





\* 90% covered area

**19/21** may **2015 VERONA** / Italy

International exhibition for the Cleaning Industry





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## You can use

our paper

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in a thousand different

ClassEur



## DESPITE ALL

## CHIARA MERLINI

It is difficult in the world we live in to look to the future with hope and joy. The news coming from the various parts of our 'global world' are so serious and a source of anxiety: wars that seem ot to have possibility of immediate solutions, political tensions and the great fear of a return to the dark days of terrorism.

All this is true. But we, this is the world we live in. We cannot dream of Arcadia while we struggle every day to keep our job, to trying to build a possible world for our children. Our convinction

is that we have no longer certainties. So what can help us to live and our children to mature is the awareness of the world 'outside' and the construction of an inner world. A world that does not exclude reality, but it interprets and lives with the commitment, tenacity and joy to appreciate the small and big things.

You do not become great because the calendar marks the days going by, you grow up trying to be better, to understand more, to love ourselves and the others. With a smile. And maybe thinking of Rudyard Kipling:

If you can talk with crowds and keep your virtue, Or walk with Kings—nor lose the common touch, *If neither foes nor loving* friends can hurt you, If all men count with you, but none too much; If you can fill the unforgiving minute With sixty seconds' worth of distance run, Yours is the Earth and everything that's in it, And—which is more—you'll be a Man, my son!



## GREEN GLOBE SIX HOTELS CONSTANCE HOTELS AND RESORTS



2015 begins with an important recognition for the chain Mauritian Constance Hotels and Resorts: Green Globe certification for the Belle Mare Plage and Le Prince Maurice in Mauritius, the Seychelles Ephélia and Lémuria and Halaveli and Moofushi Maldives. All the structures were built with a low environmental impact and using natural materials originating in the islands where they arise. Project continued in recent years with the reconstruction of the coral gardens, the protection of sea turtles, the use of local resources and the use of natural raw materials to 100% for the realization of the products of the new U Spa.

## **GOOD NEWS**

Stephen Ashkin - the 'father of Green Cleaning' - was named a Yellow in the Sustainability and Sports Certificate Program by the Presidio Graduate School. Presidio Graduate School is located in San Francisco. The only MBA-level sustainability program focused exclusively on the sports industry. The curriculum is focused on providing sports industry professionals the skills and knowledge to successfully integrate sustainability into their business operations and to leverage the singular power of sports to help address today's most pressing environmental and social challenges. The centerpiece of the Certificate is The Business of Sports and Sustainability, a course taught by Dr. Allen Hershkowitz, which can be taken by itself, or with other courses as part of the Certificate course of study.



## A LOT OF WORK FOR THOSE INVOLVED IN WASTE



Over 200,000 new jobs could be needed across Britain from the continued development of resource efficient activity to 2030, such as recycling, reuse and remanufacturing, according to a study by WRAP and Green Alliance.

The report 'Employment and the circular economy: job creation in a more resource efficient Britain', indicates that development of resource efficiency, unlike other industrial transitions, requires more labour.

labour.
Significantly, regions
where unemployment is
higher, such as the North
East and West Midlands,
could see the greatest

impact in job creation, especially among low to mid skilled occupations where job losses are projected for the future. On the current development path the 2030 the sector could: require an extra 205,000 jobs; reduce unemployment by around 54,000; offset 11% of future job losses in skilled employment. A circular economy is an alternative to a traditional linear economy (make, use, dispose) in which we keep resources in use for as long as possible, extracting the maximum value from them whilst in use, then recovering and reusing products and materials.

## Ecology in UNIT-DOSES

## 



## CHANGING PLACES TO SET STANDARD FOR SCHOOL HYGIENE ROOM PROVISION

In UK, architectural designers and contractors are being given a new solution to a growing problem over specification and installation of accessible hygiene facilities in schools. New Department for Education guidance (Building Bulletin 93) sets out a minimum space requirement for the specialist hygiene rooms, but there are no specific guidelines or criteria for the equipment therein. Clos-o-Mat, one of Britain's leading suppliers of hygiene rooms and its equivalent Changing Places assisted accessible toilets, is delivering a solution, a 'pick 'n' mix' service, that encompasses design advice, supply, installation, commissioning, project management, and ongoing service & maintenance. To assist all involved in the process, Clos-o-Mat has published guidelines addressing accessible school toilet provision and specifically hygiene rooms in educational environments. The papers are complimented by a raft of tools including video, typical layouts, 2D and 3D CAD drawings, as well as case studies, all of which can be accessed via the company's website: www.clos-o-mat.com



## BIG BEN GETS A WASH FROM ABSEILING CLEANERS

One of the world's most famous landmarks - Big Ben in London - is having a makeover. Four window cleaners have been working hard buffing and shining the 312 pieces of glass that make up the iconic clock face.

This is no ordinary cleaning job for the four men, who have been dangling 60 metres above the ground and wearing helmets and climbing gear to carry out this delicate operation.

Paul Robeson, chairman of the British Watch and Clock Makers' Guild, told the BBC's Today programme the cleaners were "very brave or mad, one or the other".

He said: "The glass panels over the clock face are terribly thin



our window cleaners have to be extremely careful.

The stopping of each side's clock for cleaning has also given technicians a chance to carry out essential maintenance on the 155-year-old mechanism.

Both hands were designed to be made of cast iron, but that proved too heavy, so gunmetal was used instead.

## BIOHAZARD DECONTAMINATION CLEANING FROM WITHIN A PRISON

'Dirty protests' may happen because the prisoner is protesting about a particular issue; however, sadly, it may be due to more serious issues linked to the prisoner's mental health. When these protests happen, the prison has a duty of care to relocate the prisoner to a clean cell. The contaminated cell is then cordoned off until it can be cleaned.

Over the past year HMP Cardiff cleaners had been asked many



times to clean up the results of this type of protest, but until the British Institute of Cleaning Science had piloted the SU2 Biohazard Decontamination Cleaning skill, there were too many risks involved in allowing a cleaning operative to tackle the clean-up. HMP Cardiff tells us it is pleased to have been able to participate in the pilot of this Specialist skill.

Three prisoners and Melanie Kelly, BICSc workshop instructor at HMP Cardiff, took part in the pilot scheme that was set up by Maureen Kelso, head of education & standards at BICSc and Lesley Parish, verification & project co-ordinator also at BICSc. The pilot scheme was set up to support prisoners in attaining their SU2 Biohazard Decontamination Cleaning qualification. This has had a positive impact on the facility's prisoners.

## **EVENTS**

## 2015

February 25th - 27th Mexico City, Mx ISSA/INTERCLEAN LATIN AMERICA

This exhibition is an excellent opportunity to discover the latest technology, find solutions to improve occupant health, have access to the most innovative new products, learn about cleaning industry trends, and meet top decision-makers in the industry all in one week.

www.issa.com

March 10th - 11th Birmingham, UK H3I

Everything to create innovative household, industrial & Institutional cleaning products www.haiformulate.co.uk

March 10th - 12th London, United Kingdom THE CLEANING SHOW

The Cleaning Show is the UK's major event designed specifically for the Cleaning and Support Services sector www.cleaningshow.co.uk

From 30 March to 1 April Shangai, China CHINA CLEAN EXPO

China Clean Expo (CCE), launched in 2002, has become the largest meeting points of the Asian cleaning industry and the most valuable channel accessing to Chinese local cleaning manufacturers, suppliers, distributors and buyers

www.chinacleanexpo.com

From 31 March to 2 April Paris, France

EUROPROPRE

The exhibition of solutions for the hygiene and cleanliness, and also for the multiservice.

www.europropre.com

April 16th-19th Atlanta GA, USA CLEAN 2015

Dedicated to the Industrial and Professional laundry www.trsa.org/cleanshow April 19th-21th Dubai, UAE

PESTWORLD EAST

This conference is designed to address the Pest Management in basin of the Middle East, Africa, South Asia and India

awirtz@pestworld.org

April 21th-24th Warsaw, Poland ISSA INTERCLEAN CENTRAL & EASTERN EUROPE

International Trade Fair for the cleaning industry in Central & Eastern Europe

www.issainterclean.com

May 9th - 11th Guangzhou, China GZ TOILET EXPO

International Portable Toilets & Public Health Facilities

www.toiletschina.com

May 18th - 20th Dubai, UAE

FM EXPO

Facilities Management Solutions
The only dedicated facility
management exhibition in the Middle
East, a critical event for facility
managers, building operators, property
owners and free zones managers
www.fm-expo.com

May 19th-21th Verona, Italy

PULIRE - THE SMART SHOW

Pulire is the largest professional cleaning industry trade show in Italy and plays host to a complete range of machinery, chemical products, equipment and components for professional cleaning and hygiene in indoor spaces

www.pulire-it.com

May 20th - 22th Sao Paulo Brazil TISSUE WORLD 2015

The Premiere Exhibitions and Conferences for the International Tissue industry www.tissueworld.com July 28th - 30th Johannesburg, Sud Africa CLEANTEX PULIRE

The 10th edition of the fair. An opportunity for interactive the cleaning to present products and services for companies operating in the hospitality, healthcare, industry www.cleantex.co.za

August 4th - 6th Sao Paulo, Brazil HIGIEXPO

Fair of Products and Services for Hygiene, Cleaning and Conservation, is the largest fair in the Professional Cleaning market held in Latin America. Every two years, in São Paulo, receives an average of 10,000 visitors www.higiexpo.com.br

September 22th - 25th
Berlin, Germany
CMS BERLIN
The international trade show for cleaning systems and infrastructure services

www.cms-berlin.de

October 20th - 21th Jupiters, Gold Coast Queensland, Australia

AUSCLEAN PULIRE
The only event dedicated to cleanig
professional Australia this year. Will
be presented latest technologies,
there will be a series of conferences
and workshops

www.auscleanpulire.com

October 23th - 27th Milano, Italy - FieraMilano HOST

International exhibition hospitality industry. World leader in Ho.re.ca and Retail

www.host.fieramilano.it

October 27th - 29th Madrid, Spain HYGIENALIA + PULIRE

Spain's Cleaning and Professional Hygiene Trade Fair comes back to Madrid after two successful shows in Valencia. Pulire returns to its roots – to the city where its first five national fairs were held.

www.hygienalia-pulire.com

NEWS AROUND

THE MOST **IMPORTANT** FAIR OF THE

YEAR

after the event took place, you lose in efficiency and market presence. Is this the reason why we have developed an app that helps exhibitors and We are also studying a full program of conferences

THE POINT OF VIEW OF

TONI D'ANDREA, CEO

OF AFIDAMP SERVIZI

supply and demand, the place par excellence where you have the most important news, where

you will experience innovation and sharing of

not prepare the presence at the fair before and do

ULIRE is the largest trade show in Italy dedicated to the technologies for professional cleaning and it is the second fair of this industry in Europe. PULIRE 2015 will take place on May 19 to 21. Over 270 exhibitors from 25 countries, most important national and international manufacturers of machines. products and equipment for professional cleaning

with solutions for specific

markets including health,

visitors (unique hits), are

hospitality, retailers,

industry. Over 14,000

coming to Verona from 90 countries around the world. The audience is made up by the largest and laboratory of contacts, most important facility management companies, an industry that is poised to become one of the most significant for Italian operate in outsourcing for the aforementioned sectors retail and transportation. Another extremely important component of Pulire's visitors is represented by distributors, manufacturers of road dealers, retailers, importers, sweepers and cleaning buying groups.

PULIRE OUTDOOR PULIRE is more than just a trade show, is a permanent relationships and ideas for the development of the sector. The event has the honor of 30 years of history and has always economy. These companies been oriented to solutions for cleaning indoor. Since last edition, held in 2013, health, hospitality, industry, PULIRE has also developed the brand PULIRE Outdoor, dedicated to sweeping and urban decor and therefore addressed to all machines for road

maintenance. The theme of this year's PULIRE Outdoor will be 'Clean city for Quality of life'. The opening conference is scheduled May 19 at 2 pm, with a great panel of speakers: the mayors of Curitiba in Brazil, Singapore and Copenhagen, as well as mayors of important Italian cities, for a discussion on the relationship between the cleanliness of the city and the satisfaction index of the citizens, with international best practices. Pulire Outdoor propose a demonstration area outside Hall 1 at VeronaFiere, while

Pulire 'indoor' will ta place in Halls 1,2,3,4.

## **PULIRE CLEAN**

Another important new feature of the 2015 is the project Pulire Clean, aimed at manufacturers of washing machines and fabric care. This market segment will be instantly recognizable and characterized in Hall 1, with the aim of enhancing the exhibitors and the products of a world increasingly synergistic to professional cleaning. Operators of the laundry will have the opportunity

manufacturers of Mops, Fringes and Uniforms in need of cleaning solutions increasingly specific and effective such as the pre-impregnation of the mop and the fringes. Manufactures of chemicals products can create synergies and partnerships for the creation of a full-service washing machines and detergents, dedicated to those markets that represent the primary interest of both sectors. Without forgetting the facility management companies

that increasingly constantly outsourcing services especially for the hospitality and the hospital sector.

## **PULIRE 2.1**

What makes Pulire unique is the high digitization of the fair. In 2013 it was developed an app that has meant that Pulire was the fair with the highest rate of digitization in Italy. This year we go from 2.0 to 2.1. The visitors can plan their visit to the exhibition from March, due to a system of match making that allows visitors to

book appointments with exhibitors. All information about the exhibitors will be available on smartphones and tablets. In the days of the fair exhibitors can receive real-time information about visitors, their origin, their role. This represents a significant advantage for exhibitors. If for example an exhibitor is looking for a distributor of Qatar, the app is able to inform the exhibitor if the distributor he were looking for is entered at the fair.

## Products



## A smart dispenser

**Nettuno**, the leading company in the production of professional hand cleaners, presents their **T-Small** soap dispenser. designed to respond to the need of protection, cleaning and care of the workers' hands. The dispenser can in fact distribute barrier creams, liquid soaps, hand cleaners with microspheres and moisturizers. The system, with his attractive design, is

entirely produced in Italy, a guarantee of total reliability. It's available in black, gray and white, which makes it perfect for any environment. Thanks to the mounting system Easy Fix, maintenance is very simple: the dispenser can be removed and replaced with a single movement. T-Small, moreover, has a particular detail: it houses a scented button, available in three colors and fragrances.

## Much more then an electric broom!

**Lindhaus** is a company based in Padova that designs and produces since 1987 innovative cleaning machines for internal use which have become the benchmark in the market. The **HEALTHCARE Pro** multifunction electric brooms have been totally renewed while retaining the characteristics of maneuverability, elegance and reliability common to all Lindhaus machines. The machine comes as electric broom with vacuum

cleaning accessories on board. For large areas it is possible to use the M32R universal nozzle. The energy class certification of this machine is "A". The power of the high efficiency Rotafil vacuum motor is 700W only. The machine, if equipped with a special back pack kit becomes a comfortable back pack vacuum cleaner for cinemas, theatres, trains etc. For the cleaning of carpets and rugs just remove the universal nozzle and insert the M30e or M38e power nozzle according to the dimensions to be cleaned.



## A napkin dispensing system

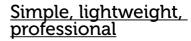
At **Tork** the knowledge has led to the creation of the **Tork Xpressnap** napkin dispensing system. Thanks to its 'one-at-a-time' dispensing capabilities, the system reduces napkin usage by at least 25% compared with traditional napkin dispensers while also improving hygiene. Tork Xpressnap provides unlimited oppurtunities for

customisation thanks to the AD-a-Glance display panel. Furthermore, napkins can be custom printed, offering a cost-efficient way to promote message or brand. Some advantages of Tork Xpressnap napkin dispensing system: reduces napkin usage by at least 25% compared with traditional napkin dispensers; minimised napkin waste delivers environmental benefits.



## New look for industrial vacuum

The industrial vacuums that have always been a reference within the **Delfin**'s range of products, reinvent their look and here are models **DG Exp**, **DM3** and **Zefiro 75**. Thanks to their outstanding performance, the incredible strength of construction and the quality of their components they have become true bestsellers. Despite the absolute reliability and solid construction of these machines, Delfin has decided, in 2011, to invest in long term research and development, aimed to the modernization and innovation of its three flagship models. The project aimed to bring innovation through the introduction of new materials and modern industrial design, succeeding and exceeding expectations. Moreover, the usability of these powerful vacuum cleaners has been improved, through the introduction of simple but effective improvements, including a new release system of the container and the introduction of new accessory holders. Thanks to the extreme suction performance and the excellent quality filters, Delfin vacuum cleaners will continue keeping working environments clean and safe for the operators.



The new **Duplex 280i** scrubber dryer is extremely compact in size, ideal for professionally cleaning small rooms as well as household cleaning tasks. Suited to any type of floor or carpeting, it assures outstanding results, even though it weighs no more than 13 Kg. Its small size makes it perfect for working in restricted spaces and under the furniture. The Duplex 280i combines functionality and manoeuvrability with long-lasting reliability: it features an aluminium housing which seals off all its components and prevents water and dust getting in. Easy to use, transport between jobs and store away - the Duplex 280i makes cleaning a cinch. The machine features a safety handle for switching it on and off instantaneously, as required by ENEC regulations. The machine's exclusive patented system of intelligent brushes makes it easy to clean right up to the wainscoting and into the corners. The brushes are bayonet mounted, and can be removed/replaced in a flash by just pressing a lever. The dual washing system exploits the synergy of two counter-rotating brushes running at 3.75 m/s.



## SIRIO MULTIACTIV



A company focused on cleaning

Bettari is specialized from 50 years in the production of integrated solutions for cleaning and sanitizing for different application fields. **Sirio Multiactiv** is a multi-purpose cleaner suitable for any washable surfaces: linoleum, floors, tiles. doors, kitchens, health, etc. Effective against all types of dirt: grease, dust, oil, grease, etc. The formulation with high concentration of active ingredients, gives a strong degreasing and solvent power suitable against all kinds of dirt. Its distinctive citrus-orange scent provides a pleasant feeling of clean environment.

It is used in garages, kitchens, industries and in general where it is necessary to remove dirt, oil and grease. It can also be used on floors treated, does not affect the wax and leave the surfaces shiny without forming accumulations. It appears also suitable for the removal of the signs of heels from linoleum floor coverings. The product is foam controlled, suitable for use with scrubbers and floor machine.

Doses and method 'guide: as maintainer, dilute 0.5% to wash waxed floors, marble and granite; to degrease thoroughly: dilute 3-5% for both manual and machine washing scrubber.

# PAGE 14 | THE COMPANY

# THE New Abbs

ARCO CHIMICA LAUNCHES INFYNITI APPS

TEXT
EDITORIAL
STUFF



RCO Chimica, leading Italian company in the field of professional cleaning and services to companies, strong of the know-how matured in years of research and experimentation, presents two Apps allowing to access to the Infyniti system from smartphones and tablets. Which are the main peculiarities of these revolutionary technological innovations? "These Apps only represent the last ring of the chain", says Loris Castellani the engineer in charge of ARCO chimica's R&D projects and management services. "They are the part visible to the user of a real technological platform for professional cleaning, which combines the advantages of a cloud with the potentials of the world of mobile Apps".

The Apps will run on all main mobile operating systems: Apple iOS, Google Android and Windows 8 / RT, and from January 2014 on they will be sold in the main stores: Apple Store and Google Play. "There will be two of them:" Castellani explains "one specifically designed for companies retailing Infyniti products, and another for all dealers and their service companies".

The first one will allow consulting the Infyniti catalogue and technical and safety data sheets. It will be also possible to: build up a customized cleaning and costs plan on the basis of the work plan and of the routing of the operations performed in each facility, visualize the environmental

improvement generated thanks to the use of Infyniti cleaning products instead of the traditional ones and formulate and send orders to the supplier. Besides these data, the second App will also contain the technical catalogue of the dealer, complete of all the information, prices, technical and safety data sheets and images of the articles. Thanks to this App, dealers' customers or intermediaries will have the possibility of sending the orders to a web platform offering retailers a series of setting functions: real-time management of the orders, modification of the products, of the price list and of the technical catalogue, automatic update of all the modifications in the Apps of their customers, and quick and direct forwarding of promotions.







## THE ART OF HYGIENIC

**PACKING 90**, was founded in 1990 and operates in the field of guest amenities for hotels and public places. It owes its fame especially to the "**HYGIENIC BAG®**" product, a sanitary bags dispenser covered by International patent.

The **COSMETIC BOX** and **COSMETIC CUBE** tissue dispensers are also made of high quality ABS and available in many finishes. The firm's strong point lies in quality products, prompt deliveries, excellent value for money and of course... **MADE IN ITALY**.



info@packing90.com www.packing90.it







our backs: body posture, work stations, bad habits, lack of flexibility, physical condition and stress. The right approach means being aware of correct posture, knowledge and foresight about what may happen and consistency in using the correct posture and movements. Responsibility for taking care of your body in the sense of keeping it healthy and efficient, rests entirely with the individual, although using machinery and equipment which has been specifically ergonomically designed may help.







Learning and using the right ways to move and work in order to safeguard your back does not mean sacrificing output and efficiency. As more and more sophisticated materials are developed, the stress and rhythm of work often have a negative effect on the moving parts of our bodies. Furthermore, for budget cuts, workers are often asked to carry out their professional tasks in shorter and shorter times. If they do not have clear ideas about what constitutes "good practice", it is difficult to avoid the strain which puts joints and bones at risk.

## **STANDING AT WORK (UPRIGHT WORK STATION)**

Working on your feet has the advantage of offering greater mobility than seated work and means you can use your lower limbs as a source of energy. But there are disadvantages. Stress from standing still can result in tiredness, varicose veins, heaviness in the legs, etc. Standing for a long time can cause stress on the joints, back pain (because of inadequate working conditions) and shoulder pain (from working at a surface which is too high).

## WHAT TO DO AND WHAT NOT TO DO

To reduce risk, avoid wearing high heels or heavy footwear (which does not absorb knocks) for long periods, do not stay in the same position for a long time, do not work bent over a desk or a work surface which is too low. A curved back can easily cause pressure on the vertebrae. As well as knowing what to avoid. we need to know what we should do: change position regularly, choose footwear carefully, when possible, alternatively put one foot higher than the other and work with a wide support base. As well as doing these things, we need to pay attention to the conditions which are closely

linked to each individual's build. For work done standing, the height of the work station depends both on the height of the person and on the type of work to be carried out. Correct adaptation of the height of the work position can prevent increase of pressure when working on your feet. The back has a natural curve and the upper arms are next to the torso. The lower the work station the higher the force needed, while the shoulders have to be lowered and the elbows kept straight. A good balance is needed to see returns for your efforts!

Source: L'ergonomie dans le nettoyage. Eric Decabooter, FENI, UNI-Europa













**CATERING - RESTAURANTS - HOME HOTELS - BARS** 













hina Clean Expo (CCE), launched in 2002, has become the largest meeting points of the Asian cleaning industry and the most valuable channel accessing to Chinese local cleaning manufacturers, suppliers, distributors and buyers. According to the exhibitor survey, more than 90% of the local exhibitors want to expand their business to oversea market. China Clean Expo 2015 will have almost 500 exhibitors attend the show. The exhibition will be a greatest opportunity for visitors to gather fist-hand information.

## **SHANGHAI**

Shanghai is the largest Chinese city by population and the largest city proper by population in the world. It is one of the four directcontrolled municipalities of the People's Republic of China, with a population of more than 24 million as of 2013. It is a global financial center, and a transport hub with the world's busiest container port Located in the Yangtze River Delta in East China, Shanghai sits on the south edge of the mouth of the Yangtze in the middle portion of the Chinese coast. The municipality borders the provinces of Jiangsu and Zhejiang to the north, south and west, and is bounded to the east by the East China

For centuries a major administrative, shipping, and trading town, Shanghai grew in importance in the 19th century due to European recognition of its favorable port location and economic potential. In the 1990s, the economic

reforms introduced by Deng Xiaoping resulted in an intense re-development of the city, aiding the return of finance and foreign investment to the city Shanghai is a popular tourist destination renowned for its historical landmarks such as The Bund, City God Temple and Yu Garden as well as the extensive Lujiazui skyline and major museums including the Shanghai Museum and the China Art Museum. It has been described as the "showpiece" of the booming economy of mainland China.

## OPPORTUNITIES IN CHINA

Two thriving trade show opportunities in 2015 for to grow business in Asia. China Clean Expo (Chengdu), great chance to

get into WESTERN China market.

The first China Clean
Expo (Chengdu) launched
in Chengdu in August,
2014. This expo with
20,000 square meters
attracts 200 exhibitors
and 15,000 visitors.
Chengdu gathers various
advantage resources like
powerful infrastructure
construction, fertile market
and government support,
which make Chengdu have
plenty of potential business
opportunities.

Pre-registration has opened, please visit:
 https://www.
 ubmonlinereg.com/
Registration/default.
aspx?fid=356&lang=en

## TEC-ONE 1000 FOAMER For the best result!











M EXPO is the only dedicated facility management exhibition in the Middle East, a critical event for facility managers, building operators, property owners and free zones managers. The show will take place from 18 - 20 May 2015 at Dubai World Trade Centre, UAE. Brought to you by the organisers of The Big 5, FM EXPO 2014 will be the 9th edition, and co-located with Middle East Waste & Recycling & Commercial Cleaning & Hygiene. FM EXPO. Middle East Waste & Recycling and

Commercial Cleaning &

Supported by Middle East

Association (MEFMA) and

The event is also supported

by Principal Intelligence

Hygiene are Officially

Facilities Management

Dubai Municipality.

Partner, Imdaad,

Innovation sponsor, Emrill and Farnek as Sustainability sponsor. FM EXPO is in its ninth year and brings together building owners, occupiers, FM companies, and suppliers alike, to help the FM industry generate new business and promote regional awareness. Organized by dmg events, FM EXPO is free for trade visitors. Featuring free-toattend seminars and the World FM Congress, FM EXPO 2015 offers facility management professionals sessions covering the latest regulations, innovative solutions and world-class case studies.

## **ABOUT THE EXHIBITION**

Collocated at the Dubai World Trade Centre (DWTC), Middle East Waste & Recycling, and

Commercial Cleaning and Hygiene, are two premier exhibitions, dedicated to their niche industries. A new sector is to be introduced at this year's FM EXPO catering to the specific needs of the Elevators & Access control industry. Middle East Waste & Recycling will deliver waste management and recycling solutions to the region, providing a platform for manufacturers and suppliers to reach decision makers in the waste and recycling sector. The event will attract waste management professionals seeking solutions for waste minimisation, collection, treatment, disposal and recycling. Commercial Cleaning and Hygiene will attract manufacturers and

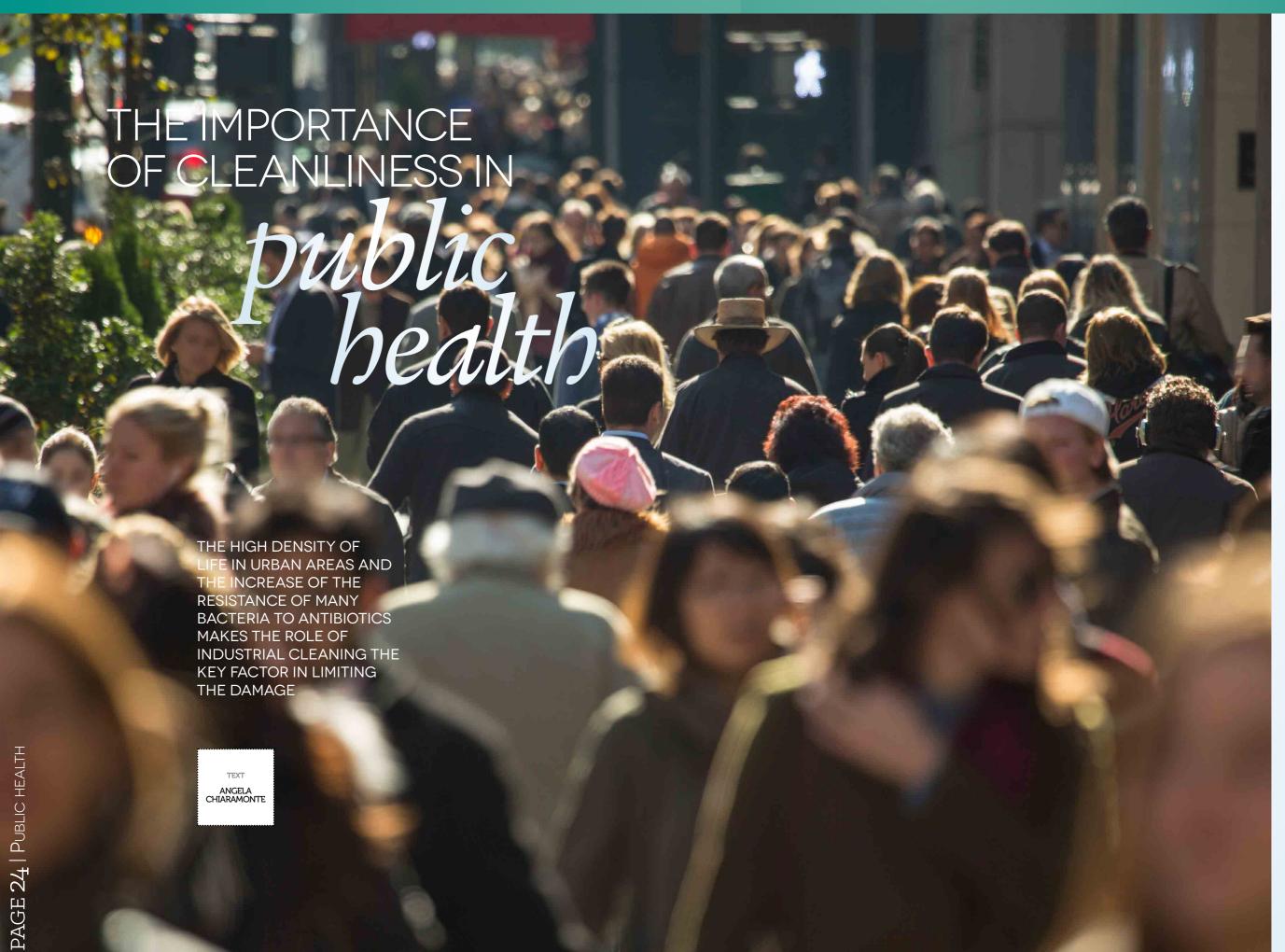
suppliers of cleaning

equipment and services,

contract cleaning companies, facility managers and distributors within the region, as well as end users within government, education, healthcare, leisure, and retail sectors. FM EXPO 2015, Middle East Waste & Recycling and Commercial Cleaning & Hygiene, will be held from 18 - 20 May 2015. For more information about these events, visit www.fm-expo.com, www. middleeastwaste.ae, and www.middleeastclean.ae Don't miss out on this unique opportunity in UAE to compare thousands of building, cleaning and recycling products in one place, saving you time and

fm-expo.com/ct/reg





he WFBSC, World Federation of **Building Service** Contractors, has considered that cleanliness is a key priority for health and has promoted a study in the coming years. The Cleaning for Health Project has defined the role of the cleaning industry in the promotion of public health. The authors of the report, S.H. Dalwadi & J. H. Simmonds, considered that particular environments outside of the value of the cleaning is not fully understood. They then discussed the issues in detail to inform and make known problems and solutions in different kind of environments. Here we will mention some general topics.

Cleaning is our first defence against the ongoing threat of 'super bugs', influenza viruses, and more recently *E. coli*, C. difficile, Methicillinresistant *Staphylococcus* aureus (MRSA) and Vancomycinresistant Enterococcus (VRE) outbreaks. In healthcare settings the importance of cleaning, disinfecting and sterilizing is widely accepted and its implementation is usually strictly enforced. Noncritical surfaces carry a low risk of infection transmission and generally can be cleaned with detergent alone. Critical surfaces however, which are often frequently touched, carry a high risk of infection and generally require low-level disinfection or sterilization. A controversial issue that





is the use of sodium hypochlorite or bleach in routine commercial cleaning. Bleach kills most microbes, including spores at high concentrations, and it is currently the most commonly used disinfectant within the cleaning industry. It works fast, effectively and is nondiscriminatory between different microbes. However, here are health risks associated with chlorine inhalation and the long-term damage it can cause to surfaces. Addressing essential criteria of reduced toxicity and increased cleaning efficiency through thorough research, Accelerated Hydrogen Peroxide (AHP) technology has proved to be a promising alternative to bleach. It can be used as an effective disinfectant for both critical and noncritical surfaces with varying concentrations. Adherence to contact times is not always strictly enforced within the cleaning industry. The contact time of a disinfectant required to kill a population of microbes should be listed on the

the research has unearthed

chemical container by the manufacturer. Contact times can vary however, dependent on different factors such as microbial loading. Contamination of cleaning equipment is a significant and often overlooked impediment to cleaning procedure. If cleaning solutions, particularly those only containing detergent, are used for more than one hour the likelihood of the procedure actually spreading infectious agents around the environment is high.

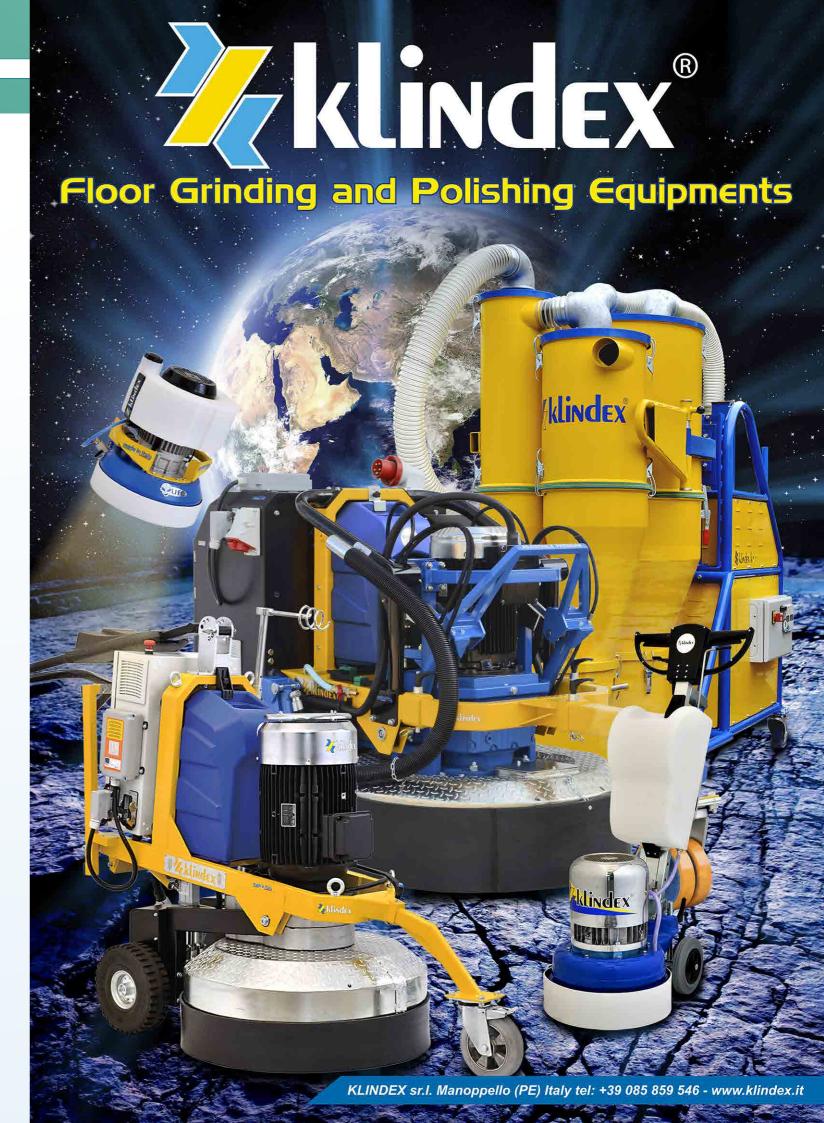
## NONCRITICAL SURFACES CLEANING

Not all areas within community settings require disinfection; cleaning with a detergent may be sufficient. Minimal risk has been associated with transmission of infectious agents to individuale through noncritical environmental surfaces such as furniture and floors, when they do not contact broken skin and/or mucous membranes. However. detergents are prone to becoming contaminated and may further contribute

the pathogen transmission process across the environmental surface. It is therefore, important to regularly use fresh solutions, at least once an hour. Detergent residues that are left exposed after cleaning may contain organic compounds which bacteria thrive in. Moist environments also favour the growth and persistence of gram-negative bacilli and fungi, therefore all areas must be thoroughly dried after cleaning. Despite these risks, there are no studies which have found differences between infection rates when floors are cleaned with detergents rather than disinfectants. It can be concluded that routine cleaning with a detergent is sufficient to prevent disease transmission from noncritical environmental surfaces such as furniture and floors in most public spaces except those where there is frequent floor contact (crèches and nurseries). In these settings, low level disinfection is recommended.

## FLOORING

Floors can become



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contaminated with microbes from settling airborne bacteria, or by contact with shoes, wheels and other objects. Spills of organic matter can become reservoirs for the microbes to colonize, and hence their removal is essential for maintaining a clean and safe public environment. Cleaning floors with detergent and water tends to reduce bacterial counts by ~80%.

However, the mop water becomes increasingly contaminated during this process and serves as a medium for the spreading of the microbes around the environment, and therefore should be changed for fresh detergent solutions hourly. Using disinfectants for floor decontamination achieves a higher microbial kill than using detergents alone. However, a few hours after disinfection, the microbes usually re-establish themselves to pretreatment levels, and hence detergent cleaning may be sufficient. In presence of organic matter, additional lowlevel disinfection is recommended after detergent cleaning in order to kill any microbes present in the soiling.

## HARD FLOORING

Methods for cleaning non-porous floors include wet mopping and wet vacuuming, dry dusting with electrostatic materials, and spray buffing. Floors should be vacuumed and wet mopped daily, and methods that produce mists, aerosols or cause dispersion of dust should be avoided as these can kick

up pathogen-containing dust and allergens into the atmosphere which may be inhaled

It is advisable to equip vacuums with HEPA filters, especially for the exhaust. Bacterial and fungal contamination of filters in cleaning equipment is inevitable, and these filters should be cleaned regularly or replaced as per equipment manufacturer instructions.

## **CARPETS**

Carpets harbour more pathogens than hard floors, but no studies have shown differences. Those with high levels of activity in classrooms, office settings, conference rooms, shop floors and communal rooms in care homes

require vacuuming daily and a full clean every six months or immediately after a spillage. Soiled carpeting damp or wet provides an ideal setting for the proliferation and persistence of gramnegative bacteria and fungi; the soiling should be cleaned immediately. If organic matter is present it should be disinfected after removing the material mechanically with a detergent. Carpeting that remains damp for 72 hours should be removed; wet vacuuming is more effective than dry cleaning at removing fungi.

Source: Cleaning for Health Report

## WHO IS THE WFBSC

The World Federation of Building Service Contractors (WFBSC) is a dynamic union of national and international associations as well as individual contracting companies, manufacturers and suppliers from around the globe. The result of this union is an international forum in which contractors, manufacturers and suppliers to the industry can address and solve problems of common concern, exchange new ideas and techniques, and promote the building service contracting industry. General Objectives

- Promote global recognition of the size, scope, role and value of the professional building service contractor.
- Increase the knowledge and improve the professional competence of its members by offering global educational forums.
- Increase member awareness of industry similarities and differences worldwide.
- Generate and maintain a professional and social relationship between its associate members (manufacturing companies) and other WFBSC members (contractors).



## SUPPORTING YOU THROUGH THE AGES



- Complete and comprehensive range of professional products
- Robustness, reliability and safety of the materials used
- "MADE IN ITALY" construction quality guaranteed
- Technological solutions granting reliability, top quality performance and ease of use.



## emotions



In creating a page of the

company often does not

emotions that must inspire.

Do you buy only a product,

but also all that is around

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more technical, in which

it seems that the impact is

this. It is true that there

are products that link

take into account the

**HOW TO ATTRACT CUSTOMERS ON** THE SITE

ANDREA

arketing must alwavs to understand the needs and changes in the market. The impact of the web has changed many settings, expanded horizons and evaluated the new requirements of the customer.

not so crucial. However, the emotion is a factor. in any field - you should not neglect to get a site attractive and effective.

There are models that guide the use of the 'keys' emotional: the hierarchy of Manslow is a psychological theory of

human physiology and emotional needs written by Abraham Maslow in his 1943 paper 'The theory of human motivation.' The theory, which gives us an understanding of what motivates us as humans, is considered one of the cornerstone theories of human development and is widely used in psychology, sociology and management training.

Talia Wolf, CEO and founder at 'Conversioner', helps companies build and execute their conversion optimization strategies and wrote many pages about this issue.

## LEVEL 1 **PHYSIOLOGICAL NEEDS**

The most basic human needs are physiological, which are the fundamental requirements for human survival. These include the need for food, water, sleep, sex, homeostasis and excretion. Anyone who thinks that this issue is not relevant to their business, and the site must be considered that instead can always have an impact. In short, no matter what you're selling, this level of the needs hierarchy is all about soothing your prospects' anxiety. The central point is: put vour customer at ease. Even if prospects aren't physically in contact with your product or service, there are simple ways for you to set their mind at ease. People want to know what they're getting into and that any mistake can always be reversed.

By highlighting product features like satisfaction guarantees, the ability to cancel anytime and lack of monthly commitment. you reassure visitors that they're not making a risky. irreversible decision.

## LEVEL 2 **SAFETY NEEDS** Maslow's second level

safety, which is all about

of needs is that of

confidence building on your landing page and making prospects feel like they can trust you. These emotional triggers include (but are not limited to) traditional forms of social proof such as testimonials. Our customers need to know that they're making the right decision and selecting the best company to supply them with what they need. The suggestion: se the bandwagon effect. The bandwagon effect is a cognitive bias that influences us to do (or believe) things because many other people do the same. While some of us like to be the first to try something new, others want to go with products that are tried and tested. You can add an additional layer of security and stability to your landing page by highlighting customer testimonials, the clients you service or the number of customers you And again: show authority.

Have you done business with a well-known company? Brag about it. Show privacy statements: users want to know how their information will

be used and shared. If you're collecting personal information such as an email address, place a message directly under the field letting users know the information will not be shared with third parties. Another way of enhancing the sense of safety is to let prospects know why you need their email address. Being transparent with your customers gives them confidence that you're running a trustworthy operation.

## LEVEL 3 **LOVE AND BELONGING NEEDS**

The next level talks about

order needs like love and belonging. Among these are our needs for community, intimacy, friendship and family. What is the advice in this case? Create a sense of community. Talia Wolf says: "People have the basic need to be a part of a social community. Being part of a community makes us feel comfortable and it holds us accountable for achieving results. When designing your landing pages, make people feel like they're part of a larger picture; create a feeling of community with your

## **LEVEL 4 ESTEEM NEEDS**

messaging and design."

The fourth level of Maslow's hierarchy relates to your prospects' selfesteem, confidence and sense of achievement. And Wolf: "Positively influencing these areas may seem like a lot to expect out of your landing page, but there are small things you can do to

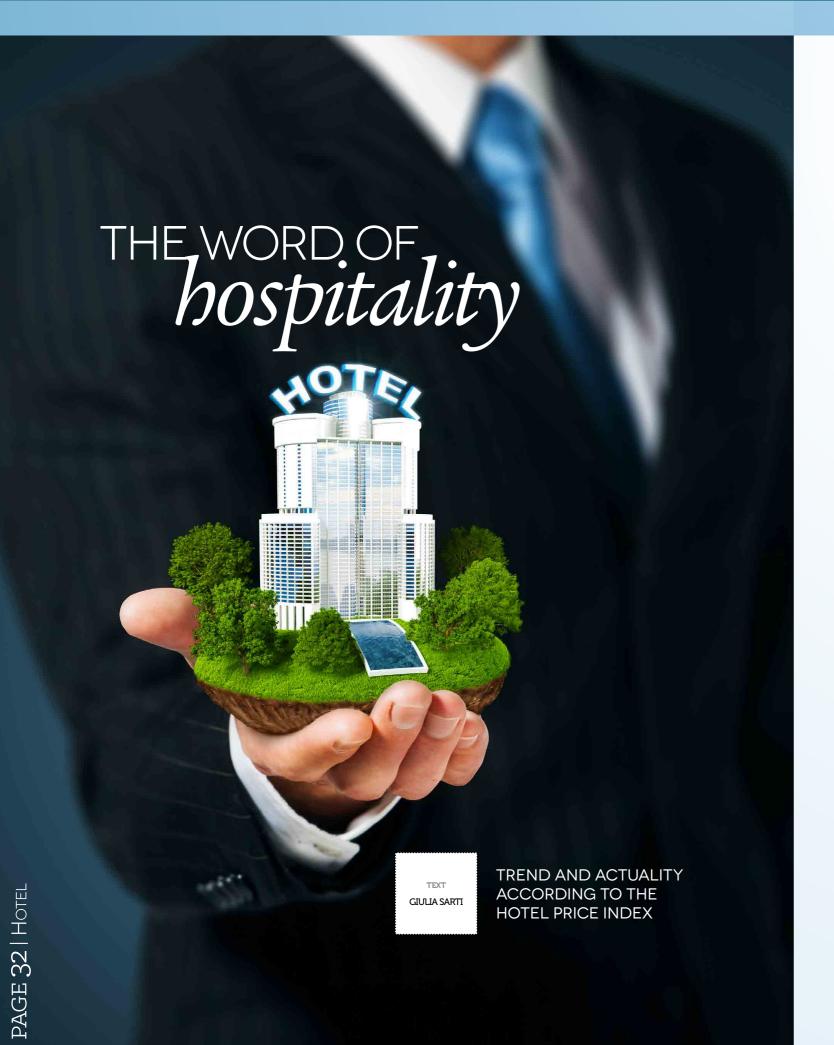
subtly make prospects feel better about themselves. For starters, you can make prospects feel good about their purchasing decisions and paint a picture of what they stand to achieve with your help."

Using messaging that demonstrates that you're focused on your visitor's emotional needs makes them feel good about choosing your product or service. By focusing your headline and landing page design on the customer, not the product, you demonstrate to prospects that you have their best interest at heart. This all comes back to age-old advice of talking about benefits, not features. Highlight the change your solution will make in your customer's life and how good they will feel about themselves after the purchase.

## LEVEL 5 SELF-**ACTUALIZATION:** THE CONVERSION

The final level can only be reached once all other needs have been fulfilled. Self-actualization – or the conversion – is attained once the company has met customer's needs and has answered all their subconscious worries. Talia Wolf concludes: "If vou've followed the four basic emotional needs carefully and given special attention to the experience you provide your customers, then this level will be fulfilled organically".

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otel prices paid by travellers worldwide rise by four percent in the first six months of 2014. according to the latest Hotels.com Hotel Price IndexTM (HPI) HPI is a regular report on hotel prices in major destinations across the world. The HPI is based on bookings made on Hotels. com sites and prices shown are those actually paid by customers per room per night, rather than advertised rates. Now in its tenth year, the HPI is respected as the definitive report on hotel prices paid around the world and is increasingly used as a reference tool by the media, hoteliers, financial analysts, investors, tourism bodies and academics. The international scale of Hotels.com, in terms of the number of customers, properties and destinations covered, makes the Hotel Price Index one of the

most comprehensive benchmarks available. It incorporates both chain and independent hotels, as well as options such as self-catering and bed & breakfast properties. The HPI was started in 2004 at 100 and includes all bookings across all star ratings from one-star to five-star. More than 150,000 properties around the world make up the sample set of hotels from which prices are taken.

Prices have increased: the average price paid for a hotel room around the world rose by 4% during the first six months of 2014, when compared with the same period in 2013, as the overall economic recovery gathered greater momentum, particularly in Europe, and consumers became more confident in raising their travel spending.

Johan Svanstrom, President of the Hotels.com brand

said: "There was a promising start to the year for the travel industry in general as demand for both international tourism and business travel remained strong[2]. Consequently, we saw the highest rate of increase in the HPI since early 2012 and, for the first time, we have two regions whose regional indices have overtaken their preeconomic crisis levels." The global Hotel Price Index stood at 115 at the end of the first six months of 2014, 15 points higher than at its launch in 2004 and now only four points off its all-time high of 119 set in the first half of 2007. Latin America and the Caribbean both achieved record results over this period. The Caribbean had the fastest rise in the current HPI of 6%, taking it to the highest individual region Index figure ever documented. Latin America continued

and also reached its alltime half -yearly high. 5% Index growth for Europe and Middle East (the sharpest increase in the region in six years) and North America was boosted by results from the USA which posted the best hotel occupancy levels of the century in June (Smith Travel Research). For Asia and the Pacific, the Index saw no movement either up or down. Asia, in particular, continued to offer excellent value for travellers, while prices paid by inbound visitors to Australia were eased by the weaker Australian Dollar. Many factors contributed to the change in prices: fluctuations played a major role in determining whether prices paid when travelling abroad either rose or fell for many travellers. The civil unrest in several key tourist markets over this period impacted visitor numbers, causing prices to fall, the progress seen in 2013 particularly in Egypt and Turkey, although this had a positive impact on Spanish tourism in particular. And Svanstrom adds: "Finally, the two great global sporting events in 2014 occurred in the first half of the year with

## THE BIGGEST PERCENTAGE PRICE RISES IN H1 2014 COMPARED WITH H1 2013

DESTINATION	FIRST HALF 2014 €	FIRST HALF 2013 €	% CHANGE
SEYCHELLES	293		40
ICELAND	148	127	16
CROATIA	124		16
BOSNIA AND HERZEGOVINA	75	65	16
MONTENEGRO		95	15
GREECE	102	89	15
LATVIA			14
IRELAND	96	85	13
MALTA	93	83	12
CHINA	85	77	10

## **CHANGE IN PRICES** BY COUNTRY

prices paid in Sochi and Brazil naturally rising for the duration of the tournaments."

During the first half of the 2014 travelers Eurozone they spent more than previous year for a hotel room in over three quarters HPI of the countries included in the

HOTEL
E 34
PAGE

## THE BIGGEST PERCENTAGE PRICE FALLS IN H1 2014 COMPARED WITH H1 2013

DESTINATION	FIRST HALF 2014 €	FIRST HALF 2013 €	% CHANGE
MALDIVES	363	459	- 21
EGYPT	68	80	- 16
BRAZIL	137	158	<b>- 13</b>
UKRAINE	84	96	- 13
THAILAND	65	73	- 11
AUSTRALIA	112	126	- 11
INDONESIA		87	- 10
RUSSIA	133	147	- 10
OMAN	200	221	- 10

Index, with some sharp decline in surprise in some destinations. Italy is among the countries in growth an increase in the price of 7% to € 122. In fact the countries Europeans in general are those at having recorded a large part of the largest increases of the study HPI. Three countries have recorded increases of 16%, with Iceland in share € 148 to € 124 and Croatia Bosnia & Herzegovina to € 75. in two Countries prices rose by 15%: Montenegro to Greece € 110 to € 102, while Latvia has risen by 14% to € 81. Other countries in the region to to score doubledigit increases are Ireland, + 13% to € 96 and Malta, + 12% to € 93.

Monaco is the European country where the Travelers Eurozone spent more, finishing in third place overall of prices to € 200, following a 5% increase. From the opposite side, with € 133 less than in the principality, we find

Lithuania with € 67, which not register any variation percentage. The European country that registers the most fall in prices is Ukraine, where you get warning heavy effects of instability policy, which falls to 13% € 84. Russia also suffers down 10% to € 133. Top of the list price, two holiday destinations ocean Indian, chosen especially by those who looking for a romantic getaway, show very different results among them. First, the Maldives down by 21%, the largest drop percentage in the study HPI, at € 363, the second Seychelles recorded even an increase of 40%, the largest ever, rising to € Thailand, because the

Thailand, because the political situation, falls 11% to € 65. In Indonesia, the devaluation ago prices down by 10% to € 78 while the decline of Chinese travelers is the basis of the price decline occurred in Singapore, less 7% to € 138. China grows instead of 10%

to € 85. Travelers Eurozone spent less for a stay in hotels in Latin America. in all six countries included in the study HPI. In Brazil prices have fallen by 13% to € 137 while in Chile and in Colombia was down 9%, to € 98 and € 96. A 6% drop ago down prices of Costa Rica at € 87 and € 83 in Argentina. Even Mexico, the country economically strong, recording a down 4% to € 110. Because of the difficult situation political and civil current, Egypt sees prices down by 16% to € 68, while various governments cautioned their citizens to avoid travel in some areas of Country. Oman also marks a down 10% to € 200. while the North Africa recorded the best performance. In Morocco prices rise by 8% to € 94 and in Tunisia 7% to € 86. Due to Weak Dollar Australia marks a 11% drop in € 112, while New Zealand grows by one percentage

point to € 86.



Of the 71 countries included in the report, Travelers Eurozone spent more in 37 of them, the same in 5, and less in the remaining 29.

## **FOCUS ON ITALY**

According to data of the organization UN World Tourism Organization, in 2013 Italy was the fifth country most visited in the world, with 46.1 million visitors a year. The travelers travel to Italy for endless reasons, but a factor important is due to the large number of sites declared World Heritage Site UNESCO.

Federalberghi, the association represents the interests of the hotel industry in Italy, reported that, in the first four months of 2014, the rate of hotel occupancy rose 2.5% over the same period of 2013, thanks in especially to an increase of the guests stranieri18. Internally the economy is still weak and at the beginning

of the year rose rate of disoccupazione19. The data show that these HPI and other factors have contributed to a 2% increase in prices average paid by all travelers Italy issuance to € 129 in first half of 2014. Emerge significant differences between the 48 destinations included in the report, but just a few changes to two digits.

The greatest rise in prices we report in Ischia, which records a price increase of 11% up to € 121 per room per night. Always in the Gulf of Naples, Sorrento salt by 7% to the share of € 161, Naples 4% up to € 93 and Capri marks a rise of 3% an average price of € 221 fee that makes her climb atop the ranking general price as a destination where the Italian hotel in the world: February-June 2014

Analysis on price of hotels in the world: February-June 2014 travelers have spent more in the first half

of 2014. On opposite side, Pompeii falls instead of 6% to € 71 per room night, the lowest price of the HPI study. In the region of the lakes, Riverbank Garda stands out for another good performance, up to + 10% € 139, while Garda salt 4% € 132. Sirmione is ranked with a + 3% and an average price of € 133 per room at night, Como, however, recorded an increase of 2% up to € 151. Stresa remains unchanged € 163, while recording a Bellagio down 7% up to € 203 and Brescia a -1% to a price average of € 81. In Sardinia, Olbia has one of rises more, + 9% and a price average of € 113, while in Cagliari Prices remain unchanged at € 87 per room per night. Even in Tuscany we find a linear trend. In San Gimignano the prices rise by 7% up to € 121 and also Viareggio and Florence marking a rise of 4%, respectively € 138 and € 135. Pisa, however, a decline of 6% to € 90 and

Siena marks a -3% reaching an average price of € 107 per room per night. The same true for Sicily, where Taormina grew by 4% to € 182 while Syracuse remains unchanged at € 111. Palermo records an increase of 4% and a average price € 86 and Catania lose a point, falling to € 81 room per night.

The Amalfi Coast preserves its position in the upper part of the ranking of prices, although in period studied prices average fell, with Postano second position to € 219 after a down 3%, and Amalfi in sixth place at € 181, after a decline of 6%. Ravello is scoring the majority bending, less 11% and a price average of € 190 per room per night despite this the location is always in fourth place ranking of prices. Among other big cities, Genoa shows an increase of 3% up to € 95 per room per night, Milan reaches the average price of € 131 and Rome from € 129 record both an increase of 1%. Turin. however. shows a decrease of 3% and an average price of € 96 and Bologna also records a less1% up to € 105.

## Source:

- hotel-price-index.com
- press.hotels.com
- hbconsortium.com