



N.TWO
2015 JUNE

PULIRE 2.1

THE SMART SHOW REPORT FROM VERONA



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SIGNALS FROM PULIRE 2.1

CHIARA MERLINI

The central event in this period for the world of cleaning was the 22nd edition of PULIRE Verona. An opportunity for companies to show off, to present new products and technologies developed in recent years.

In fact, despite the very difficult economic times for business, manufacturers have never ceased to research, to innovate, aware that it is only

by looking ahead that we can get out of difficult times. Investing in quality, seeking solutions compatible with conservation of resources.

Therefore it seems that the last edition of the fair has given a clear and strong signal. Unlike 2013, where we smell an atmosphere of resignation, stasis, and great uncertainty, this year the companies undertook to give

a strong, with large spaces, with stands well treated and studied so that visitors could notice how much the country is working hard.

Some signs of recovery appear, although it is early to say that the crisis is now definitely over. The more important thing is leave this grey time and look forward a strong spring.



SCA ETHICAL COMPANY



AN IMPORTANT STEP IN THE LABELLING

After years of debate the Classification, Labelling & Packaging (CLP) Regulations are about to come into force on the 1st June 2015. This means that any cleaning chemical manufactured on this date forward under law must be classified and labelled in accordance with the new CLP legislation. If the product is made on the 31st May and sent from the manufacturer to a third party wholesales/distributor, that product can be sold with the old CHIP labelling for a period of two years. But let's face it, how many distributors want to be holding two years stock – not one. CLP now completely eradicates the term “non-hazardous”, and companies need to be very careful when describing any professional cleaning detergent as such. The term to describe a product with no hazard pictogram is now “not classified”. It is estimated that 80-90% of professional cleaning products currently available on the market will be classified as hazardous in some shape or form using the new CLP calculation method.

CLP also assesses more ingredients to be classified as hazardous to the environment, so expect almost all concentrated disinfectant products to be classified as hazardous to the environment, including washroom and kitchen sanitisers and terminal disinfectants. However, as with all chemicals toxicity is only a matter of dose, and when diluted correctly the ready to use solutions will not be classified as hazardous.



Also this year Tork manufacturer SCA appears in the list of World's Most Ethical Companies, sole manufacturer of tissue. It was one of only three companies in the Forestry, Paper and Packaging category to appear. “SCA places strong emphasis on corporate responsibility and we are honoured to be named one of the world's most ethical companies for the eighth consecutive year - said SCA's group function sustainability senior vice president, Kersti Strandqvist - This award reflects the trust we strive to earn each day from our customers, consumers and business partners, and how our employees manage our extensive operations in a responsible way.”

The World's Most Ethical Companies designation recognizes companies that truly go beyond making statements about doing business “ethically” and translate those words into action. Honorees not only promote ethical business standards and practices internally, they exceed legal compliance minimums and shape future industry standards by introducing best practices today. In 2015, 132 honorees were named spanning 21 countries and five continents and representing over 50 industries. In its ninth year, the list includes 15 nine-time honorees and 11 first-time honorees.

<http://ethisphere.com/worlds-most-ethical/wme-honorees/>

SEALED AIR ACQUIRES ASSETS FROM INTELLIBOT ROBOTICS



Sealed Air announced the acquisition of Intellibot Robotics LLC, a U.S.-based privately owned company that has pioneered the development of robotic commercial floor cleaning machines. The acquisition includes certain intellectual property, the manufacturing and engineering operations in Richmond, Virginia, and sales. The business will be integrated into Sealed Air's Diversey Care division and

its leading brand of TASKI floor cleaning machines. “The combination of Diversey Care's industry expertise and global reach and Intellibot's artificial intelligence technology will help accelerate the development of the robotic floor cleaning machines market – ultimately driving efficiencies and business value for the hygiene industry,” said Dr. Ilham Kadri, President, Diversey Care.

EVENTS

July 28 - 30

Johannesburg, South Africa

CLEANTEX PULIRE

The one international trade show in Africa for all sectors of the professional cleaning industry

www.cleantex.co.za

September 16 - 18

Almaty, Kazakhstan

ECOTECH

11th Central Asian international exhibition and conference

for environmental technologies, waste management & recycling, industrial water treatment and green innovations

www.ecotech.kz

September 17 - 19

Bangkok, Thailand

THAILAND

CLEANING EXPO, PULIRE ASIA PACIFIC

Thai Clean Expo is first Thailand's biggest cleaning industry's exhibition, focused on Thai local cleaning industry

thaicleanexpo.com

September 22 - 25

Berlin, Germany

CMS

Cleaning. Management. Service. International Trade Fair and Congress

www.cms-berlin.com

October 20 - 21

Sidney, Australia

AUSCLEAN PULIRE

The exhibition delivers a great program of commercial cleaning and hygiene technology and education and offers an array of co-located conference and workshop streams

www.auscleanexpo.com.au

October 20 - 22

Mosca, Russia

CLEANEXPO

The leading exhibition of equipment and materials for professional cleaning, sanitary, hygiene, dry-cleaning and laundry in Russia

www.cleanexpo-moscow.ru

October 20 - 23

Las Vegas, Usa

ISSA/INTERCLEAN NORTH AMERICA

The one show for facility solutions

www.issainterclean.com/NorthAmerica

October 27 - 29

Madrid, Spain

HYGIENALIA+PULIRE

Spain's cleaning and professional hygiene trade fair comes back to Madrid after two successful shows in Valencia.

www.hygienalia-pulire.com

November 2 - 4

Dubai, UAE

CLEAN MIDDLE EAST PULIRE

Returning for its second edition, CMEP will welcome visitors from all sectors such as hospitals, government departments, retail, infrastructure and facility management

<http://mectw.com/clean-middle-east-pulire/>

THE CLEANING SECTOR RECRUITS, BUT TOO OFTEN IN A HURRY!



FEP, la Fédération des Entreprise de Propreté, has released a study by the Fare Propreté - www.fare.asso.fr - (as reported Bâtiment Entretien) during the 2nd half of 2014 piloted in the second half of 2014, to better define cleanliness (EFF) was designed to better understand the reality of recruitment practices. The study conducted in 2014 by the Fare Propreté on behalf of the VET sector companies' recruitment practices revealed several specific

features that are both strengths but also the levers that need to be better controlled. First observation: the sector is highly labor-employer. With approximately 665,000 employees - including nearly 200,000 working more than 16 hours a week in cleanliness and having at least one year of service - cleanliness is one of the most dynamic sectors. The study also shows that, despite a very high rate of CDI, Contract Duration Indeterminée (open-ended contract), (81%) companies have constant needs of recruitment in the year (550,000 hires) that materialize over 90% in the form of CDD (“Contract Duration Déterminée” – a fixed-term contract, or temporary employee contract.) This situation may seem paradoxical, but that is explained by the need for replacement, often in emergency, officers on leave or sick leave. Companies that need to fill a vacancy in often very short time very often face a problem of qualification or simply motivating people to be recruited as well. Furthermore, the study shows that 20% of permanent employees joined the company employing them via a CDD. “How to balance the need for companies to find qualified employees or who have potential to enhance and improve their service offering, with the need to have a large pool of labor to ensure the continuity of the provision of basic cleanliness?” questioned the authors of the study. Fare Propreté outline several areas of improvement that can be implemented by companies to overcome these pitfalls best of recruiting in an emergency. “Anticipating needs, make training a lever, anticipate sourcing, improving the criteria and evaluation techniques...”. Tracks are multiple in nature but require the development of tools or specific actions: Forums organizations Jobdating, support of small businesses, strengthening links with the actors in training... The authors of the study also suggest bid on inter-company approaches to information and awareness, employee training, more integrated cooperation of degrees.



LAST SEARCH
EFCI ON
CLEANING
COMPANIES IN
THE EU DATA ON
THE STATE OF
THE ART

TESTO
CHIARA
MERLINI

Whether we like it or not, the numbers define the phenomena: they are interpreted in another way, but the basis on which raise considerations, reflections, proposals. In the professional cleaning sector, we can say that it is very difficult to frame a market which by its nature is already ‘fluid’, with turnover and important variations, in an economic time lived differently by EU countries, and with complex internal mechanisms and different. Therefore we rely on data from the last study dall’EFCI (European Federation of Cleaning Industries), published in

late 2014. In the 20 European countries that have been made in consideration, the cleaning companies ‘worth’ a turnover of more than 64 million Euros (64 522), and is an important signal especially if placed in the economic environment of recent years, which have seen the stronger after the crisis of 1930. In fact, there was an increase of 4.83% compared to previous data, relative to the previous two years. So, the trend of transition from production-based industrial service-based economy is further confirmed, both for the massive orientation to outsourcing both an

overlap between industry and services that move the needle in favor of the latter, with an apparent minor production. This last trend is reported in the final report of the HLG, the High-Level Group on Business Services) - a High Level Group on business services set up by the European Commission to examine market gaps, standards and innovation and international trade issues in industries such as logistics, facility management, marketing and advertising.

THE EUROPEAN
LANDSCAPE

The largest share related to national markets still

see the same nations in the lead: Germany, France, Italy, Spain and the United Kingdom which together account for 70 percent of the entire market. Of these, great growth for Germany and France, while the UK, Italy and Spain we see a decline. But there was also a sharp increase in regular Denmark and Switzerland, also for the increase of outsourcing (although EFCI suggests considering this with caution, because in the years before the industrial turnover was very underrated), and Netherlands and the Scandinavian countries have grown in the sense of greater market penetration.

We all agree that cleaning is required in each environment, to ensure the welfare and quality of life of each individual, but there are areas that require a level of hygiene and sanitation higher areas where the risk of contamination may have an impact on health louder are the medical facilities, food industries and areas of high technology. Considering the various market segments in which they are engaged service companies, from the data - the European Federation recommended that the indicative - not new factors emerge: the office cleaning is always the sector that provides most of the turnover, about half of the total value (49.5%), although decreases of a point compared to the figures of the previous two years. The study noted small increases with regard to commercial structures

(+1.01%), schools and leisure (+ 0.76%), cleaning facades (+ 0.19%) and hospitals (+ 0,17%).

CLEANING
COMPANIES

The number of service companies that operate in 20 European countries is considered important: there are more than 176,900, a number that translated into percentage means an increase of 27% compared to the previous two years, although the increase is not uniform across countries. In fact, Britain recorded a + 116%, with 16,800 companies, growth due to a change in the mode of data collection, as well as to ‘go it alone’, with the creation of service companies by many operators. It is noted that, despite the crisis, the number of enterprises has grown in most countries: Austria, Belgium, Finland, France, Germany, Norway, Luxembourg, Netherlands, Spain, Sweden, Switzerland and the United Kingdom. What is the size of the companies in Europe (the figures refer to the number of people employed)? As for numbers, are still small businesses, with 10 people employed, making up 76.4% of the market, though, as to turnover, are the companies that employ more than 500 people (approximately 1.36%) that They make almost half of total turnover. They are medium-sized companies (10 to 500 employees) to decline, a trend already observed, which is also confirmed by the latest data. Separate chapter Germany,

FIG. 1
TURNOVER BY COUNTRY
(MILION €)

A	AUSTRIA	1,100	1.70 %
B	BELGIUM	1,442	2.23 %
CH	SWITZERLAND	1,638	2.54 %
CY	CYPRUS	36	0.06 %
CZ	REPUBLIC CZ	645	1.00 %
D	GERMANY	12,500	19.37%
DK	DENMARK	3,405	5.28 %
ES	SPAIN	6,900	10.69 %
F	FRANCE	12,000	18.60 %
FL	FINLAND	1,700	2.63 %
HU	HUNGARY	500	0.77 %
IT	ITALY	8,282	12.84 %
L	LUXEMBOURG	100	0.15 %
NL	NETHERLANDS	4,188	6.49 %
NO	NORWAY	1,062	1.65 %
PL	POLAND	168	0.26 %
PT	PORTUGAL	400	0.62 %
SE	SWEDEN	3,001	4.65 %
SL	SLOVENIA	145	0.22 %
UK	UNITED KING.	5,310	8.23 %

FIG. 2
BREAKDOWN BY MARKET
SEGMENTS

OFFICES	49.5 %
INDUSTRIES	9.8 %
HOSPITALS	7.6
SCHOOLS AND PLACES OF ENTERTAINMENT	8.3
PUBLIC TRANSPORTS	4 %
WINDOWS	3.7 %
FACADES CLEANING	1.7 %
SHOPS AND COMMERCIAL SITES	5.3%
SERV. FOR INDIVIDUALS	2.8 %
ASSOCIATED SERVICES (WASTE COLLECTION, CATERING ETC.).	2.5 %
RECEPTION	0.5 %
GARDENING	0.8 %
MAINTENANCE SERVICES	0.6 %
OTHERS	3.1%

FIG. 3
BREAKDOWN BY SIZE
PERCENTAGE OF WORKERS 14,98%

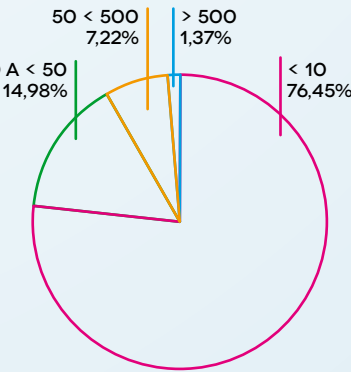


FIG. 4
NUMBER OF COMPANIES
PER COUNTRY: 176.902

A	AUSTRIA	7.000	3,96%
B	BELGIUM	2.185	1,24%
CH	SWITZERLAND	2.237	1,26%
CY	CYPRUS	322	0,18%
CZ	REPUBLIC CZ	3.300	1,87%
D	GERMANY	20.000	11,31%
DK	DENMARK	4.000	2,26%
ES	SPAIN	24.550	13,88%
F	FRANCE	2.933	1,658%
FL	FINLAND	4.622	2,61%
HU	HUNGARY	2.386	1,35%
IT	ITALY	22.092	12,49%
L	LUXEMBOURG	136	0,08%
NL	NETHERLANDS	11.040	7,24%
NO	NORWAY	3.914	2,21%
PL	POLAND	4.000	2,26%
PT	PORTUGAL	1.500	0,85%
SE	SWEDEN	1.913	1,08%
SL	SLOVENIA	1.072	0,61%
UK	UNITED KING.	31.300	17,69%

FIG. 5
EMPLOYMENT: 3.320.465 PERSONS

A	AUSTRIA	52.000	1,57%
B	BELGIUM	51.674	1,56%
CH	SWITZERLAND	65.000	1,96%
CZ	REPUBLIC CZ	81.000	2,44%
D	GERMANY	581.041	17,51%
DK	DENMARK	48.230	1,45%
ES	SPAIN	344.485	10,38%
F	FRANCE	469.026	14,13%
FL	FINLAND	40.000	1,20%
HU	HUNGARY	130.000	3,92%
IT	ITALY	421.845	12,71%
L	LUXEMBOURG	7.653	0,23%
NL	NETHERLANDS	142.089	4,31%
NO	NORWAY	30.328	0,91%
PL	POLAND	320.000	9,64%
PT	PORTUGAL	40.000	1,21%
SE	SWEDEN	50.165	1,51%
SL	SLOVENIA	5.714	0,17%
CY	CYPRUS	1.615	0,05
UK	UNITED KING.	437.600	13,19%

where 7.45% of companies employing more than 500 people, 18.8% between 50 and 500, while the 5.5% work between 10 and 50 people and has 68.25% a structure with less than 10 people.

Recorded a growth in numbers over the United Kingdom (+ 115%) - as we have seen - Austria (+ 100%, however, here the method of calculation is different having been taken of all the companies in the country, while in the previous data were considered only those of the capital), France (+ 45%, in this case the previous data indicated an understatement), the Netherlands (+ 25%), Sweden (+ 18%), Germany (+ 16%) and Spain (+ 16%). Growth in Spain is partly due to the fact that the high rate of unemployment has led many people to start a business of this type. The number of companies did not change in the Czech Republic, Hungary, Poland and Portugal, down only as far as Denmark (-22%, however, due to an update of the previous figures), Slovenia (-4%) and Italy (-3%). They must not forget the cuts in public spending in these countries, economically in crisis. A growing number of companies registered in Sweden (+ 18.5%), Switzerland (+ 12.1%), Luxembourg (+ 10.6%), Norway (+ 8.7%), Belgium (+ 8.3%) and Finland (+ 7.1%). These data can be explained mainly by the favorable economic situation.

THE OPERATORS
OF THE CLEANING
INDUSTRY

The number of operators has slightly increased (+ 0.1%) compared to the previous two years, reaching 3.32 million units. You always need to consider that this type of activity is essentially based on a strong workforce and is therefore closely linked to the employment rate. The average growth of the annual turnover in the last 22 years is 9.1 with the annual average employment growth of 4.35%, and the creation of jobs as part of a sales growth of about 2%. Also the contribution of technology on machines and equipment that are used must be assessed, going in the direction of an increase in productivity. In absolute terms, Germany is doing the lion's share, with employment growth of 9.2% (48.897 employees),

Next, as to employment, France, the UK, Italy and Spain (between 14:13% and 10:38%). The data shows so that about 68% of the total workforce in the sector of cleaning is employed in these five countries. On the productivity analysis reports a strong, 20.5% compared to 2010 (€ 20.640), although the data should be taken with caution, since this also that there have been updates in the calculation of data in Denmark, Switzerland, the Netherlands and Norway. It will be interesting to see what the trend will be confirmed by future studies.



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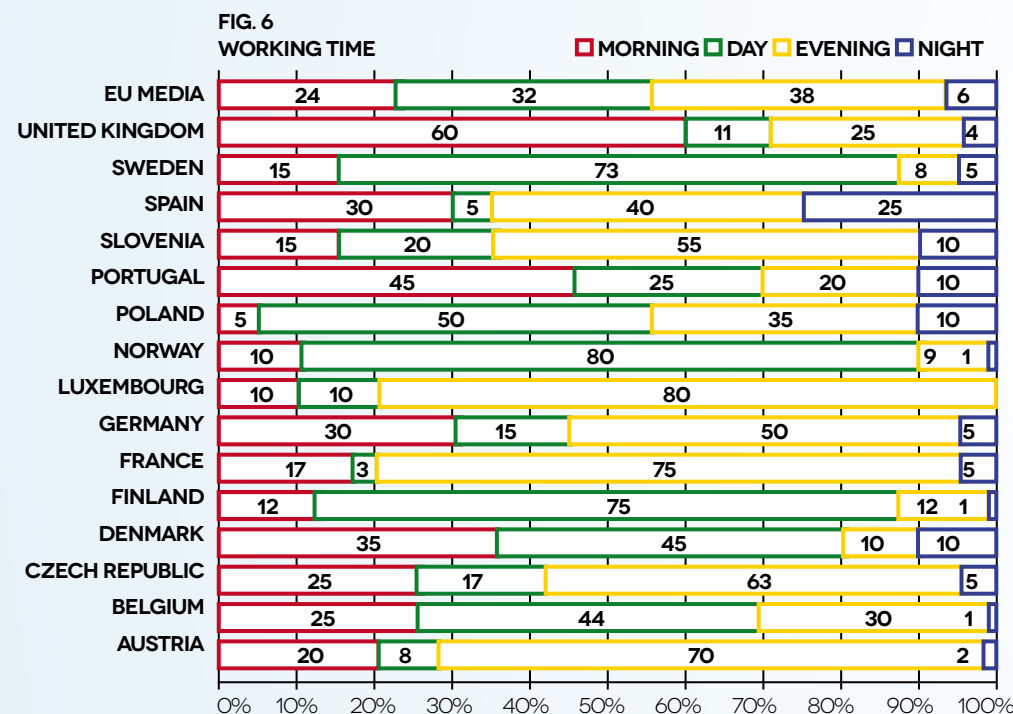


FIG. 7
% OF IMMIGRANT EMPLOYEES

AUSTRIA	65
BELGIUM	59
CZECH REPUBLIC	24
FINLAND	9
FRANCE	29
GERMANY	35
ITALY	15
NORWAY	60
POLAND	1
PORTUGAL	40
SPAIN	19
SWEDEN	46
UK	16
EUROPEAN UNION	32

One final observation on working, timely topic because in many cases the flexibility in the timetable could boost employment. Mostly the work is still done in the times when the premises are unoccupied, whether it comes to both offices of commercial space: the early hours of the morning (24%), or in the late afternoon and early evening (38%). In Scandinavia the situation is different, however, the cleaning operations are conducted during the day: 80% in Norway, 75% in Finland and 70% in Sweden. In Poland the hourly labor day to 50%; behind lie Denmark and Belgium, where the activity during the haunting covers almost half of the total. Elsewhere in Europe, however the daytime cleaning remains

limited, and the global average of 32% falls to 12.7% if we consider the countries of which we have spoken. Night work - excluding Spain (25%), increases of 5% in 2012 - this is limited to particular situations (industrial premises, hospitals, airports...). Legislation or collective agreements of individual nations require additional costs and / or higher salaries for those who work at night and the customer chooses this option only if you can not do otherwise. Cleaning during the hours of the day it is supported by a joint statement by the industry EFCI and UNI-Europa that emphasize the benefits to customers, suppliers and employees and affirm their support for all efforts to increase the cleaning day.

Despite technical developments (such as wireless and silent vacuum cleaners), which now offer appropriate solutions to combat the disadvantages of cleaning day can present (in particular in cleaning office), the reluctance of customers to accept solutions, including cleaning day it remains predominant in Europe. What are the advantages? More possibilities for full-time work and professionalism better (thanks to easier access to vocational training), increased employee motivation, for the fact that those involved in cleaning in this case is no longer a worker 'invisible' and leads to better balance between work and private life.

Focused on cleaning



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.



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Pulire 2.1

THE SMART SHOW



IT ENDED IN VERONA THE TWENTY-SECOND EDITION OF THE MOST IMPORTANT ITALIAN EVENT OF THE CLEANING SECTOR

TESTO
CHIARA
MERLINI

A fair with smile, considering the results that have exceeded expectations: more than 15,000 visitors (including more than 12,789 unique) crowded the halls of the Fiera di Verona, with the satisfaction of the 271 exhibitors and organizers. Compared with the previous edition, in fact, there was an increase of 6.3% of admissions, and also visitors from abroad increased, it accounted for 26.7% (+ 2% compared to 2013) of the total. The large exhibition area has left the wider space - 15,000 square meters - because companies could showcase their products in an appropriate way. The space Outdoor, in

which there were exposed machines dedicated urban hygiene, was very large, 853 square meters (there were 208 in 2013), with an outdoor area of 2,000 square meters dedicated to the demonstrations, made specifically by AMIA Verona.



WHO WERE THE VISITORS?
40.7% for the distributors, dealers, retailers, importers and buying groups, 34.6% is service companies and 16.5% enterprises manufacturers. To a lesser extent there was also the presence of the client,

suppliers and institutions. Business owners, and high-profile figures including presidents or CEOs, sales managers and marketing managers profiles more present, shows the evidence of a qualified audience of decision makers and purchasing.

THE INAUGURATION
The 2015 edition of CLEAN opened with the official greeting of the vice president of FiereVerona which considers the partnership with Afidamp a success factor, and the deputy mayor of Verona, Stefano Casali, who reiterated the interest in this event and the satisfaction of it in Verona, while Andrea Miglioranzi,

AMIA President, said that innovation is the basic factor and how the administration has invested resources in this regard. Toni D'Andrea, to Afidamp Services has stated that the fair is not an end but a means, because the offer presented by the exhibitors will serve to make attractive a job that is not. And this year is clearly the commitment and willingness of companies. Matthew Marino, president AfidampFAB considered that were difficult years, the past, but now you perceive a change, because the technology did not stop and you need a common effort, even by the institutions, because the industry can be more competitive.

WHO WENT TO CLEAN 2015

VISITORS
15,136 (+ 6% in 2013)
26.7% from abroad (+ 2% in 2013)
from 99 countries (90 in 2013)

ITALY
72.4% from North
17.3 Centre
10.3 from the South and Islands

FOREIGN
74.6% from Europe
17.3% from Asia
4.4% from America
2.1% from Africa
1.6% from Oceania

TPOLOGY
40.7% distributors, dealers, retailers, importers and buying groups
34.6% service enterprises
16.5% manufacturers



STARDUST

The opening day was intense: a ride in the halls showed stands set up with taste and care. Attention to detail, and color solutions visually compelling awaited visitors, who from the early hours of the morning have poured in large numbers. Vivacity and participation characterized the day, which was set to a pleasant conclusion, in the outdoor tables were set up, the pizza was in the oven... and the beer was already on the tables. Moment of ceremony and waiting for the award ceremony of the finalists at the Innovation Award (falpi, Fimap, Kaivac, Kärcher and SOCAF) and



then the prize to Kärcher. An evening of fun, therefore, accentuated by the arrival on stage of Eugene Kelly with his 'fibrillating tour': forty years of career and success on stage in Verona crowned a busy day.

Unfortunately the weather did not cooperate and the bright day is done with black clouds and a downpour, which has a bit 'ruined the party. But it looks that 'wet' edition was in reality a lucky issue.

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different
ways...





NEW CONCEPT AND NEW CRITERIA FOR THE AWARD OF THE INNOVATION AWARD, HERE IS A BRIEF OVERVIEW OF THE FINALISTS AND WHAT THEY HAVE PROPOSED. THE WINNER, **KÄRCHER**, WITH SWEEPER KM 125/130 R

TEXT
ANGELA CHIARAMONTE



The main new features of the new **KM 125/130 R**: the roller brushes on the rear axle can be removed and replaced without the use of tools. Easy access allows

quick visual inspections, the position of the roller brushes allows to overcome in the safety speed bumps as well as ascents and descents of ramps, since the roller brushes and

the sealing lips are raised simultaneously to the rear wheels. In this way it prevents the system from cleaning of rest on the ground. Thanks to the greater diameter of the



brushes also increases the height of the jet of the dirt which goes to fill the collection compartment wider (130 liters). The system of filter cleaning TACT ensures action always effective: every 15 seconds one of the three filters in flat folds is automatically cleaned by a jet of compressed air. With a working width of 125 cm the yield of the new KM 125/130 R is up to 10,000 square meters.

Falpi presented **CollegaMe**, a new tracking system for indoor use based on iBeacon technology. CollegaMe system uses an operating system icloud where the enabled user can supervise in real time the position and movements of a mobile device smartphone or tablet and communicate by

a data connection 3G.

CollegaMe can be used where the GPS system doesn't work such as indoor or buildings with many floors. It has been conceived for professional cleaning sector and it allows, with a small amount, to trace service trolleys in hospital, and to find the area where is carried out the service in real time. CollegaMe is also able, using its operating system, to send and receive alert messages or different information on a turned on a mobile device.

CollegaMe system is based on three elements: Beacon transmitters, mobile device tablet or smartphone, app mobile and operating system. The mobile device,

placed on the trolley of the operator, reveals the nearest Beacon transmitters and, thanks to the power of the received signal, it develops its position by the appropriate app (just for system Android), and sends its position by a short 3G data sending. The operating system CollegaMe elaborates the data message and set on a map of the building the visual information related to the position of the trolley. The operating system calculates the information following the needs of the user providing other useful elements such as a work flow and statistics.

A mobile device on a service trolley can make usable some information useful for the operator and for the client. This is a

smart and up-to date way available the floors, safety sheets of the products, to communicate with the company and send and receive information in real time: everything to offer better service in complete safety. The compatibility of CollegaMe to devices available on the market makes the system particularly flexible and easy to develop.

Fimap presented two products: **Genie XS** and **Fimop**. The claim says: *the cleaning on demand*, the cleaning whenever and wherever you want.

Genie XS is the revolutionary scrubbing machine suitable for cleaning very easily small and cluttered environments. It is powered with a lithium ion battery that allows to perform many, short and target cleaning operations during the same day. The floor is dry and safe with only one pass, preventing the risk of dangerous slips. Lithium ion batteries ensure constant performances throughout the entire operation and allow to quickly recharge Genie XS, to have the machine always charged and ready to be used during the same day as often as you wish. 1. always ready to use 2. fast charge 3. maximum power 4. low running and maintenance costs. Parabolic squeegee: perfect washing and drying, in any direction. The innovative rotary head is equipped with a parabolic squeegee



FALPI



FIMAP

which continuously follows the direction of the machine, for perfect washing and drying results in any direction and even in the most inaccessible corners. The brush is offset laterally relative to the machine housing, for perfect cleaning along walls and making sure that the entire floor surface in a room is hygienically washed.

Comfortable to use: the control wheel height and tilt are adjustable to suit the stature of the operator and reduce back fatigue. The steering wheel is covered in soft-touch, anti-slip material for a sure, comfortable grip.

Silent and ecologic: the Eco Mode device is ideal for maintenance cleaning, as it ensures perfect hygiene with no wastage. A single button for optimising detergent solution usage and energy consumption, increasing working autonomy and reducing noise levels, for cleaning at any time of day without disturbing the people around.

Designed to adapt to the operator for comfort and safety. The controls on the wheel are simple and intuitive, and are easy to use for an inexperienced operator, ensuring total control over the machine and the cleaning process. Cleaning settings are already pre-configured when using the automatic scrubbing function. Simply press the 'auto' button to start.

Genie XS is perfect for restaurant businesses, cleaning effectively and effortlessly under tables

and chairs because it washes and dries also when moving backwards. Sturdy and light. With materials such as aluminium for the base and chassis, the Genie XS is both sturdy and light, putting less strain on the operator during use and transport, even when carrying up and down stairs in buildings with no lifts.

Fimop by Fimap is a washer dryer designed for use by female staff. In fact, while maintaining the characteristics of functionality and efficiency, it is very handy and lightweight (weighs only 8 kg). How Genie XS is equipped with lithium battery and the structure it is in die-cast aluminum. Thanks to its ergonomic design, the cleaning machine is ideal for cleaning in tight spaces with hard floors. No problem to go to clean in tight spaces; you can wash up to 300 square meters per hour. Fimop has a working width of 330 mm.

Kaivac presented The **OmniFlex AutoVac**. It is an automated floor cleaning machine that rivals the performance of an autoscrubber – at a fraction of the cost. A really fast, simple approach to clean, safe floors, this system is perfect for high speed cleaning of hard surface areas, such as hallways, cafeterias, lobbies, warehouses, fitness areas and more. It's as fast and effective as an autoscrubber without the added cost or complexity, making it perfect for

Packing
Washroom Dispensers

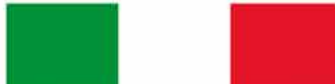


THE ART OF HYGIENIC

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.

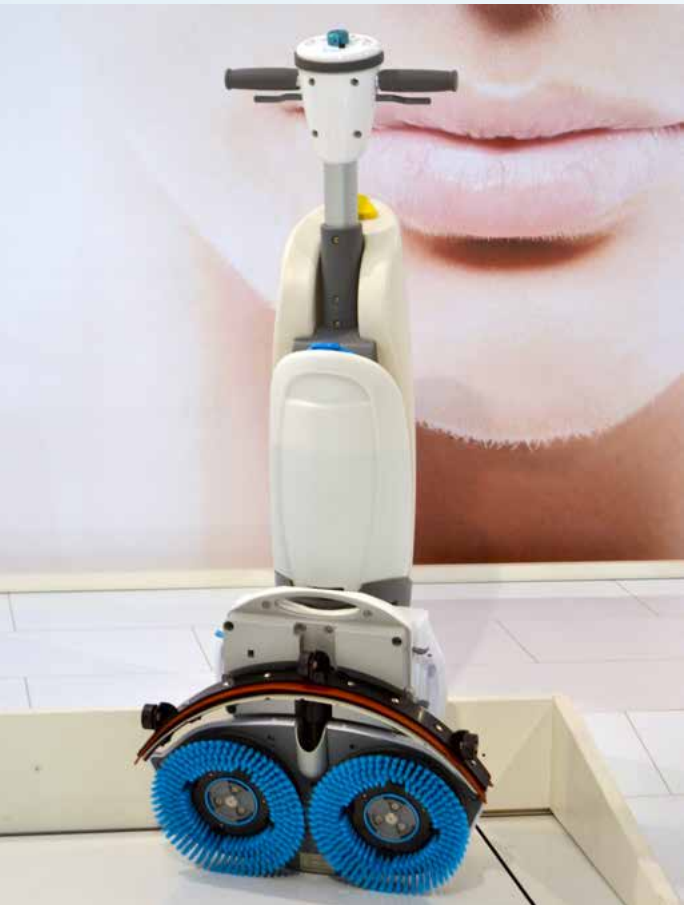
The **COSMETIC BOX** and **COSMETIC CUBE** tissue dispensers are also made of high quality ABS and available in many finishes. The firm's strong point lies in quality products, prompt deliveries, excellent value for money and of course... **MADE IN ITALY**.

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www.packing90.it





KAIVAC



SOCAL

building service contractors and facility managers alike. Now available in yellow or black. Also available, the newest AutoVac powered by Lithium-Ion. The OmniFlex AutoVac is a crossover autoscrubber that cleans as well and as fast as a traditional walk-behind or ride-on autoscrubber – at a fraction of the cost. and facility managers alike.

In comparative tests performed by a major university, the AutoVac system removed up to 99.8% of targeted soil. This was slightly better than an autoscrubber, which removed up to 99.4%. A brand new microfiber mop only removed up to 50.9%. Independent performance tests show that users can clean more than 20,000 square feet per hour with the cordless AutoVac system. Plus, most users won't have to dust mop before cleaning or trail mop after cleaning. AutoVac is available in both corded and lithium-ion battery powered models for the ultimate in flexibility. The cordless capability offers maximum productivity and ease while the corded model offers extreme cost-effectiveness and robust reliability. The best part? You can switch between modes in seconds for the best of both worlds. The AutoVac is inexpensive and easy to maintain. That's because, with so few moving parts, very little can go wrong. And if it does, it's so easy to troubleshoot and fix, unlike most cleaning equipment. Even better, the system doesn't require a technician to maintain

or fix. And in most cases, an entire unit can be reconditioned in minutes for less than the cost of a single service call.

Socaf presented **i-Mop**. i-Mop is a professional scrubber-dryer with the same flexibility as a mop. To date 70 percent of all surfaces are still clean manually with mop and bucket. This results in loss of time, manual effort and fatigue that still leaves really clean as you would like. It has been streamlined the design of a normal professional machine maintaining the same cleaning ability and making it extremely easy to handle. i-Mop is a machine able to wash and dry thoroughly under tables, chairs and benches fixed under the sinks in the bathrooms and that can turn 180 degrees on the spot; it is easy to carry up and down stairs and can be stored in a small storage room. i-Mop has the articulation titanium to clean under the furniture. and has 46 cm of washing path, two motors and bumpers nylon. It is easy to fill, clean and empty at any sink; it has several tanks for different detergents, separate tanks for solution and water recovery. The battery technology Li-Ion recharges in one hour.

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Focus ON THE COMPANIES





INTERESTING AND VARIOUS CONFERENCES

TEXT
CHIARA
MERLINI

The international dimension of PULIRE 2.1 has found its expression in the opening conference of the day of 20 May, 'Internet of things: a new revolution in the cleaning industry?' The Internet of things is changing the relationship between producers, retailers and consumers, physical objects are integrated in the Internet,

to make life easier for all, in a world of 'smart'. As it can be declined the IoT in the professional cleaning sector? The conference, organized by FORUM Pulire, intervened Andrea Granelli, president of Kanso, president of Olivetti Historical Archives, Federico Baffetti, responsible for R & D of Injenia, Simon Chen, CEO

of ICE and Markus Asch, vice chairman of the board Management of Kärcher. Andrea Granelli, after an introduction in which he exposed several examples IoT in various fields, from monitors to gardens with light and humidity sensors that notify you when defined thresholds are exceeded the toll, widely used in Italy, and - just to stay in our country - MIT's

Seanseable City Labs which measured the flow of people across Rome during the Notte Bianca, using all the mobile phones in the area as a wireless sensor network. Although IoT has gained public attention as a new kind of stylish gadget, it really has a huge potential in many areas, from 'serious side'. As proof of this, as of 2014, General Electric

opens the way for the creation of the Industrial Consortium of the Internet, along with AT & T, Cisco, IBM and Intel. The Internet of Things market as a whole is expected to grow rapidly in the near future, despite slight differences in predictions, many research companies and consultants agree on a future market surpassing 6,000 billion, between 2020 and 2025. Every day, our Internet activities generate approximately 1 Exabyte of raw data. With the advent of connected objects and sensor networks, this figure is expected to grow by a factor of 1 billion: data generated every day via the Internet of things can easily reach volumes measured in Brontobytes *.

The data size and complexity therefore require new skills, new models and new decision-making tools.

The real-time monitoring, predictive maintenance, the decision models based on data can lead to multiple benefits in terms of cost, efficiency, safety and quality. And for the cleaning sector you can identified specific benefits for the machinery sector as improvements in service (with the assistance and predictive maintenance and planned, on the basis of sensor data); improvement of innovative processes (redesigning the machines based on utilization data);

best use of the machine (through the collection and analysis of performance data, the number of steps required to clean specific areas, reduced cleaning premises unused,...); new revenues from the growth of the market data. Federico Baffetti, after presenting Injenia, one of the 8 best partner of Google in Europe / EMEA, explained how this world is constantly connected, via fact many 'things' and in many sectors: from TV sets to glasses, drones,

1 BIT = BINARY DIGIT
8 BITS = 1 BYTE
1,000 BYTES = 1 KILOBYTE
1,000 KILOBYTES = 1 MEGABYTE
1,000 MEGABYTES = 1 GIGABYTE
1,000 GIGABYTES = 1 TERABYTE
1,000 TERABYTES = 1 PETABYTE
1,000 PETABYTES = 1 EXABYTE
1,000 EXABYTES = 1 ZETTABYTE
1,000 ZETTABYTES = 1 YOTTABYTE
1,000 YOTTABYTES = 1 BRONTOBYTE
1,000 BRONTOBYTES = 1 GEOPBYTE





industrial machinery. What are the benefits of the IoT? They are many, from saving time in doing things to collect data in real time, simplifying data management. In addition, the technology has become increasingly strong, technology costs are falling, the business models for access to technology are more flexible and versatile and skills in the field of business needs and the counseling approach is fundamental. Simon Chen explained how the world's population from the process of industrialization has increased 6 times. And urbanization leading to an increasing demand for

cleaning in various districts, from schools to offices, residential complexes to public facilities and municipalities. The challenges to overcome the problems concerning human resources, the rapid increase in labor costs and rising financing costs. What can be done? Reduce labor costs through automation, improve margins with a better selection of customers, improve efficiency with technical training? Using new technologies, starting from automation (which can be considered the first step) up to IoT, which can remotely monitor the activities of cleaning 24 h for 7 days;

improve the efficiency of work with the devices of instantaneous information; to minimize the downtime; improve management efficiency. The latest technology in our industry cleaning: the lithium battery with IOT technologies: environmentally friendly, no maintenance at all, the compact size and less weight, changing at any time, long lifespan, up to 2000 cycles. In addition, the rental instead of purchase: fixed costs, no unexpected cost for maintenance, minimizes labor costs with automation. The machines must be of high quality, with parts available. The



business model changes, the sale of the car to the shop. Markus Asch, finally, he spoke of the key factors, such as miniaturization and nanotechnology, the battery technology, new materials, biotechnology, robots, big data arrive for the industry and 4.0 IoT. So he made a picture of industrial development for the industry to reach 4.0., The intelligent factory. Using IoT to localized markets, mobile computing and cloud platforms. There is a rapidly growing internet connectivity: the use of mobile devices sees about 12 billion devices in use in the world at the end of 2014, 1.7 for every person on the planet. In 2020, the number will rise to 4.3. More than half of the 33 billion devices are the result of the IoT. In cleaning, the IoT and the industry 4.0 provide efficiency improvements

necessary, intensive cooperation between customer and supplier, between the service provider and equipment manufacturer is essential for the future success of cleaning 4.0. And the awareness of the need for cleanliness and hygiene must be deeply rooted in our society. **SOME EVENT AT THE FAIR** Great interest have enjoyed all the meetings that were held during the fair. Here is a brief summary of some. 'The project CAM hospital: the prospects of the cleaning sector for technology, supplies and services' is the appointment Afidamp which opened this year's fair. The Minimum Environmental Criteria (CAM) - adopted by Ministerial Decree - contain the 'environmental considerations' throughout the life cycle of the product

or service. In a hospital environment legislation it is evolving and it is important to take stock of the situation. Lidia Capparelli, responsible for Green Public Procurement of Consip, has emphasized the great importance of this issue, closely related to health, but conditioned by organizational problems and technical capacity, while Gianfranco Finzi, president ANMDO, the National Association of Doctors Departments of the Hospital, began finding as to the center of the health system seems to dominate the euro compared to the needs of the patient, even if health care is a service that is becoming increasingly important, even for an aging population. For contracts that relate to the cleaning sector, Finzi said that the most important documents are the contract cleaning of Consip and own the Cam

hospital, establishing the frequency of cleaning, the manner of performance, training and innovations to put in act. There is room for improvement, especially in training for supervision (in Cam even expected) and innovations on vehicles and equipment, present only in the Cam. Riccardo Rifci, the Ministry of Environment, has nevertheless warned that the 2012 Decree on the cleaning services was the first step towards the creation of a comprehensive plan of action for the environmental sustainability of consumption of Pa. Sandra Zuzzi, president Making, Association that collects Treasurers and Superintendents of Health, highlighted the importance of the training of those who work in hospitals with the task of supervising the execution of the services. Missing are, in general, professionalism adequately qualified to make assessments, but at the same time also lacks a coherent framework to manage. The demand environment is undoubtedly strong, but need simple criteria.

'The use of organic products in the professional cleaning: terminology and uses of biological detergents and probiotic'. Academics, hospital and business have made the point about the state of the art research in the field and on the possible implications of this particular product category. Pier Sante Testi, head of



the Technical Department of Biofuture, a leading producer and distributor of organic products, has introduced the topic by explaining in detail what is sanitizing biological. biological detergents are nothing but biodegradable substances that allow a process of metabolism. Going into more detail, for cleaning it is necessary a surfactant (of natural origin in biological detergents) adapted to trigger a process 'breaking' of the dirt. The second phase of organic detergency is carried out by enzymes. Enzymes are substances of proteinaceous nature, catalysts, which perform the function of separating the macromolecules transforming them into simple molecules. Gaetano Privitera, Professor of Hygiene at the University of Pisa, has shown that, when microorganisms are used in cleaning, it triggers the normal biological competition that occurs when they interact with other living things, with the difference that the surface with which come in contact in the cleaning process is instead inanimate. It is this last point that raises major concerns about the possible reactions that could arise. Fabio Tumietto, responsible Hospital Infection Control at the 'AO S. Orsola in Bologna, stressed how important it is to maintain a position of caution when it comes to micro-organisms. Their use in detergents, according Tumietto, we must first build an evidence widely shared

across multiple levels. It is therefore necessary to continue with the research but expect more easy to practice.

By AfidampCom the 'Presentation of the investigation into the distribution business in the professional cleaning', with Francesco Bertini, AfidampCom president and Catherine Siclari, Tara Consulting. In 2014, the distribution market has been traveling on two tracks, indicating a strong recovery for businesses of medium range (between 0.5 and 2.5 million in revenue), but decreases for smaller companies, noting sales down for a on two. And 'what attests to the annual survey carried out by AfidampCom, the association of distributors of the cleaning sector, which also found a high level of optimism and confidence in the future: a good 8 out of 10 companies expect to grow in 2015. A novel aspect that highlights the survey in 2014 is the growth in the percentage of companies that sell through e-commerce, especially practice used by companies with a turnover between 1 and 1.5 million euro. Among the critical strongest there is still the old problem of handling payments and margins, despite the climate of improvement, are continuing to fall. For 2015, the distribution professionals state that the sector will be driven mainly by products with high technological value, noting the crucial

nature of innovation and experimentation in the sector of cleaning.

'The rental as customer service' is the topic of the seminar organized by AfidampCOM. In an increasingly competitive market for distributors of cleaning, the practice of rent is a customer service that can make a difference, but you must be prepared to aim for quality and efficiency. This, in a nutshell, what emerged from the meeting. Marco Prosperi, Director Assonolo / Assodimi and Patrizio Lazzari BCC LEASE they put their knowledge to the public, probing the issue of rental and highlighting operational aspects required, benefits, problems and issues related to the financing sources (it should be remembered that between Afidamp and BCC operates a convention that reduces time and red tape to apply for funding). It was also left space to the case histories of entrepreneurs experts, Luca Mirandola by Pulimac and Gianni Tartari by Sil Advanced. The conclusions are that the topic rental is particularly hot and strategic, but still little depth in the professional cleaning industry, unlike what happens in other countries.



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The new patented non-scratching sponge

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The double patent (fibrattiva®+sferattiva®) of Evo Sponge - by Eudorex - enables various advantages: lint free, no particles or fibres are released during the rub against surface. This means 'zero' contamination. Easy rinse, it is very easy to be cleaned, just put it under the tap, resulting extremely hygienic. Now available even in Heavy Duty version.

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www.ipcleaning.com

PW H 28 is a IP Cleaning's hot water high pressure cleaner. Continuous performance made more affordable. Save money on fuel consumption: unrivalled efficiency thanks to T-Stabilizer which grants the most stable heating performance. Save money on main components replacement: the high quality components tested for thousand of hours ensure a great durability and reliability of the machine. Save money and time on maintenance: thanks to the great accessibility of the internal components, maintenance services are fast and easy.



Filmop in the front line for waste management...

www.filmop.com

Filmop has always been in the front line in favour of raw materials recycling: this year we have developed a new innovating system which allow for a more simple and efficient waste separation, fitting the bag holder of Alpha service trolleys. Thanks to the new removable drawer positioned underneath the bag holder and the waste dividers of the upper section, you can foresee and customize up to 6 different compartments for the waste collection. From now on, in one single area of the trolley it is possible to create the right space for any kind of waste, according to the specific environment, necessary capacity and waste

differentiation. Furthermore, the new removable drawer can be used as an additional stocking area of the trolley, so as to transport small cleaning tools or various objects, depending on the specific necessities.



New diamond discs

www.klindex.it

Here are the new diamond discs to restore the gloss on marble floors. Supershine Plus, with semi-rigid support, is recommended with the use of 'mono brush machines' to re-polish perfectly and in a short time also very old and worn out floors, getting results comparable to those obtained with the professional Floor Care Machines. They leave a mirror and glide polished surface without 'the orange peel effect' which generally leave the competitors diamond abrasive discs on soft support. They remove deep scratches and

restore also acid, wine, coca cola or other products stained-floors. Supershine Soft with soft support like 'floor pads' is designed for more ordinary use, for glossy recovery and maintenance in large areas with auto-scrubber. Used with normal mono brushes, they can polish also old and worn floors, ensuring an optimal result, not comparable to SUPERSHINE PLUS but higher than similar products which are on the market because they contain more "diamond". Supershine Soft can be used wet or dry system. By Klindex.

New sweeper of medium dimensions

www.isalsweepers.com/

Isal industrial sweepers' renovation goes ahead. After presenting model 180 last year, this year introduces the new 160. A new sweeper of medium dimensions with sweeping path of 160 cm. with central and side brushes, ideal to be used in indoors and outdoors heavy industrial environments. With its compact dimensions 160 moves nimbly in warehouses and logistics facilities. There are 3 versions available: 160DK with KUBOTA Diesel engine that ensures reliability; 160GPL with

gas KUBOTA engine to maintain a low pollution; 160E with battery to eliminate pollution from exhaust gases and decrease noises. 160E is presented with a new technical solution, which consists of an electric motor in A/C current for traction forward and reverse at work (30% working time more than our previous model) lower noise and better comfort for the operator. 160 is equipped with filtering system in fabric to control the very fine dust. It is also possible to install the 'green filter' high filtration (up to 1 micron), water resistant, suitable for use in high humidity spaces.



'Exclusive Fragrance' flagship product by Arco

www.arcochimica.it/

Arco has designed and developed a new product line called Exclusive Fragrance, which includes three species:- White Musk, essence delicate, refined reminiscent of oriental notes, a hint intense, long-lasting;- Fern, fresh fragrance and aroma obtained by combining elements such as lavender, various types of wood, musk and bergamot, etc. - Spring Flower has a note of precious flowers with essential oils, extracts

from bouquet of flowers as jasmine, rose, lily of the valley, narcissus, violet which give the fragrance a persistence. The range studied for each essence includes furnishings, bathroom, floors maintenance and deodorant (new). The new line Exclusive Fragrance was made with a new formulation in 'Nanotechnology', which is the set of methods and techniques for the manipulation of matter at the atomic and molecular scale and aim to provide the materials and products with special features chemical-physical.





A most sophisticated sweeper

www.karcher.com

The new KM 105 range from Kärcher features a host of new innovations that rewrite the rule book for ride-on sweepers. New concepts like the main brush position, operator-specific control system,

eco!efficiency mode, Power Plus battery boost system and centrally-positioned side brush combine to make the KM 105 the most sophisticated sweeper available, ultimately resulting in lower running costs, increased safety and greater productivity.

A new scrubbing machine

www.fimap.com

Genie XS is the revolutionary scrubbing machine suitable for cleaning very easily small and cluttered environments. It is powered with a lithium ion battery that allows to perform many, short and target cleaning operations during the same day. Genie XS is small and lightweight so you can take it wherever you need it. The floor is dry and safe with only one pass, preventing the risk of dangerous slips. By Fimap.



Dry vacuum cleaner Silent: compact and powerful

www.lavorwash.it

Compact and powerful professional vacuum cleaner, Silent is surprisingly light and easy to handle, but at the same time effective, thanks to the single-stage high-efficiency motor. It melts successfully the main quality of professional products together with the indisputable advantages of small size, without penalizing the capacity of the collection tank. Effective filtering and silenced operation are the main features



of Silent, ensured by the innovative ultra-silenced motor and by the combination of cloth filter and paper collector filter granting high degree of filtration and easy cleaning. It is equipped with a wide range of accessories. Ideal for professionals who are looking for performance and reliability, the Lavorwash vacuum cleaner is ideal for small shops, cleaning contractors as well as car washes or supermarkets, schools, hospitals, gyms, hotels, bars and restaurants.



Stain removers

www.bettari.it

Bettari Detergents has focused for over 50 years in the production of detergents of high quality. For the industrial laundry Bettari has developed a line of stain removers dedicated to specific cleaning of garments and fabrics. The formulation of laundry detergents requires a precise knowledge of the various types of dirt and modalities to treat combined with a mastery of the characteristics of the fabrics to be washed. The line of pre-treatment stain removers for fabrics Strik is composed of 4 products packaged in bottles of 750 ml which can solve all the requirements of removal of stains. Specifically: Strik 1: specific for the removal of oil stains and grease, cosmetics, shoe polish and chocolate; Strik 2: specific for the removal of pens, markers, enamels, paints, waxes, paints and graphite; Strik 3: specific for the removal of ferrous residues, rust and cement and Strik 4: specific for the removal of organic residues and dirty pigmented. With stain removers Strik washes are optimized and the replacement of linen is reduced, saving time and reducing costs. The concentrated formulation was studied carefully to remove strong stains, with the aim of creating easy products ready to use without rubbing.

Christeyns presents a new line

www.christeyns.com

The offer the quality and effectiveness appropriate to the customer demand and commit to protecting the environment means choosing products range Ecolabel Green'r.

The use of a product range Green'r, equipped with the certifications and Ecolabel Nordic Swan, and compliance with the instructions of use contribute to the reduction of water pollution,

waste and energy consumption. The achievement of this European certification must meet the following criteria:

- The very strict specifications
 - Performance criteria very strict
 - Doses of utilization optimized
 - Biodegradation aerobically or anaerobically
 - Reduced packaging meeting the need for recycling.
- Green' line includes a complete range of products.



The power of the steam

www.e-mazzoni.it/

Mazzoni introduces a new machine Steam4000, the best way to clean and sanitize at the same way and effectively. Cleaning with its powerful steam jet is economical, sanitary

in particular environmentally friendly due to the absence of excess waste water. It has wide possibilities of appliances, such as: car wash, cleaning maintenance and sanitizing trucks and machineries, weed removal, construction sites, graffiti and stain removal.





TTS presents BiLap: new duster for microfibre cloths

www.ttsystem.com/

Bilap is the new duster developed by TTS in order to improve the range of your cleaning tools. In order to use it, just wrap the microfibre cloth normally used to dust around the plastic frame. Thanks to BiLap the use of one cloth for each room is easier and less expensive, thus avoiding the risk of cross contamination. It is

provided with a special removable handle which can be adapted to handles or telescopic handles, in order to reach heights above 2 m. Inclination up to 270° - easily adjustable thanks to the new button- allows to work in an ergonomic position on inclined surfaces or at different heights. Finally, the wide dusting surface speeds up the cleaning operations compared to the manual wiping with the cloth, thus reducing operator's efforts.

Washpanel, the robots for the PV installation cleaning

www.washpanel.com

Automatic and semi-automatic robots designed for the cleaning of PV plants. The robots of the company allow to reach the maximum output of the PV panels, by granting the constant cleaning and best quality of these. They can be used for structures installed in industrial sites, farms, feed mills or greenhouses. Washpanel's robots have mobile or automatic system. In the first case, an operator is needed as well as an external water source to wash the PV panels. The latter is thought

to make the PV plant stand-alone, by managing automatically the washing cycles. The cleaning, in terms of efficiency, is a primary aspect for this type of structures. The series of robots offered by the company (Auto/Evo/Spider/Semov/Serra/Free/MM) covers all the different types of photovoltaic installations, whether single roof, shed, or PV greenhouse. In particular the mobile models 'Evo/Spider/Serra/Free/MM' are built for companies that perform a cleaning service at third parties. They are robots that speed up the washing times of large plants, eliminating physical fatigue.



Mistretta presents Lumen

www.mistretta srl.com

Professional cleansers with herbalist origin; a selection of secure products, with efficient results in total respect of the environment. The head product in the Lumen selection Sani-chef® multi-degreasing was invented in 2008 in a 'ready to use' version and today it is presented also in a right-amount concentrated version which allows to obtain from 20 up to 40 containers of 750ml. Since the beginning it has been used by important international chefs and this product marks his success thanks to the peculiarity of its general ecological characteristics and to its action rapidity that results in excellent cleaning. Even in the ecological version the sani-chef® multi-degreasing does not contain artificial essences, preservatives, colorants, perfumes or covering solvent substances.



Broom robust and convenient to clean the garden

www.briantina.it

The Briantina operating for over 60 years in the trade of objects of great utility in the daily operation of the house. Starting with the scope of production of traditional crafts in the district where the company was born, the assortment has adapted over time to market demands. The company presents broom high angular garden with sturdy handle attack. For handles with or without thread. Clapboard and bushing in recycled polypropylene, PET fiber, fiber height 140 mm. Broom robust and convenient to clean the garden, suitable for all types of outdoor flooring



A smart dispenser

www.nettuno.net

Nettuno presents T-Small, dispenser 800 ml available in three versions: Protection & Care for creams and after work, Professional Cleaning for liquid soaps, spray and foam for light soiling and Industrial Professional for washstand with microspheres. It's possible to choose between black, white and gray and further customize it with an insert fragrant, to be placed in the front niche, available in three scents: lavender, mango and bergamot. Another important advantage is represented by the fixing system Easy-Fix, which makes it easy to remove from the wall for

cleaning and maintenance. The ergonomic shape and the swing lid, finally, allow to operate with the pressure of the elbow if necessary, avoid touching it with dirty hands.



A large range of red machines

www.rcm.it

RCM presents two very different machines: Macroclean M60, the great sweeper 6 cubic meters for large areas and that wants to be the real revolution in Sweeping heavy with its 6 cubic meters of capacity of the container and 6000 kg net load, and Kilo, the supermini ride-on scrubber. Kilo is the new supermini ride-on scrubber which adds to the RCM its wide range. Kilo is the only machine in its class to have a seat so convenient to fit perfectly every size of operator: a real seat (also adjustable guides available on request) not a simple plan fixed support. Kilo is not afraid competition for space and maneuverability but also has a solution reservoir of all than 70 liters.



Verona, THE CITY



MANY
OPPORTUNITIES
FOR LEISURE, IN A
CHARMING PLACE

TEXT
CHIARA
MERLINI

Being in Verona, during PULIRE, it is even an excellent opportunity to visit the city. Small town but with big attractions, Verona has always attracted tourists from all over the world. It is said that the story comes from every angle, and even

if in Piazza Bra there are many monuments, it is also through the smaller streets, hidden squares that the charm of the city of Verona comes out.

THE SHOWS
The performance season in Arena starts in mid-June,

but is also a great show, with great furnishings of scene showed in the great piazza Bra bring a bit 'of the exotic atmosphere. This year, waiting for Aida, here is the golden sphinxes... Placide in the grass near the fountain, two ducks do not deal with the monumental

figures and dignity are always admired (especially by children). And the sign of 'caution, wet floor' on Liston makes us always remember the cleaning.

FROM LARGE TO SMALL, BUT IMPORTANT
Imposing palaces and

the Arena, Piazza Bra is hospitable there is also room for a kiosk volunteers of a small non-profit organization that is dedicated to children in Nepal: a volunteer told me that they were in Nepal when the earthquake occurred. Fortunately on Saturdays - public holiday - the children were not at

school, and the situation was less heavy than it could have been, for their little ones. But the situation is heavy, and volunteers are committed to do to get there tends able to repair the population for winter (www.hanuman.it) The cloudy and drizzly weather didn't stop visitors: via Mazzini, the shopping

street is crowded, as well as Piazza delle Erbe, where the street ends, with its banquet and marquees.

The Adige is gray, choppy waters run fast, the clouds leave occasionally a glimpse of heaven clearer. Spring is far ahead, this year...