-contamination and using the same mop and

bucket to clean multiple areas within a facility. This is especially important in food service where it is important that soil and bacteria are not transferred from one area to another. Experts advise to use facilities color-coded mops and buckets for different areas to avoid cross-contamination. Cleaning procedures that don't have anything to do with the actual cleaning of the floor — such as spraying airborne chemicals on baseboards, walls, or windows — should also be taken into consideration as potential slipping hazards. Managers can control some slip hazards, but they have little control over environmental factors such as tracked in snow, water, soil and dust, which is why it is important to stress prevention. Cleaning crews must be prepared to react to weather conditions and address concerns before they become a hazard inside the facility. Because most slips and falls occur on wet surfaces, managers are advised to use proper matting both in and outside entryways to reduce elements being



tracked into a facility. Social factors, such as footwear, or if someone is not paying attention to their surroundings, also come into play as a potential cause of accidents, says Kendzior. In fact, footwear accounts for 24 percent of all accidents, according to the NFSI.

NEW SAFETY REGULATIONS

OSHA, the Occupational Safety and Health Administration, has outlined relatively new safety regulations for flooring. Although OSHA's current standard 1910.22 was published in 1971, there is a provision that requires employers to maintain floors "in a clean and, so far as possible, dry condition". In 2010, OSHA proposed a Walking-Working Surfaces and Personal Protective Equipment (Fall

Protection Systems) rule, which has kept the same language. This proposed rule, according to OSHA, was developed to prevent slips, trips, falls and other hazards. "OSHA proposed the rule (75 FR 28862) in 2010, but no final rule has been published," says an OSHA spokesperson. "The proposal does not require employers to have a qualified person on hand to regularly inspect floors and implement cleaning/maintenance programs. The proposal requires that 'where hazardous conditions may affect the structural integrity of the walking-working surface, a qualified person must perform or supervise the maintenance or repair of that surface.'" OSHA defines a 'qualified person' as 'a person who, by possession of a recognized degree, certificate, or

professional standing, or who by extensive knowledge, training, and experience has successfully demonstrated the ability to solve or resolve problems relating to the subject matter, the work, or the project'. Although it has yet to go into effect, OSHA notes that the proposed rulemaking suggests that 'where hazardous conditions may affect the structural integrity of the walking-working surface, a qualified person must perform or supervise the maintenance or repair of that surface'. According to a spokesperson, OSHA has not proposed a regulation assigning accountability or liability for qualified persons if and when a slip-and-fall accident occurs in a facility. Russell J. Kendzior, President of Traction Experts, Inc. a slip, trip-

and-fall prevention consulting firm located in Southlake, Texas, who serves as the Chairman and NFSI President said: "You have to have some training and know what a hazard is. This qualified person has to be trained for the specific task assigned and have the authority to carry out these assigned work responsibilities. So if they find a problem, they can correct it. Today, none of that happens. There is no requirement for any person within the industry to have any training in walkway safety and no requirement for them to do anything as they find hazardous conditions".

In an effort to change that, NFSI has already begun hosting a series of ANSI-accredited courses to help cleaning industry personnel understand what is forthcoming under the proposed OSHA rules. "OSHA's minimum fine across the board is \$1,500 per incident, per location" said Kendzior. "So, if they go through your building and find 10 or 12 locations that are in violation, they're going to cite you each time for \$1,500. So it can get into hundreds of thousands of dollars very quickly. It's going to be quite a big walk-up call."

Under the proposed regulations, Kendzior says OSHA is now defining a fall as something that could result in the possibility of a slip and fall.

<https://www.youtube.com/watch?v=wdwdMPckX-Y#t=77>

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HEALTH, WELLBEING AND PRODUCTIVITY IN OFFICES

TEXT
CHIARA MERLINI

The World Green Building Council report, *Health, Wellbeing and Productivity in Offices: The Next Chapter for Green Building*, presents overwhelming evidence that office design significantly impacts the health, wellbeing and productivity of staff. The report finds that a range of factors – from air quality and lighting, to views of nature and interior layout – can affect the health, satisfaction and job performance of office workers. *Health, Wellbeing and Productivity in Offices* – sponsored by JLL, Lend Lease and Skanska – also presents a simple toolkit that businesses can use to measure the health, wellbeing and productivity of their buildings and inform financial decision-making. For most employers meanwhile, a healthy, happy workforce is a vital component of a productive

business in the long-term. Staff costs account for about 90% of a business' operating costs. Costs of ill-health are variable according to the countries, but they are important numbers:

- The annual absenteeism rate in the US is 3% per employee in the private sector, and 4% in the public sector, costing employers \$2,074 and \$2,502 per employee per year respectively
- Poor mental health specifically costs UK employers £30 billion a year through lost production, recruitment and absence
- The aggregate cost to business of ill-health and absenteeism in Australia is estimated at \$7 billion per year, while the cost of 'presenteeism' (not fully functioning at work because of medical

conditions) is estimated to be A\$26 billion⁴.

IMPORTANT POINTS

Several factors affect the well-being in the workplace, here are some:

- **Indoor Air Quality:** The health and productivity benefits of good indoor air quality (IAQ) are well established. This can be indicated by low concentrations of CO₂ and pollutants, and high ventilation rates.
- **Thermal comfort:** This is very closely related to IAQ, and indeed separating out the benefits is difficult. However, studies consistently show that even modest degrees of personal control over thermal comfort can return single digit improvements in productivity. The importance of personal control applies to other factors too, including

- lighting.
- **Daylighting & lighting:** Good lighting is crucial for occupant satisfaction, and our understanding of the health and wellbeing benefits of light is growing all the time. It can be difficult to separate out the benefits of daylight – greater nearer a window, of course – from the benefits of views out of the window. Several studies in the last decade have estimated productivity gains as a result of proximity to windows, with experts now thinking that the views out are probably the more significant factor, particularly where the view offers a connection to nature.
- **Biophilia:** A growing scientific understanding of biophilic design, and the positive impact of green space and nature on (particularly) mental

health, has implications for those involved in office design and fit-out, developers and urban planners alike.

- **Noise:** Being productive in the modern knowledge-based office is practically impossible when noise provides an unwanted distraction. This can be a major cause of dissatisfaction amongst occupants.
- **Interior layout:** Noise distraction relates closely (although by no means solely) to interior layout. There are a whole range of fit-out issues that can have an effect on wellbeing and productivity, including workstation density and configuration of work space, breakout space and social space. These factors influence not just noise but concentration, collaboration, confidentiality and creativity.
- **Amenities & location:** The local availability of amenities and services are increasingly recognised in research as being important for occupiers. Childcare in particular can be the difference between working and not working on a given day, and in the relatively few studies that have tried to quantify it, the financial impact for employers has been significant.

ADVICES

There are insights to be gained from this analysis, particularly in respect of lighting, air quality and thermal comfort:

1. Ongoing product and systems innovation is

crucial to both increasing energy efficiency and improving the experience for occupiers. This appears to be happening apace but could be further driven by clients.

2. The real estate sector needs to better engage in the process of grid decarbonisation and community-scale low and zero carbon solutions. This includes the need to embrace appropriate on and near-site renewables, which are becoming more efficient and more cost-effective and yet are still viewed by some in the industry as undesirable or a diversion. What drives green building – conducive to healthy, productive occupiers – is quite simple:

1. Good design (such as passive solutions, shading, and natural ventilation where possible).
2. Good construction (new technologies, innovation, smart controls).
3. Good behaviour (appropriate clothing, adaptability and engagement with systems).
4. Good location (enabling low carbon commuting and easy access to services and amenities). Green building is now a truly global movement, and, partly through the use of green building rating tools, is helping to drive change in markets all around the world, increasing demand for low carbon, resource-efficient building products and services. Source www.worldgbc.org

WORLDGBC

The World Green Building Council is a network of national green building councils in more than one hundred countries, making it the world's largest international organisation influencing the green building marketplace. The WorldGBC's mission is to strengthen green building councils in member countries by championing their leadership and connecting them to a network of knowledge, inspiration and practical support. Green building councils are member-based organisations that empower industry leaders to effect the transformation of the local building industry toward sustainability. With one hundred thousand buildings and almost one billion square metres of green building space registered, the influence and impact of this global network is a significant force for social and environmental change. By driving collaboration and increasing the profile of the green building market, the WorldGBC works with its member councils to ensure that green buildings are a part of any comprehensive strategy to deliver carbon emission reductions.

DEFINING *offer prices*

HOW TO ORIENT YOURSELF IN DEFINING OFFER PRICES: POSSIBLE POINTS OF REFERENCE

TEXT
MARIO VENTURINI

The offer price, or the discount you grant on your list price, is a daily issue for the entrepreneur that has become even more important in these days when the market has been languishing for quite some time and making sales without jettisoning margins is a hard daily struggle. But it's the market sets the prices! Very true, and in this current period of contraction a deal can be lost for even the smallest amount.

An initial consideration to be made however is that the market only compares products that are similar to one another, so your first objective is to differentiate your product/service from the all the others. Many elements can be used for the purpose and should be sought even for the most standardized products. The classic means of differentiation include technological differences, extra product-related services, brand name

reputation, and so on, but obviously not all are within the reach of everyone. Customer satisfaction is, however, something anyone can do and therefore you must rise to their expectations through your technical skill in finding the best solutions, in improving your performance, and in reducing your costs.

Naturally, all this must be common knowledge everywhere in the market and not just among you and your staff. Thinking that lowering prices will be enough to bring a profit to your business is an illusion; many sellers have been doing this for years, and the effects have become more and more clearly

evident. The clients see them, too, including those for whom 10 Euros makes the difference, even if they lose the equivalent of much more in terms of quality.

In this not exceedingly enthralling context, what support can the entrepreneur find in the instruments that finance and administration

place at his disposal for the management of the company?

VARIABLE COSTS AND FIXED COSTS

Variable costs are those incurred only if you effectively make sales, and include for example raw materials, commissions, and others. Fixed costs, on the other hand, must

be paid even if sales have come to a halt, such as rent, amortization, utilities, your business consultant's fees, etc.

Variable costs summed to *fixed costs* make the *full cost*. Things get technical, and technicians are the first to admit it, but these are concepts that anyone can apply to their own situation.

The lower "floor" value of your sales price that must not be exceeded should be the variable cost of the product. Even at this level, there is no margin left to cover your fixed costs, however, and selling below this value means increasing your losses!

Only precise strategies that allow you to hope in a guaranteed future recovery of sales volumes and margins can justify a strategy of this kind. We will dedicate more attention to this point because we often see companies grant top priority to invoicing at any price at all, just to make a sale, with the justification that they need 'paper' to bring to the bank or some other fantastical and scarcely valid motivation. If this situation were real, the company would be in a difficult situation characterized by minimal sales, insufficient equity, and little or no credit being granted from its banks or suppliers. And this is not the strategy to pursue because it only increases costs and losses, and the point of no return looms large on the horizon.

Other instruments can be used to manage this type of situation.

We will resume our reasoning based on company costs in order to illustrate two different methods that may be used by the entrepreneur in determining the sales price.

How do you come to learn the 'market prices' or in other words, the prices applied by your



competitors? In many ways, of course; the most dangerous way is to ask the client himself, because he has no qualms about placing his suppliers into competition with one another. Thus begins the eternal game of cops and robbers: who is smarter than whom? Your client or you? We advise you not to understate the ability of your client, who has the advantage of the current climate of crumbling prices known in technical terms as deflation.

Orientation to the market

If the market sets the prices, deciding whether or not to accept the order is relatively easy. You calculate the product's variable costs and then compare them with the selling price. If the selling price does not even cover the variable costs, it's really time to say: no thanks! If the selling price leaves certain margins, you need to calculate both them and the portion of fixed costs that remains uncovered precisely, because the latter represent potential losses that must be covered by future sales.

Orientation to the cost

There are two points of reference here on the basis of which we can apply two different mark-ups: the variable cost and the full cost. The mark-ups differ because the reference point differs.

If we start from the variable cost, we can determine a Contribution Margin (CM) by hypothesizing the level of total revenue, our fixed

costs, and the sales mix. If we start from the full cost, calculating the mark-up appears easier because volumes and fixed costs have already been defined. But this method is marred by the problem of circularity because the incidence of fixed costs on single products is a consequence of the volumes, and the volumes are linked to the sale price, and this brings us right back to where we started from, in a hard to define process.

HOW DO YOU CHOOSE BETWEEN ONE METHOD AND THE OTHER?

One general rule is the proportion between variable costs and fixed costs. If the variable costs are the higher of the two, the full cost (variable costs + fixed costs) will be only slightly affected by the volume of sales and therefore the risk of entering into a vicious cycle is negligible, and so we may refer to the total cost. And if your company does not have a reliable budget, you can use the costs of the previous year if they also happen to represent the current situation.

In the opposite case in which fixed costs account for the lion's share of the total cost, it is more prudent to base our calculations on the variable costs and on this basis calculate the CM (Contribution Margin) expected, or in other words, the amount of fixed costs that will be covered by the specific sale in question. This is an extremely

simplified presentation that must be applied with caution in the specific circumstances of each company with its multitude of products and markets, while bearing in mind other parameters, especially the financial aspects we will discuss in a subsequent article.

It all sounds simple, doesn't it?

And it is simple, but only...

...if you have well-structured accounting that ensures both your compliance with the law and provides the figures you need to make decisions – which is the real objective of “working the numbers”; ...if your administration is prepared to make an analysis of the accounts sufficient to make decisions, or if your administration is not up to the task, then if you have a good business consultant who can help make this analysis;

...if it is part of your company's culture to monitor performance constantly and quantify the economic and financial consequences of your decisions; ...if the words “budget” and “reporting” really mean something to the entrepreneur and his staff.

WHAT CONCLUSIONS CAN BE DRAWN FROM ALL THIS?

Let's start with a bit of rational optimism: although the overall situation is hardly brimming with opportunity and unfortunately will not change much in the near

future, the important thing to remember is that we have the instruments required for orientation in this context, a context that is characterized by enormous complexity and one that requires adequate tools for the identification of the characteristics and the measurement of the various dimensions.

This is the basis on which the entrepreneur must intervene to make a summary, evaluate the feasibility of the various options, and define his strategies and their sustainability in regard to the financial, human, and professional resources available.

The tools for support must be sought in different areas, starting from sales activities, which must be very attentive to the multiple needs of the clientele and capable of fulfilling the needs of the final clientele and adapting to changes in the supply chain.

The administration must be qualified and competent, with good software that meets not only fiscal and statutory needs, but also the requirements of management that are more numerous and vary in time and permit the measurement of phenomena that differ widely one from another. The administration must serve the entrepreneur, not the bureaucracy, and this is dictated by the entrepreneur and his behavior. Absolutely nothing is written in the Official Gazette in this regard.




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Dust BE GONE!

HOW TO CLEAN FURNITURE
AND FLOORS. STARTING
FROM DRY AND MOIST
DUSTING

TEXT
GIOVANNA
BARBERIS

Dust is a perfidious and unstoppable enemy that shows no mercy. It looks easy to remove without difficulty, but special rules must be followed to ensure a good result. The rules that professionals follow.

DRY DUSTING

Use a dry cloth (or a dusting feather). In this case however, the dust flies up into the air and falls down again, making all your efforts in vain. You capture the bigger particles, yes, but the smaller ones enter the airways and cause trouble,

even respiratory problems. Even if this type of dusting is not very effective, it's the best choice in certain cases: lampshades, current sockets, computer keyboards, televisions, and all electrical appliances in general. Dry dusting can be improved with the use of special cloths and products designed for the purpose to which dust clings and does not fall back onto the surface.

MOIST DUSTING

This is the most effective system for all those other types of surface, depending on which, you will choose a cloth of a specific color (see the "color code") to which you will spray on a certain solution. Always

spray your cloth, never the surface to be dusted (unless you want to try to remove certain spots), and make sure to spray both sides of the cloth.

Then fold your cloth in four in order to obtain eight single dusting surfaces: when one gets filled with dust, fold it over and use the next one. Always fold these surfaces precisely and never roll them up

or just bunch them up if you want the best results. Here as well, try to adopt a modus operandi that saves you time and effort: dust those surfaces in even rows in order to avoid skipping places and leaving streaks. Once you've finished, clean up and wash your cloths, empty and wash out your

spray guns.

FLOORS

The first thing to do here as well is to avoid making mistakes! You think that all you need is a broom and a dustpan, but once again, the dust rises up and settles down again somewhere else. And once again, your

best intentions have been thwarted.

MOIST SWEEPING

So if you want to eliminate dust from floors, you've got to get yourself a flat or a brush broom (also called trapeze or blade brooms because of the number of blades to be seen on its surface), at the end of

which you will insert a cloth soaked with solution that adheres to the floor and captures all the dust particles.

Apply just one cloth at the end, no more, because excessive thickness will lessen the result.

DRY SWEEPING

Here, your target is dust and dirt of a different type

– unattached dust and dirt – that is usually found on outdoor pavement or concrete surfaces.

The tools you need here are: a sorghum broom; an industrial broom in synthetic material; a lobby pan (not the usual dustpan that makes you spend half your time bending over!); plastic sacks or dust bins on castors to hold all the dust and dirt you collect; and a sack-holder cart.

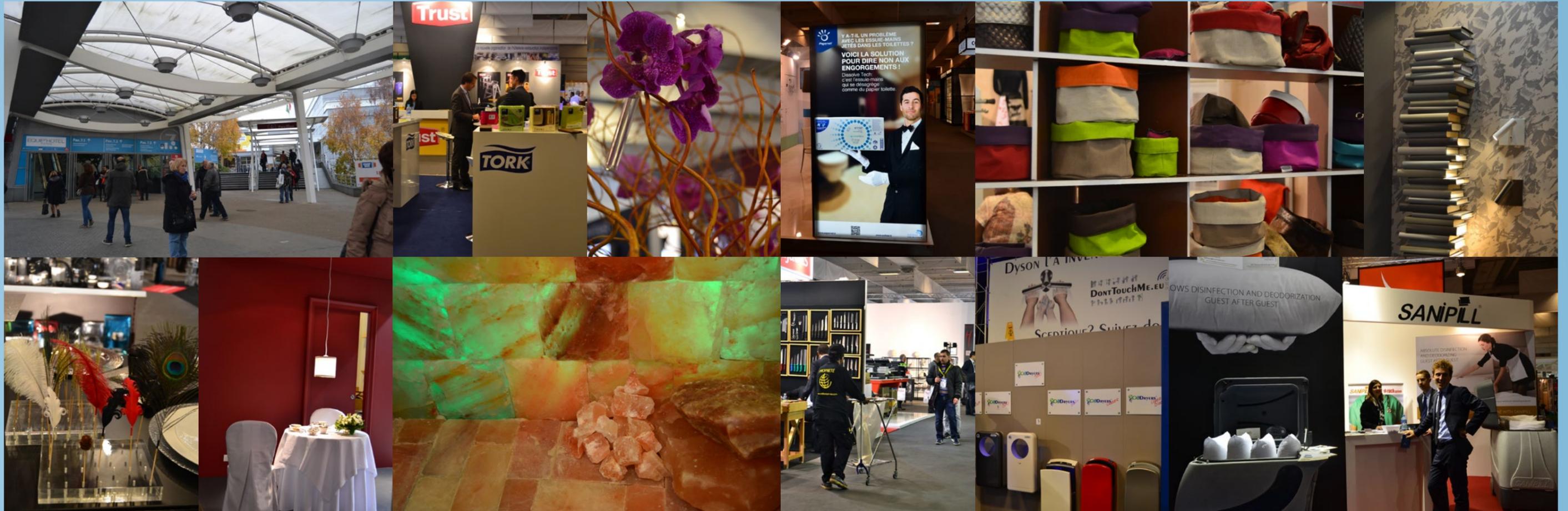
These tools may change depending on the size and type of surface to be cleaned. For example, if you have to sweep small courtyards and sidewalks,

all you need is a sorghum broom or one in synthetic material of small size (around 40 cm). For larger parking lots or squares, you use the same tools, but bigger, from 60 to 120 cm. If you've got to sweep an outdoor building site with rubble and bulky waste on the ground, you can use a yard broom.

Once you've procured the right equipment, it's important to work with the right system in order to avoid needless effort and waste of energy and time: sweep by moving backwards, and swing the broom as if painting a progression of arches, one over the next. The dirt and other material can be swept into a single corner where it can be picked up in the lobby pan.

Equip'Hotel 2014

A VERY POSITIVE BUSINESS CLIMATE



AN EDITION HELD UNDER THE BANNER OF HOSPITALITY AND EXPORT

TEXT
CHIARA
MERLINI

This edition confirms its status as the international meeting place for hospitality and catering with international visitor numbers up 5% and a highly successful inaugural edition of the Club Export and the Top Buyers programme. "This 2014 edition was particularly encouraging with a marked increase in projects and investment. This is therefore a quite optimistic vision which goes hand in hand with the range offered on the show.

Equip'Hotel 2014 succeeded in catering to the needs of professionals by presenting a large number of new products on the stands but also by contributing a host of new ideas through its Studios. The project 'Smile' created a new friendly momentum and the general atmosphere amply reflected this, making a considerable impact on our buyers: I believe that more than ever, Equip'Hotel, in federating the entire profession has demonstrated its essential role in this hospitality

and catering market" says Corinne Menegaux, Show Director. Serge Trigano, the 2014 patron, brought active and considerable support to the Equip'Hotel teams, most notably with the project 'Smile' which instigated a friendly atmosphere and contributed positive energy to the show.

EQUIP'HOTEL 2014 IN FIGURES

111,064 professionals including 19.2 % from outside France, 1,600

exhibitors and more than 500 speakers at seminars and round tables. The Equip'hotel world also included 500 chefs (end 150 with Michelin stars), 15 cookery and design contests bringing together more than 250 contestants, 15 trend studios, 250 features and live demonstrations. Once again this year, Equip'Hotel was home to the widest selection of experts who discussed and tackled the big issues in hospitality and catering

today. Throughout the 5 days of the show, architects, designers, experts, all active members of the Ambassadors programme, shared their experiences at international round tables. The 2014 Equip'Hotel ambassadors offered considerable support outside of France during the planning and preparation phases of the show.

NEW INITIATIVES

Equip'Hotel also innovated with the introduction of the

Club Export programme, offering optimised business contacts between 250 major international buyers (Thailand, USA, Chile, South Africa, Northern Europe, etc.), invited as Equip'Hotel Top Buyers, and 400 exhibitors looking to increase their exports of goods and services. More than 3,000 international project planners also signed up to Club Export and were able to take advantage of the introduction programme. A great many international

buyer delegations flocked to the show this year. Among them featured groups from Canada, Morocco, Tunisia, Slovakia, Moldova, Italy, Thailand and China. This edition of Equip'Hotel was also a true catering festival with the attendance of a great number of chefs (including over 150 Michelin-starred chefs!) on the Resto des Chefs, at prestigious contests (Trophée Delaveyne, Trophée Masse, Chefs en Or...), and at assemblies of chefs on the show (Collège



Culinaire). Fresh produce found its home at the heart of the exhibition with the Producers' Village and the substantial participation of TransGourmet, in particular with its fresh produce market, launched in response to key issues in the profession. Other essential subjects: the noticeable upmarket shift of the interior design offering and the development of "building fittings and materials" gave professionals a host of new ideas for their establishments. The Equip'Hotel Studios in their role as genuine trend incubators met with great success.

EQUIP'HOTEL, A CROSSROADS FOR ALL

PROFESSIONALS IN THE HOTEL AND CATERING INDUSTRY

For the very first time, the Trophée Jean Delaveyne was held at Equip'Hotel. For its 11th edition, the contest was chaired by Anne-Sophie Pic. Mathieu Desmarest, assistant chef in the kitchens of the French Presidency, won the Trophy this year in an electric atmosphere under the watchful eye of leading chefs. Geoffrey Belin from the Prince de Galles won the first event of the 13th edition of Trophée Masse organised by Maison Masse, a contest dealing with foie gras. The Défis Mixés competitions organised by Centre Culinaire

Contemporain and chaired by Jacques Marcon, was won by the pair comprising Soizic Rescamp (Centre Culinaire Contemporain) and David Guibert (EHPAD Victor Ecomard Sainte Pazanne). The contest Cuisine en Joute International, organised by the association Générations Cuisines et Cultures and chaired by Romain Barthe took place in a red-hot atmosphere and the winning school was Lycée Jean de Forest from Avesnes. Loïc Martius won the French Artistic Fruit and Vegetable Championship. The first international final of Chefs en Or by Transgourmet, chaired by Thierry Marx went to Max Zibis from Germany

and Emanuel Mocan from Romania in the chefs and apprentices categories respectively. The Collège Culinaire de France co-chaired by Alain Ducasse and Joël Robuchon, chose Equip'Hotel as the venue for its annual general meeting. Every day throughout the show, visitors were able to attend seminars and presentations on various studios created by Equip'Hotel. Studio Contract, Studio des Arts de la table, Studio Spa, Studio Bar, Studio Techno, with round tables on technological solutions to improve communication, sales and management in Ho.re.ca. establishments. 2016, from 6 to 10 November – Paris Porte de Versailles

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HOW TO MANAGE

A SUDDEN EVENT THAT INTERRUPTS THE SUPPLY CHAIN COULD CAUSE SERIOUS CONSEQUENCES

TEXT
ANDREA DELLA TORRE

The unexpected interruption of supply chain can have a negative impact on customers relating to the ability of dealers to be reliable. This may involve the company's reputation and also reflecting its value. IRM (The Institute of Risk Management) defines risk as "The combination

of the probability of an event and its consequence. Consequences can range from positive to negative." All organisations have objectives at strategic, tactical and operational levels - anything that makes achieving these objectives uncertain is a risk. As our world becomes increasingly volatile

and unpredictable, we must cope with greater uncertainty. Risk management is the systematic process of understanding, evaluating and addressing these risks to maximise the chances of objectives being achieved and ensuring organisations, individuals and communities

are sustainable. Risk management also exploits the opportunities uncertainty brings, allowing organisations to be aware of new possibilities. Essentially, effective risk management requires an informed understanding of relevant risks, an assessment of their relative priority and a rigorous

approach to monitoring and controlling them. To be effective, risk management must be proportionate to the size and nature of an organisation. It can range from a risk assessment for a community event up to a sizeable, integrated process for a multi-national. 'FM Global' is a company that deals risk management services and has designed its services to support risk identification and assessment, risk avoidance and reduction and risk acceptance and transfer. Philip Johnson, vice president - operations manager northern Europe operations at FM Global said: "A study that we carried out with Oxford Metrica shows that companies with best practice property risk management programmes across the supply chain produced earnings that were, on average, 40 per cent less volatile than companies with less advanced risk management practices".

Natural disasters have shown that the web of commercial dependencies can be very delicate. In the manufacturing industry, it has now become the norm to rely on just-in-time principles and single-source arrangements to keep costs under control and maintain profitability. "However - as stated by Johnson - from a risk perspective, this means that a supply chain disruption is more likely to have immediate and severe consequences".

Events that can not be controlled generate uncertainty: control the supply chain without any interruptions is real, competitive advantage. "For instance, analysts have given the floods in Thailand as the primary reason for Seagate Technology recapturing the worldwide lead in hard disk drive shipments in the last quarter of 2011. Seagate located its HDD manufacturing plant in Thailand on high ground, so it was less adversely affected by the floods and was able to continue business as usual and as a result gain the market leadership position, while its competitors were unable to continue".

The world is rapidly changing and uncertainty has become the norm. The companies that are able to protect their supply chain are much more likely to create financial stability in the long term.

It is therefore important for companies to consider the resilience. The term can broadly be defined as "the ability [of a system] to cope with change". A framework where resilience is factored into the design of a supply chain, where open collaboration exists between a company and its suppliers, and supply chain's agility and flexibility is built into a risk management culture, is a long-term vision for companies to aspire to be updated.

Source: Supply Management

THE FM GLOBAL RESILIENCE INDEX

INDEX IS A TOOL TO RANK SUPPLY CHAIN RESILIENCE

TEXT
ANDREA DELLA TORRE

The 2014 FM Global Resilience Index is the first data-driven resource to rank 130 countries according to their business resilience to supply chain disruption. It provides a useable tool to assist business executives in prioritizing where to focus risk management and investment efforts (as posted Chloe Trevinal), Margareta Wahlström, United Nations Special Representative of the Secretary General (SRSG) for Disaster Risk Reduction said: *"We live in a volatile world and whether that's because of what nature wrought or the human element, every nation is prone to some form of risk."* The FM Global Resilience Index can help business decision-makers to generate powerful insights about risk and opportunities in the supply chain. The tool gives important resources to

guide the decision-makers strategy in four key areas: selecting suppliers based on the supply chain risk/resilience of the countries in which they are located; deciding where to locate facilities; evaluating the resilience of the countries hosting existing facilities; and assessing the supply chain resilience of countries where customers' facilities are based.

WHAT IS IT?

The Resilience Index calculates composite country scores and rankings based on nine discrete drivers determined to be the most pertinent indicators of business resilience to supply chain disruption. These drivers are then categorized into three factors that exemplify the core elements of resilience: economic, risk quality and supply chain. To support each of the three factors,

data is sourced from prestigious institutions (the International Monetary Fund, the U.S. Energy Information Administration, The World Bank and The World Economic Forum. The "Risk Quality" data comes from FM Global's RiskMark benchmarking algorithm that calculates risk quality at more than 100,000 commercial properties around the world. Jon Hall, FM Global executive vice president commented: "Natural disasters, political unrest and many other factors all can have an impact on business continuity, competitiveness and reputation". And Hall concludes: *"The Resilience Index is a dynamic resource to better understand unknown risk in order to strategically prioritize supply chain risk management and investment efforts"*.



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The CIBER THREATS

THE RISK FOR IT SECURITY MUST BE PROVIDED AND CONSIDERED BY COMPANIES

One of the main challenges organisations have to face on a daily basis is enterprise security. This kind of risk is can happen to any organisation so IT professionals have to make sure they are taking into account a better threat-protection technology strategy. Central to this is safeguarding the business from the greatest risk - the human factor, both internally and externally.

On top of this, modern working practices haven't made things easier, as IT departments have to deal with new risks associated with storing data in the cloud and with accessing corporate information from multiple devices. Each year there are a 'Computings summit' concerning strategies to safeguard organisations and in 2014 in the summit 'Enterprise security & Risk Management', in London, were treated many subjects.

Comprising expert keynotes, end user case studies and panel debates, the agenda covered best ways for making the business case for information security, managing risk management, data protection and disaster recovery programmes, discovering the hidden risks of a mobile environment, as well as managing data governance for privacy and compliance. The topics have been many and discussions and advice for the companies have been:

- Understand the human impact on security and discover best ways to make the business case to your board
- Learn how to reset your approach to security and risk management
- Understand the importance of securing your supply chain
- Discuss how to protect against phishing and social engineer techniques
- Learn how to manage data protection and disaster recovery programmes
- Discover the real risks of mobile apps
- Find out more about data governance for privacy and compliance and learn how to update your security policy and raise awareness among employees
- Learn from the experience of others by attending the case study presentations
- Get insight into the security trends of today for a safer tomorrow.



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FOOD *insects*

THESE INSECTS
CAN CAUSE
SERIOUS HARM

TEXT

STEFANO
SCARPONI*

* *Bleu Line - Export
Sales Director*

From the first dawn of agriculture and husbandry practices, the man found himself faced with a problem not easily solved, that related to conservation in time of vegetable and animal products.

Practices such as drying and salting solved the issue on a practical level, preventing the degradation of fruits, vegetables, fish, meat etc .

Other foods, such as cereals, didn't require a "simple" storage, in containers such as amphorae, vases, jars for small amounts, deposits and silos for huge productions (already in the ancient Egypt speaks of appropriate rooms for the storage of cereals), to ensure those conditions of temperature and humidity necessary to keep unaltered in the longest possible time. Solved these problems, no



small matter, overlapped with others that often nullify the efforts done. It is true that where the food abounds gather the hungry, so the insects, because of their physical characteristics (small, sharp mouthparts, ovipositors) could penetrate in environments where stationed foods and make raid.

Much has tried to do to oppose such "invasions" and even today, despite the conservation techniques and storage reached, the game is still open and we must always be careful not to allow the insects to feed themselves behind us.

PEST SPECIES

The argument in question is wide because the devourers attack several typologies of food and each species have different choices and diets can be specific or include anything that is edible, touching all the possibilities included in this range of choice.

Also some insects become Pests secondarily, for different reasons, for example because they have been opened pathways, from Pests primary (if a species - see on coleopteran table - eats only seeds broken, can more easily develop where these have been drilled by another already settled), or because predators or parasites of the same (bugs, wireworms, earwigs, wasps hoverflies, but also other arthropods such as ubiquitous spiders), or also favorites because of wrong techniques of conservation (different insects detriticoli, namely

that feed organic detritus, or micetofagi or eaters of molds and fungi, may also attend food stored). Will be treated the most frequent species of Lepidoptera, Diptera and Coleoptera, while omit, while citing them in a specific table, those omnivores or with a very wide variability food, like cockroaches, the ants, lepisme, crickets, house flies and wasps. Finally, we will point to mites, indicating the species that commonly can attack foodstuffs, remembering that these tiny arthropods do not belong to the class of insects, but to that of arachnids.

MOTHS

The following species have certain characteristics in common. They are all small in size, with a wingspan of around 1.5 to 2.5 centimeters, are usually called moths and their larvae generally infest the foodstuffs producing burrs and tele silky. Often to pupate move away from food infested. They are not good fliers.

Plodia interpunctella

Commonly called 'moth fasciata', it is recognized for the front wings, those that in the rest position covering the body, which are cream in halfway and distinctly reddish-brown the other half is extremely popular for its polyphagia: attacks flour, kernels of grain and other seeds, pasta, sweets, nuts, cocoa, chocolate, animal feed, and many other substances. It is

the most frequent species in homes, in warehouses and processing industries. The biological cycle has a variable duration in relation to the environmental conditions (T, U.R. and food): in optimal conditions takes place in a little over a month, but can last for several months. They usually have 1-2 generations per year in the north to the south and 3-4.

Ephestia kuehniella

Notice how 'gray moth', has the front wings, gray, mottled with dark gray; the hind wings, not visible when it is placed, are whitish. Is the most frequent species in mills, and its spread

in other environments, following the moth bandaged. Prefers especially flour and bran cereals, m can also infest many commodities which seeds, legumes, nuts, spices, chocolate, pasta, sweets, dried mushrooms, milk powder, etc. The cycle takes place in 2-3 months in optimum conditions; can have from 1 to 5 generations per year.

Corcyra cephalonica

Is called moth rice, but often attacks many other commodities such as cocoa, chocolate, cookies, nuts, flour, sesame seeds, etc. Is very common in cereal stores and confectionery industries. the wings

Front appear yellowish-brown color, with light streaks, the rear brownish-gray.

The cycle time varies according to the environmental conditions of a month and a half to six months; so you can count 3-4 generations per year.

Pyralis farinalis

Is the 'flour moth', larger than the others and with characteristic spots in the wings brown. Is a particular pest, which usually indicates a poor state of preservation of food: attacks flour, grain, hay, fruits and dried mushrooms, especially if wet and moldy. The species is found

MOTHS INSECTS	DAMAGES						
	CEREAL (SEEDS)	CEREAL (FLOUR AND DERIVATES)	DRIED FRUITS	SPICES	LEGUMES	COCOA AND CHOCOLATE	OTHER
Aglossa caprealis							•• CHEESE AND ANIMAL FATS
Corcyra cephalonica	••	•	••			••	
Ephestia kuehniella	•	••	•	•	•	•	
Paralipsa gularis	••	•	••		••	•	
Pioda interpunctella	•	••	••	••		•	
Pyralis farinalis	•• POORLY PRESERVED	•• POORLY PRESERVED	•• POORLY PRESERVED				•• DRIED MUSHROOMS POORLY PRESERVED
Sitotroga cerealella	••		•		•		
Tinea cloacella							•• DRIED MUSROOMS
Tinea granella	••	••	••				•• CHEESES
INSECTS DIPTERA	DAMAGES						
	MEAT AND FISH	COLD CUTS	CHEESES	MEAT PRODUCTS	FRUIT	WINE AND VINEGAR	BEER
Calliphora spp.	••						
Drosopila spp.			••				
Luciliaspp.	••				••	••	••
Piophila casei		••	••	••			
Sarcophaga spp.	••	••	••				

primarily in the stores of grain, in mills and feed mills. The cycle lasts a month and a half or two, under optimal conditions, but generally finds a generation per year.

CALENDAR OF TREATMENTS

Intervene as necessary in relation to the data provided by the monitoring and inspections to structures and materials (it is important to

establish thresholds for intervention). The calendar provides standard periodic treatments every two to four weeks in relation to climatic and environmental conditions (regarding infestations by moths).

DIPTERA

Piophila casei

Is known as the 'cheese fly' and its larvae, giving the cheese a special flavor, are still considered

a culinary specialty in some areas of our country. Recall, however, that the consumption of infested can cause intestinal disorders, myiasis, gastric ulcers and infections bacterial. The adults are small flies that also attend decomposing substances (waste, excrement, etc.) thus becoming potential vehicles of pathogens. They lay their eggs on fat cheeses, sausages, smoked meat and fish, meat meal. The larvae

are characterized by the particular mode of travel, if disturbed. They grab the tail with the mouth, forming a circle, when they leave the ends snap like springs: They can jump up to 10 cm in height.

The complete cycle ends in 2-3 weeks and may follow, particularly in hot weather several generations. The insect develops only above 10 ° C.

Drosophila spp.

The fruit flies are known for genetic studies of chromosomes, but unfortunately also because infest various processing industries.

Their names are in fact in many ways: 'fruit flies' or 'vinegar' or 'wine' or 'must', depending on the substances attached.

The adults are tiny flies about 3 mm, with large red eyes. The larvae, conical in shape as in the other Diptera, develop on the surface of the materials in fermentation.

The cycle lasts 15 days under optimal conditions, and you can have up to 20 generations in a year.

The adult is attracted by the light.

Lucilia Spp., Calliphora Spp. and Sarcophaga Spp.

They are very common and known as 'blowflies meat': the first is metallic green, the second and the third blue gray with red eyes. The adults are often found on the flowers, as they mainly eat their nectar, but attending numerous decomposing substances such corpses, excrement and waste and in that

COLEOPTERA INSECTS	DAMAGES						
	CEREAL (SEEDS)	CEREAL (FLOUR AND DERIVATES)	DRIED FRUITS	SPICES	LEGUMES	COCOA AND CHOCOLATE	ANIMAL FLOURS AND DRIED FISHI
Achanthoscelides abctetus	•						
Ahasversus advena	•• POORLY PRESERVED		• POORLY PRESERVED	• POORLY PRESERVED		•• POORLY PRESERVED	
Alphitobius diaperinus	•• POORLY PRESERVED	•• POORLY PRESERVED	• V				
Aeraecerus fasciculatus			•			••	
Bruchus pisorum				••	••		
Cryptolestes ferrugineus	•• ONLY THOSE BROKEN	••	•	•	•	•	
Dermestes Lardarius			•				••
Gnatocerus cornutus	••	••	•	•		•	
Lasioderma serricorne		••	••	••	•	•	•
Necrobia rufipes							••
Oryzaephilus surinamensis	•• ONLY THOSE BROKEN	••	••	••	•	•	•
Prostephanus truncatus	••						
Ptinus fur	•	•	•		•	•	•
Rhyzoperta dominica	••	•		•			
Stegonium paniceum	•	••	•	•	•	•	
Tenebrio molitor	•	••		•			
Tenebroides mauritanicus	••	••	•	•			
Tribolium castaneum	•	••	•				
Trogoderma granarium	••		•		•		
Sitophilus granarius	••	•	•		•		

sense are potential carriers of pathogenic micro-organisms also. Are pests of processing industries and processing of meat and fish. They can attack even meats and cheeses. The cycle is completed in 2-3 weeks in top condition and you can have several generations in a year.

CALENDAR OF TREATMENTS

Even in this case it typically operates as needed. In hot treatments are performed Every 1-3 weeks depending on the cycle of the Diptera pests.

COLEOPTERA

Dermestes lardarius

Is said 'dermeste of the fat'; has small size (6-10 mm), and is easily recognizable because of black color with a characteristic yellow ocher band spotted on the elytra. It attacks many animal products such as bacon, sausages, meat and dried fish, animal feed, cheese, leather, etc. Was also found on peanuts and cookies. The life cycle lasts about two months and you can count from 1 to 6 generations per year. The larvae are very hairy and bristles when ingested can ulcerate the digestive system or cause allergies. Recall also that the larvae mature, to pupate dig niches in the surrounding material (eg wooden pallets) damaging it.

Lasioderma serricorne

The Rice Weevil beetle is a small (2-3 mm), oval, brown, with smooth elytra. Fly easily. The larvae are yellowish, with cuticle soft, short, plump and have curved like a C. They attack a multitude of food: spices, seeds, tobacco, dried fruit, flour, sweets, chocolate, cocoa, oilseeds, animal feed, etc. In favorable conditions the cycle is completed in about a month (at 32 ° C and 75% RH). Usually you have three generations in a year. They have a remarkable ability to drill several casings and penetrate packaging apparently closed (p.es boxes and bags).

Oryzaephilus surinamensis

Looks like a beetle minutes (2,5 - 3 mm), the narrow and elongated shape, with a striking and characteristic prothorax, equipped with sharp lateral prominences. Is a very common weed: frequents mills, warehouses, processing industries, and cereal stores. The larvae feed on various commodities, kernels (only if broken or already attacked by other pests) of cereals, flour and dairy products, dry fruit, oilseeds, pulses, cocoa, tobacco, coffee, spices, etc. Adults are detriticoli. The cycle takes place in 20 days in optimal conditions (32 ° C and 90% RH); the time needed to develop quadruples at 20 ° C. It can carry from 2 to 8 generations in a year.

Stegobium paniceum

The 'bread' anobio is similar to that of the tobacco; differs for presenting furrows striated elytra. The larva is similar to that of other anobiids. Is an insect but essentially polyphagous attacking mainly starch products such as bread, pasta, cookies, crackers, flour, bran. It can also develop at the expense of drugs, spices, seeds, bouillon cubes and even lumber in opera. The cycle takes place in 2 months in optimal conditions. They generally have from 1 to 3 generations in a year.

Tenebrio molitor

It is a species typical of mills hence also the common name: 'tenebrione miller'. It's a big beetle size (13-18 mm), a brown color. The larvae are leathery, cylindrical, yellow-brown. Infests mainly flour, bran, wheat but can also attack pasta, biscuits, oatmeal, cake and residues vegetable. The presence of this insect is a sign of poor hygiene as it has a very long cycle in favorable conditions that lasts from 4-8 months. Usually take place 1-2 generations in a year.

Tribolium castaneum

Tribolium is a small (3-4 mm) elongated and dark brown, good flier. The larva is yellow-brown, leathery, slightly longer than the adult. It 'a pest of mills, warehouses and processing industries cereals. Indeed attacks mainly cereal grains, flours and derivatives. E 'can also

feed on dried fruit and milk powder. The life cycle can be completed in less than a month and usually in 3. They usually take place 4-7 generations per year. Flour infested for two or three months taking an unpleasant smell, pungent and a pink-brownish.

Sitophilus granarius

The grain weevil, or calender, a beetle is small, under the half centimeter, brown in color and with a characteristic elongated rostrum that identifies its common name. Attacks kernels of cereals, pasta, legumes, etc. The life cycle lasts about a month in favorable conditions. The number of generations in a year is around 3-6.

CALENDAR OF TREATMENTS

Intervene as necessary in relation to the data provided by the monitoring and supervision structures and materials (it is important to establish the threshold). The timing of surgery involves periodic treatments every 15 days, especially in the presence of multiple infestations. If you know the insect pest is active in relation to the length of the cycle in the current environmental conditions.



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THE LATEST EDITION OF THE FAIR HAS BEEN VERY SUCCESSFUL

TEXT
CHIARA MERLINI

For the second time the exhibition was held in the Espace Champerret, close to the Porte de Champerret (on the Paris Periphique). The space was originally a covered parking and features have been retained,

in fact, the location of the fair was below street level, the predominant gray of the cement; he stands were many and colorful. The exhibitors were 34% compared to 2012 when the event was last in Paris, bringing the total number of

stands to 90. The number of visitors has grown by 17%, to 2,476 and 22% of these (544) were from countries outside France (221 overseas visitors compared to 2012). International exhibitors were also from distant countries, Western Australia, New Zealand, Estonia China, Hong Kong and the USA. Many seminars were organized in the conference room (with English-French simultaneous translation)

participants were more numerous than expected. Director general of CEPA (the confederation of European pest management associations) Roland Higgins updated on the new European Standard for Pest Management Services (now known as the CEPA CEN Standard). The official launch date is set as 17 March 2015. Pierre Kabouche told the Pest Magazine reporter what he thought were the reasons for the success of

this exhibition: "For me this year's show confirmed that pest control is becoming a real trade, a distinct profession with a growing need for information and effective solutions that respect the environment. It also demonstrates that the world is becoming more and more sensitive to the problems of public health and food security. The quality of the products shown here, the interest shown by visitors in regulatory issues and

technical subjects are proof that this industry has matured. I am sure it will play a leading role in a growing number of countries and that it is preparing for that role with true professionalism."

EXHIBITORS FROM ITALY

Italian participation was large and interested, and manufacturers have introduced many new and interesting (which we will present in the next issues).

