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CLEANING IS ON THE WEB

CHIARA MERLINI

Cleaning Community: a brand new reality (2014) but with more than 10 years of experience behind. Indeed we have been working in the field of professional cleaning and in the knowledge of the problems related to it.

Our starting point is well defined: we can rely on a very accurate database divided into different areas. Through it we get in touch with very specific customers, providing them with special interesting contents for targeted information. Four issues in Italian and four issues in English to offer you information, updates and curiosities.

The important meeting in Amsterdam for the 25th edition of InterClean is an international event to spotlight the world of Professional Cleaning. It is also important in this particular economical and political situation where everybody is waiting for new guidelines on a large scale.

A lot of innovations and changes will be presented to all the operators in the field: new specific sections, innovative products, meetings to understand the state of art.

We will be there to have a close look at what is happening... and you will find any info you need on our site as the Web makes it happen in real time.

Every instrument has its way and its channel to communicate. We believe that speed (not superficiality) is an added value and it is necessary to get involved in a continuous updating. Nonetheless it is also important to use any new means of communication with professional competence, energy and... a smile.

Take a
smile



ARROW SUPPLIES ACQUIRED BY NILFISK ADVANCE GROUP



Benchmark International has advised the shareholders of Arrow Supplies on the successful sale of the Company to Nilfisk Advance Group for an undisclosed sum.

Established in 1994 and based in Grangemouth, central Scotland, Arrow Supplies is a family run company which provides cleaning machinery and techniques to clients including the NHS, the Scottish Prison Service, institutes of further education and many other local authorities and general consumers.

Nilfisk Advance Group, founded in 1906 in Denmark, is one of the worlds leading manufacturers of professional cleaning equipment. A highly acquisitive company, Nilfisk has grown rapidly through acquisition since the Company was acquired in the late 1980's. Nilfisk's

expansion strategy focuses on the acquisition of many smaller companies across the globe adding to the Group's product portfolio and international market presence. Commenting on the role Benchmark International played in the successful sale, Arrow Supplies owner Chris Cowan noted, "I'd like to say you were all very helpful, knowledgeable, and very sensitive to any fears or concerns we had regarding the process and the sale itself. You presented a very professional front and quickly found interested parties."

The challenge of cleaning up Europe from littering all together has been taken up. On May 10th 2014, volunteers from all over Europe and beyond will get together to tackle the common challenge of cleaning up Europe from waste littered in their neighborhood, in natural areas, cities and beaches. The initiative has been developed in the scope of the LIFE+ project "European Week for Waste Reduction" (EWWR-involving ACR+, AICA, ARC, IBGE-BIM and OHÚ) and with the support of the European Commissioner for the Environment, Janez Potočnik; together they launched the "Let's Clean Up Europe" campaign (www.letscleanupeurope.eu). The main aim of the campaign, which is coordinated within the EWWR by AICA, International Association for the Environmental Communication, is the fight against littering and waste abandonment.

The campaign is based on a call to action: an open invitation to anyone interested in organizing waste collection activities and the cleaning of defined territorial areas between May 10th and May 17th. Local institutions, voluntary associations, schools, groups of citizens, private companies and any other kind of institutions can participate. All they have to do to register a Clean-Up action for the European Clean-Up Day is to contact the organization that covers the place where the action is intended to be implemented. form, the list of More info: www.ewwr.eu



LET'S CLEAN UP EUROPE!

HOT WATER IS 'UNNECESSARY AND WASTEFUL' FOR HAND WASHING



How many of us immediately reach for the hot tap after using the toilet or emptying the bin? Apparently we've been washing our hands in the wrong way! Using hot water is unnecessary and harmful to the environment, according to a new study.

Almost 70 per cent of us believe that hot water is more effective than cold or warm water, despite there being no actual evidence that backs this up. Amanda Carrico, research assistant professor at Tennessee's Vanderbilt Institute for Energy and Environment

explains that pathogens can only be killed by water at temperatures of 99°C and above, but the water we use to wash our hands never gets over 55°C. The sustained heat required to kill some germs would scald the skin. Her research team found that water as cold as 4.4°C is just as effective at reducing bacteria as hot water if hands are scrubbed, rinsed and dried properly. They also discovered that hot water can actually have an adverse effect on hygiene. The study concluded that washing hands using hot water is unnecessary

and wasteful. Nearly 800 billion hand washes are performed each year by just Americans, which is equivalent to six million metric tonnes of CO2 emissions annually!

Source: nviro.co.uk

In all the hotels in the world, hospitals, clinics, barracks, change and washing of linen are carried out but washing and chemical sanification of pillows, notoriously deposit of bacteria, germs, viruses and mites harmful to health, are made only sporadically. Even the most luxurious hotels, where hygiene is treated in detail, only provide the change of pillowcases letting several guests use the same pillow, with the subsequent increased risk of infection and transmission of viruses from one to another.

Some prominent scientists, including the English Art Tucker of St. Barth's hospital in London, have documented that pillows (especially those in hospitals and hotels), are a dangerous source of infection. The pillows in our house, despite being beaten and aired, increase their weight by 30% in only two years and this increase in weight is made up of dust, dry skin, dandruff, dry sweat and saliva, dust mites, mites droppings, bacteria, viruses, fungi and molds. It is also known that in the world there are 250 million people suffering from allergies caused by dust mites, or rather, by their droppings. These allergies affect both the respiratory tract, causing chronic allergic rhinitis and bronchial asthma, and the skin causing severe dermatitis.

To raise the standard of hygiene and safety of pillows, Rack System has designed, engineered and patented a machine called Sanipill, absolute world innovation designed to sanitize and deodorize, daily, pillows by a treatment with forced ventilation in an environment saturated with oxidizing gas: ozone, known since 1895.

The special fans of which Sanipill is equipped, force the passage of ozone through the cushions thus making sure that the treatment does not stop at the surface, and it ensures the sanitation and deodorization at every point within them.

PILLOWS, A DANGEROUS VEHICLE OF INFECTION



DISINFECTANTS CAN'T DEFEAT SALMONELLA IN FOOD-PROCESSING PLANTS



Once salmonella finds its way into a food-processing plant, the bacteria can be extremely hard to eliminate, a new study finds. Researchers used three types of disinfectants to try to kill a build-up of salmonella bacteria — known as a biofilm — that had formed on a variety of hard surfaces. The study was published online and in the February print issue of the journal Applied and Environmental Microbiology.

“We found that it was not possible to kill the salmonella cells using any of the three disinfectants if the biofilm was allowed to grow for seven days before the disinfectant was applied,” researcher Mary Corcoran, of National University Ireland, said. The biofilms survived even after the researchers soaked them in disinfectant for 90 minutes. Corcoran said the findings show that food-processing facilities must keep salmonella out of clean areas where cooked foods are further processed and packaged. “A lot of the time,” she said “the disinfectant may add very little, if anything, to good cleaning and appropriate food-handling practices.” Each year in the United States, there are more than 1

million cases of salmonella infection that result in 23,000 hospitalizations and 450 deaths, according to the U.S. Centers for Disease Control and Prevention.

Source: news.health.com, January 20, 2014

A new study by MIT researchers shows that coughs and sneezes have associated gas clouds that keep their potentially infectious droplets aloft over much greater distances than previously realized. “When you cough or sneeze, you see the droplets, or feel them if someone sneezes on you,” says John Bush, a professor of applied mathematics at MIT, and co-author of this study, that

COUGHS AND SNEEZES FLOAT FARTHER THAN YOU THINK



finds, the smaller droplets that emerge in a cough or sneeze may travel five to 200 times further than they would if those droplets simply moved as groups of unconnected particles — which is what previous estimates had assumed. The tendency of these droplets to stay airborne means that ventilation systems may be more prone to transmitting potentially infectious particles than had been suspected. “You can have ventilation contamination in a much more direct way than we would have expected originally,” says Lydia Bourouiba, an assistant professor in MIT’s Department of Civil and Environmental Engineering, and another co-author of the study.



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EVENTS

6th-9th May
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www.issainterclean.com

19th-21th May
Dubai, UAE
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21th-24th May
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28th-31th May
Novosibirsk, Russia
CLEANEXPO NOVOSIBIRSK
The show presents professional equipment for cleaning, sanitizing and hygiene.
www.novosibexpo.ru

29th-30th May
Auckland, New Zealand
CLEAN NZ
Cleaning equipment, supplies and support services for the cleaning.
www.cleannzexpo.co.nz

11th-13th June
Madrid, Spain
ESCLEAN
AEFIMIL Association of Manufacturers and Importers of Industrial Machines for cleaning and IFEMA have signed an agreement for the organization of the first edition of an Exhibition of professional Cleaning and Hygiene.
info@aeefimil.com

11th-14th June
Bucarest, Romania
CLEANING SHOW
www.cleaningshow.ro

20th-23th July
Zurich, Switerland
ICUP 2014 8° INTERNATIONAL CONFERENCE PEST CONTROL
This non-profit triennial conference is the leading international forum for the sharing of information and ideas on the impact, biology and control of pests in the urban environment.
www.icup2014.ch

September 3rd-4th
Glasgow, Scotland
CLEANING EXPO SCOTLAND
The Scottish Exhibition and Conference Centre (SECC), a world-class exhibition center in the heart of Scotland prepares to host the first edition of cleaning Expo Scotland.
www.cleaning-expo.com

September 17th-19th
New Orleans, LA, USA
IFMA'S WORLD WORKPLACE CONFERENCE & EXPO 2014
The major event for the world of Facility Management.

September 18th-20th
Bangkok, Thailand
PULIRE ASIA PACIFIC 2014
It is an international platform dedicated to the latest industry news for the cleanliness and hygiene which presents trends and solutions for professional, industrial and institutional sectors.
www.pulire-asiapacific.com
www.impact.co.th

From 30 September to 2 October 2
Tampere, Finland
FINNCLEAN
This exhibition provides visitors with information on the latest industry trends.
www.tampereenmessut.fi
www.finnclean.fi

October 3rd-6th
Fiera Milano Rho, Italy
EXPO DETERGO INTERNATIONAL
International Specialized Exhibition of Equipment, Services, Products and accessories for laundry, ironing and cleaning of fabrics and Engineered in general.
www.expodetergo.it

October 14th
Melbourne, Victoria, Australia
AUSCLEAN 2014
The exhibitors are suppliers of equipment, services, chemicals, hygiene products, safety products, services, pest control, waste management, energy management.
www.auscleanpulire.com

October 20th-23th
Bolzano, Italy
HOTEL 2014
A program of events with high profile international speakers.
www.fierabolzano.it

October 21th-23th
Dubai, UAE
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www.afidampservizi.com/it
info@pulire-india.com

October 21th-23th
Moscow, Russia
CLEANEXPO
info@internationalshow.it
Major show of industry leading equipment and materials for professional cleaning, health and hygiene, laundry.
primexpo.ru/ru

November 4th-7th
Orlando, Florida, USA
ISSA/INTERCLEAN NORTH AMERICA
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www.issa.com

November 5th-7th
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Opportunities

FOR THE INTEGRATED SERVICES SECTOR

TEXT
ANDREA
DELLA TORRE

IN TODAY'S DIFFICULT ECONOMIC CONTEXT, COMPANIES TEND TO REDUCE THEIR NON-CORE SERVICES. IN THE SPECIFIC CASE OF FM INSTEAD, DIFFERENT CRITERIA MUST BE ADOPTED FOR A NEWER AND MORE EFFICIENT APPROACH

Facility Management services are transversal and highly correlated to the company's activity, even if they are not part of its primary activity (the standards of cleanliness in establishments frequented by the public in high numbers can have a great impact on a company's core business, for example).



Therefore, cutting costs equally all down the line is less advisable than adopting a more strategic approach instead. In an article published recently in *Strategie & Procurement*, Matteo Sala, Account Director at BravoSolution noted that today's companies encounter difficulty whenever they try to optimize their FM service costs.

Whenever the responsibility for a service is split up among different company departments, for example, the problem becomes even more complicated, and it becomes harder for companies to obtain prompt and detailed information on the various areas covered by maintenance service (such as the number and type of air-conditioning units, the glassed surfaces in square meters, or the frequencies of the various types of service...), information that often remains the exclusive property of the service provider.

WHAT'S MORE...

Logical procedure also requires *visibility of the contracts* in force and their application (not an easy thing to do), along with a constantly "updated" knowledge of the supplier markets (which operators are working? which innovations are available? what are the current prices in the market?). This must be complemented by another critical point: the awareness of the *quality of the service* and

also how such quality is perceived by the users. Not to mention complicated legal aspects, such as the regulations governing joint responsibility that ask companies to provide extremely detailed information on the work performed by a company's suppliers and their sub-contractors.

A NEW APPROACH TO INTEGRATED SERVICES

All of this depends on becoming able to manage the various information flows coming from different sources.

In order to fill this need, technological solutions have now been expressly developed for the management of expense management processes that are capable of collecting, classifying, and comparing enormous quantities of data such as those indicated above. This wealth of constantly evolving information must become the basis of a 'virtuous expense management loop'. Computerized processes ensure the efficiency, transparency, and traceability of the entire process, and especially when highly complex contexts are involved, the support of these technological solutions (specific software for purchasing) offers opportunities that would otherwise be impossible in processes managed traditionally.

One innovative function, for example, regards the possibility to compare 'contract award

simulations', created automatically by the system through the cross-checking of parameters regarding the service and its quantity, frequency, costs, and the type of supplier, etc.

NOT ONLY TECHNOLOGY

In addition to the support provided by new and evolved means, a specialized approach that permits the rapid achievement of tangible results and definition of guidelines to be followed is essential.

These areas in which greater detail is required regard the collection and analysis of data on the various parts of the building, an analysis of company consumption models, an examination of the contracts and specifications in force, and the assessment of opportunities for standardization...

Adequate attention must also be given to the definition of the KPI (Key performance indicators) necessary for the systematic control of contractual service levels and periodic benchmarking in the supplier markets. On the basis of the above, we conclude that the path to new opportunities runs in the direction of optimizing resources and keeping constantly up to date on the technological support and the most appropriate methods available in order to obtain practical benefits in the optimization of costs and the implementation of results.

JUST WHAT Vendor rating IS



TEXT
ANDREA
DELLA TORRE

RATE YOUR SUPPLIERS BY USING A SPECIFIC MODEL: RESEARCH BY TOR VERGATA UNIVERSITY CLARIFIES THE CONCEPT

lecturers coordinated by Corrado Cerruti, full professor of Economics and Business Administration at the Tor Vergata Faculty of Economics.

JUST WHAT IT IS

Vendor rating is the process by which the assets and skills of an organization's suppliers and their performance are measured. More than ever today, companies need to optimize their costs and make informed decisions: the supplier is one of the key points in the production chain, and therefore a complete and accurate assessment of at least the most strategic suppliers must be made. The context in which an assessment model must be supplied is that of the medium-long term supplier, in which case, companies usually seek suppliers destined to become partners. The fact that so many steps in the production process tend to be outsourced, requires the establishment of a synergetic partnership relationship rather than

the mere satisfaction of a momentary need, and managing the vendor is essential in the process. As Prof. Cerruti observes in an article in Strategie&Procurement: *"Companies tend to pursue 'high involvement' in every critical aspect of their business. The paradox arises, however, because the markets – both supply and demand – are becoming more and more variable, and this obliges companies to manage collaboration relationships in increasingly shorter timelines"*. This is the paradox of the 'durable short term': relationships of contractually short duration with more moments of review that lead to dissolution or renewal but also built for longer duration at the same time. *"As I draft my short-term contract, I also create the conditions for the collaboration to be continued in the long-term,"* the Professor explains. Just what the companies are rating A questionnaire sent to 150 companies received only 53 answers, in which only 38

companies reported using 'vendor rating' (half of these only began such use in the past five years), and these were primarily large-sized companies. The methods used for evaluation are usually defined and processed by the Purchasing Department. *Technical and Commercial* qualities appear to be the most important: service, delivery times, and the pre- and post-contract purchase process seem to make the biggest impact on the evaluating companies. The administrative part (invoicing) comes later. Generally speaking, companies monitor their vendors at six-month intervals, in most cases informing the latter of the criteria adopted and the final results achieved, in order to enable them to implement improvement actions wherever their performance has been shown to be improvable.

THE BASIC PRINCIPLES OF VENDOR RATING

Vendor rating costs money, and for this reason the companies that choose to do it give careful attention to the sector they wish to monitor; they are also transparent with their suppliers, define vendor rating impacts in advance, and identify the persons assigned operative responsibility for the various phases in the process. At any rate, there is no one, clear-cut method adopted in Italy, and being able to draw conclusions on the basis of just one

unequivocal model would offer numerous advantages. The study reports that: *"It may be useful in verifying any given supplier's real strengths and weaknesses, stimulate competition among suppliers, and identify strategic partners with whom to test new activities and technologies"* because the suppliers are stimulated to improve their performance when they are aware of the parameters by which they will be assessed. The researchers identified an assessment tree that can be applied to companies of any size or sector, and *three parameters* to be adopted for the rating of the supplier: technical quality, commercial quality, and administrative quality. Depending on the type of company assessed, greater or lesser importance can be given to any of these parameters, while also bearing in mind that technical quality often also includes the level of safety and social and environmental impact levels.

WHY SHOULD SMI RATE THEIR VENDORS?

Many people think that only large companies must perform vendor rating. Bernardo Nicoletti, business consultant and coach (summarizing a chapter of his book 'Lean Procurement' published by Franco Angeli, Milano in Strategie&Procurement) believes that today a complete assessment of a supplier in the widest sense of the term is required, one that ranges from the

quality of performance to the punctuality of delivery, from the supplier's versatility to his ability for updating, from his economic and financial sustainability to the degree of respect he shows for contractual agreements and environmental sustainability. Preventive and final vendor rating must be based on specific KPI (Key Performance Indicators). The goal must be the introduction of objective methods and parameters that permit the assessment of the suppliers 'before', 'during', and 'after' every single supply and on an overall basis, or in other words, the supplier's performance over the years. Vendor rating is used much more widely today by large organizations than by SMI. This is perhaps because the instrument itself is not yet widely known, on one hand, and because smaller businesses believe that their personalized relationships with suppliers do not require such procedure. There's also the concern that the introduction of "bureaucratic" tools – as vendor rating is sometimes considered – only slows things down. The reasons why also SMI should use vendor rating are more convincing, instead. In some cases, regulations actually require product traceability (track and trace), in others, clients require certification, such as ISO 9000, for example, which requires that also suppliers be identified. Vendor rating

also permits improvements in the management of supplies (which are all the more important to the extent of the growth of the importance of tertiarization, which is particularly present in SMI). A correct vendor rating process helps decrease the risk of receiving defective supplies or poor performance, and also stimulates suppliers to improve their performance. Paradoxically, vendor rating is important especially for small-to-medium size organizations for which supplier assessment errors can create relatively much bigger problems than for a larger company.

THE BIGGEST OBSTACLE

The biggest obstacle is obviously the cost. Adopting a vendor rating system means having to incur the cost – and the training – of the rating personnel, two aspects usually managed by the Purchasing Department. Add to these the cost of creating, maintaining (and then implementing) the IT systems necessary for vendor rating support that enable the collection and processing of performance data, the issue of reports, and then the implementation of the measures identified as the result of monitoring. On the other hand, the experts all concur that the advantages obtained by vendor rating systems amply justify the costs of their adoption and management.

Web marketing's new frontier is being explored in the USA. The principles are those of classic marketing: 'Show me who you are and I'll give you the answer you need'. We're all more or less willing to provide our personal data and preferences today without feeling particularly subject to scrutiny, cataloguing, or exploitation.

But the feeling of uneasiness remained, something that was once only mine had by now become "shared" with someone else. And this Big Brother looks everywhere: credit cards, loyalty cards, points cards have become pieces of our identity that we drop here and there, in banks, supermarkets, stores, even charities.

Thanks to focused public awareness campaigns, cash is now seen as the devil's work, a way to launder dirty money: it's only good for making purchases in the town's - last few - surviving stores.

Now this type of marketing is approaching us ever even closer and coming directly from our smartphones: just flash a bar code at the cash register and get discounts on your shopping. Your cell phone will become the terminal of a gushing wellspring of savings and promotional offers all tailored with greater and greater precision to your personal preferences, and it follows you wherever you go (in this way saving advertisers even the printing and forwarding costs).



MOBILE COUPONING
MARKETING IS NOW USING THE CELL PHONE TO REACH US ANYWHERE ON EARTH WITH PROMOTIONAL OFFERS AND DISCOUNTS. AND THE MAXIMUM PERSONALIZATION OF THE OFFER

SELFIES: NARCISSISM TO BE EXPLOITED?

OUR NEED TO BE SEEN OFFERS BRANDS WITH BIG APPEAL AN EFFECTIVE VEHICLE. BUT IN ORDER FOR IT TO WORK THERE MUST BE A LINK BETWEEN WHAT PEOPLE WANT AND WHAT THE COMPANIES HOPE TO OBTAIN

Vanity and narcissism are two terms linked to the 'selfie' phenomenon: taking photos or videos of yourself to post on social media.

Iain Matthews, Planning Manager at English social media agency Jam, in MarketingMagazine, agrees on the fact that the popularity of the selfie is probably due to a "combination of narcissism and insecurity" and that our craving for approval abounds in marketing potential. Above and beyond the many 'commercial' examples that demonstrate the success of this approach, there's also an "accidental" success story: in the United Kingdom, the most famous Cancer Research Institute recently received 8 million pounds in donations in just 6 days thanks to a campaign that began in social media consisting of millions of women (and a few men) posting photos of themselves without makeup with the hashtag # nomakeupselfie. It all began in March when women began posting photos of themselves without makeup on Facebook. Cancer Research replied on its own Facebook

page with messages like: "Thousands of people write # cancerawareness photos # nomakeupselfie, and many have asked us if this is a campaign of ours, but it isn't! We're just happy that people want to participate". This campaign amply illustrated the potential of social media as a marketing channel, even if # nomakeupselfie did not begin as a form of mktg.

No one, in fact, seems to know exactly how it was conceived.



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green cleaning AND FRIENDS

THIS IS THE BIG QUESTION IN THE MARKET. KEEPING GREEN CLEANING GROWING IS BASED ON THE AWARENESS THAT IT'S A PROCESS IN CONTINUOUS EVOLUTION. OPINIONS AND ADVICE FROM THE EXPERTS

TEXT
VITTORIA
ORSENIGO

Listen to the words of two experts in the USA who know more than a thing or two about green cleaning: Stephen Ashkin and Jennifer Meek. The former, the 'father' of Green Cleaning, Executive Director of the Green Cleaning Network and current President of The Ashkin Group, has lately posed an open challenge to the so-called "green" chemical products he previously espoused; the latter, involved in green cleaning for various years, now the Marketing Director for CharlotteProducts/Eviro-Solutions, recommends keeping attention levels high in order to avoid falling prey to excess of enthusiasm. "I've been one of the leading

advocates of safer and healthier chemical products for 25 years – Stephen Ashkin informs us – and the change in direction I intend to take now might come as a surprise, from "the use of safer products" to the "complete abandonment of chemical products". This is a rather disconcerting declaration of intent that will surely spark heated debate. Ms. Meek takes a different approach, and considers that a 'green' approach not based solely on using green products but also extended to the application of procedures and practices considered essential for an effective green cleaning program has by now been widely adopted throughout North America.

What, then, is there to worry about now? For many experts, the problem is that Facility managers and cleaning professionals are now satisfied with the status quo and consider it an accomplished fact, end of story: we've already learned everything we needed to learn. But this self-satisfaction can create a boomerang effect, because it's all too easy for professional cleaning operators to begin forgetting their good "green" practices and go back to using traditional products and old procedures. Interest in keeping things green must be maintained high in order to avoid pitfalls like these.

Ms. Meek suggests continuing the search for new technologies: the performance of some "first-generation" green products has not always been satisfying, but many other "illuminati" green producers, however, are now in their fourth generation, and their products continue offering better and better efficiency and prices.

If it's always wise to select just one green product supplier (thanks to the knowledge he eventually acquires of the specific

needs of his customer), becoming aware of what his competitors are doing may also be advantageous, also for the purpose of fostering healthy competition between suppliers (and finding products one's own current supplier may not yet offer).

Encounters with other operators in the same sector – scheduled expressly for the purpose – can provide interesting points of departure on management procedures and purchases to be made in the context of "green cleaning". The training provided to cleaning operatives is another instrument that must not be forgotten. Here as well, the word is ongoing education, which is necessary to both provide information on new methods and products and motivate basic choices. And not only that...

In conclusion, Jennifer Meek emphasizes the importance of not taking anything for granted, and considering green cleaning as a process in continuous evolution: the image she provides is that of a train leaving the station, gradually picking up speed and gaining momentum constantly. The train keeps moving forward and so are the progresses in the technologies and products required for a real 'green cleaning'.

THE VOICE IN THE WILDERNESS

Getting back to Stephen Ashkin. Once at the forefront, he has taken a

step back and now lets Ms. Meek lead the charge, but what he now has to say is this: after acknowledging how radically the professional cleaning sector has changed – from its initial resistance to the green cleaning concept to the firm conviction of the validity of using tools, products, and systems with a more evolved approach – Ashkin affirms that the cleaning of surfaces (and complying with the standards) without the use of chemical substances – however "green" they might be – may be the next big step for both the users of such products and environmental sustainability. "After all, the cleaning of a typical American building requires around 1.600 kilograms of chemical product every year, bearing in mind that around six billion pounds of chemical substances are used annually in the USA". But what does chemical-free cleaning really mean? Beyond problems for producers, obviously enough...

Ashkin continues by explaining that this does not mean merely cleaning surfaces using water that does not contain chemical substances but instead adopting different treatment technologies that have already been used to clean many other structures, such as the various steam systems that have been proven effective in cleaning floors and door and window frames. Some of these systems produce heat of around 248 degrees Fahrenheit (120

°C) that is sufficient to kill many types of germ and bacteria, emulsify grease and oil, and eliminate other contaminants. Other systems use "activated" water or water electrolysis. There are many such systems used for different purposes, but they all share the same use of electricity to transform water into a powerful detergent that requires no addition of chemical products.

PROS AND CONS

Stephen Ashkin makes further considerations: "As you may easily imagine, not everyone in the professional cleaning or Facility Management segments are jumping on the chemical-free cleaning bandwagon. Many pose justifiable questions regarding how non-chemical cleaning products can be used and which types of surfaces can be effectively freed from bacteria, whether chemical-free cleaning equipment requires more labor and more time to use, and whether such systems cost more than traditional systems".

Answers to all these questions have not yet been provided, and above all, not all the chemical-free solutions proposed are completely satisfying. Not using chemical products in some situations has produced more advantages, whereas traditional cleaning techniques have provided greater satisfaction in others. Most likely, more complete and exhaustive information on which path

to follow will arrive with the continuation of these experiences and the further development of technology. In conclusion, "Although I don't think we'll ever reach a phase in which chemical-free cleaning will become the modus operandi, to the extent that the use of green chemical cleaning products has – Ashlin states – it's becoming more and more clear to me, and to many other operators in the professional cleaning sector (and even among the producers of chemical products themselves) as well, that chemical-free cleaning products and technologies are destined to play a greater and greater role in professional cleaning in years to come. Eventually we'll see a development similar to what has happened with green chemical products".

Initially, green chemical cleaning products encountered notable resistance and were misunderstood. The introduction of certification, advanced technologies, and a better understanding of how these ecologically preferable products work, along with their proven effectiveness helped overcome this resistance. This is Ashkin's conviction, even if it is applied – and I think it's important – to the situation in the United States, which is very different from ours here in Europe. Is this the future?

Any producer – or user – is welcome to provide an answer...



Products and systems panorama



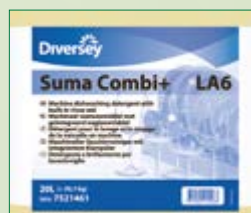
Infyniti

This system by **Ar-Co Chimica** consists of a line of single-use, unit-packaged products for both routine maintenance and deep cleaning. The innovation lies in the new sales strategy it offers the market: the 'cost in use' of the single-use products is calculated by specific software.



Biotech

This activated toilet paper with Biologic Active Tissue Paper technology contains microorganisms that are harmless for humans and the environment but reduce scaling and the malodorous substances often present in piping while enabling savings of up to 40% in extraordinary maintenance costs. Once the activation action has been completed, these biodegradable microorganisms decompose without leaving residue. By **Delicarta**



Suma Combi + LA6

This mechanical dishwashing concentrate by **Diversey** employs an innovative technology that combines detergent and rinse aid in just one single product. Specifically formulated for the removal of impurities in water of medium-elevated hardness.



Stainless Steel Cleaning Trolleys

In 2008, **Falpi** launched a project to build the first equipped stainless steel cleaning trolley to be awarded EPD certification. Since 2012, Falpi has extended its range of stainless steel cleaning trolleys with the EPD mark to 21 models, and the innovative EPD label certifies the reduced environmental impact of these Falpi trolleys for the entire life of the product.



iMX

This walk-behind washer-dryer machine with 50 cm work track is available in three versions: BB, with manual drive console; B, with electronic drive console and diagnostics; and BT, with electronic drive console and diagnostics and automatic drive. By **Fimap**.



Rino Fog Maker

This industrial mist blower - by **Idrobase Group** - is designed and constructed to clean and sanitize air containing pollutants, dust and odors. The innovation lies in the transformation of a low-pressure mist spray gun into a high-pressure mist impurity neutralizer and air cleaner. The pressurized solution of microscopic droplets (10 micron) is sprayed through a crown of 30 nozzles located at the Fog maker's mouth to capture pollutant particles and dust.



Compact 1000.3



Compact 2000.2



Compact 3000.2



Compact 4000.3



Compact 5000.3



Space 1000.3



Riciclabile
Recyclabile



Antiruggine
Rustproof



Montaggio Veloce
Quick Assembly



Conforme
Compliance



Professional Cleaning Equipment

Scegli il meglio!
Choose the best!





A range of products with PSV (Plastic Second Life) Certification: Fred, Orion, Vega, Arka, and Alpha Cleaning Trolleys, and Patty, Sirius, and Polaris Waste Containers

Filmop based in the Padova area that has invested new resources in its march towards environmental sustainability has made a practical contribution to the recycling of waste materials by reprogramming its production cycle in order to offer a wide range of products exclusively with PSV (Plastic Second Life) Certification: its Fred, Orion, Vega, and Arka wringing trolley lines, Alpha multi-use cleaning trolley lines, and Patty, Sirius, and Polaris waste container lines.



LM Mop

This washing machine with super-spin capacity permits floor mops to be washed, sanitized, and pre-soaked with a water + detergent solution. At the end of the process, the mops are ready for use. This guarantees the minimum number of square meters to be cleaned. All unused solution is recovered in a special drum for use in subsequent cycles. By **Imesa**.



Sub S&W Slurry

This is the idea machine - by **IPC Soteco** - for the washing and suction of all the dust and detritus produced by wall drilling and chasing operations with the recirculation of the water.



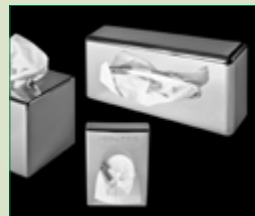
RCM Zero System

The combination of an electrically-assisted, pedal-powered three-wheel bicycle for the transport of **RCM** Brava walk-behind electric sweeper meets the city's economic and environmental sustainability requirements for effective light sweeping in pedestrians-only areas.



Impregnation System with Dosely dispensers and Trilogy System

This system can be applied in the manual cleaning and checking of cross-contamination on ceilings and walls. The innovation consists in permitting the impregnation of single cleaning cloths directly on the trolley with a more closely calibrated use of resources and no waste of water, detergent or labor. The procedure is enabled by the combined use of two innovative products: the Dosely dispenser and the Trilogy reversible cleaning cloth and frame system. By **Tecno Trolley Systems**.



Hygienic Bag

Hygienic Bag is since more than 20 years the most important product of the **Packinggo** family. Produced in ABS plastic material, the following versions are available: white, chrome, varnish satin and varnish black. Since few years the product is also available in Stainless Steel (bright and brushed). It may be customized with every logo in every colour.



Biodust

Italsan has projected and realized, Biodust which is absolutely the only apparatus to carry out the function and programming of electronic distribution of Bio Enzymatic powder. The advantages of Biodust are given by the fact that up till this day, the final user was forced to use nearly exclusively biological products in liquid form that even if having great limits with respect to the lyophilized form in powder, has the great advantage of being easily distributed with programmable peristaltic pumps. Hotels, restaurants, office canteens, food chains, fast food, rotisseries, hospitals, clubs, sport centres, schools, etc:



Gemma

Gemma by **Poli** is produced in two different typologies: first, with handling discharge of dust container; second, named 'DSA', with automatic discharge of dust container, high 145 cm from the ground. Besides being, basically, a 'Poli' machine, for this having an electrically welded iron frame, painted in oven with epossidic dust paint, Gemma E78 (battery version) possesses following characteristics: Traction is obtained by frontal electro-motor wheel with vertical motor in gear cascade, this permits maximum angle rotation during steering. For this, Gemma can rotate on itself, so it's possible use it for clean in limited spaces. Maximum speed is 7,5 km/h.



Tec-One 1000 Foamer PP FPM

La Tec-One 1000 Foamer PP FPM is equipped with a foam lance, the head structure is made of durable polypropylene and rubber seals in fluorocarbon. Thanks to its excellent producing of foam its use is recommended in all fields and/or cleaning situations where the cleaning fluid should fix on the dirt as long as possible. The foam can be variably dense and compact according to the different uses, more or less foamy depending on the chemical used and the percentage water in present in the cleaning liquid product. The maximum performance is achieved when the product already contains foaming agents. By **Epoca**.



T-Small

From the forty plus years experience of **Nettuno** in the production of professional hand-washing products, here is the T-Small multifunction dispenser. Robust, with its winning design and easy use, T-Small and all its components have been planned and made entirely by Nettuno and produced in Italy, T-Small comes in 3 versions: Industrial, grey-coloured, for dispensing gels and creams; Professional, white-coloured, for dispensing foam, spray and liquid; Cleaning, Protection & Care, black-coloured, for dispensing protective and moisturizing creams. T-Small is equipped with the innovative "Easy Fix", an exclusive wall fixing system.

TEC-ONE 1000 FORMASCHUMA

For the best result!

CLEANINGCOMMUNITY

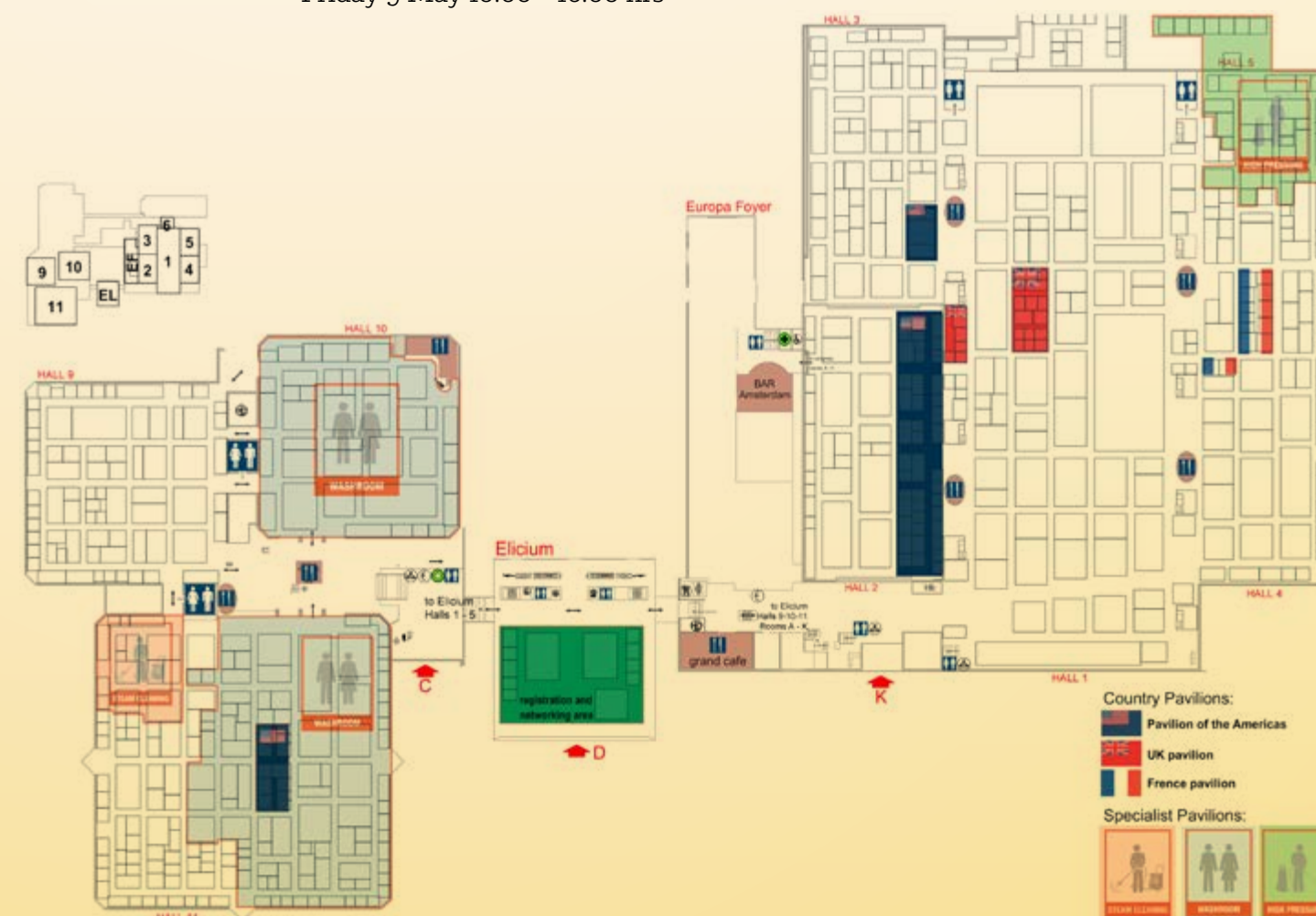


ISSA CELEBRATES ITS 25th TWENTY-FIFTH ANNIVERSARY

THE MOST IMPORTANT EVENT
FOR THE INTERNATIONAL CLEANING INDUSTRY
ABOUT 700 EXHIBITORS, INCLUDING 140 ITALIANS

WHEN WHERE

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Wednesday 7 May 10.00 - 17.00 hrs	Europaplein 22
Thursday 8 May 10.00 - 17.00 hrs	1078 GZ Amsterdam
Friday 9 May 10.00 - 16.00 hrs	



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HISTORY OF AN *exhibition*



event has proudly gained international recognition and earned a high level of loyalty from global visitors and exhibitors. It has become the must-attend business event for cleaning professionals worldwide, and showcases the latest developments and market leading products, services, and solutions.

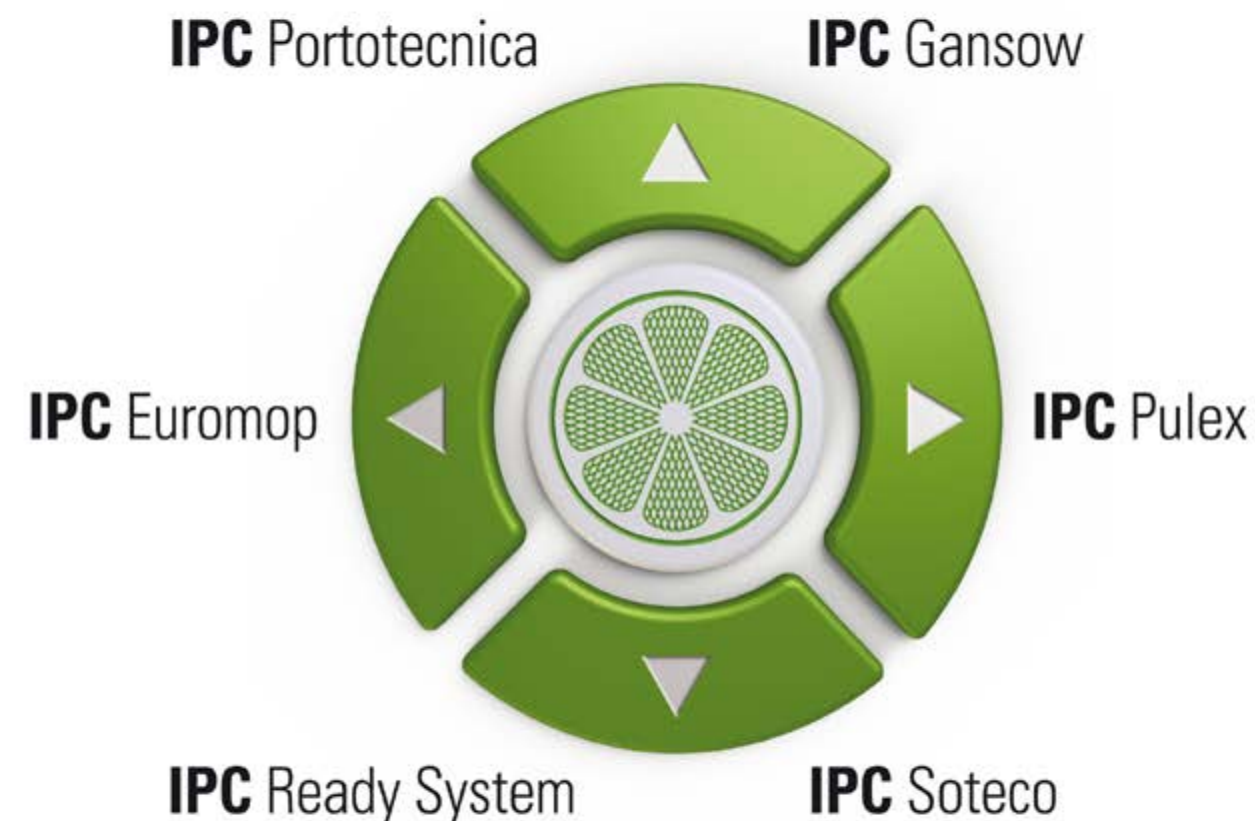
InterClean was born in 1967 in Amsterdam's famous Café Hoppe. Two window washers, enjoying a dutch genever came up with the idea to organise an exhibition dedicated to cleaning. Since the very first InterClean in 1967, the exhibition has developed to become the world's leading trade fair for the cleaning industry. The first edition of InterClean took place in 1967, from 1998, the show has made an alliance

with ISSA and became ISSA/INTERCLEAN. Since this alliance the internationalism of the show has increased substantially where it has grown to become the largest and leading cleaning show in the world. As an established exhibition with a fifty year track record, it is the most international cleaning event with the highest number of visitors and international attendance in the industry. The

ISSA/INTERCLEAN Amsterdam is seen and praised as the flagship of our ISSA/INTERCLEAN trade shows and is organized by Amsterdam RAI in association with ISSA. It provides a comprehensive overview of the latest developments in the field of international cleaning and attracts key decision makers from the largest industrial, commercial, medical, institutional, municipal, hospitality, and educational facilities.

Issa Interclean 2014 - Amsterdam 6-9 Maggio

Better cleaning for a better world



Pulizia migliore per un mondo migliore. Più di una sfida, per noi di IPC è un impegno quotidiano, attraverso la ricerca e lo sviluppo di soluzioni per il cleaning professionale: dalla sanità al retail, dall'ospitalità all'industria. Anche quest'anno la ricerca, l'innovazione e la qualità dei prodotti IPC saranno i protagonisti della più importante manifestazione mondiale del settore.

Venite a scoprire le nostre soluzioni a **Issa Interclean** Amsterdam, Hall 1 Stands 01.435



IPC

Integrated Professional Cleaning

www.ipcleaning.com

ISSA INTERCLEAN[®] *is...*

ISSA presents a view of variety of cleaning machines, equipment, tools and chemicals. The show features four dedicated areas where exhibitors in these segments are conveniently clustered. The Outdoor Demo Show is a new addition in 2014, bringing equipment manufacturers, dealers and retailers together for a show filled with activities and demonstrations for outdoor cleaning.

PRODUCT GROUPS

- Machines, accessories and components
- Steam cleaning products, equipment
- Equipment/tools for cleaning, care and safety
- Cleaning Services
- Detergents, chemicals, disinfection and care products
- Management, planning, research and consultancy
- Sanitary appliances, accessories and supplies
- Education, certification, media and associations
- Window and facade cleaning equipment
- Related products and services

High pressure equipment, machines and components

WASHROOM

With a complete overview of products, services



and solutions dedicated to sanitary hygiene, Washroom highlights the importance and acceptance of hygiene as an motivator for (public) health and healthier living in the world. This dedicated area offers visitors an easy tour of the latest products, the best solutions and a complete overview of all there is to know on sanitary hygiene. The Washroom covers 10.000 sq.m. in Halls 10 and 11 and presents over 140 leading brands, including SCA Hygiene Products, Vectair Systems, Kimberly-Clarke, Sofidel, Newell Rubbermaid, MTS Europe, QTS, Jofel, Metsa Tissue.

HIGH PRESSURE

This specialised cleaning method will have a dedicated area in Hall 5 with direct access to a special outside location where the various

applications and techniques of High Pressure are demonstrated, for example graffiti removal, facade cleaning, gum removal, ice blasting. The High Pressure area counts some 30 companies and a number of outside demonstrations. The exhibitors in this segment include Aquila Triventek, Systeco, Annovi Reverberi, Zheijang Danau Industries, Idromatic, Ibix, MTM Hydro, Provi and Meclean.

STEAM CLEANING

The new Steam Cleaning pavilion in Hall 11 will become a comprehensive showcase and information resource for the steam cleaning sector, highlighting the developments and innovations for this specialized cleaning method. Companies that are participating include KS Group, Menikini, Osprey

Deep Clean, Doman, Knol Cleaning Solutions and Sanivap.

MANAGEMENT & MOBILITY SOLUTIONS

Focused on managing the increasing array of mobile devices, wireless networks, these solutions support and enable people, processes, and related services to work with mobile computing in their workplace. This emerging discipline has become increasingly important over the past few years as more workers use smart phones and tablets in their day -to- day work.

THE OUTDOOR DEMO SHOW

The Outdoor Demo Show: bringing outdoor cleaning to life. The show brings a multitude of equipment manufacturers, and dealers and retailers together for a show filled with a variety of activities and demonstrations for outdoor cleaning.

Participants:

Kärcher Dakar reinigungsstation
Tielbürger city and street cleaning
Ecogum gum removal
Twist Eco Car Wash car wash
Idromatic car wash

INNOVATION *award 2014*

Nominees in category 1: Machines, accessories and components

T17 BATTERY POWERED HEAVY-DUTY RIDER SCRUBBER, TENNANT

Tennant's T17: designed to reduce costs to clean, improve facility image & provide safe environment for operator and service personnel.

VISIOAIR, TEINNOVA
 Cleans, views and verifies in one operation all cleaning work in AC DUCTS using air injection which is quicker, more cost effective and efficient than traditional methods.

WETROK DISCOMATIC MAMBO, WETROK

Scrubber dryer 30 l Lithium powered battery min1500 cycles, outstanding maneuverable - for best ergonomical fit, handle continuously adjustable to users size, automatic transportation wheel for easy transportation. between locations or storage rooms, integrated dosing in order to optimize the chemical consumption.

Nominees in category 2: Equipment/tools for cleaning, care and safety

B 60/10 C, KÄRCHER
 The MopVac B 60/10 C is

HERE ARE THE INNOVATIVE PRODUCTS AND SOLUTIONS. FROM 66 ENTRIES, 10 NOMINEES WERE SELECTED BY THE INTERNATIONAL JURY.

THE AWARD CEREMONY WILL BE HELD ON TUESDAY 6 MAY AT 12.00, ON THE FIRST DAY OF THE EXHIBITION IN THE ELICIUM

a new product category, which combines the best features of a mop and bucket system with the best features of a scrubber dryer. With its working width of 60 cm the B 60/10 C can clean five times faster in open areas compared to a regular mop - and it leaves the floor dry.

BIOTECH, SOFIDEL

Biotech is a toilet paper that utilizes Biologic Active Tissue Paper technology. It contains different microorganisms, totally harmless for man and for the environment. When the toilet paper reach the water, the microorganisms are activated, producing enzymes and feeding on the dirt present in pipes and in the sewers. Once their action is complete, they biodegrade without leaving any residue.

ORBIO OS3, TENNANT

The Os3 is the future of On-Site Generation that generates both cleaning and disinfecting solutions on-site. These solutions

are created through water electrolysis, which includes a small amount of salt. The os3 also includes a unique Satellite system which allows solution dispensing in remote locations.

Nominees in category 3: Management, Training Solutions and Related Products

ALPHEIOS EXPERTATHAND, ALPHEIOS

The first app for devices like Google Glass that offers the possibility for a cleaning expert to look through the eyes of a cleaner and help and communicate with him in real time! The app is available both as a service from Alpheios and for cleaning managers themselves to interact with and support their cleaners.

EUROPEAN CLEANING MACHINES RECYCLING, EUROPEAN CLEANING MACHINES RECYCLING BV
 ECMR seeks to offer a

sustainable and transparent recycling solution that closes the recycling circle of machines and equipment in the cleaning industry. Materials are sold on to certified processors for recycling in accordance with environmental legislation.

HAKO-FLEET-MANAGEMENT-SOLUTIONS, HAKO

The Hako-Fleet-Management-Solutions consisting of „Hako-Fleet-Report “& “Hako-Fleet-Recorder” helps our customer to keep their machines under control and to run economically and efficiently. The Fleet-Recorder logs machine data and transfer these via cell phone network directly to customer's computer.

KÄRCHER FLEET SERVICES, KÄRCHER

Kärcher has developed a unique and comprehensive solution to manage fleets. Incoming data from machines is converted in a meaningful way which can be viewed in many detail levels on a Web-based, individually configurable user interface. With the meaningful information, organizations are enabled to manage their fleets and optimize their processes to new levels of efficiency based on data insights.

Italian EXHIBITORS

PAVILION 11

Company	STAND
A.R.S. Elettromeccanica S.r.l.	11.800
Bettari Detergenti S.r.l.	11.429
Bieffe S.r.l.	11.807
Carind S.r.l.	11.421
Carma Professional	11.213
Casalino Carta S.r.l.	11.410
Co.Ind S.C.	11.833
Doman S.r.l.	11.705
Faber Chimica S.R.L.	11.617
Faraone	11.730
Foscart S.r.l.	11.120
Gisowatt S.p.a. Industria Elettrodomestici	11.622
Hygan GmbH - Srl	11.625A
IdroEletrika S.r.l.	11.804
KlinMak S.r.l.	11.624
KS Group S.p.A.	11.801
Lucart Group	11.301, 11.403
Medial - Metalnova	11.214
Menikini	11.607, OUT06
Nettuno S.r.l.	11.413
ORMA Air Control	11.409
Packing go	11.147
Paper Divipac S.r.l.	11.521
Papergroup S.p.a.	11.517
Santa Gemma Trading Company	11.327
Santoemma S.r.l.	11.501
TPA Impex SPA	11.700
Unitekno S.p.A.	11.703
Univac S.r.l.	11.427
Vega S.r.l.	11.822

PAVILION 10

Company	STAND
Cartindustria Eurocarta S.r.l.	10.115
Celtex Spa	10.211
CentralCarta	10.306
KROLL s.r.l.	10.121
Mar Plast	10.419
QTS S.r.l.	10.311
Sofidel S.p.A.	10.303
Vama Elettrotermo Meccanica	10.109

PAVILION 9

Company	STAND
Bram S.r.l	09.400
Depureco Industrial Vacuums	09.300
Fa-Ma Jersey SpA	09.213A
Pulire	09.514

PAVILION 6

Company	STAND
G.M.ELECTRIC	06.103

De Nora Next	06.200
R.G.S. Impianti	06.209

PAVILION 5

Company	STAND
Alberti International s.r.l.	05.319
Annovi Reverberi S.p.A.	05.109
Bertolini Idromeccanica	05.315
Cilmas Centro Sud S.r.l.	05.416
Cleaning Component	05.401
Corazzi Fibre S.r.l.	05.403
Evotech Italia S.r.l.	05.405
Hawk Leuco S.p.A.	05.202
IBIX S.r.l.	05.220A, 05.410
Idromatic	05.318, OUT01
Imesa S.p.a.	05.101B
La Nuova Sipom	05.416
LASLO S.r.l. - Castello	05.206
Mazzoni S.r.l.	05.310
MTM Hydro S.r.l.	05.415
PA SpA	05.220
Poli Cleaning Machines	05.405
Pulitecno s.r.l.	05.309
RAMEX	05.216
Simmm Engineering S.r.l.	05.428
Tecno.mec srl	05.311
Tecomec S.r.l.	05.209
UDOR S.p.A	05.123

PAVILION 4

Company	STAND
AR-CO Chimica S.r.l.	04.111
ARISTON Cleaning	04.430
Arix S.p.A. / Arix Europe	04.405
C.C.A.G. Crotti S.r.l.	04.213
Delfin S.r.l.	04.303
EME S.p.A	04.433
Falpi S.r.l.	04.107
Fibratesco S.r.l.	04.421
I.S.A.L. s.r.l.	04.113
Injecta S.r.l.	04.331
Klindex	04.115
Maer Idropulitrici S.n.c.	04.101
Power Wash Italiana	04.438
Seko	04.203
SIBILIA srl	04.413
Sutter Professional	04.215

PAVILION 3

Company	STAND
Adiatek S.r.l.	03.127, 03.129
Amer S.p.A.	03.111
CIMEL S.r.l.	03.326
Coynco	03.327

DAGU srl	03.234
Duplex International S.r.l.	03.119
Ecochem S.r.l.	03.203
Epoca S.p.a.	03.236
Idrobase Group Srl	03.304
Italchimica S.r.l.	03.420
Kevac S.r.l.	03.131
Lindhaus	03.207
Maxima S.r.l.	03.107
Movimotor S.r.l.	03.130
Nuova Brescia Accumulatori	03.210
Ravioli S.p.a.	03.121
T.S.M. - Technological Systems by Moro	03.102
Tecnovap S.r.l.	03.120
Tre Colli s.p.a.	03.323
Wm System S.r.l.	03.325

PAVILION 2

Company	STAND
Ametek	02.107
Biemmedue	02.127
Dulevo International	02.217
Ing. O. Fiorentini S.r.l.	02.123, 02.225
Lavorwash S.p.A.	02.203
Synclean S.r.l.	02.118

PAVILION 1

Company	STAND
Comac S.p.a.	01.421
Comet spa	01.503
DEC S.p.a.	01.334
Elsea S.r.l.	01.115
Filmop S.r.l.	01.219
Fimap S.p.a.	01.421
Ghibli	01.131
Interpump Group	01.105
IPC Euromop	01.437
IPC Gansow	01.435
IPC Group	01.435, 01.437, 01.535
IPC Portotecnica	01.435
IPC Pulex	01.535
IPC Ready System Srl	01.437
IPC Soteco	01.435
Nicolini & C. S.r.l.	01.434
RCM S.p.a.	01.333
S.P.E.	01.117
T.T.S. Tecno Trolley System	01.431
Tecnica International	01.432
TMB S.r.l.	01.421
U.B.S. Union Battery Service	01.327
VDM S.r.l.	01.339

Focused on cleaning



Concentrati da 50 anni sulla PULIZIA, sino ad adottarla come filosofia, le attribuiamo il significato di **Etica** nelle relazioni, **Responsabilità** nella produzione, **Attenzione** alle persone e **Sensibilità** verso l'ambiente. Tutto questo ci ha portato a realizzare prodotti intelligenti, sostenibili e gradevoli studiando per i vari mercati e settori specifiche **soluzioni integrate per la detergenza e l'igienizzazione**.

Il governo completo del processo produttivo e un team di giovani professionisti ci permette di offrire il massimo della qualità, innovazione, formazione e servizio.

Focused for 50 years on **CLEANING** that is the heart of our business philosophy, we attribute the significance of **ethical behaviour** in relationships, **responsibility** in the production, **attention** to the needs of the people and **sensibility** to the environment. All this led us to make intelligent, sustainable and agreeable products studying for the various markets and specific sectors **integrated solutions for the cleaning and sanitizing**. The complete government of the manufacturing process and a team of young professionals allow us to offer the highest quality, innovation, training and service.



Vieni a visitarci:
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**PAD. 11
STAND 11.429**



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Fax +39 030 2540332
info@bettari.it - www.bettari.it



NEW products

Stand 05.101B IMESA S.P.A. LM ECO MOP

Thanks to the combinatio of the IM8 computer with a precise load cell weighing system, the LM MOP becomes ECO! The machine is able to adjust water and detergent consumes according to the washing load. Wastes are avoids, the perfect result is assured.

Stand 03.326 CIMEL S.R.L. TURBOLAVA TURBOLAVA 35 LI-ION BATTERY OPERATED SCRUBBER

New cord free compact automatic floor scrubber, lithium battery operated. Very light and manoeuvrable; high cleaning efficiency, due to a couple of counter rotating brushes with a double-bristles asset that clean and remove even the toughest dirt also from grouted floor up to the wall edge, using little detergent.

Stand 01.50 COMET SPA K 250 STATIC

The new K 250 STATIC is a cold water high pressure cleaner that can be configurated for wall fixing or for stationary use. Sturdy inox casing and ease of maintenance, ideal for all professional uses.

Stand 05.428 SIMMM ENGINEERING S.R.L. POWER GUN COLD WATER PRESSURE CLEANERS

High performnace cold water pressure cleaners with SIMMM AXA pump and robust trolley. Patented pump with a pressure of 200 Bar with a single phase motor (<14 Amps.) 1.450 rpm electric motor with total stop device included and 15 mt. hose reel.

Stand 04.303 DELFIN S.R.L. NEW DG EXP

The DG EXp is the most sturdy and compact three-phase industrial vacuum (with a back placed side channel blower) in the whole Delfin range. This new version features great innovations starting with an wholly new design with more compact dimensions but unchanged capacity and power. Come and find out more on our stand 04.303!

Stand 03.304 IDROBASE GROUP SRL VIOLETTA

Concerning professional cold-water pressure washers, Idrobase Group presented Violetta, the smallest professional cold-water pressure washer on the market. Reliable and

NEW: YOUNG CLEANING PROFESSIONALS

The Young Cleaning Professionals (YCP) programme presents a new concept for young industry professionals to get involved and jumpstart their careers. The programme will provide opportunities for members to network and learn from industry leaders at the exhibition, as well as participate in online events throughout the whole year. Members will meet leaders of industry and other prominent industry members to discuss developments and brainstorm about the future. To qualify as a Young Cleaning Professional you must:

- Be younger than 35
- Work in the cleaning industry
- Have a Linkedin profile and account

YCP BENEFITS

YCP members have special privileges during the show such as:

- Organised guided tour of the exhibition floor to show members
- Access to YCP VIP Lounge
- Exhibitor Happy Hour/Drinks/25th Anniversary Party
- Exclusive YCP Conference Programme
Seminars: Learn from industry leaders presenting on industry topics
Be a part of the programme. Use the online discussion board as an opportunity to ask specific questions in advance, leaders will answer interesting questions during the programme. Post questions on the discussion board
- Workshops (Instigate experience & involvement)

YCP AMBASSADORS

- Robert Stelling - Amsterdam RAI
- Martine Mallee - ISSA Europe
- Damian Armitage - MGS Greenspeed
- Kaja Kingma - Amsterdam RAI
- Jeroen van der Poel - Unger
- Laurens Metternich - Spectro
- Martin Kennis - Daka Services
- Koen Meevissen - Alpheios
- Dick van Dijk - Exclusiva

extremely handy, thanks to its small size, Violetta is ideal for a continuous work (up to 3 hours)

Stand 01.437 IPC EUROMOP LAMIRAILL

Lamirail is the tool for cloths with the innovative sliding on a track system that allows to move the joint, partially or totally, to the right or to the left, in order to reach even the most adverse and inaccessible areas. Once you have chosen the appropriate position for cleaning purposes, you just need to block the “stop & go” system with a light foot pressure.

Stand 03.207 LINDHAUS LW46 HYBRID DUAL CORE

Hybrid (battery and cord) Carpet Cleaner and Scrubber drier all in one HighTech machine. Very high productivity 460mm working widht machines suitable for commercial carpet cleaning and any type of floor scrubber drier. The brush pressure is adjustable, the battery charger and 15mt. cord are on board. The water and recovery tanks are easy to remove.

Stand 01.435 IPC SOTECO MAXIBAG 3FLOW

Stainless steel vacuum cleaner equipped with continuous bag for dust collection, and 3 motor head with automatic cleaning system of the filters during operation.

Thanks to these features, the operator can easily and continuously store the vacuumed material in bags. Moreover, the 3flow head performs a cleaning process of the filters, allowing the vacuum cleaner to work continuously

Stand 04.215 SUTTER PROFESSIONAL THE SUTTER PROFESSIONAL APP The Sutter Professional app is an application for iPad device that allows introducing the Sutter Company in a very effective way. It has been created to support the sales force, supplying sales tools and all Company updates in real time, reducing the use of traditional paper catalogues.

Stand 01.431 T.T.S. TECNO TROLLEY SYSTEM SRL DOSELY

Dosely is an innovative dispenser of cleaning solution enabling the soaking of mops directly on the trolley. It is made of plastic, totally mechanical and modular (there are no electrical parts). Dosely is safe and easy to use, it reduces the impacts of cleaning operations, like the use of chemicals and water, thus allowing to save money through the entire cleaning process.

Stand 10.303 SOFIDEL S.P.A. BIOTECH Biotech is a toilet paper that utilizes Biologic Active Tissue Paper technology.

It contains different microorganisms, totally harmless for man and for the environment. When the toilet paper reach the water, the microorganisms are activated, producing enzymes and feeding on the dirt present in pipes and in the sewers. Once their action is complete, they biodegrade without leaving any residue.

Stand 11.802, OUT03 ECOGUM PRX1 The only truly portable chewing gum removal system, designed and built in the UK, using only 8 litres of bio-degradable detergent over 8 hour use it offer the convenience of being used whilst the public are around with no disruption unlike traditional methods of high pressure steam and lots of water

Stand 04.321 WERNER & MERTZ PROFESSIONAL GREEN CARE PROFESSIONAL CLEANING & CARE RANGE Revolution in professional cleaning: Green Care professional provides the worldwide first comprehensive cleaning and care range which is Cradle to Cradle certified (CM) Gold. This selection of 8 eco-effective products reflects outstanding innovative developed products.

Stand 09.416 OXY'PHARM NOCOMAX EASY /

NOCOLYSE

This is a concept of automated disinfection to get rid of infectious risk in areas up to 20000m3. Requests little human intervention&only small product doses to reach high level disinfection,helping reduce hygiene-related costs. Main particularity:its simplicity of use.

Stand 04.223, 04.323 HAGLEITNER HYGIENE INTERNATIONAL GMBH XIBU SENSE MANAGEMENT

Imagine, you could check the filling level of your dispensers and the cleaning activities of your staff members in real-time, no matter where you are. Sense Management shows the individual building structure and allows an efficient facility management. This software solution leads to frequency oriented service, lean cleaning organisation and control as well as to cost-effective staff deployment.

Stand 01.211, 01.311, 01.411, B5 SEALED AIR DIVERSEY CARE SMARTVIEW

This is a unique mobile communication platform that delivers service performance improvement with a range of real-time management, quality control and reporting features for interdependent cleaning teams in the FM, hospitality and healthcare industries.

AMSTERDAM *history*



FROM ITS HUMBLE BEGINNINGS AS A 13TH-CENTURY FISHING VILLAGE ON A RIVER BED TO ITS CURRENT ROLE AS A MAJOR HUB FOR BUSINESS, TOURISM AND CULTURE, AMSTERDAM HAS HAD A STRONG TRADITION AS A CENTRE OF CULTURE AND COMMERCE

Out of the marshlands and swamps surrounding the Amstel River, a structure of dams and dikes was forged - the first of which is marked by the Dam square at the heart of the city today. These canny "Aemstelledammers" began exacting toll money from the passing beer and herring traders of the roaring Eastern Sea Trade of the Baltics. They

quickly became expert boat builders and brewers; attracting more interest in the emerging town. The right to free passage proved to be crucial for the economic development of Amsterdam. In particular, beer and herring proved popular commodities. For example, in 1323 Amsteldam owned the exclusive right to import beer from Hamburg. By the end of the 15th

century, the city developed rapidly. After the Spaniards conquered Antwerp, many wealthy Jews fled to Amsterdam. In 1602, the Dutch East India Company was founded. The city of Amsterdam had a majority share in the organisation, which was to become the first multinational company in the world. The result was a period of unprecedented prosperity, causing the 17th century to become known as the Golden Age. During this period, the city underwent two massive urban expansions. The results were the now-famous canals and the Jordaan district. In the first half of the 17th century, the number of artists grew enormously

I AMSTERDAM CITY CARD

The "I amsterdam City Card" is an outstanding way to explore everything the city has to offer. Visit world-class museums, take a cruise through the charming canals and sample the local delicacies. All for free or with a significant discount! In addition, City Card gives you unlimited access to the city's public transportation system for 24, 48 or 72 hours.

The I amsterdam City Card is the most convenient and affordable way to experience Amsterdam. Valid for 24, 48 or 72 hours, the 2014 City Card includes:

- A detailed city map
- Unlimited use of GVB public transport in Amsterdam (bus, tram & metro)
- Free entrance to Amsterdam's major museums & attractions
- €2.50 discount on entrance to the Rijksmuseum
- One free canal cruise
- Discounts on attractions, concerts, theatre, rental, restaurants and more
- Free giveaways, fun surprises & special monthly offers
- Free entrance to a range of attractions at the Zaanse Schans & various discounts
- Free entrance to the major museums in Haarlem & various discounts
- Free ferry trip from Volendam to Marken & various discounts in both towns

- Free entrance to the Zuiderzee Museum & various discounts in Enkhuizen.

For specific information, view the list of every offer included with the 2014 I amsterdam City Card.

THE PRICE

City Card for 24 hours: €47
City Card for 48 hours: €57
City Card for 72 hours: €67

SPECIAL OFFER: GET OUT OF TOWN

When you buy the I amsterdam City Card, you can now add the Amsterdam & Region Day Ticket to your purchase for a special price of €10 (regular price €13.50). Combine free 24-hour regional public transport with the I amsterdam City Card and take full advantage of the many colourful attractions and surprising museums that the region has to offer.

- City Card for 24 hours + Amsterdam & Region Day Ticket: €57
- City Card for 48 hours + Amsterdam & Region Day Ticket: €67
- City Card for 72 hours + Amsterdam & Region Day Ticket: €77



and there was an explosion of art and art dealers in Amsterdam. Within just thirty years, Amsterdam became a thriving cultural city, leaving a legacy of Rembrandt van Rijn, Johannes Vermeer and Jan Steen. With the construction of the North Sea Canal (1876), Amsterdam finally had a direct connection to the sea. Thanks to trade with the Dutch East Indies (Indonesia), Amsterdam acquired an important position in the world spice trade. The diamond trade with South Africa also began to evolve at this point. The 20th century began well. The Amsterdam School, an idealistic architecture movement, provided low-cost housing around the old city. The city also expanded to include Schiphol Airport.

Although the Netherlands remained neutral during World War I, a serious food shortage befell the country and products had to be rationed. During the crisis years (1934) a revolt broke out. Protests took place against the reduction of unemployment benefits; for many people the only source of income. World War II caused little physical damage to the buildings and infrastructure of Amsterdam. But starvation during the period did take many lives, and as a result of the persecution of the Jews, the city lost ten percent of its inhabitants. After the war, the composition of the Amsterdam population changed rapidly. Many original Amsterdammers left for satellite towns like Purmerend, Hoorn and Almere. At the same time, an influx of Surinamese, Turkish and Moroccan immigrants boosted the city's population. Amsterdam is now home to more than 780,000 residents from 180 different countries.

Good news on honeybees

EU STUDY FINDS HONEY BEE DEATH RATES ARE LOWER THAN FEARED



A pioneering European Union survey into the impact of pests and diseases on honeybees found death rates were lower than feared, in part countering concerns about the collapse of colonies of the crop-pollinating insects. The study of 32,000 bee colonies across 17 EU member states from late 2012 until summer 2013 found winter mortality rates ranged from 3.5 percent to 33.6 percent. The winter of 2012-13 was particularly cold and the highest mortality rates were in northern countries with harsher climates. During the beekeeping season, when the insects are active, mortality rates were between 0.3 percent and 13.6 percent. “It’s the first major study of pests and diseases that affect honey bees. A lot of it seems very encouraging,” said Tom Breeze, a specialist in bees at the University of Reading in Britain said. Breeze was not involved in the study, which was made public by the European Commission in April. By comparison, U.S. beekeepers lost nearly a third of their colonies last winter as part of a largely unexplained decline in the population that could affect food supplies. The study found that overall prevalence of the bee diseases American foulbrood was low in all the monitored EU member states, ranging from zero to 11.6 percent.

European foulbrood was even lower. Only five member states observed positive cases and the clinical prevalence exceeded 2 percent in only one member state. Varroosis, a disease caused by a mite, was however observed in nearly all the monitored member states. The survey was financed by the 17 out of 28 EU member states which took part and by the European Commission, which contributed \$4.5 million. It said the study would be followed up with further research. Environmental campaigning group Greenpeace welcomed the study as far as it went, while saying that it left out analysis of the impact of pesticides and changes to biodiversity. “This is the first year in which some sort of monitoring has started. Finally it’s a first step in the right direction,” Greenpeace’s EU agriculture policy director Marco Contiero said. Last week, the Red List of the International Union for Conservation of Nature found that almost a quarter of Europe’s bumblebee population is at risk of extinction because of loss of habitats and climate change. The Commission, the EU executive, also said current indicators showed wild bees, closely related to the honey bees and also vital pollinators, were in “a worrying decline”.

Source: Chicago Tribune

One hundred years ago, an entomologist at the Washington Agricultural Experiment Station named A. L. Melander published an article in the Journal of Economic Entomology called “Can Insects Become Resistant to Sprays?” Melander’s 1914 paper not only reported the first case of field-evolved insecticide resistance, it also foreshadowed the refuge concept for delaying resistance,” said Dr. Bruce Tabashnik, head of the Entomology Department at the University of Arizona. Melander noticed that certain populations of insects — but not all of them — were becoming less susceptible to sulphur-lime than they had been in the past. While the chemical was documented to be very effective at killing scale insects in a previous experiment in Wawawai, WA, Melander found that 90% of the specimens that he had sprayed in Clarkston had survived. Even when he increased the amount of active ingredient by ten times, 74% of them still survived. “That the San Jose scale should become acclimatized to a sulphur-lime environment is not altogether a strange thing,” he wrote, noting that a colleague had observed that moths in his lab could become resistant to arsenic. “By consuming repeated small amounts of arsenic the body becomes immune to many times the normal lethal dose,” he wrote. “When arsenic spraying

for leaf-eating insects is imperfectly done it is quite possible for the insects to get daily homeopathic doses of arsenic and to become progressively resistant. Indeed, Mr. R. W. Glaser of the Bussey Institution, has experimentally verified this supposition in his work with the gipsy moth [sic]. By successively administering more and more spray, he tells me that he has succeeded in rearing a series of moths from larvae that finally were feeding on heavy dosages of arsenate of lead. Indeed, these larvae were especially hardy, and developed as strong an immunity to disease as they did to the arsenic.” As Dr. Tabashnik said, Melander also predicted that entire populations would not become resistant as long as some non-resistant insects survived, because their non-resistant genes would be passed on to future generations. “If only the resistant individuals survived to reproduce then a pure [resistant] line might result after repeated sprayings,” he wrote. “But always there are some scales missed by the spraying, and these, during the ten generations between sprayings, will produce a population in part, at least, non-resistant ... Thus we may make the strange assertion that the more faulty the spraying this year, the easier it will be to control the scale the next year.”

Source: ESA Entomological society of America

“Can Insects Become Resistant to Sprays?”

THE FIRST JOURNAL ARTICLE ON INSECTICIDE RESISTANCE WAS PUBLISHED 100 YEARS AGO



Targeting Pheromones in Fire Ants

FIR ANT IS ONE OF THE WORLD'S 100 WORST INVASIVE SPECIES



The painful sting of the red imported fire ant is not easily forgotten. Delivered in large numbers, the stings can kill small animals. Humans that develop hypersensitivity to the ants' venom are at risk as well. Unfortunately, the fire ant is well established in the southern and southwestern United States and is one of the world's 100 worst invasive species. The pest affects U.S. urban, agricultural, wildlife, recreational, and industrial areas, infesting millions of acres and costing \$7 billion in damage repair, medical care, and control each year. As the ants spread northward, Agricultural Research Service scientists at the Center for Medical, Agricultural, and Veterinary Entomology in Gainesville, Florida, stay close on their trail, exploring how they function and developing innovative techniques that could lead to new biologically based and environmentally friendly control methods. One area under investigation are pheromones, chemicals secreted by ants to induce behaviors in other ants. For example, trail pheromones guide workers from nest to food sources, queen pheromones attract workers, and sex pheromones bring males and females together for mating. Entomologist Man-Yeon Choi and chemist Robert Vander Meer, in the center's Imported Fire Ant and Household Insect Research Unit, have demonstrated for the first time that a neuropeptide

hormone, originally discovered in moths, activates the production of trail pheromones. Worker ants lay a chemical trail from food to nest and recruit other workers to follow the trail to retrieve the food.

FOLLOWING THE TRAIL

The hormone of interest is called "pheromone biosynthesis activating neuropeptide" (PBAN). It was first discovered and identified in moths by ARS scientists in Beltsville, Maryland, in the 1980s. They found that PBAN regulates sex pheromone production in female moths. According to Choi, every insect investigated so far has a variation of this neuropeptide—a compound made of two or more amino acids. "More than 200 PBAN-like peptides have been identified in other insects, such as cockroaches, but their pheromone biosynthesis activation function outside of moth species was unknown until now," he says.

In one experiment, scientists injected fire ant workers with their specific PBAN to see if this process influenced the biosynthesis of the trail pheromone. Results demonstrated that there was a significant increase in pheromone production after injection. In addition to the fire ant-specific PBAN gene, they also identified the DNA sequence of the fire ant PBAN receptor gene.

With this information, they determined that the receptor gene was being expressed in the Dufour's gland, which produces the trail-making pheromone.

SILENCING GENES TO DETERMINE THEIR FUNCTION

Having determined the sequence of the genes, Vander Meer and Choi used the relatively new technique of RNA interference (RNAi) to provide another test of the role PBAN plays in fire ant trail pheromone production. "RNAi technology involves taking normally single-stranded RNA from a gene and creating double-stranded RNA (dsRNA) that can be used to suppress expression of the gene," Vander Meer explains. Scientists dissolved the dsRNA of PBAN or its receptor in a water solution, injected it into ants, and made observations at 24, 48, and 72 hours after injection. "When we used RNAi to suppress expression of either the PBAN gene or the PBAN receptor gene, the ants produced less trail pheromone" than ants that did not receive the treatment, Vander Meer says. These results confirmed that PBAN is involved in trail pheromone biosynthesis in the fire ant; therefore this function is not restricted to moths, he says.

USING RNAI FOR INSECT CONTROL

While the above research was not directed at



controlling fire ants, prevention of trail pheromone production could limit the ant's survival in terms of collecting resources, migration, and other activities, Vander Meer says. But the team also discovered that the PBAN gene is expressed in every stage of the fire ant's life cycle, which suggests that the gene has functions beyond pheromone production. Choi and Vander Meer demonstrated this by suppressing expression of the PBAN gene in fire ant larvae, pupae, and adults, and then looking for any observable impact on treated ants. They found significantly greater mortality in PBAN RNAi-injected adults and larvae than in the untreated controls. Injected pupae showed delayed development as well as a high death rate. "This gene has many

different roles. When we disrupt the expression of it with RNAi, we observe multiple effects in immature stages as well as in adults," Vander Meer says. Most importantly for future fire ant control efforts, brood-tending workers that fed on PBAN RNAi dissolved in sugar water regurgitated the RNAi to their hungry brood, which in turn died at a high rate, he says. Collaborating with an industry partner, the scientists extended the fire ant PBAN RNAi work to the corn earworm—a moth species and a serious crop pest. "Our moth study was very extensive," Vander Meer says. "We fed the PBAN RNAi to corn earworms in their standard laboratory diet, and it had dramatic effects." Those effects included a decrease in growth rate and the inability to develop from

larvae into pupae. Female moths that survived to adulthood had decreased amounts of sex pheromone. A patent has been awarded to ARS for the use of RNAi to control ant species. Three additional patent applications have been filed for RNAi suppression of the PBAN gene or its receptor gene in fire ants and moths. Scientists plan to investigate whether other pheromones are activated by PBAN. Work on the use of RNAi to control insects continues under a cooperative research and development agreement with a private-industry partner.—By Sandra Avant, Agricultural Research Service Information Staff. This research is part of Veterinary, Medical, and Urban Entomology (#104), an ARS national program described at www.nps.ars.usda.gov.

Man-Yeon Choi is now in the USDA-ARS Horticulture Crops Research Unit, 3420 N.W. Orchard Ave., Corvallis, OR 97330; (541) 738-4026. Robert Vander Meer is in the USDA-ARS Imported Fire Ant and Household Insect Research Unit, Center for Medical, Agricultural, and Veterinary Entomology, 1600 S.W. 23rd Dr., Gainesville, FL 32608; (352) 374-5855. "Targeting Pheromones in Fire Ants" was published in the April 2014 issue of Agricultural Research magazine.