



For immediate release:

New 3M product innovations in action at Interclean Amsterdam

Interclean Amsterdam 2018 is fast approaching and 3M is making final preparations to unveil some exciting new products and services that are sure to generate huge interest amongst visitors – innovations that will help cleaning professionals throughout Europe save time and effort, and improve their sustainability credentials.

Visitors to the 3M stand will be able to find out more about the latest technologies developed by 3M, and experience live demonstrations of 3M Floor Cleaning Total Solutions all day, every day. You won't want to miss these.

Introducing Scotch-Brite™ Clean & Shine Floor Pad

But don't just take our word for it. The 3M stand (Hall 07. Booth 102) will allow visitors, for example, to see first hand how the newly launched Scotch-Brite Clean & Shine Floor Pad will actually shine floors as you clean with it, without the need for burnishing or the use of chemicals. This means that users will be able to maintain the floor's shiny reflection with less time, effort and equipment.

Introducing Scotchgard™ Stone Floor Protector

Another exciting product demonstration on show at the 3M stand will be Scotchgard Stone Floor Protector. Day after day floors take a beating, but this next generation Stone Floor Protector helps deliver and maintain a brilliant shine without the need for floor finish chemicals and requires just two coats per year, compared to 4-6 for acrylic finishes. It has been shown to save up to 60% on annual floor care costs. See for yourself how, in just a few steps, you can create a long lasting, durable and brilliant shine that resists scuffs, stains and scratches.

Introducing Scotch-Brite™ Dual-Purpose Scour Pad 96HEX

"At 3M we are constantly talking to our customers about the challenges they face," explains Maria Gomez, Marketing Communications Specialist for Cleaning & Workplace Safety at 3M. "Top of their list of demands are



products that help them do their job faster. Scotch-Brite Dual-Purpose Scour Pad 96HEX is a perfect example.” With its unique hexagon shape, this groundbreaking scourer incorporates two pads in one, allowing users to perform two scouring tasks with a single pad. Incorporating ‘Power Dot’ technology, that makes cleaning of heavily encrusted pots and pans a

whole lot easier, the new scourer is already saving users time and effort, and improving both productivity and profitability.

Committed to our customers

The Cleaning Industry is under increasing pressure to improve its sustainability credentials and, at Interclean, 3M will be highlighting its commitment to developing products that have a significantly smaller environmental footprint. “For example, using recycled materials, or having efficient and longer lasting floor pads, allows our customers the opportunity to offer significant sustainability improvements to their customers,” says Sandrine Malijean, Application Engineer for Cleaning & Workplace Safety at 3M.

“And our commitment to customers does not end there,” adds Maria. “We understand that it’s not easy for those responsible for establishing cleaning processes within their organisations to find time to learn about new cleaning innovations and methodologies. That’s why we’ve established The Cleaning Institute. It gives our customers a great opportunity to update themselves on new trends and innovations and, since the training is bespoke, helps them apply what they’ve learnt to their own cleaning requirements.”

More information on The Cleaning Institute, as well as all the new product innovations, will be available on the 3M stand at Interclean Amsterdam. Make a note to come and see 3M on stand 07.102.

For your free invitation click here:

https://registration.n200.com/survey/2nwhuyu66lwlm/register?contact-reference=00007291-0&utm_source=EP&utm_medium=exhibitor&utm_campaign=Leadgeneration&utm_content=00007291-0



About 3M:

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